Impact Of Brand Image, Social Media Marketing, And Service Quality Toward Purchase Decision (Study on Coffeehouse Company: Starbucks)

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ABSTRACT

This research aimed to determine the impact of the Brand Image, Social Media Marketing, and Service Quality toward Purchase Decisions on Starbucks Coffeehouse Company research at Duta Mall Banjarmasin. This research used a sample of 100 respondents in which the survey was conducted through an online and paper questionnaire. The sample of this research consisted of respondents at least 17 years old and the respondents have been Starbucks consumers at Duta Mall Banjarmasin in the last one-year period. Multiple Linear Regression and hypothesis testing using t-test and f-test were employed to analyze the data, which was then processed through SPSS software. From the results of testing three hypotheses, it can be concluded that the Brand Image, Social Media Marketing, and Service Marketing have positive and significant influence on Purchase Decision on Starbucks Coffeehouse Company at Duta Mall Banjarmasin.

Keywords: *Brand Image, Social Media Marketing, Service Quality, Purchase Quality.*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Brand Image, Social Media Marketing, dan Service Quality terhadap Keputusan Pembelian pada penelitian Perusahaan Starbucks Coffeehouse di Duta Mall Banjarmasin. Penelitian ini menggunakan sampel sebanyak 100 responden dimana survei dilakukan melalui kuesioner online dan kertas. Sampel penelitian ini terdiri dari responden berusia minimal 17 tahun dan responden pernah menjadi konsumen Starbucks di Duta Mall Banjarmasin dalam kurun waktu satu tahun terakhir. Regresi Linier Berganda dan pengujian hipotesis menggunakan uji-t dan uji-f digunakan untuk menganalisis data, yang kemudian diolah melalui software SPSS. Dari hasil pengujian ketiga hipotesis dapat disimpulkan bahwa Brand Image, Social Media Marketing, dan Service Marketing berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada Perusahaan Starbucks Coffeehouse di Duta Mall Banjarmasin.

Kata Kunci: *Brand Image, Social Media Marketing, Service Quality, Purchase Quality.*

INTRODUCTION

Worldwide companies see Indonesia as one of the key markets where future development will rise. The development in Indonesia's social media users would be basically determined by the population interest on smartphone users. Based on data of Statista, in 2019, 28 percent of the population in Indonesia used a smartphone. Moreover, in 2023 it is expected that the percentage of Indonesian population who used smartphone will increase by 5 percent. Thus, in 2023, the increase is forecasted at 33 percent. In 2018, Indonesia has 66 million have Internet access, while e-Commerce revenues are expected to have a positive annual average growth of 9.3% before 2023 (Bardon, 2019). Since we live in the millennial era, technology greatly affects the market. So, using social media as a promotion factor for increasing the purchase decision is a great opportunity because increasing the smartphone user in Indonesia and in order to use social media, a consumer needs to have a smartphone.

The city of Banjarmasin has been known for centuries as a trading city with very large supporting factors, including a strategic geographical location because it is close to Central Kalimantan and East Kalimantan which is very supportive as a trading center, has a large port, namely the Trisakti port. Banjarmasin is very strategic as a transit city for the distribution of goods, it is located close to big cities, namely Surabaya and Makassar. Banjarmasin has many markets with 44 markets spread across each sub-district, where one of the largest and well-known wholesale markets around the Kalimantan region is the Sudimampir wholesale market which is a shopping destination for traders. This is the reason why Banjarmasin remains ogled by national companies and industries as an important expansion area in the context of equitable distribution of its products. It is proven in the last two years, the expansion of several national companies and industries has continued to enter Banjarmasin. Also, the other reason why the researcher choose Banjarmasin as the place of research is that with the coffee shop being identical with students, According to Webometrics, a state university (PTN) from South Kalimantan, Lambung Mangkurat University became the second-best university in Kalimantan after Mulawarman University.

