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Word of Mouth Influence, Product Quality, and Brand Loyalty to Purchasing Decisions Modern Starling Coffee in West Bandung Regency

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Abstract

This study aims to analyze the influence of word of mouth, product quality, and brand loyalty on the purchase decision of Starling Modern coffee in West Bandung Regency. This study uses a quantitative approach with a survey method through the distribution of questionnaires to 200 respondents who are consumers of Starling Modern coffee, using an incidental sampling technique. The results of the analysis showed that the three independent variables had a positive and significant effect on purchasing decisions, with regression coefficient values of 0.178 for word of mouth, 0.201 for product quality, and 0.380 for brand loyalty, respectively. However, the word of mouth variable does not have a significant effect on purchase decisions, while product quality and brand loyalty have a positive and significant influence. Among the two significant variables, brand loyalty showed the most dominant influence. These findings suggest that in the context of buying Starling Modern coffee, brand loyalty and perception of product quality play an important role in driving consumer purchase decisions.

Keywords: Word of Mouth; Product Quality; Brand Loyalty; Purchase Decision; Modern Starling Coffee; West Bandung Regency

INTRODUCTION

Coffee is one of the commodities from the plantation subsector that plays an important role in the national economy, especially as a source of foreign exchange, a source of employment, and as a source of income for farmers and other economic actors (Wahyudi & Suswatiningsih, 2018). The country's coffee production tends to increase from year to year. As can be seen in the graph below, quoted from the Central Statistics Agency, it shows that until the end of 2022, Indonesian coffee production will increase (Liu & Zhang, 2021). Moreover, the coffee sector's growth in Indonesia is significantly influenced by global demand, which has seen an upward trend over the past decade (Smith & Tan, 2020). As highlighted by Rahman & Widyanto (2022), the increase in production has been mainly driven by both domestic and international market forces. The impact of this growth on rural economies, particularly in coffee-growing areas, is substantial, fostering both employment and income for local farmers (Budianto & Mulyadi, 2021). Furthermore, Purnama & Pratama (2020) observed that the expansion of coffee cultivation has become a crucial aspect of rural development, improving living standards and stimulating local economies. The market potential for Indonesian coffee is promising, with rising demand from international markets contributing to an increase in production capacity (Tanjung & Sari, 2023). This upward trend in coffee production highlights the significant role of this commodity in shaping the economic landscape of Indonesia (Rahman & Widyanto, 2022).

Indonesia, as the world's third-largest coffee producer, has experienced an increasing production trend in the past five years (Knight et al., 2017). Based on the graph above, in the period from 2017 to 2022, Indonesia's coffee production reached its highest peak of 794.8 thousand tons, an increase of 1.1% compared to the previous year. On the other hand, the lowest production was recorded in 2017, which was 716.1 thousand tons (@indonesiabaik.id). Even though Indonesia experienced the impact of the Covid-19 pandemic in the 2020–2022 period, coffee production continued to increase. This shows that the opportunity to open a coffee business in Indonesia is very promising.

The coffee business in Indonesia has shown significant growth in recent years. Data from the International Coffee Organization recorded an increase in coffee consumption, especially among teenagers, who visit their favorite coffee houses almost every day, especially in Jakarta (Alvarado & Garcia, 2021). This trend is driven by the comfort of the place, attractive concepts, and affordable prices (Budianto & Rahmawati, 2020). According to Gillespie & Evans (2022), coffee houses in Jakarta offer a welcoming environment that appeals to young consumers. Additionally, the urbanization and lifestyle trends in Jakarta have further fueled the demand for coffee shops that cater to teenagers' preferences (Martinez & Wilkes, 2023). The growing coffee culture in Jakarta reflects broader changes in consumer behavior, with younger generations gravitating toward more affordable and attractive coffee options (Prahmana & Yulianto, 2021).

One of the new trends that takes advantage of the increasing public interest in coffee is the presence of an alternative that is easier to reach, namely mobile coffee. Some people even call it the term Starbuck Traveling or abbreviated as Starling. Starling is now an important part of the culinary business revolution in Indonesia, especially in Jakarta. These coffee sellers use bicycles equipped with hot water thermoses, ice boxes, and various equipment to serve instant coffee and other beverages. They operate on sidewalks, parks, and construction sites, serving a wide range of communities from morning to night (apnews.com).

