



**THE INFLUENCE OF MARKETING CONTENT AND BRAND IMAGE
ON VESPA COFFEE (KOPVES) PURCHASE DECISIONS****Riza Ardy Saputra¹****Universitas Swadaya Gunung Jati, Cirebon, Indonesia**Riza.rr127@gmail.com**Siska Ernawati Fatimah²****Universitas Swadaya Gunung Jati, Cirebon, Indonesia**Siskaef@ugj.ac.id

Abstract

This study was conducted to analyze "The Influence of Marketing Content and Brand Image on Purchasing Decisions of Vespa Cirebon Coffee." In this study, the author used a questionnaire method as a data collection method and used multiple linear regression as a data analysis method. The research conducted showed that there is a simultaneous positive and quite significant influence that can influence buyers' decisions in choosing a product through marketing content and positive brand image.

Keywords: Marketing Content, Brand Image, Purchasing Decisions



INTRODUCTION

Today's digital economy requires every business sector to leverage digitalization to develop and maintain business continuity. Digital marketing strategies through content marketing can strengthen brand image and influence consumer purchasing decisions. This is because consumers are much more likely to choose brands they perceive as having a better reputation and credibility. (Leonandri et al., 2025; Maulidiyah, 2021; Rahmat, 2019) The coffee shop business is a promising business option. This is evidenced by the increasing number of new coffee shops emerging. Over time, coffee shops have become more than just places to drink coffee, but also places to chat, discuss lifestyle needs, and even meet business clients. That's why Kopi Vespa was created in Cirebon to meet these needs. Kopi Vespa is conveniently located, offers affordable prices, and offers authentic coffee flavors.

Kopi Vespa recognizes the importance of understanding online marketing strategies in influencing purchasing decisions. Kopi Vespa, which specializes in coffee drinks, has successfully utilized digital technology in its marketing strategy to maintain and grow its business. Kopi Vespa, which is present in Cirebon City with two branches that utilize the Instagram platform with the account @kopivespa.id which has more than 6,000 followers, actively markets its products and business by sharing creative video reels content, product photos, digital posters, and Instagram live sessions. With these efforts, Kopi Vespa expands its market reach and strengthens its brand image to consumers in deciding to purchase Kopi Vespa products.

The results of the interview with the owner of Kopi Vespa regarding the menu variants of its coffee products. Kopi Vespa has a menu variant that is still common and standard provided by coffee shops. For new menu variants, there are only Non-Coffee ones, namely Spark Banana which is a best seller at Kopi Vespa, until now there are no new menu variants provided. Regarding the brand image and marketing content carried out by Kopi Vespa through Instagram organically, the results are quite optimal and interactive but need to be improved with a strategy of adding new coffee and Non-coffee menu variants so that they can compete with other coffee shops. Considering the explanation that has been written previously which discusses the Influence of Marketing Content on Purchasing Decisions, researchers are interested in conducting further research that done at Vespa Coffee.



LITERATURE REVIEW

Marketing Content

Through marketing content, consumers can build interest, acquire customers, and increase online engagement.(Hidayati & Sudarwanto, 2024)Content marketing is a marketing strategy that typically utilizes social media platforms like Instagram, TikTok, and YouTube to expand its market.(Fuad Alfaridzi Setiawan & Heida Ifkari Safitri, 2023).Marketing strategy with the concept of content marketing is to create and distribute valuable and relevant content and present it consistently to attract and maintain the attention of the target audience with the aim of increasing the appeal of a brand and sales of a product.(Gultom & Khoiri, 2023; Halik, 2022; Mirzan & Bisri, 2022)There are 6 (six) indicators that influence marketing content as follows: 1. Relevance 2. Accuracy 3. Value 4. Understandable 5. Findable 6. Consistency.(Rafsanjani et al., 2024). Content marketing is a way to develop a target market, created with the aim of attracting people using marketing strategies.