The coffee shop business is a good business prospect but is also vulnerable. Before the virus COVID-19 pandemic come to Indonesia, customers who come to the coffee shop want to enjoy the products offered and make it a gathering place and spend a long time socializing with others. Nowadays, the most important thing is that

visitors stay healthy when visiting the coffee shop, this is because of the COVID-19 pandemic.

The reason for choosing Starbucks Duta Mall Banjarmasin is because many coffee shops have gone bankrupt. According to Prastika Putri in Editorial24 (2020), the impact felt by coffee shops is that their business is gradually quiet and their turnover can drop by up to 90%, because not a few people choose to stay at home and order online instead of having to go out to a coffee shop and just hang out at the coffee shop. Based on Statista (2020), Starbucks' net revenue in 2020 was 19.16 billion US dollars, a decrease of 27.7% from the previous year. Over the last decade, the multinational coffeehouse chain has seen year-over-year sales growth except for the drop in 2020, which may be traced to the coronavirus pandemic-related stay-at-home policy. The disruption caused by the COVID-19 outbreak is being used by Starbucks to "move aggressively and better differentiate" its brand from competitors. From Forbes (2020) site, there are 3 Ways Starbucks will emerge from COVID-19 stronger than before. Firstly, Starbucks has consistently provided one of the best omnichannel retail experiences. The Starbucks mobile app was one of the first to implement "choose your own adventure" retail. The ability to preload money on the Starbucks mobile app provided the average Starbucks customer with a world of limitless options. Customers could pay using credit or debit card, personalize their drink orders on their phones, and purchase ahead of time from almost anywhere. Secondly, Starbucks declared early on that, in reaction to the viral epidemic, it would only sell to-go items in its locations. This news was significant for two reasons. To begin with, it's simply the proper thing to do for Starbucks employees and customers. Also, it allows Starbucks to experiment with a new business model far more quickly than it could before the infection. The unique element of this store's pickup-only design is that it is almost certainly a more efficient method for Starbucks to operate. Customers place all orders using their mobile phones. Thirdly, COVID-19 give Starbucks the chance to understand delivery economics. The Starbucks experience remains the same. It simply takes different forms under the same brand promises. Prior to digital, the pre-purchase service experience was everything in retail. Enter a business, ask a sales person or a barista for assistance, pay, and go. It's different now. Consumers' personal relationships with companies are now as much about the experience they have with brands after purchase, if not more so, especially when humans are involved.

These are the touch points that matter far more in the long run than the silly habit of requiring one human to take dictation from another human behind a cash register, whether it's the call of a name to pick up a cup of coffee, a great experience making a return, or getting helpful service on a customer service phone or text line. It can be concluded that Starbucks in America quickly adapts to the COVID-19 pandemic.

The coffee shop industry is experiencing ups and downs in terms of competitiveness. The COVID-19 epidemic is causing an unprecedented supply and demand shock in the worldwide coffee industry. Since March 2020, when the World Health Organization (WHO) designated covid-19 a global pandemic, coffee prices have been very unpredictable, owing mostly to supply chain problems. Starbucks coffee shops has been shutting some locations, adding drive-thrus to others, rebuilding some with smaller cafes, and constructing a handful with no sitting at all as it concentrates on growing to-go alternatives. The ongoing COVID-19 epidemic is having a huge impact on businesses and marketing tactics all around the world, including Starbucks Coffee.

According to Henry Ayers (2020), Director and Founder of The Gentlemen Baristas, as home consumption has increased, cafés have evolved to fulfill customers' demands without having them to enter the café. Henry Ayers witnessed one of the largest coffee trends in 2020 develop when lockdown measures began throughout the world in March. Dalgona coffee, which is made with instant coffee, sugar, and milk, was a great success on social media. Today, however, pumpkin spice lattes and other fall drinks are gaining appeal, despite the fact that people's preferences for café beverages have shifted. The reason for this is that while individuals are consuming more at home, they are spending more on the luxury they are accustomed to when they do go out.