Starling Village in the Kwitang area, Central Jakarta, is the center of this mobile coffee traders' community. Most of the population are migrants from Madura who have been working in this profession since 2002. Their presence not only adds to the cultural diversity in Jakarta but also shows adaptation and innovation in meeting the needs of urban people for practical and affordable coffee (disway.id).

Jakarta, as a capital city with busy urban dynamics and fast-paced lifestyles, is a fertile ground for the growth of practical and modern business innovation. The presence of starling coffee offers a new alternative to enjoying affordable and accessible coffee. In addition, several brands have developed the concept of mobile coffee to become "Starling Next Level." By selling café-style coffee using electric bikes, it gives a touch of creativity and practicality in their services (smesco.go.id).

Additionally, the concept offers consumers greater flexibility, allowing them to enjoy premium coffee without the need to visit a physical café. This innovation reflects the changing trend of coffee consumption in Indonesia, which increasingly emphasizes mobility, convenience, and a more personalized customer experience (smesco.go.id).

Jago Coffee is one of the pioneers in mobile coffee innovation using electric bicycles in Indonesia. Founded in 2020, Jago Coffee introduced the modern "Starling" concept with an electric bike specifically designed to peddle coffee. Jago Coffee utilizes electric bicycles for operational efficiency (umkm.kompas.com). In addition to Jago Coffee, several Starling Modern brands have also sprung up, for example, Jurnalku Coffee Bikes, Sejiwa, Haus Kopi, and other Starling Modern (food.detik.com). Currently, Jago Coffee operates in several areas in Jakarta and plans to expand to regions in Indonesia (jagocoffe.com).

Seeing the potential for economic growth, West Bandung Regency offers great opportunities for coffee business expansion with the modern Starling concept. The tourism

sector in the Lembang, Cisarua, and surrounding areas, which are crowded with tourists, is one of the main drivers of the economy in this region. In addition, the growing number of people, especially young people and workers, makes them a potential market for mobile coffee businesses with a more modern concept. The trend of coffee consumption in Indonesia also shows a significant increase. Based on data from the International Coffee Organization, Indonesia's coffee consumption rate has grown 44% in the last ten years. In addition, support from the coffee-loving community and coffee habits that are increasingly rooted in the community are also supporting factors for the success of this business (metrotvnews.com).

Business competition in the global market is increasingly emerging while consumers are increasingly critical in choosing products. Businesses are also highly dependent on the marketing strategies implemented (Keller, 2016). In the modern era, various business concepts continue to develop, one of which is the coffee business. Starling's modern presence has changed the pattern of the coffee business that previously relied on renting out stores and waiting for consumers to come. With the Starling Modern concept, coffee business actors can reach a wider range of consumers directly and flexibly. From the consumer side, Starling's presence can provide convenience that increases coffee purchase decisions. Kotler and Keller (2016) define consumer behavior as the process and activity of individuals in searching, selecting, buying, using, and evaluating products or services that are expected to meet their needs and desires. If consumers are satisfied with the purchase decision of a product, it will create a positive perception of communication. On the other hand, if consumers feel that their purchase decision does not meet expectations and feel dissatisfied with the product, negative communication perceptions will be formed, which can ultimately lead to a decrease in consumer interest in buying products (Rahmawati, 2011). This consumer behavior can reflect the importance of building a brand's credibility in the product, which will ultimately result in recommendations from one person to another (Balewara, 2013).

This is related to the definition of word of mouth proposed by Lupiyoadi (2006). According to Lupiyoadi, word of mouth is a word-of-mouth communication that affects the provision of recommendations, both individually and in groups, for a product. Thus, word of mouth is a marketing strategy that relies on consumer experience and is disseminated through word-of-mouth recommendations. Therefore, business actors need to ensure maximum service so that positive consumer experiences can be passed on to others. Word of mouth can also convey personal information that is more detailed, which can ultimately influence consumers' purchasing decisions (Kotler and Keller, 2016).

Word of Mouth (WOM) is often based on real consumer experiences, including their assessment of product quality (Kotler and Keller, 2016). Research by Dewi Murtiningsih (2022) shows that WOM has a significant impact on purchasing decisions, and product quality plays an important role in this process. In addition, research by Anwar Ni Putu Dinda Prameswari Putri Astaki (2017) revealed that product quality affects WOM, which in turn influences consumers' purchasing decisions.

