THE INFLUENCE OF PRICE PERCEPTION AND PRODUCT QUALITY ON PURCHASING DECISIONS AT JAGO COFFEE WITH CONSUMER TRUST AS A MODERATING VARIABLE

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ABSTRACT

The purpose of this study is to analyze the influence of price perception and product quality on purchasing decisions with consumer trust as a moderating variable in YARSI University students as consumers of Jago Coffee and its review from an Islamic perspective. This study involved a sample of 180 respondents with a purposive sampling technique. Data collection was carried out through a survey method with a questionnaire and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method and processed using SPSS and Warp PLS applications. The results of the model evaluation indicate that price perception, product quality, and consumer trust have a high level of suitability and are relevant in predicting their influence on purchasing decisions. The results of this study reveal that price perception and product quality each have a positive and significant influence on purchasing decisions. Furthermore, consumer trust has not been able to moderate the influence of price perception and product quality on purchasing decisions.
Keywords: *Price Perception, Product Quality, Consumer Trust, Purchasing Decision, Halal, YARSI University, Jago Coffee.*

INTRODUCTION

The coffee industry in Indonesia is one of the fastest-growing business sectors. Changing lifestyles and consumer trends have driven the proliferation of coffee businesses in various regions, including modern coffee shops, traditional coffee shops, and mobile coffee chains. Various business models have emerged, from coffee shop franchises and local cafes with aesthetic concepts to coffee carts that directly target consumers. In recent years, public interest in coffee has increased dramatically. Coffee is no longer just a daily beverage but has become an integral part of a lifestyle, especially among young people, students, and professionals. This is evident in the proliferation of local and international coffee shops, from major cities to remote areas.

Indonesia ranks fourth as the world's largest coffee producer, after Brazil, Vietnam, and Colombia, with production reaching 774,000 tons in 2022 (International Coffee Organization, 2023). The Indonesian Coffee Council also emphasized that Indonesia is now also developing into an active coffee consumer (Kompas.com, 2021). Despite high market demand, the coffee industry faces intense competition due to the numerous business players offering various innovations and marketing strategies.

The growth in coffee consumption is also supported by increasing demand among the younger generation, particularly students. A GoodStats survey (2024) noted that the majority of respondents were in their productive age group, 18–24, and 40% of them consumed two cups of coffee daily. The main reasons for this included improving study focus, increasing

energy, and as part of a social lifestyle. Research by Adiwinata et al. (2021) University showed that motivation, behavioral control, and lifestyle significantly influence coffee consumption. The "ngopi" culture has even become part of students' social identity, with coffee shops serving as a third place after home and campus, a place to study and socialize (Good News From Indonesia, 2024). This suggests that coffee consumption among students is driven not only by functional needs but also by emotional and social factors, contributing to the growth of the national coffee industry.

Contemporary coffee drinks have become an integral part of the lifestyle of Indonesian students. This trend not only reflects a growing preference for coffee flavors but also demonstrates the need for comfortable and inviting gathering spaces (Wiryana et al., 2024). The increasing consumption of coffee among Gen Z has led to the emergence of many coffee shops in Indonesia. Some coffee shops that are popular among Gen Z include Janji Jiwa, Kopi Kenangan, Tomoro Coffee, and Fore Coffee (Sari et al., 2025). According to GoodStats data (2023), Kopi Kenangan is the most popular local coffee brand with 39.7% popularity, Janji Jiwa follows with 39.5% popularity, while Fore Coffee comes in third with 7.5% popularity (Putri, 2023).

Research by Hermawan et al. (2022) revealed that comfortable dining, friendly service, delicious and diverse flavors, unique names and menus, affordable prices, and attractive packaging designs are key elements that shape the appeal of contemporary coffee products to young consumers. Therefore, the success of contemporary coffee brands in attracting students depends not only on product quality but also on their ability to create experiences that align with the lifestyles and preferences of today's younger generation.