The reason researcher takes brand image as an independent variable because brand image has a big influence in increasing purchasing decisions as said by Bob Foster (2016), researcher also want to see how brand image affects the perception of purchase decision in this coffee shop and whether understanding of the brand image will ultimately influence the desire to improve purchasing decisions during the COVID-19 Pandemic.

The second variable is social media marketing, the researcher chose social media marketing as the independent variable because in Social Media Marketing it is presumed to positively influence the Purchase Decision variable. This hypothesis is supported by the results

of study by Nabil, Donajah, and Ahmad (2016). This happened once when Starbucks received an estimated $2.3 billion in free promotion from the 'Game of Thrones' gaffe, despite the fact that it wasn't even its coffee cup. According to CNBC business news (2019), social media analytics and monitoring platform Talkwalker tallied almost 193,000 mentions of both Starbucks and "Game of Thrones," or a variation of the series' hashtag, on Twitter, in social forums, blogs, news sites, and other social media platforms within 48 hours. This demonstrates how important a cup of coffee is to the public's view that it is always associated with the Starbucks brand. The last independent variable is service quality, the research chooses this variable is because service during the COVID-19 pandemic is different from service before the COVID-19 pandemic, based on Fajar and Arifin (2019), The results of the study indicate that Service Quality has a positive and significant effect on Purchasing Decisions. Good service quality will create a perception of consumers where consumers can make decisions in using a service.

Furthermore, Starbucks Indonesia expresses their concern through content using the hashtags #dirumahsaja and Starbucks Cares. This action seeks to demonstrate the Starbucks brand's presence in the digital realm as well as its care for social issues. Also, they have collaborated with shuttle service companies, namely Gojek. The goal of this minor thesis is to assess the impact of brand image, social media marketing, and service quality on purchase decisions, if the impact is significant, other coffee shops can imitate Starbucks strategy in increasing their profit with increasing their purchase decision of their potential buyers.

Literature Review

Brand Image

Brand image is the perception a buyer gets to buy a product or a service while thinking about purchasing. Customers' existing perceptions of a brand are referred to as a brand image. In the minds of target customers, it can be identified as a specific package of associations. It means what the company stands for as of now (Malki, 2015).

Social Media Marketing

Social media can be defined as "consumer-generated media that covers a wide variety of new sources of online information, created and used by consumers intended to share information with others regarding any topic of interest (Kohli, Suri, & Kapoor, 2014). Social media websites have become the center of information distribution on products,

including introducing new product lines, creating brand awareness, and methods to shape consumer behavior (Muntinga, Moorman & Smit, 2011). Social media provides the unique opportunity to use word-of-mouth marketing to a wider audience, supporting consumer-to-consumer communications and advancing brand awareness through a large-scale social network (Kozinets, de Valck, Wojnicki, & Wilner, 2010).

Service Quality

Service quality is an assessment of how well a delivered service conforms to the customer's expectations. The term Service Quality is an association of two different words; service and quality. Service means any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership. Quality has come to be recognized as a strategic tool for attaining operational efficiency and better business performance. Service quality means the ability of a service provider to satisfy the customer in an efficient manner through which he can better the performance of the business (Ramya, Kowsalya, & Dharanipriya, 2019).

Purchase Decision

The thought process that drives a buyer from finding a need to create choices and select a specific product and brand is known as the purchase decision. When making an order, customers are presented with several options before committing to a purchase. The purchasing decision is the mechanism by which buyers decide which goods and brands to buy that began with the introduction of needs, information research, evaluation of information, making a purchase, and then evaluate the decision after purchasing (Foster, 2016).

Hyphothesis Model

H1: Brand Image variable has a significant positive impact on Purchase Decision variable.

Brand Image is presumed to positively influence the Purchase Decision variable. This hypothesis is supported by the results of previous study by Bob Foster (2016), which stated that brand image has positive influence on purchase decision.

H2: Social Media Marketing variable has a significant positive impact on Purchase Decision variable.