Other studies, such as those revealed by Gurav & Yadav (2023), have also concluded that there is a significant positive influence between product quality and purchasing decisions. The better the quality of the product received by the consumer, the more likely the consumer is to make a purchase decision. Product quality is a very important factor, because products produced by businesspeople have a unique selling value and are not owned by competitors' products. Therefore, modern starling coffee businesspeople need to focus more on improving product quality and comparing it with products offered by competitors.

According to Hastuti (2018), consumers who are satisfied with a product brand tend to buy the brand again. Loyalty to this brand arises because of the positive experience that has been felt by consumers, which in turn fosters interest in repurchasing products; this is called brand loyalty. In the study of Saputra and Lusia (2023), brand loyalty did not have a significant

effect on purchase decisions, because the quality of the products studied did not have as good quality as their competitors. On the other hand, in the research of Prasetia & Hidayat (2021), brand loyalty has a significant positive influence on purchase decisions.

In this study, the respondents to be sought are modern Starling coffee consumers in West Bandung Regency. This is due to the phenomenon of increasing coffee consumption among the public, especially coffee that is sold on mobile with the concept of "Starling" (Mobile Starbucks). Modern Starling coffee is now increasingly in demand due to its ease of access, affordable prices, and innovation in presentation and better taste quality than before. In addition, based on data from the Central Statistics Agency (BPS) in 2023, coffee consumption in Indonesia continues to increase, especially in urban and suburban areas. This shows that there is great market potential for modern starling coffee business actors, including in West Bandung Regency.

This study will not focus on a specific brand of Starling Modern coffee but will examine factors that can influence consumer purchasing decisions in general. Some of the factors that will be analyzed in this study include word of mouth (WOM), product quality, and brand loyalty. Word of mouth has an important role in attracting consumer attention. In addition, product quality is a crucial factor in maintaining customer loyalty. Brand loyalty also plays an important role in purchasing decisions, where customers who have a positive experience with a brand tend to make repeat purchases and recommend products to others. Previous research by Dewi Murtiningsih (2022) and Anwar Ni Putu Dinda Prameswari Putri Astaki (2017) has demonstrated that word of mouth (WOM) significantly influences purchasing decisions, and that product quality plays a crucial role in this process. Furthermore, studies by Gurav & Yadav (2023) have shown a positive relationship between product quality and purchasing decisions, emphasizing that higher product quality leads to greater consumer purchase likelihood. These studies primarily focused on broader consumer behavior and product-related factors across various industries, including retail and service sectors. However, there has been limited academic attention given to the specific influence of these factors within the emerging sector of mobile coffee, particularly in Indonesia. This research fills this gap by examining how WOM, product quality, and brand loyalty influence consumer purchasing decisions in the modern Starling coffee sector in West Bandung Regency, a rapidly growing and relatively underexplored area. By focusing on this specific segment, the study offers new insights into how these established marketing concepts apply to the innovative mobile coffee business, providing a valuable contribution to the literature on consumer behavior in the food and beverage sector.

This study aims to analyze the influence of word of mouth, product quality, and brand loyalty on purchasing decisions for modern Starling coffee in West Bandung Regency. Through this study, the researcher hopes to provide insight to modern Starling coffee business actors in West Bandung Regency regarding effective marketing strategies in improving consumer purchase decisions. By understanding which variables have the most significant influence, business actors can design the right strategies to increase competitiveness in the market.

RESEARCH METHOD

This study adopted a quantitative research approach aimed at investigating the impact of word of mouth, product quality, and brand loyalty on the purchasing decisions of modern Starling coffee in West Bandung Regency. The research was designed to test hypotheses through statistical analysis, which involved collecting data from a specified population. The research followed a causal design, examining cause-and-effect relationships between the variables to understand how they influenced purchasing decisions (Darwin et al., 2021). The population for this study consisted of modern Starling coffee consumers in West Bandung

Regency, with a sample selected through incidental sampling from those who had experience with the product. The minimum sample size was calculated to be 210 respondents, ensuring the data was both representative and statistically valid.