Jago Coffee's unique strategy has not only attracted consumers but also sparked the emergence of competitors with similar concepts. One such company is RinduMu Coffee, which began operating in 2023 with around 40 coffee carts in Jakarta. This business offers a variety of drinks at affordable prices (Java Tekno, 2024). Meanwhile, Haus! Keliling (Huling), also established in the same year, has operated more than 500 carts and focuses not only on coffee but also on other non-coffee drinks (Katadata, 2024). Furthermore, Jiwa Group, the owner of Janji Jiwa, also launched a mobile coffee service called Kopi Sejuta Jiwa. This service uses electric bicycles and partners with cyclists, with a total of 250 carts (Entrepreneur Bisnis, 2023).

The presence of Jago Coffee and its competitors demonstrates a shift in consumer preferences toward more flexible and accessible coffee beverage services in various public locations through mobile coffee carts. According to Global Data (2022), Jago Coffee's café-on-wheels concept is considered better equipped to address the on-the-go coffee consumption trend in Indonesia, especially following the easing of mobility restrictions due to the COVID-19 pandemic. The coffee-on-the-go business is a coffee beverage business model that prioritizes speed, convenience, and high mobility to meet the needs of busy consumers. This concept typically uses carts, small booths, or mobile vehicles, making it more flexible and cost-effective than conventional cafes.

Purchasing decisions are the selection of two or more alternative purchasing decision choices, meaning that a person can make a decision from several alternatives or choices available (Elvionita et al., 2025). This decision can lead to how the decision-making process is carried out (Schiffman & Wisenblit, 2019). Meanwhile, according to Kotler & Armstrong (2017), purchasing decision is a process of uniting and mixing a behavior in terms of carrying out an activity in choosing a product or item to be selected. A person's purchasing decision regarding a product or service is influenced by various factors, such as product features, price,

quality, brand, promotional strategies, recommendations from others, and psychological and social aspects.

Price perception is one of the factors influencing consumer decisions in purchasing a product. If consumers decide to buy, it means they feel the price offered is considered appropriate to what is expected. However, if they refuse to buy, it is likely that the price is considered too high or not commensurate with the value obtained, so it needs to be re-evaluated (Risandi et al., 2024). Research by Nurwisesa & Andhika (2023) states that price perception has a positive influence on purchasing decisions.

Besides price perception, product quality is also a key factor in driving purchasing decisions. Product quality is the extent to which a product meets consumer needs or desires, encompassing aspects such as durability, reliability, ease of use, and other features perceived as valuable (Herlambang & Komara, 2021). As a local coffee brand with a mobile café concept, Jago Coffee must maintain quality across aspects of taste, presentation, cleanliness, and consistency. According to Aghitsni & Busyra, (2022), their research shows that product quality has a positive and significant influence on consumer purchasing decisions.

Furthermore, consumer trust plays a role in strengthening the influence of price and quality perceptions on purchasing decisions. High levels of trust can create positive perceptions, reduce consumer concerns or doubts, and become a primary consideration when choosing a product (Anjani et al., 2021). Research by Solihin (2020) shows that customer trust has a positive and significant influence on purchasing decisions.

Literature Review and Hypothesis
Buying Decision

Kotler & Armstrong (2017) said purchasing decisions could be interpreted as making decisions from potential customers before buying a product. Purchasing a product is one of all stages in the buying process by consumers (Hendarto et al., 2023). Kotler & Keller (2016) describe that consumers in the purchasing decision-making process can recognize problems, seek information, evaluate alternatives, buy and evaluate post-purchase products or services. Sari (2020) states that purchasing decisions require consumers to make choices from various available alternatives, so decisiveness and in-depth understanding are required. After the consideration process is complete, consumers will decide whether to proceed to the purchase stage or not.