Social Media Marketing is presumed to positively influence the Purchase Decision variable. This hypothesis is supported by the results of study by Nabil, Donajah, and Ahmad (2016).

H3: Service Quality variable has a significant positive impact on Purchase Decision variable.

Based on Fajar and Arifin (2019), Service Quality has a positive and significant effect on purchasing decisions.

Research Method

Type of Research

Explanatory research was employed in this research since it contained and showed the cause-and-effect relation between two and more variables. The type of research approach used was quantitative research. This research is related to the concepts and theories of brand image, social media marketing, service quality, and purchase decision. The discussion started with a review of theoretical articles and hypothesis to answer the predetermined problem in order to conclude and describe the results of the data gathered from the answered questionnaire by the consumer of Starbucks.

Research Location

The research location is also considered a description of the research object and sources of data obtained by the researcher as material to be tested. The location chosen to conduct the research was Banjarmasin, the capital city of South Borneo/Kalimantan, Indonesia.

Sampling Technique

The sampling technique in this research used non-probability sampling, and the method was purposive sampling.

The sampling criteria in this research are as follows:

1. The respondent is at least 17 years old
2. Respondents have been a Starbucks consumer at Duta Mall Banjarmasin in the last year

The data is distributed through social media platforms, the platforms used by researchers are Instagram, WhatsApp, Line, on these platforms the researchers spread Google Forms.

Data Collection Method

1. Questionnaire
2. Literature Review

Data Analysis Method

1. Multiple Regression Model

The following is the equation model for multiple linear regression analysis used in this research:

$Y = a + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + e$

Information:

Y = Purchase Decision

X1 = Brand Image

X2 = Social Media Marketing

X3 = Service Quality

a = Constanta

β 1,….. β 3 = coefficient regression independent variable

e = error item

2. Determination Coefficient

The determinant coefficient (R2) is important for determining how the model

can explain variations in the dependent variable. Between zero and one is the coefficient of determination. A small R2 value indicates that the independent factors' capacity to define the dependent variable is severely limited. When the value is near to point >1(one), it means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2016).

Hypotheses Test

H0: there is no significant influence between the independent variable and the dependent variable.

H1: there is a significant influence between the independent variable and the dependent variable.

Underlying decision:

1. P (probability) < (level of significance / α) 0.05 resulting H0, H1 accepted

2. P (probability) > (level of significance / α) 0.05 resulting H0, H1 rejected

F-test or F-table:

1. F count > F table then it will reject H0, and accept H1

2. F count < F table then it will accept H0, and reject H1

T-test or T-table:

1. T count > T table then it will reject H0, and accept H1

2. T count < T table then it will accept H0, and reject H1

Finding and Discussion

Respondent Characteristic

Gender	Frequency	Percentage
Female	42	42%
Male	58	58%
Total	100	100%

Age	Frequency	Percentage
17 – 21 Years	13	13%
22 – 26 Years	41	41%
27 – 31 Years	24	24%
32 – 36 Years	12	12%
>37 Years	10	10%
Total	100	100%

Education	Frequency	Percentage
Elementary School	0	0%
Junior High School	0	0%
Senior High School	25	25%
Bachelor/Diploma	67	67%
Others	8	8%
Total	100	100%

Occupation	Frequency	Percentage
Government Employee/ Police-Military	31	31%
Businessman/Entrepreneurs	8	8%
Private Employee	12	12%
Student/College Student	36	36%
Others	13	13%
Total	100	100%

Income per Month	Frequency	Percentage
< Rp 1.500.000,00	26	26%
Rp 1.500.000,00 – Rp 3.000.000,00	29	29%
Rp 3.000.000,00 – Rp 4.500.000,00	14	14%
Rp 4.500.000,00 – Rp 6.000.000,00	24	24%
> Rp 6.000.000,00	7	7%
Total	100	100%

