

The Influence of Brand Image and Perceived Product Quality on Purchase Intention of Starbucks Ready-to-Drink Products

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Abstract

This empirical study examines the determinants of purchase intention toward Starbucks Ready-to-Drink (RTD) products in the Surabaya market by focusing on the roles of brand image and perceived product quality. The study was motivated by Starbucks' expansion into the packaged coffee segment, which has different consumer dynamics from conventional in-store cafe consumption. A quantitative approach was applied by distributing online questionnaires to 121 respondents in Surabaya who were aware of the Starbucks brand and had an intention to buy Starbucks RTD products. The data were analyzed using multiple linear regression with SPSS. The findings show that perceived product quality has a positive and significant effect on purchase intention, whereas brand image has no significant effect. These results indicate that consumers evaluate ready-to-drink coffee more through tangible performance attributes, such as safety, consistency, taste, ingredients, and packaging, than through the reputation of the parent brand alone. Therefore, companies in the RTD coffee industry should maintain and improve functional product quality to encourage consumer purchase intention. This study contributes to consumer behavior literature by emphasizing the role of perceived quality in purchase intention within the competitive RTD beverage market.

Keywords: brand image; perceived product quality; purchase intention; ready-to-drink coffee; Starbucks

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INTRODUCTION

Coffee consumption in Indonesia has continued to increase in recent years. This growth is reflected not only in higher coffee consumption, but also in changes in people's consumption patterns that position coffee as part of a lifestyle. Coffee consumption is no longer limited to a functional need for reducing sleepiness; it has developed into a means of social interaction, recreation, and self-identity formation. This situation has encouraged the growth of the coffee industry, including coffee shop businesses and ready-to-drink coffee products.

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Starbucks is one of the coffee brands with a strong position in the Indonesian market. Based on the Top Brand Index for the coffee cafe category, Starbucks has consistently occupied the top position as one of the most memorable coffee brands among consumers. This brand strength has been built through a positive corporate image, consistent product quality, and the consumption experience offered to customers. The success of Starbucks in developing its brand image has made it a global coffee brand with high recognition among Indonesian consumers.

Along with the development of the ready-to-drink beverage market, Starbucks collaborated with Nestle through The Global Coffee Alliance to launch Starbucks Ready-to-Drink products in Indonesia in 2022. The product is offered as packaged coffee beverages distributed through minimarkets and marketplaces, allowing the brand to reach a broader consumer segment than conventional Starbucks outlets. The presence of Starbucks RTD demonstrates the company's attempt to enter a new market segment, particularly consumers who want practical coffee products at more affordable prices.

Although Starbucks RTD carries the Starbucks brand name, it has different characteristics from products sold in Starbucks stores. These differences can be seen in price, packaging, product volume, sales locations, and consumption experience. Starbucks RTD products are sold at a relatively lower price than beverages available in Starbucks stores. This difference may influence consumer perceptions of the quality offered by the product. Consumers may develop particular expectations because of the association attached to Starbucks as a premium coffee provider.

From a marketing management perspective, brand image is one of the fundamental elements that can influence consumer purchase intention. Kotler et al. (2019) explain that brand image represents consumers' mental representation or perspective toward a brand, which is constructed through memory of particular associations. A positive brand reputation can increase public confidence in a product and eventually stimulate purchase intention. Therefore, the strong brand image attached to Starbucks is expected to be an important determinant in encouraging consumer purchase intention toward Starbucks RTD.

In addition to brand reputation, perceived product quality is another important aspect in stimulating purchase intention. Huang and Rust (2021) define perceived product quality as consumers' subjective evaluation of the overall superiority of a product based on their expectations and perceptions. When consumers evaluate product quality positively, they tend to believe that the product can fulfill their needs and deliver the satisfaction they expect. Conversely, low perceived quality may reduce market interest in making a purchase. In the case of Starbucks RTD, this quality dimension becomes sensitive because consumers naturally compare the packaged product with the

authentic taste of beverages sold in Starbucks stores and with competing ready-to-drink coffee products.