Price Perception

Kotler & Armstrong (2017) define price perception is the amount of money exchanged for a product or service. Meanwhile, according to Schiffman & Wisenblit (2019)scif, price perception is a view of how customers see a particular price (high, reasonable, low) that can have a very strong influence on the decision to buy a product or service. Fatmawati & Soliha (2017) define price perception as a consumer's tendency to judge a product's quality based on its price. According to Oscar & Keni (2019), price perception is how consumers perceive the amount of money they need to spend or sacrifice to obtain a product compared to other similar products. Keloay et al. (2019) defines price as a form of determining the value of a product. The more affordable the price, coupled with satisfactory product quality, the greater the consumer's interest and satisfaction, making them more likely to return to that location.

Product Quality

Kotler & Armstrong (2017), define product quality as a product's ability to perform its functions, including overall durability, reliability, accuracy, ease of operation, and repair, as well as other product attributes. Product quality is the combination of all product characteristics

from marketing, engineering (planning), manufacturing (product), and maintenance that make the product meet customer expectations (Widyana & Naufal, 2018). Meanwhile, according to Kotler & Keller (2016), product quality is the ability of a product to deliver results or performance that meets or even exceeds customer expectations.

Product quality is a key factor in competition between companies offering products to consumers. Consumers tend to desire products with quality commensurate with the price they pay, although many people assume that higher-priced products usually have better quality (Nining, 2024). According to (Sitohang, 2023), product quality is a crucial factor in consumers' product selection process. The products offered must have proven quality, as the primary concern for consumers is product quality.

Consumer Trust

A business transaction between two or more parties will occur if each party trusts the other, and this trust cannot simply be recognized by the other party/business partner, but must be built from the beginning and proven (Wong, 2017). According to Gefen (2002), trust is defined as the willingness to be sensitive to the actions taken by the person trusted based on a sense of trust and responsibility. Meanwhile, Pavlou & Gefen (2004) define trust as an assessment of a person's relationship with another person who will carry out a certain transaction according to the expectations of the person they trust in an environment full of uncertainty. It can be stated that trust is the belief of a certain party in another in conducting a transactional relationship based on the belief that the person they trust will fulfill all their obligations properly as expected (Wong, 2017). Consumer trust is a critical component of any successful business relationship, as it forms the basis for long-term customer loyalty and satisfaction. Consumer trust is the belief and confidence a customer has in a company or brand, encompassing the expectation that the company will fulfill its promises and provide the services or products expected by the consumer (Wardhana, 2024).
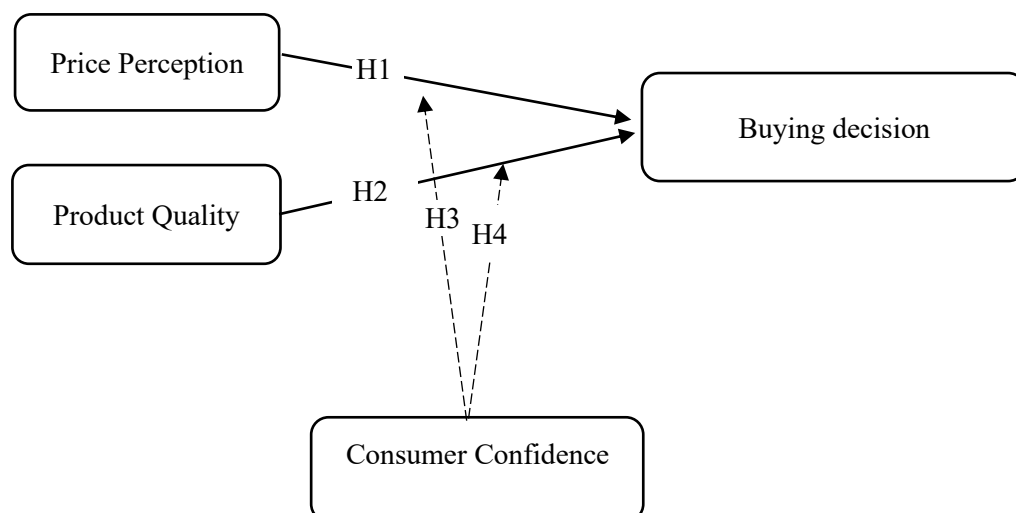
Research Conceptual Framework