From the table shows the respondents' frequency based on gender. The respondents were women with 42 people, and the remaining 58 were men. This shows that coffee consumption was not only done by men, but also began to be in demand by women. And this result indicates that male customers were more often to make a transaction in Starbucks, it can be inferred coffee was synonymous with male gender. Males consumed coffee at a substantially greater rate (50.8 percent) than females (32.8 percent). There were no significant differences in the reasons for consumption, the components of coffee, or the effects of coffee on health in the coffee consumption group (Shinichi, Hiroki, Toshihide, Kei, Masahiro, Toshiro, 2013). For the majority were in the age range of 22-26 years old. This has in common data from the National Health and Nutrition Examination Survey (NHANES) for the years 2003–2012 revealed that 75% of US people over the age of 20 drank coffee. According to Aina, Fikry, and Zainuddin (2016) the result of their research shows that 22 years old bachelor's degree student with a monthly income of less than RM 1,000, intends to return to a café with three key atmospheric elements: a pleasant ambience, Wifi availability, and attractive facility aesthetics. Based on education background, it can be inferred that in Banjarmasin bachelor/diploma graduates go to Starbucks Duta Mall Banjarmasin can be caused by being a student city in Kalimantan, Banjarmasin has many bachelor/diploma graduates, they like to hang out with their friends, where they can share stories and experiences, and also spent focusing on oneself and only doing things one wants to do. The results showed that the main reasons for hanging out in the coffee shops, apart from drinking coffee, were to chat with friends, look for entertainment and fill in time (Hamdani, Aswani, & Bustami, 2017). Related to education background, most of bachelor/diploma graduates were workers, it shows that as many as 51% of respondents were workers. This can be caused by people being able to do their jobs other than in their offices. Café placement

is essential to many people's ways of navigating cities, and cafés obviously play an important function for both mobile and office or home-based employees as locations to relax and work (Grace, 2009). The last table shows that 100 respondents participating in this study the percentage was not above 30 percent, this shows how much they earn, they go to Starbucks Duta Mall Banjarmasin, it means Starbucks as their lifestyle. Furthermore, from the primary data, 54% were the age from 17-26 years. It shows lot of young people went to Starbucks. Young people love spending time in Starbucks coffee shops, according to Nadya (2018), where activities symbolize a lifestyle. There were activities such as hanging out with friends, conversing, discussing work, performing college projects, and office assignments available at Starbucks. The result of Nadya's research shows that young people love hanging out at Starbucks; this demonstrates an interest not just in the distinctive flavor of Starbucks coffee, but also in other factors, such as the comfortable environment and the amenities offered, which make young people eager to spend time at Starbucks. Also, young people already regard hanging out culturally to be a worthwhile habit. Young people have the perception that Starbucks has a social prestige, so young people make Starbucks their lifestyle.

Validity Test

1. Brand Image

Attributes	X1.1.1	0,561	Valid
	X1.1.2	0,613	Valid
	X1.1.3	0,495	Valid
Benefit	X1.2.1	0,615	Valid
	X1.2.2	0,638	Valid
Attituide	X1.3.1	0,715	Valid

2. Social Media Marketing

Entertainment	X2.1.1	0,489	Valid
	X2.1.2	0,380	Valid
Interaction	X2.2.1	0,479	Valid
	X2.2.2	0,446	Valid
	X2.2.3	0,370	Valid
Trendiness	X2.3.1	0,392	Valid
	X2.3.2	0,532	Valid
Customization	X2.4.1	0,547	Valid
	X2.4.2	0,402	Valid
Electronic Word of Mouth	X2.5.1	0,488	Valid
	X2.5.2	0,516	Valid

3. Service Quality

Reliability	X3.1.1	0,363	Valid
	X3.1.2	0,330	Valid
	X3.1.3	0,311	Valid
	X3.1.4	0,269	Valid
Responsiveness	X3.2.1	0,404	Valid
	X3.2.2	0,360	Valid
	X3.2.3	0,276	Valid
	X3.2.4	0,430	Valid
Assurance	X3.3.1	0,361	Valid
	X3.3.2	0,340	Valid
	X3.3.3	0,422	Valid