Data collection in this research involved both primary and secondary sources. Primary data was gathered using a structured questionnaire, designed to capture information on the respondents' perceptions of word of mouth, product quality, and brand loyalty, as well as their purchase decisions. The Likert scale was used in the questionnaire, allowing respondents to rate their agreement with various statements on a scale from "Strongly Agree" to "Strongly Disagree." Secondary data was drawn from literature reviews, including relevant academic journals, books, and industry reports. The data analysis involved two stages: exploratory factor analysis (EFA) to test the validity, reliability, and unidimensionality of the variables, followed by multiple linear regression analysis to determine the strength and significance of the relationships between the variables.

To ensure the accuracy and reliability of the instruments used, the study performed validity and reliability tests. Validity was assessed by comparing the calculated probability value with a significance level of 0.05, with instruments deemed valid if the value was below this threshold (Rokhmad & Sri, 2022). Reliability was measured using Cronbach's Alpha, with values greater than 0.60 indicating acceptable consistency (Ghozali, 2018). The use of these testing methods ensured the robustness of the findings and the credibility of the research conclusions. The findings of this study are expected to provide valuable insights into the factors that influenced consumer decisions in the rapidly growing modern Starling coffee market in West Bandung Regency.

RESULTS AND DISCUSSION

Based on the results of factor analysis on the Purchase Decision variable (Y) which consists of six indicators (Y1.1 to Y1.6), it was obtained that all indicators have a value Communalities above 0.5, which indicates that each indicator makes a fairly strong contribution in explaining the latent construct variance that is formed. Indicator Y1.4 has a value of Communalities Extraction The highest value is 0.878, which means that 87.8% of the variance of the indicator can be explained by the factors formed, while indicator Y1.1 has the lowest value of 0.661, but still meets the minimum requirements and is declared feasible. In addition, the Kaiser-Meyer-Olkin (KMO) of 0.906 indicates that the data has excellent sample adequacy and is suitable for factor analysis, supported by the results Bartlett's Test of Sphericity with a significance value of 0.000 which indicates a significant correlation between indicators. Further analysis showed the formation of one main factor with an eigenvalue of 5.018 which was able to explain the total variance of 80.485%. Thus, it can be concluded that all indicators in the Purchase Decision variable are well correlated with each other and together are able to represent the construct strongly and consistently, so it is feasible to use in this research analysis model.

Multiple Linear Regression Analysis

According to Tesa and Riza (2019), in multiple linear regression analysis, there are several assumptions that must be tested before interpreting regression results. Testing these assumptions aims to ensure that the model used meets the necessary statistical requirements. Some of the commonly performed assumption tests include normality tests, heteroscedasticity tests, and multicollinearity tests.

Classic Assumption Test

The classical assumption test is carried out before regression. There are several assumptions that need to be fulfilled beforehand, namely the linearity test, the residual

normality test, the multicollinearity test, and the heteroscedasticity test. Here is an explanation.

Linearity Test

The linearity assumption test was carried out with the aim of determining the linearity of the relationship between independent variables and dependent variables. This test is performed by creating a partial regression plot for each independent variable. The following are the results of the linearity test for the Word Of Mouth variable with the Purchase Decision.

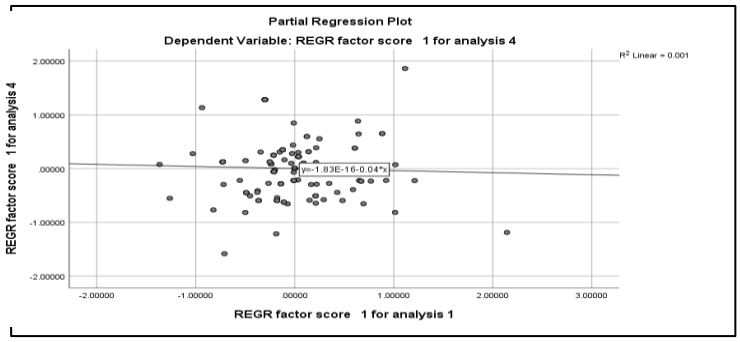

Figure 1. Word Of Mouth Linearity Test with Purchase Decision
Source: Data Processing Results (May 31, 2025)

Based on the Partial Regression Plot graph above, which illustrates the relationship between the independent variable word of mouth and the dependent variable of the purchase decision, it can be seen that this graph is used to see the partial relationship between one independent variable and the dependent variable, by controlling for the influence of other independent variables. Based on the graph, it can be seen that the data points are randomly scattered and do not form a definite pattern. The regression line shown is almost flat (close to horizontal), indicating a very weak relationship between the two variables**.**

This is also reinforced by the value of the coefficient of determination **(**R^2**)** of 0.001**,** which means that only about 0.1% of the variability in the dependent variables can be explained by the independent variables in this plot. In other words, the contribution of these independent variables to the dependent variables is very small and almost insignificant.