Figure 1. Research Concept Framework

Research Hypothesis
Price Perception and Purchase Decisions

Price perception is a consumer's assessment of the appropriateness of the price paid and the benefits obtained from a product or service (Oscar & Keni, 2019). The higher the consumer's perception of the value received compared to the price paid, the greater the consumer's tendency to make a purchase. According to Kotler & Keller) 2016), price is the only element of the marketing mix that generates revenue, so consumer perception of price significantly influences purchasing decisions. Research by Nurwisesa & Andhika (2023), Winarsih et al. (2022) and Kamila & Khasanah (2022) shows that price perception has a positive and significant influence on purchasing decisions. These results reinforce the understanding that prices perceived as reasonable and commensurate with quality will increase consumer purchasing interest. Based on the theory and empirical research results, the following research hypothesis can be formulated:

H1: Price perception has a positive influence on Jago Coffee purchasing decisions.

Product Quality and Purchasing Decisions

Product quality reflects a product's ability to meet consumer expectations, both in terms of taste, appearance, packaging, and quality consistency. Consumers tend to choose products believed to be of high quality, because these products are considered capable of providing satisfaction and a good experience. Good product quality can be said to be good if the product marketed by the seller certainly has its own characteristics that will provide high selling value depending on its character (Kotler & Armstrong, 2017). According to Garvin (1987)**,** product quality is an important dimension that includes These eight dimensions are performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality to specifications. Studies by Aghitsni & Busyra (2022) and Kosasih (2020), prove that product quality has a significant positive effect on purchasing decisions. Based on the theory and the results of empirical research, the following research hypothesis can be formulated:

H2: Product quality has a positive influence on Jago Coffee purchasing decisions

Consumer Trust, Price Perception and Purchase Decisions

When consumers believe that a company is honest and transparent in setting prices, they are more likely to view prices as reflecting fair value and quality. Positive price perceptions, when prices are judged to be commensurate with the benefits received, strengthen consumer confidence and drive purchasing decisions. Research by Dessyaningrum et al. (2020) found that trust can significantly strengthen the relationship between price and purchasing decisions on the online site Shopee.

This suggests that customer trust plays a significant role in increasing consumer purchase intention, particularly when the price paid is perceived as commensurate with the sacrifice or effort expended. Based on this, it is hypothesized that consumer trust also plays a role in strengthening the influence of price perception. Regardless of the price offered, if consumers feel confident that the price is fair and appropriate, this trust will strengthen their decision to purchase. Based on this theory and the results of empirical research, the following research hypothesis can be formulated:

H3: Consumer trust can strengthen the influence of price perception on Jago Coffee purchasing decisions.

Consumer Trust, Product Quality and Purchasing Decisions

Yusra & Rizki (2021) note that by creating quality products, companies can build customer trust, which is crucial in driving purchasing decisions. High product quality makes consumers feel satisfied and trust the brand, thus increasing demand for that product.

Conversely, if product quality declines, consumer trust will also decrease, ultimately leading to a decrease in demand. Rosanti et al. (2022) revealed that product quality can influence purchasing decisions at the Nina Snack Shop in Prajekan Bondowoso through consumer trust. **H4: Consumer trust can strengthen the influence of product quality on Jago Coffee purchasing decisions.**

METHODS
Types of research
This study uses an explanatory research method, which aims to examine and explain the relationships between various variables and to examine how one variable can influence another. The approach used in this study is a quantitative one.

Method of collecting data
The data used in this study were subject-based, comprising consumer opinions, attitudes, experiences, and perceptions of Jago Coffee at YARSI University, with students as respondents. The data sources used in this study were primary and secondary data. Primary data was obtained directly from YARSI University students as Jago Coffee consumers through questionnaires. Secondary data, on the other hand, is obtained through third parties or intermediaries.