Brand Image

Public perception of a brand can be said to be brand image and refers to the opinion of Kotler and Keller in(Adhar et al., 2024). To make a brand embedded in the minds of consumers, marketers must express consistent brand identity, various communication media, and interaction with consumers. Understanding the brand image as a product and concept in the minds of consumers and describing the product, accompanied by consumer experience, is an effective way to capture consumers in everyday life, and this is explained(Hasnah et al., 2024; Hidayati & Sudarwanto, 2024)One of the factors that can influence consumer decisions about which product to purchase is brand image. This occurs because when choosing a brand, consumers consider several aspects and criteria, as well as the image associated with a product.(Hidayanti et al., 2021). Brand Image has 3 indicator components that can influence:

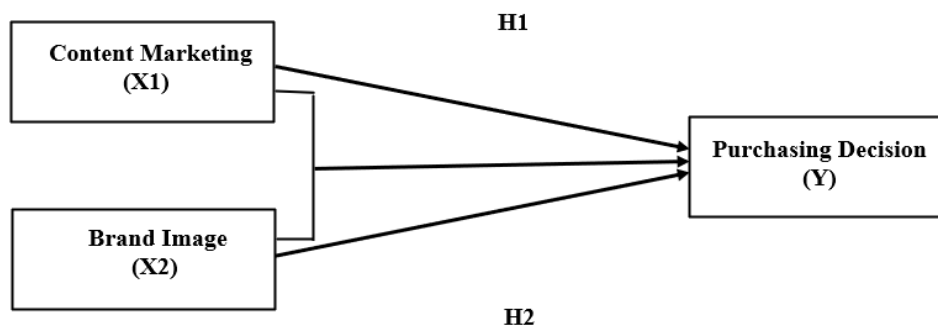
1.*Favorability of brand associations*. 2. Strength of brand association. 3. Uniqueness of brand associations(Fuad Alfaridzi Setiawan & Heida Ifkari Safitri, 2023).

Buying decision

From the perspective Parsaoran & Wibasuri, (2025)The decision stage is the stage in the consumer decision-making process where an individual actually makes the decision to purchase a particular product. The purchasing decision stage also involves a series of processes that consumers go through in purchasing goods or services to satisfy their needs and desires. These processes include, but are not limited to, identifying needs or problems, searching for information, evaluating alternatives, making decisions, and post-purchase

behavior.(Adwimurti, 2023; Aprelyani & Ali, 2024)There are five indicators related to purchasing decisions: 1. Problem recognition: the product meets needs and desires. 2. Information search: comparison of price with quality, promotions, and product descriptions. 3. Evaluation of alternatives: product assessment and usability. 4. Purchase decision: brand, purchase time, product type, quantity, quality, and purchase method. 5. Post-purchase behavior: satisfaction with the purchase and its use.(Lahus et al., 2023).

Figure 1
Conceptual Framework



Hypothesis

H1 = Marketing Content Has a Significant Positive Influence on Vespa Coffee Purchasing Decisions

H2 = Brand Image Has a Significant Positive Influence on Vespa Coffee Purchasing Decisions

H3 = Marketing Content and Brand Image Have a Significant Positive Influence on Vespa Coffee Purchase Decisions

RESEARCH METHOD

Analysis of the Influence of Marketing Content and Brand Image on Purchasing Decisions of Vespa Coffee Cirebon. Research at Vespa Coffee, Pekiringan Street, Cirebon City. In this study, the author used a quantitative research approach and aimed to test the hypothesis.(Sugiyono, 2019)The population in this study was 110 Vespa Coffee consumers with Instagram accounts. A questionnaire was used as the data collection method. The researchers used multiple linear regression analysis and testing, and processed the data using IBM SPSS Statistics 26.



RESULTS AND DISCUSSION

Validity and Reliability Test

In this instrument testing research, validity and reliability tests were used, which are explained in the following table:

Table 1
Validity and Reliability Test Results

Validity and Reliability Test Results				
	Corrected Item-Total Correlation	Information	Cronbach's Alpha	Information
Marketing Content				
KM 1	0.697	Valid	0.799	Reliable
KM 2	0.756	Valid		
KM 3	0.763	Valid		
KM 4	0.730	Valid		
KM 5	0.681	Valid		
KM 6	0.621	Valid		
Brand Image				
B 1	0.712	Valid	0.781	Reliable
B 2	0.74	Valid		
B 3	0.643	Valid		
B 4	0.700	Valid		
B 5	0.677	Valid		
B 6	0.678	Valid		
Buying decision				
KP 1	0.674	Valid	0.827	Reliable
KP 2	0.619	Valid		
KP 3	0.697	Valid		
KP 4	0.721	Valid		
KP 5	0.684	Valid		
KP 6	0.755	Valid		
KP 7	0.679	Valid		
KP 8	0.619	Valid		