Visually and statistically, this graph shows that there is no strong or significant influence between the free variables tested against the bound variables, when controlled with other variables. Therefore, it is necessary to conduct further evaluation of the role and relevance of these variables in the regression model as a whole.

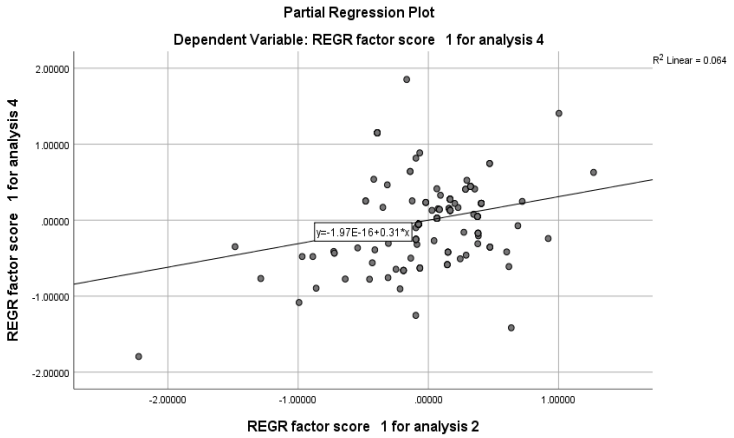

Figure 2. Product Quality Linearity Test with Purchase
Source: Data Processing Results (May 31, 2025)

Decision

Based on the results of the partial regression plot analysis between the independent variable of product quality and the dependent variable of the purchase decision**,** it can be seen that the data points tend to be scattered following a pattern of positive linear regression lines. This pattern indicates a one-way relationship between the perception of product quality and the purchase decision, where the higher the consumer perception of product quality, the more likely it is to be followed by an increase in purchase decisions.

The data spread showed no warped patterns or noticeable symptoms of heteroscedasticity, indicating that the regression model was quite stable. The regression lines that appear have a not too steep slope, indicating a positive but weak relationship between the two variables. This is reinforced by a coefficient of determination value (R^2) of 0.064**,** which means that about 6.4% of the variation in purchasing decisions can be explained by product quality variables, after taking into account the influence of other independent variables in the model.

Thus, although the relationship shown is positive, its strength is relatively low. This means that product quality does contribute to purchasing decisions, but its contribution is still limited and not dominant compared to other variables that may have an effects.

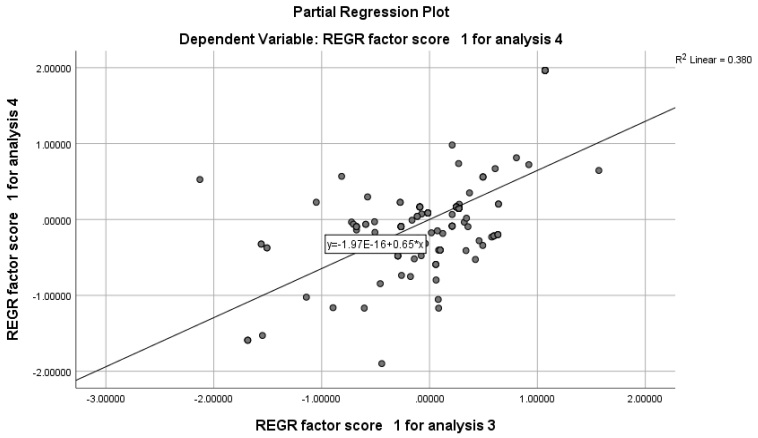

Figure 3. Brand Loyalty Linearity Test with Purchase Decisions
Source: Data Processing Results (May 31, 2025)

Based on the results of the partial regression plot between the independent variable of Brand Loyalty and the dependent variable of Purchase Decision**,** it appears that the data points tend to be scattered following a pattern of positive linear regression lines. This means that there is a one-way relationship between brand loyalty and purchase decisions. The higher consumer loyalty to a brand, the more likely it is to be followed by an increase in the decision to repurchase the product.