Data collection technique
The data collection technique in this study employed a survey method, employing instruments in the form of questionnaires distributed directly to respondents. In this study, data was collected by distributing questionnaires via Google Forms to Jago Coffee consumers at YARSI University.

Population and Sample
The population in this study were YARSI University students who had purchased and consumed Jago Coffee products, whose population size was unknown. This population determination was based on the assumption that students are a potential market segment for ready-to-drink coffee products such as Jago Coffee due to their high mobility and tendency to choose practical and affordable products. In this study, the sampling technique used was purposive sampling, a non-probability sampling method in which samples are selected based on certain characteristics relevant to the research objectives.

The use of purposive sampling allows for more specific sample selection, as it is based on specific criteria. The use of Purposive Sampling techniques allows for more specific sample selection, as it is based on certain criteria. The criteria for respondents in this study are active students at YARSI University and have purchased or consumed Jago Coffee products at least once.

In this study, Hair's formula was used to determine the sample size, given that the population size to be sampled was not yet known with certainty. Hair et al. (2019) suggests that the sample size should be 5 to 10 times the number of variable indicators used. There are 18 indicators in this study multiplied by 10 (18 x 10 = 180). Based on the calculation of this formula, the minimum sample size for this study is 180 respondents. Since the target audience is students consuming Jago Coffee at YARSI University, which consists of six faculties, representative respondents from each faculty are required to ensure a more equitable and representative data collection.

Data Analysis Methods

The Partial Least Square approach was used to test the structural equation model (PLS-SEM) in this study. Analysis of the measurement model and structural model will precede the research hypothesis verification process (Anderson & Gerbing, 1988). The outer model is used to test the structural model, while the inner model is created to test the measurement model (Hair et al., 2021). The measurement model analysis is evaluated through validity and reliability tests, while the validity test is seen through the convergent validity test which is assessed by looking at the outer loadings, while the reliability test is seen through the Composite Reliability value (Hair et al., 2022). Structural model analysis is assessed through Tenenhaus Goodness of Fit (GoF) Q^2 predictive relevance and R-squared (Hair et al., 2022). After completing these two steps, the next step is to verify the research hypothesis through a significance test by looking at the p-values squared (Hair et al., 2022). A hypothesis will be accepted if it has p-values <0.05 and will be rejected if it has a value greater than 0.05 (Hair et al., 2022).

RESULTS and DISCUSSION
Evaluation of the Measurement Model (Outer Model)

This study uses the PLS-SEM method in the data processing, with the help of Warp PLS 7.0 software. In each data analysis process, an evaluation of the variables used in the study is required. Model evaluation in this study was conducted on the PLS-SEM variable model, which consists of two stages, namely measurement model evaluation (outer model) and structural model evaluation (inner model). The results of the structural model evaluation are presented in Table 1. Based on the analysis of the measurement model in this study, which was conducted through validity and reliability tests, it appears that the values produced have met the criteria whereby the research variables have a good level of validity and reliability.

Table 1. Evaluation of the Measurement Model (Outer Model)

Variable	Indicator	Item	Loading Factor	P-Value	Composite Realibility
Price Perception	Affordability	PH 1	0,607	<0,001	
	Prices in line with product quality	PH 2	0,691	<0,001	
		PH 3	0,571	<0,001	0,799 > 0,6
	Product price competitiveness	PH 4	0,741	<0,001	
		PH 5	0,633	<0,001	
	Prices in line with benefits	PH 6	0,535	<0,001	
Product Quality	*Performance*	KPR 1	0,568	<0,001	
	Estetika	KPR 2	0,716	<0,001	
	Reliability	KPR 3	0,605	<0,001	
	Features	KPR 4	0,563	<0,001	0,816 > 0,6
	Durability	KPR 5	0,684	<0,001	
	Compliance with Specifications	KPR 6	0,706	<0,001	
		KPR 7	0,508	<0,001	
Consumer Confidence	Integritas	KK 1	0,701	<0,001	
		KK 2	0,621	<0,001	
	Honesty	KK 3	0,702	<0,001	0,824 > 0,6
	Competence	KK 4	0,701	<0,001	
		KK 5	0,748	<0,001	
Buying decision	Problem Recognition	KPB 1	0,547	<0,001	
	Information Search	KPB 2	0,634	<0,001	
	Alternative Evaluation	KPB 3	0,735	<0,001	0,799 > 0,6
	Purchase Decision	KPB 4	0,677	<0,001	
	Post-Purchase Behavior	KPB 5	0,725	<0,001	