Several previous studies have shown the relationship between brand image, product quality, and consumer purchase intention. Lien et al. (2015) found that brand image has a positive effect on purchase intention. This conclusion is in line with Nazarani and Suparna (2021), who showed that brand image and product quality jointly contribute positively to purchase intention. Hardiyanto et al. (2020) also confirmed that product quality is one of the positive drivers of consumer purchase intention. However, contradictory results were reported by Utami and Ratna (2019), who found that brand image did not have a significant effect on purchasing decisions, while product quality remained influential. These inconsistent findings indicate that the relationship among brand image, product quality, and consumer behavior has not been fully conclusive; therefore, further examination in different objects and geographical contexts is necessary.

Based on the literature review, most studies on brand image and perceived product quality have focused on cosmetics, fashion, services, and other consumer goods. Studies that specifically examine the contribution of these two aspects to purchase intention in the ready-to-drink coffee category, especially Starbucks RTD, remain relatively limited. Moreover, the packaged ready-to-consume version of Starbucks is a relatively new product penetration in the Indonesian market, making its consumer behavior dynamics an interesting phenomenon to explore. This condition creates a research gap that underlies the need for deeper analysis of the drivers of consumer purchase intention toward this product line.

The novelty of this research lies in its object, namely Starbucks RTD, a product resulting from the collaboration between Starbucks and Nestle that remains relatively new in the domestic market. This study also examines the effects of brand image and perceived product quality on purchase intention in a ready-to-drink coffee product with characteristics that differ fundamentally from beverages served directly in Starbucks stores. Through this approach, the results are expected to enrich the marketing management literature, particularly in relation to consumer behavior in the ready-to-drink coffee industry.

Referring to the explanation above, the main objective of this study is to analyze the influence of brand image on purchase intention toward Starbucks RTD and to examine the contribution of perceived product quality to purchase intention toward the product among consumers in Surabaya.

LITERATURE REVIEW

Brand Image

Brand image represents the perception formed in consumers' minds toward a brand based on accumulated experiences, information exposure, and certain associations. Kotler et al. (2019) state that brand image reflects a combination of ideas, beliefs, and impressions held by consumers about a brand. In the current competitive market, brand image has become an intangible asset that is crucial for companies in creating differentiation from competitors. Consumers naturally tend to choose products supported by a strong brand reputation because such products are associated with higher reliability and quality assurance.

Referring to Aaker and Biel as cited in Supriyadi et al. (2017), brand image is formed by three main dimensions. The first is corporate image, which refers to consumers' views of the credibility of the company that produces the product. The second is product image, which focuses on subjective evaluation of the characteristics, features, and quality of the product offered. The third is user image, namely consumers' views regarding the characteristics of users who consume the brand.

In this study, the operational measurement of brand image is contextualized according to the characteristics of the observed object through four main indicators: trust in the brand, closeness of brand association, perceived positive impression, and consumer memory strength toward the brand or brand recall. This adjustment is intended to ensure that the research instrument captures the phenomenon more accurately and relevantly.

A strong brand image plays a crucial role in strengthening consumer trust, which can causally encourage purchase intention. When consumers have a positive perception of a brand, their doubts in making a purchase decision are reduced. In line with this phenomenon, the empirical findings of Lien et al. (2015) confirm that brand image contributes positively and significantly to consumer purchase intention.

Perceived Product Quality

Perceived product quality is consumers' subjective assessment of the overall superiority of a product based on the expectations and perceptions they hold. Huang and Rust (2021) emphasize that perceived quality does not always correspond to the objective or technical quality of a product, but rather focuses on how consumers interpret that quality. Understanding perceived quality is an important element in the purchasing decision process. Consumers tend to choose goods that are considered to have better quality than competitors because they are believed to provide greater value and satisfaction.

According to Javeed et al. (2022), consumers' perceived product quality can be evaluated through several main indicators, including perceived wellness, safeguarding and protection as perceived, and recognized dominance. Ruso et al. (2021) also classify this dimension into two broad

categories, namely intrinsic quality perception, which relates directly to the physical product, and extrinsic quality perception, which relates to external product attributes such as brand and packaging.

In this study, the operational measurement of perceived product quality is adopted and adjusted into four relevant indicators: perceived wellness, perceived safety and protection, intrinsic quality perception, and extrinsic quality perception. This adjustment aims to ensure that the research instrument captures consumers' perspectives accurately toward the characteristics of the product being analyzed.

High evaluation of product quality has a strategic role in strengthening consumer confidence and stimulating purchase intention. When consumers believe that a product has reliable quality, their intention to purchase will increase significantly. In line with this assumption, Hardiyanto et al. (2020) empirically confirmed that perceived product quality has a positive and significant contribution to consumer purchase intention.