	X3.3.4	0,381	Valid
	X3.4.1	0,509	Valid
	X3.4.2	0,400	Valid
Empathy	X3.4.3	0,352	Valid
	X3.4.4	0,397	Valid
	X3.4.5	0,394	Valid
	X3.5.1	0,290	Valid
	X3.5.2	0,350	Valid
Tangibles	X3.5.3	0,217	Valid
	X3.5.4	0,349	Valid

4. Purchase Decision

Problem Introduction	Y1.1.1	0,653	Valid
Search Information	Y1.2.1	0,475	Valid
	Y1.2.2	0,337	Valid
Alternatives Evaluation	Y1.3.1	0,466	Valid
	Y1.3.2	0,490	Valid
Purchasing Decision	Y1.4.1	0,424	Valid
	Y1.4.2	0,607	Valid
	Y1.4.3	0,581	Valid
Consumer Post-Purchasing	Y.1.5.1	0,444	Valid
	Y.1.5.2	0,355	Valid

Reliability Test

Reliability of Brand Image, Social Media Marketing, Service Quality, and Purchase Decision

Cronbach's Alpha	N of Items	Explanation
0.661	6	Reliable
0.622	11	Reliable
0.65	21	Reliable
0.639	10	Reliable

Normality Test Histogram Graph Method

Histogram
Dependent Variable: Purchase Decision (Y1)

Normality Test P-P Plot Graph Method

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Purchase Decision (Y1)

Kolmogorov-Smirnov Normality Test Method

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,70378183
Most Extreme Differences	Absolute	,051
	Positive	,051
	Negative	-,035
Test Statistic		,051
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
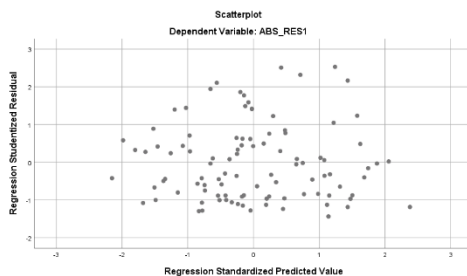
b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Brand Image	0.945	1.058
Social Media Marketing	0.883	1.132
Service Quality	0.857	1.167

Heteroscedasticity Test

Regression Equation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,234	3,013		,409	,683
	Brand Image (X1)	,128	,060	,139	2,148	,034
	Social Media Marketing (X2)	,136	,043	,209	3,135	,002
	Service Quality (X3)	,357	,037	,649	9,580	,000

a. Dependent Variable: Purchase Decision (Y1)

Coefficient of Determination (R2)

The coefficient of determination is used to calculate the influence or contribution of the independent variable toward the dependent variable. The R Square value is 0.623 or 62.3%. This figure shows the large influence of the variables X1, X2, and X3 on Variable Y combined, while the remaining 37.7% is influenced by other variables outside this research or the error value.

Model Regression Testing

F-Tabel (n-k) (100-3) = F-Tabel 97 = 2.700, the calculated F value is greater than the table F value (52.808 > 2.700), with a significance value of 0.000 < 0.05. Thus, H0 is rejected, H1 is accepted, which means that the variables X1, X2, and X3, if

tested together or simultaneously, have an effect on the Y variable.

Hypothesis Test Result (t-Test)

- Variable X1

Based on the t-test table above, the effect of the X1 variable on the Y variable is 0.034 <0.050 while the t-count value is 2.148> t-table (1.98498), where H0 is rejected, and H1 is accepted. It means that there is an effect of X1 on Variable Y.

- Variable X2

Based on the t-test table above, the effect of the X2 variable on the Y variable is 0.002 <0.050 while the t-count value is 3.135> t-table (1.98498), where H0 is rejected, and H1 is accepted. It means that there is an effect of X2 on Variable Y.