Source: Processed primary data (2025)

Structural Model Evaluation (Inner Model)

This study also conducted a structural model evaluation to determine the appropriate model and to determine the influence of purchasing decision variables, price perception, product quality, and consumer trust. The results of the structural model evaluation are presented in Table 2, based on predetermined criteria.

Based on the results of the structural model evaluation in Table 2, the research model demonstrates high suitability, as indicated by a Tenenhaus Goodness of Fit (GoF) value of 0.567, indicating a high level of model fit, as it is greater than 0.36. This indicates that the overall model is appropriate and suitable for measuring the relationships between variables. Furthermore, the Q^2 predictive relevance value for the purchasing decision variable is 0.583, representing 58.3%, indicating strong predictive power, as $Q^2 > 0$. Therefore, perceptions of price, product quality, and trust are relevant in predicting purchasing decisions for Jago Coffee products. Furthermore, the R^2 value of 0.518 indicates that the influence of perceptions of price, product quality, and consumer trust on purchasing decisions is in the strong category, according to the 0.46–0.70 criterion. Thus, it can be concluded that this model has a good level of fit and predictive power, where price perception, product quality, and consumer trust have a strong influence on purchasing decisions, accounting for 51.8% of the total, while the remaining 48.2% is influenced by factors outside the research model.

Table 2. Structural Model Evaluation

Evaluation Measures	Criteria Rules	Model Test Results
Tenenhaus Goodness of Fit (GoF)	Small if ≥ 0.1 Medium ≥ 0.25 Large ≥ 0.36	GoF = 0.567 (Large)
Q^2 predictive relevance	$Q^2 > 0$ = model has predictive relevance $Q^2 < 0$ = model has less predictive relevance	Q^2 (Purchase Decision/Y) = 0.583 / 58.3% (predictive relevance)
R^2 or adjusted R^2	Weak ≤ 0.25 Moderate 0.26-0.45 Strong 0.46-0.70	R^2 (Purchase Decision/Y) = 0.518 / 51.8% (Strong)

Source: Processed primary data (2025)

This study used WarpPLS 7.0 software to analyze the data, which yielded a pattern of relationships between variables, as shown in Figure 2. The results of the structural model indicate that there is an influence between the variables of price perception and product quality on purchasing decisions, with trust acting as a moderating variable.
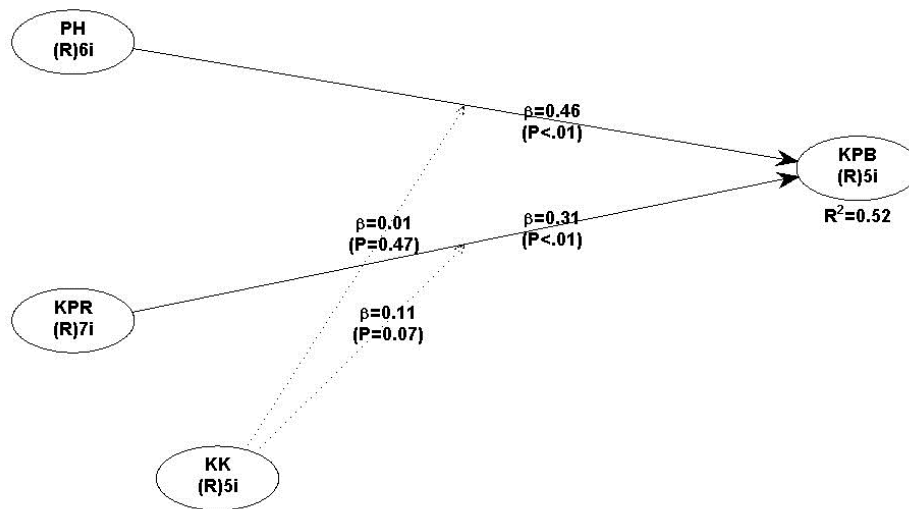
Figure 2. Path Diagram Between Variables