Purchase Intention

Purchase intention represents an individual's behavioral tendency to purchase a product after evaluating various information stimuli received. Kotler and Keller (2016) explain that purchase intention is an important stage before the purchase decision is made because it reflects consumers' commitment or desire to conduct a transaction in the future. Therefore, purchase intention is often used as an early indicator to predict market behavior because it describes the probability of actual purchasing behavior in the market. The stronger the intention felt by consumers, the higher the possibility that an actual purchase decision will occur.

According to Picaully (2018), purchase intention can be measured through several operational indicators. The first indicator is the extent of consumers' interest in seeking deeper information about the product. The second indicator is reflected in consumers' desire or strong motivation to find the product in the market. The third indicator is the final and concrete desire to realize the purchase of the product.

In this study, these three operational indicators are adopted to measure the extent of market interest in the object under investigation. Through structured measurement of information search, product search, and purchase drive, researchers can more accurately map the potential acceptance of the product among consumers. This adjustment also strengthens the basis of analysis in examining the contribution of independent variables to the emergence of consumer behavior.

Conceptual Framework and Hypotheses

A positive brand image can increase consumer trust and confidence in product reliability. At the same time, a high assessment of perceived product quality strengthens consumers' impressions of overall product quality and acts

as a strong stimulus in encouraging purchase intention. Based on the theoretical framework and previous empirical findings, the relationships among variables in this study are formulated in the following hypotheses:

H1: Brand image has a positive effect on purchase intention toward Starbucks Ready-to-Drink.

H2: Perceived product quality has a positive effect on purchase intention toward Starbucks Ready-to-Drink.

RESEARCH METHOD

This study applies a quantitative method designed to test and analyze the contribution of brand image (X1) and perceived product quality (X2) in influencing purchase intention (Y) toward Starbucks packaged coffee products in Surabaya. The target population consists of all members of the Surabaya community who have knowledge of the Starbucks brand and interest in consuming its ready-to-drink product. Because the population is not limited, the sample was collected using non-probability sampling with a purposive sampling approach. The specific criteria for respondents included individuals who lived in Surabaya, were at least 17 years old, were familiar with Starbucks, and showed intention to purchase the product.

To determine the sample size, this study adopted the formula of Hair et al. (2014), which recommends a sample size of five to ten times the number of observed indicators. Based on the calculation of 11 indicators used in the research model, the number of respondents was set proportionally at 121 individuals. The analysis used a combination of primary and secondary data. Primary data were collected directly through an online questionnaire distributed via Google Forms, while secondary data were obtained from academic references, including textbooks, previous scientific journals, and other relevant literature. All questionnaire items representing the variables were measured using a five-point Likert scale, ranging from 1 for strongly disagree to 5 for strongly agree.

Operationally, the brand image variable was measured through four indicators: trust in brand reliability, associations attached to the brand, consumers' positive impressions, and memory strength toward the brand. The perceived product quality variable was measured through four aspects: perceived wellness, safety and protection assurance, and subjective evaluation of intrinsic and extrinsic quality. The dependent variable, purchase intention, was operationalized into three behavioral indicators: consumers' enthusiasm in searching for information about the product, motivation to find the product in the market, and actual drive to make a purchase transaction.

Data analysis was conducted using SPSS through systematic stages. The first stage involved validity and reliability testing to ensure the accuracy and consistency of the questionnaire. The model was then tested through classical

assumption tests, including normality, multicollinearity, and heteroscedasticity tests. After all requirements were met, multiple linear regression analysis was applied to examine relationships among variables. Hypothesis testing was conducted through the F-test to measure simultaneous effects, the t-test to examine the partial contribution of each independent variable, and the coefficient of determination (R^2) to assess the extent to which the model explains variation in purchase intention.

FINDINGS AND DISCUSSION

Respondent Characteristics

This study used a sample of 121 Surabaya residents who were at least 17 years old, were familiar with the Starbucks brand, and had an interest in purchasing Starbucks RTD products. The demographic composition was dominated by male respondents (72%), respondents aged 26-35 years (66%), bachelor degree graduates (65%), and private employees (54%). This profile indicates that most participants were productive adult consumers who had the capacity and experience to evaluate products before deciding to buy.