Source: Result of data processing and SPSS Program



In table 1 of the validity test results above, it can be seen that all questions from each variable are valid because all statement items have R-calculation > R-table. Reliability testing is a measuring tool that can consistently measure something measured over time. An instrument is said to be reliable if the Cronbach's Alpha value is > 0.60. In table 1 of the reliability validity test above, it can be seen that each variable used has a Cronbach's Alpha proportion of more than 0.60, which means that each research variable used is acceptable.

Classical Assumption Test

Normality Test

Residual normality testing was performed using the one-sample Kolmogorov-Smirnov test. The residuals tested should have a value of 0.05 or higher. Normality testing was performed using the Kolmogorov-Smirnov test in SPSS.

Table 2
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		110	
Normal Parameters ^{a,b}	Mean	.0000000	
	Standard Deviation	2.93487224	
Most Extreme Differences	Absolute	.096	
	Positive	.042	
	Negative	-.096	
Test Statistics		.096	
Asymp. Sig. (2-tailed)		.014c	
Monte Carlo Sig. (2-tailed)	Sig.	.249d	
	99% Confidence Interval	Lower Bound	.237
		Upper Bound	.260

Source: Result of data processing and SPSS Program

a. Test distribution is Normal.

b. Calculated from data.



c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Based on table 2 above, Monte Carlo Sig (2-tailed) shows a value of 0.249 > 0.05, which means that the data is normally distributed.

Heteroscedasticity Test

Heteroscedasticity testing is necessary in research whose aim is to test the occurrence of disparities in the variants of marketing content (X1) and brand image (X2) in regression model. Test heteroscedasticity, there are several statistical methods that can be used, namely the glacier test.

Table 3
Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,934	1,483		1,978	.050
	Content Marketing	-.010	.070	-.019	-.149	.882
	Brand_Image	-.015	.070	-.027	-.219	.827

Source: Result of data processing and SPSS Program

a. Dependent Variable: ABS_RES

In Table 3, the heteroscedasticity test results indicate a significance of 0.882 for the marketing content variable, and 0.827 for the brand image variable. Therefore, these results indicate that the regression equation model does not experience heteroscedasticity. This is because the values of each variable are insignificant, with a Sig. value > 0.05.

Multicollinearity Test

The multicollinearity test aims to examine the correlation between the independent variables of marketing content (X1) and brand image (X2). Below is the output of the multicollinearity test using SPSS:

Table 4
Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics



		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,214	2,414		2,574	.011		
	Content Marketing	.305	.114	.226	2,665	.009	.601	1,664
	Brand_Image	.768	.114	.570	6,722	.000	.601	1,664

Source: Result of data processing and SPSS Program

a. Dependent Variable: Purchase Decision

Based on table 4, it shows that the VIF of marketing content (X1) and brand image (X2) is $1.664 < 0.10$ and the Tolerance value of marketing content (X1) and brand image (X2) is $0.601 > 0.10$. This means that the test results do not show any multicollinearity.

Linearity Test

The purpose of the linearity test is to determine whether two or more variables being tested have a linear relationship. The following are the results of the linearity test:

Table 5.1
Linearity Test Results
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchasing Decision Marketing Content	Between Groups	(Combined)	944,408	13	72,647	6,410	.000
		Linearity	697,083	1	697,083	61,508	.000
		Deviation from Linearity	247,325	12	20,610	1,819	.056
	Within Groups		1087,992	96	11,333		
Total			2032.400	109			

Source: Result of data processing and SPSS Program

From the results of the linearity test above, it is known that the calculated $F < F$ table is $1.819 < 1.85$ and the significance value in the deviation row from linearity is $0.056 > 0.05$, it can be concluded that there is a linear relationship



between the marketing content variable (X1) and the purchasing decision variable (Y).