The regression line formed has a fairly sharp slope**,** indicating a strong positive relationship between the two variables. A determination coefficient value (R^2) of 0.380 indicates that approximately 38% of the variation in purchasing decisions can be explained by the Brand Loyalty variable**,** after controlling for the influence of other independent variables in the model. Thus, it can be concluded that brand loyalty makes a significant and quite strong contribution to consumer purchasing decisions. This shows that Brand Loyalty is an important factor that companies need to pay attention to in building marketing strategies and retaining customers.

Residual Normality Test

The purpose of the residual normality test is to determine the normality of the residual distribution, it is related to the difference between the predicted value that has been produced by the regression and the actual value of the observation. The residual distribution can be said to be normal when most of the residual values produced are close to the average. The normality test to be used is to look at the histogram of the residual distribution. If the distribution produced follows the shape of the bell, then the data used in this study meets the assumption of normality so that it is distributed normally, and vice versa. The following are the results of the residual normality test.

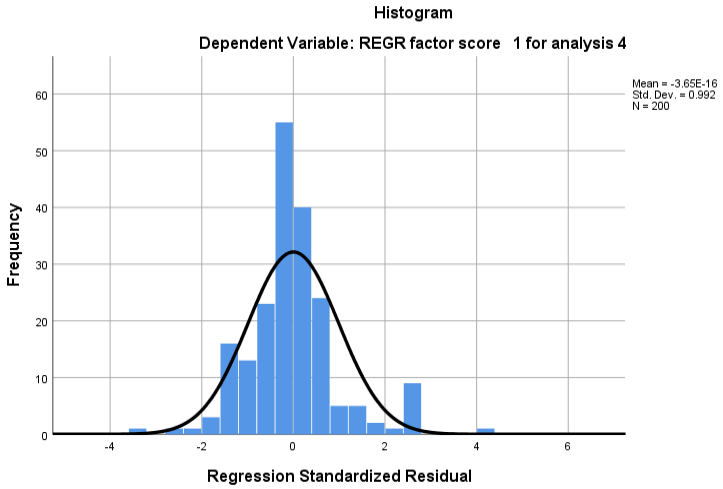

Figure 4. Residual Normality Test
Source: Data Processing Results (May 31, 2025)

The above results can be concluded that the model multivariously meets the assumption of normality. This is because in the image of the residual normality test results above there is a pattern that follows the shape of the bell, although in the residual normality test results there is a high distribution in the middle. Therefore, the data used in this study is normally distributed data.

Multicollinearity Test

The multicollinearity test aims to find out if there is a linear relationship (correlation) between the available independent variables. Multicollinearity is undesirable because the higher the multicollinearity between variables, the more biased the results obtained. The results of the multicollinearity test can be determined through tolerance and VIF values. The following are the test results

Table 1. Multicollinearity Test Results Table

Collinearity Statistics	Tolerance	VIF
	0.196	5.104
	0.163	6.119
	0.342	2.927

Source: Data Processing Results (May 31, 2025)

Through the above results, it can be seen that all variables that have a tolerance value greater than 0.1 indicate the absence of multicollinearity. In addition, the VIF value produced also no longer has a VIF value greater than 10. The results of the multicollinearity test obtained were that there was no multicollinearity between several independent variables, namely word of mouth, product quality, and brand loyalty.

Heteroscedasticity Test

The heteroscedasticity test aims to find out if there is a difference between the variance of the residual with multiple observations. The condition to achieve a good regression model is not to have heteroscedasticity data, the data must be homogeneouscedasticity. When the points in the test results do not form a certain pattern, it can be concluded that there is no heteroscedasticity in the data.