Descriptive Analysis of Variables

Based on descriptive analysis, the brand image variable recorded an average score of 3.71, which falls into the high category. This value reflects respondents' positive views toward the reputation of Starbucks RTD products. Meanwhile, perceived product quality obtained an average score of 3.87, which is also categorized as high. This indicates that consumers evaluate Starbucks RTD positively in terms of taste, hygiene, raw material quality, and packaging aesthetics. Purchase intention obtained the highest average score of 4.06. This high category confirms the strong tendency of respondents to search for information, try, and eventually consume the product.

Validity and Reliability Test

The validity test was conducted to ensure the accuracy of each question item in representing the variables examined. The parameter used to determine item validity was the comparison between the corrected item-total correlation coefficient and the r-table value of 0.179. Based on the test output, all statement items measuring brand image, perceived product quality, and purchase intention recorded scores above 0.179. Therefore, all questionnaire instruments were declared valid and suitable for use in field data collection.

The reliability evaluation showed that the Cronbach's Alpha values for brand image, perceived product quality, and purchase intention consistently exceeded the minimum threshold of 0.60. Based on this standard, all questionnaire instruments used in this study met the reliability requirement. This condition confirms that the data collection instrument had good consistency and stability for further analysis.

Classical Assumption Test

The classical assumption test confirmed that the regression model met all feasibility criteria for analysis. Through the Kolmogorov-Smirnov normality test, the significance value obtained was 0.200. Because this value is above the 0.05 threshold, the research data were normally distributed. The multicollinearity test showed that the tolerance values for each independent variable were above 0.10, accompanied by Variance Inflation Factor (VIF) values below 10. This indicates that there was no correlation problem among independent variables. Finally, the heteroscedasticity test showed that the significance values of all independent variables exceeded 0.05. Since no heteroscedasticity problem was found, the classical assumption tests were fulfilled and the model could be used for regression estimation.

Multiple Linear Regression Analysis

The influence of brand image and perceived product quality on purchase intention was analyzed using multiple linear regression. Based on the test results, the regression model can be expressed as follows:

$$Y = 13.102 + 0.123X_1 + 0.217X_2 \quad (1)$$

The regression equation can be interpreted as follows. The constant value of 13.102 indicates that if brand image and perceived product quality are assumed to remain unchanged, the level of purchase intention is 13.102. The brand image regression coefficient of 0.123 shows a positive relationship with purchase intention, meaning that a positive increase in brand image is followed by an increase in consumer purchase intention. The perceived product quality regression coefficient of 0.217 also indicates a positive relationship with purchase intention. This value is greater than the coefficient of brand image, showing that perceived product quality has a more important contribution in encouraging purchase intention. The detailed regression results are presented in Table 1.

Table 1.

Multiple Linear Regression Test

Model	B	Std. Error	Beta	t	Sig.
(Constant)	13.102	2.609		5.022	< .001
Brand Image	.123	.080	.146	1.552	.123
Perceived product quality	.217	.070	.292	3.112	.002

Note: Dependent variable: Purchase Intention.

Source: Processed data (2026).\

Significance Test Results

The simultaneous test or F-test was used to confirm the collective contribution of all independent variables to the dependent variable in the regression model. The combined effect is considered significant when the probability value is below the 5% error threshold. Referring to the statistical output, the calculated F-value was 9.739 with a significance level below 0.001. Since this significance value is much smaller than 0.05, brand image and perceived product quality simultaneously have a significant effect on purchase intention toward Starbucks RTD products.

The t-test was used to examine the partial effect of each independent variable on the dependent variable with a significance threshold of 0.05. As shown in Table 2, brand image had a significance value of 0.123. Because this value is greater than 0.05, the first hypothesis (H1) is rejected, meaning that brand image does not have a significant effect on purchase intention toward Starbucks RTD. Conversely, perceived product quality recorded a significance value of 0.002. Because this value is below 0.05, the second hypothesis (H2) is accepted, proving that perceived product quality has a significant effect on purchase intention. In brief, the statistical output confirms that only perceived product quality is able to encourage purchase intention, while brand image does not show a meaningful role.

Table 2.

t-Test Results

Model	B	Std. Error	Beta	t	Sig.
(Constant)	13.102	2.609		5.022	< .001
Brand Image	.123	.080	.146	1.552	.123
Perceived product quality	.217	.070	.292	3.112	.002

Note: Dependent variable: Purchase Intention. Source: Processed data (2026).