Table 5.2

Linearity Test Results

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase_Decision	Between Groups	(Combined)	1156,400	12	96,367	10,671	.000
Brand_Image	Linearity	Linearity	1031.223	1	1031.223	114,188	.000
		Deviation from Linearity	125,177	11	11,380	1,260	.259
		Within Groups	876,000	97	9,031		
Total			2032.400	109			

Source: Result of data processing and SPSS Program

Referring to the results of the linearity test above, it can be concluded that between the brand image variable (X2) and purchasing decision (Y), the relationship is linear because the calculated F is smaller than the F table 1.260 < 1.89 and the significance value for deviation from linearity is greater than 0.259 > 0.05.

Multiple Linear Regression Equation

The multiple linear regression test aims to determine whether or not there is an influence between the marketing content variables (X1) and brand image (X2) on purchasing decisions.

Table 6

Multiple Linear Regression Equation Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,214	2,414		2,574	.011
	Content Marketing	.305	.114	.226	2,665	.009



Brand_Image	.768	.114	.570	6,722	.000
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Source: Result of data processing and SPSS Program

a. Dependent Variable: Purchase Decision

Based on the test results above, the multiple regression equation can be obtained as follows:

$$Y = 6.214 + 0.305 + 0.768$$

Information :

- a. The constant 6.214 means that if both independent variables X1 and X2 are equal to zero, the value for Y is equal to 6.214. This means that the value of the purchase decision is at least 6.214.
- b. The regression coefficient for the content marketing variable (X1) is 0.305. This means that if the content marketing variable (X1) increases by 1, the purchasing decision (Y) will increase by 0.305.

The regression coefficient for the brand image variable (X2) is 0.768. This means that if the brand image variable (X2) increases by 1, the purchase decision (Y) will increase by 0.768.

Hypothesis Testing

Partial T Test

Table 7
Partial T-Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,214	2,414		2,574	.011
	Content Marketing	.305	.114	.226	2,665	.009
	Brand_Image	.768	.114	.570	6,722	.000

Source: Result of data processing and SPSS Program

a. Dependent Variable: Purchase Decision

In the results of the T-test table (partial), it shows that the significant value of the influence of marketing content (X1) on purchasing decisions (Y) is 0.009 < 0.005, and the calculated t is 2.665 > t table 1.982 so that Ho1 is rejected and H1 is



accepted. This means that there is a significant influence of marketing content (X1) on purchasing decisions (Y).

The results of the T test (partial) show that the significance of the influence of brand image (X2) on purchasing decisions (Y) is $0.000 < 0.005$ and the calculated t is $6.722 > t$ table 1.982 so that Ho1 is rejected and H1 is accepted. This means that there is a significant influence of brand image (X2) on purchasing decisions (Y).

Simultaneous F Test

Table 8
Simultaneous F Test Results
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1093,531	2	546,766	62,313	.000b
	Residual	938,869	107	8,774		
	Total	2032.400	109			

Source: Result of data processing and SPSS Program

- a. Dependent Variable: Purchase Decision
- b. Predictors: (Constant), Brand_Image, Content_Marketing

Based on the results of the F test (simultaneous) shows the significance value of the influence between marketing content (X1) and brand image (X2), which is $0.000 < 0.05$, so it can be concluded that all independent variables of marketing content (X1) and brand image (X2) simultaneously or together have a significant influence on the dependent variable, namely purchasing decisions (Y). So this proves that (H1) is accepted. This means that marketing content (X1) and brand image (X2) significantly influence purchasing decisions (Y).

Coefficient of Determination Test (R Test)

Table 9
Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.734a	.538	.529	2,962

Source: Result of data processing and SPSS Program

- a. Predictors: (Constant), Brand_Image, Content_Marketing



From the results of the coefficient of determination test in the table above, the adjusted R-square value is 0.529. This can be interpreted as indicating that the influence of the independent variable (X) on the dependent variable (Y) is 52.9%. The remaining 47.1% is explained by variables other than the independent variables in this study.

CONCLUSION

Based on the results of the research, which carried out various stages of data processing and analysis in this study on the Influence of Marketing Content and Brand Image on Purchasing Decisions for Vespa Coffee in Cirebon City, this study concluded that the results of the study indicate that content marketing and brand image simultaneously or together have a positive and significant influence on consumer purchasing decisions for Vespa Coffee in Cirebon City. This means that the more positive the content marketing and brand image, the higher the purchasing decisions for Vespa Coffee consumers in Cirebon City.

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