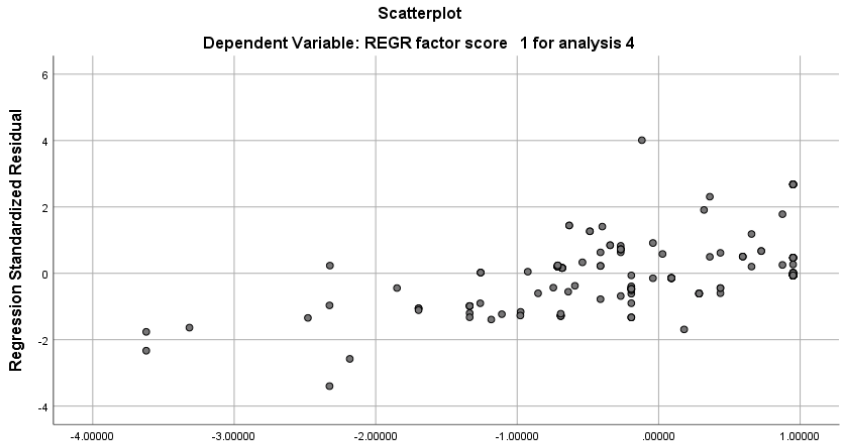

Figure 5. Heteroscedasticity Test Results
Source: Data Processing Results (May 31, 2025)

The scatterplot above is a graph that illustrates the relationship between the ZPRED value (standardized prediction value) on the horizontal axis and the SRESID (standardized residual) on the vertical axis. This graph is used to evaluate linear regression assumptions, specifically the assumptions of linearity and homokedasticity. Based on the pattern of scatter scatterplots, it can be seen that the data is randomly spread around the zero horizontal line without forming a definite clear pattern, although there are slight deviations at the extreme end. This indicates that the assumption of linearity has been met, and that the residual variance is relatively constant (homoskedasticity). Thus, the regression model used in this analysis can be considered feasible and meets two important assumptions of linear regression.

Multiple Linear Regression Analysis Results

Previously, classical assumption tests had been carried out and it was known that the data used in this study met the assumption of normality so that it was distributed normally. Now it is explained about the results of multiple linear regression analysis which consists of multiple linear regression equations, determination coefficient analysis, F test, and T test.

Multiple Linear Regression Equations

After the data used in the study meets the assumption of normality, then multiple linear regression analysis will be performed. Multiple linear regression analysis was performed to find out how much influence independent variables have on dependent variables. The following are the results of multiple linear regression analysis

Table 2. Table of Multiple Linear Regression Results

Model	Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

		B	Std. Error	Beta		
1	(Constant)	2.390E-16	0.034	-	0.000	1.000
1	REGR factor score 1 for analysis 1	-0.039	0.079	-0.038	-0.493	0.622
1	REGR factor score 1 for analysis 2	0.310	0.085	0.309	3.651	0.000
1	REGR factor score 1 for analysis 3	0.647	0.059	0.642	10.956	0.000

Notes:
Dependent Variable: REGR factor score 1 for analysis 4
B: Coefficient values (intercept and slope)
Std. Error: Standard error of the coefficient
Beta: Standardized coefficient
t: t-statistic
Sig.: Significance value (p-value)
Tolerance and VIF: Multicollinearity diagnostics

Source: Data Processing Results (May 31, 2025)

Based on the results of the data above, regression equations can be formed from the coefficients that have been obtained. Therefore, the following is the multiple linear regression equation obtained. Through the above equation, it can be explained that:

1. The constant of 2.390 x 10−16 states that if the variables of word of mouth, product quality, and brand loyalty are zero, then the purchase decision will be worth 2.390 x 10−16 units.
2. The word of mouth regression coefficient (X1) of -0.39 indicates that every increase in one unit of word of mouth will decrease the purchase decision by -0.39 per unit. The same applies the other way around when an increase of one unit of word of mouth will increase the purchase decision by -0.39 units.
3. The product quality regression coefficient (X2) of 0.310 indicates that every increase in product quality by one unit will increase the purchase decision by 0.310 per unit. The same applies the other way around when a decrease in one unit of product quality will reduce the purchase decision by 0.310 units.
4. The brand loyalty regression coefficient (X3) of 0.647 indicates that every increase in brand loyalty will increase purchasing decisions by 0.647 per unit. The same applies the opposite when a decrease in one unit of brand loyalty will reduce the purchase decision by 0.647 units.

Coefficient Determination Analysis

Determination coefficient analysis is a method to find out how much the percentage of independent variables contribute to the rise and fall of dependent variables together. The R-Square value must be between 0 and 1. The following are the results of the analysis of the determination coefficient.