The coefficient of determination estimation showed an R Square value of 0.142. Because the regression model in this study involved more than one independent variable, the reference parameter used was Adjusted R Square, which recorded a value of 0.127. This result indicates that the variability of purchase intention can be explained by the collaboration of brand image and perceived product quality by 12.7%. The remaining 87.3% is determined by other external variables that were not included in this research model.

The Effect of Brand Image on Purchase Intention toward Starbucks Ready-to-Drink Products

The findings show that brand image is not the main factor influencing purchase intention toward Starbucks RTD products. Although respondents had a positive perception of Starbucks as a global brand with a premium

image and high recognition, this was not sufficient to make the product the primary choice in the ready-to-drink coffee category. This condition indicates that, in making decisions, consumers tend to pay more attention to other factors that are considered more directly relevant than brand image alone.

This finding is consistent with Isrudini and Rismawati (2022) and Arisusanto et al. (2025), who revealed that brand image does not always have a significant effect on purchase intention, particularly for practical consumption products. In this context, brand strength does not necessarily increase purchase intention when consumers give more attention to the functional benefits of the product. The respondent characteristics, which were dominated by men aged 26-35 years and private employees, also reflect a more logical pattern of consumption behavior. Babin et al. (1994) state that utilitarian-oriented consumers tend to prioritize usefulness, efficiency, and direct benefits rather than the symbolic aspects of a brand. Therefore, even though Starbucks has a strong international brand image, it does not always become the main factor influencing purchase intention toward RTD products. This indicates that the effect of brand image may vary depending on product type and consumer characteristics.

The Effect of Perceived Product Quality on Purchase Intention toward Starbucks Ready-to-Drink Products

In contrast to brand image, the test results confirm that perceived product quality plays a more significant role in influencing consumer purchase intention toward Starbucks RTD. Positive evaluation of product quality was proven to strengthen consumers' confidence to try and make purchase transactions. This condition indicates that the quality indicators perceived by consumers act as more dominant determinants during the evaluation stage before the final decision is made. Theoretically, this finding supports Kotler and Keller's (2016) view regarding the close relationship between perceived product quality and the formation of purchase intention. This result is also in line with the empirical studies of Khohar and Hermanto (2024) and Wicaksana et al. (2021), which concluded that perceived product quality has a significant effect on purchase intention.

Based on the descriptive analysis, the most prominent dimensions in consumer evaluation were product safety assurance and standardization of quality, which were perceived as very good. This phenomenon shows that consumers' evaluation is not limited to sensory factors such as taste or packaging appearance. More than that, consumers pay substantial attention to health protection and the level of trust that can be delivered by the packaged product.

The characteristics of respondents in the productive age group, with bachelor degree education and private employee occupations, show a tendency to conduct more objective evaluations before purchasing products.

Schiffman and Wisenblit (2015) argue that a higher level of education encourages consumers to seek more information before making purchasing decisions. Therefore, perceived product quality is proven to be the more decisive factor in shaping purchase intention toward ready-to-consume beverage products.

CONCLUSIONS

The findings indicate that consumer purchase intention depends more strongly on perceived product quality than on brand image. In constructing purchase decisions, consumers tend to give higher priority to directly perceived quality attributes, such as consumption safety, taste, packaging aesthetics, and ingredient composition, rather than considering brand reputation alone. This phenomenon proves that strengthening perceived product quality offers a greater opportunity to stimulate purchase intention than focusing only on brand image investment. Theoretically, the results reinforce the academic relevance of subjective quality assessment as one of the main determinants in consumer behavior studies, especially in the ready-to-drink beverage industry.

LIMITATION & FURTHER RESEARCH

This study has several limitations. The research scope was limited to Surabaya, and the model only used two independent variables, namely brand image and perceived product quality. Future research is suggested to expand the geographical scope of the sample and include other relevant factors. Additional variables that may be considered include pricing policy, celebrity endorsement, electronic word of mouth (e-WOM), brand trust, and perceived value. Such development is needed so that the characteristics and tendencies of consumer behavior can be mapped more comprehensively.

AUTHOR CONTRIBUTION

Fariz Akbar Firmansyah: Conceptualisation, research design, data collection, methodology, data analysis, and writing the entire paper. **Sri Setyo Iriani:** Supervision, conceptualisation, methodology review, editing, and final manuscript review. All authors have read and approved the final version of the paper.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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