- Variable X3

Based on the t-test table above, the effect of the X3 variable on the Y variable is 0.000 <0.05, while the t-count value is 9.580 > t-table (1.98498), where H0 is accepted, and H1 is rejected. It means that there is an effect of X3 on Variable Y.

Discussion of Research Result

The distribution pattern of the data is normal and the variables used in this research do not show any symptoms of multicollinearity, which means that all variables can be used. The results of hypothesis testing indicated that all of the independent variables had a significant positive influence on purchase decisions on Starbucks coffeehouse in Banjarmasin. The regression coefficient of all the independent variables was positive 0.139 (brand image), 0.209 (social media marketing), 0.395 (service marketing), meaning that every increase in Brand Image, Social Media Marketing, Service Quality will increase the Purchase Decision by 13.9%, 20.9%, and 39.5%. Based on the t-test, which compared t-count, it can be concluded that all the independent variables in this research have a positive and significant influence on purchase decisions at Starbucks coffeehouse in Duta Mall Banjarmasin. The influence between the independent variables and dependent variables explained that all of the independent variables were increasing purchase decisions on Starbucks. It would be higher or be better if Starbucks improved the Brand Image, Social Media Marketing, and Service Quality of their coffeehouse. For the Brand Image, it corresponds to Bob Foster (2016), which stated that brand image positively influences purchase decisions. It also corresponds to the result from the study written by Nabil, Donajah, and Ahmad (2016) that Social Media Marketing has a significant positive effect on purchase decisions. Moreover, for Service Quality, it corresponds to Fajar and Arifin (2019) who

found that Service Quality has a significant effect on Purchase Decision.

Research Implication

After conducting research, it was found that Service Quality has a significant and greatest influence on Brand Image and Social Media Marketing. For Starbucks to increase the Purchase Decision of their consumer, they need more focus on their brand image and social media marketing. Due to COVID-19 pandemic, Starbucks have been having a hard to focus on Service Quality. They need to improve and increase the creativity of using their social media and making their brand image better than before. From the data, it was found that Social Media Marketing has a great and significant influence on Service Quality. It shows that Starbucks needs to focus on promoting their product on Social Media Marketing. Starbucks is known for their engagement on Twitter. Starbucks needs to focus on other social media marketing platforms such as TikTok. In the future, if the world, especially in Indonesia, can handle COVID-19 pandemic, Starbucks needs to focus on their service quality because it is the biggest influence of other variables. Starbucks needs to execute activity that attracts visitor's attention, for instance, distributing free masks. Based on the result, Brand Image came to the last for influencing the purchase decision. Starbucks needs to build their brand image that relates to the world right now, such as an creating a healthy drink that is popular among consumers nowadays.

Conclusion and Recommendation

Conclusions

1. Starbucks coffeehouse brand image has a positive and significant impact on purchase decisions in Starbucks Duta Mall Banjarmasin.
2. Starbucks coffeehouse social media marketing has a positive and significant impact on purchase decision in Starbucks Duta Mall Banjarmasin.
3. Starbucks coffeehouse service quality has a positive and significant impact on purchase decision in Starbucks Duta Mall Banjarmasin.

Suggestions

1. The company is required to maintain and improve its Brand Image, Social Media Marketing, and Service Quality. Furthermore, at Starbucks in Duta Mall Banjarmasin, Service Quality is the most significant since it has the most effect on Purchase Decisions.
2. For future researchers, it is suggested to add more variables such as personal selling, sponsorships, and so on. It is

expected that future researchers can find a new value that can influence Purchase Decisions.

3. For future researchers can use the data collection method by sending a photo of himself or an official identification number, somewhat guaranteeing that 1 respondent can only fill out 1 survey.

Research Limitations

1. The number of respondents used for this study is still lower than the total population of Banjarmasin, so it does not represent the condition of Starbucks customers.

2. In this study, the researcher cannot guarantee that 100 respondents are 100 different people because 1 person can fill in more than one survey.

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