Table 3. Determination Coefficient Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.878	0.770	0.767	0.47465111

Notes

a. Predictors: (Constant), REGR factor score 1 for analysis 3, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 2

b. Dependent Variable: REGR factor score 1 for analysis 4

Source: Data Processing Results (May 31, 2025)

Based on the results of the data above, it can be concluded that the value of the determination coefficient adjusted to the (Adjusted R-Square) obtained is 0.767. This explains that independent variables can explain the variance of dependent variables of 76.7%, while the remaining 23.3% are influenced by other variables outside the regression model.

Test F

The purpose of the F test is to determine the influence of independent variables on dependent variables simultaneously. On this F test, Ho will be accepted when the F-stat < F table. In this study, 4 variables were used and the amount of data was 200, so it can be calculated for the value of df1 is 4 – 1 = 3 and for the value of df2 is 200 – 4 = 196. So that the F value of the table is 2.65. Here is an explanation.

Table 4. F Test Results

ANOVA

Model	Source	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148.063	3	49.354	219.067	0.000
	Residual	44.158	196	0.225		
	Total	192.221	199			

Notes

a. Dependent Variable: REGR factor score 1 for analysis 4

b. Predictors: (Constant), REGR factor score 1 for analysis 3, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 2

Source: Data Processing Results (May 31, 2025)

Based on the results of the above data, it can be concluded that the regression model equation formed from the independent variables Word of mouth, product quality, and brand loyalty to the dependent variables of purchase decisions has an F-calculation value of 219.067. This equation can also be said to be significant at the 5% confidence level because it has a value greater than the F-table which is 2.65. Therefore, it can be concluded that the variables of word of mouth, product quality, and brand loyalty together significantly affect purchase decisions with a value of $\alpha = 0.05$.

T Test

The T test aims to look at the influence of independent variables on dependent variables partially. The significance of each independent variable to the dependent variable will be known. The test statistics used are the T-test or t-test. Here are some criteria that must be met in the T test.

1. If the value of t is calculated < t of the table or the value of Sig > 0.05, then the independent variable has no significant effect on the dependent variable.
2. If the value t is calculated > t table or the Sig value < 0.05, then the independent variable has a significant effect on the dependent variable.

Table 5. T Test Results

Variable	Regression Coefficients	t-count	T-Table	Sig.	Conclusion
Word Of Mouth	-0.39	-0,439	1,9723	0,662	Word of mouth variables **do not** have a significant effect on purchasing decisions

Product Quality	0,310	3,651	1,9723	0,000	Product quality variables **have** a significant effect on purchasing decisions
Brand loyalty	0,647	10,569	1,9723	0,000	Brand loyalty variables **have** a significant impact on purchasing decisions

Source: Data Processing Results (May 31, 2025)

The t-value of the table obtained for the study using 4 variables, 200 samples, and a confidence interval of 5% was 1.9723.

1. The t-value of the word of mouth variable is -0.439. Through these results, it can be seen that the calculated t value is smaller than the table t (1.9723) and the significance value is also greater than 0.05. This explains that the word of mouth variable does not have a significant influence on purchasing decisions.
2. The t-value of the product quality variable obtained is 3,651. Through these results, it can be seen that the value of t is greater than the t of the table (1.9723) and the significance value is also smaller than 0.05. This explains that product quality variables have a significant influence on purchasing decisions.
3. The t-value of the brand loyalty variable obtained is 11,382. Through these results, it can be seen that the value of t is calculated to be greater than the t table (1.972) and the significance value is also smaller than 0.05. This explains that the brand loyalty variable has a significant influence on purchase decisions.

CONCLUSION

The results of the multiple linear regression analysis on 200 respondents showed that word of mouth, product quality, and brand loyalty collectively had a significant effect on purchase decisions for modern Starling coffee in West Bandung Regency, with an F-calculation value of 219.067 (greater than the F-table value of 2.65) and a significance level of 0.000. However, only product quality and brand loyalty were found to have a significant partial influence on purchasing decisions, as indicated by their high t-calculated values (8.052 and 11.382, respectively) and significance values below 0.05, while word of mouth did not show a significant partial effect. The coefficient of determination (R^2) of 0.770 suggests that 77% of the variation in purchasing decisions can be explained by these three variables, with the remaining 23% influenced by other factors not included in the model. For future research, it is recommended to explore additional variables—such as pricing strategies, promotional activities, or consumer demographics—that may further explain the remaining variation in purchasing decisions and provide a more comprehensive understanding of consumer behavior in the modern Starling coffee market.

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