Based on the results of the structural model test in Figure 2, we can see how one variable influence another. The direct influence of price perception and product quality on purchasing decisions is evident, and the moderating effect of consumer trust on price perception and product quality is also evident.

Research Hypothesis Testing and Discussion

In line with the results of the previous structural model evaluation, as shown in Figure 2, this analysis reveals both direct and moderate relationship paths between variables. The results of this path analysis were used to test the four previously formulated research hypotheses, with a p-value <0.05 as the assessment criteria. If the p-value >0.05, the hypothesis is rejected. The data from the hypothesis testing are presented in Table 3.

Table 3. Results of Research Hypothesis Testing

The Influence of Variables	Koefisien	P-Value	Description
Price Perception → Purchase Decision	0.465	<0,001	Significant
Product Quality → Purchase Decision	0.308	<0,001	Significant
Consumer Trust * Price Perception	0.006	0.466	Not Significant
Consumer Trust * Product Quality	0.109	0.069	Not Significant

Source: Processed primary data (2025)

Based on the results of the hypothesis testing, it was found that price perception has a positive and significant effect on purchasing decisions, as does product quality, which also has a positive and significant effect on purchasing decisions. However, consumer trust is unable to moderate the influence of price perception on purchasing decisions, nor does it moderate the influence of product quality on purchasing decisions. This indicates that Jago Coffee consumers' purchasing decisions are more directly influenced by price and product quality factors, while consumer trust levels do not strengthen this relationship.

Discussion
The Influence of Price Perception on Purchasing Decisions
The results of this study indicate that price perception has a positive influence on purchasing decisions among Jago Coffee consumers. This indicates that when consumers assess the price offered as commensurate with the benefits and quality received, they are more likely to make a purchase. A competitive pricing strategy, such as that implemented by Jago Coffee, creates the impression that the product is worth the cost. Affordability and product quality are key drivers of purchasing decisions in this context.

This finding aligns with research by Nurwisesa & Andhika (2023), who found that price perception positively influences purchasing decisions at Lawson, and research by Winarsih et al. (2022) on Dabu-Dabu Lemong Resto consumers, which also showed a significant effect. However, these results differ from research by Nanda & Keni (2022), who found that price perception had no significant influence on snack purchases, as consumers prioritized other factors such as taste and packaging over price.

The Influence of Product Quality on Purchasing Decisions
This study found that product quality positively influences purchasing decisions at Jago Coffee. Consumers feel confident making a purchase when the product's taste, presentation, and consistency meet expectations. The reliability and aesthetics of the product contribute to a positive image, thus increasing purchase intention. In the context of Jago Coffee, the use of quality coffee beans and attractive presentation strengthen the brand's appeal among students.

These results are consistent with research by Aghitsni & Busyra (2022), who found that product quality significantly influenced purchasing decisions among Yamaha Aerox consumers, and by Syaifuddin (2024), who obtained similar results for PT Elco Indonesia Sejahtera. However, these results contradict research by Pujiastuti et al. (2024), who found that product quality was insignificant in purchases at micro-coffee shops, as consumers prioritized emotional factors such as ambiance and social interaction.

The Influence of Consumer Trust on Purchasing Decisions
This study shows that consumer trust has a positive influence on purchasing decisions at Jago Coffee. Consumers who believe in the quality, honesty, and integrity of Jago Coffee are more likely to make a purchase and develop brand loyalty. This trust is formed through positive experiences, a match between promises and reality, and consistent service delivery.

These results align with Solihin (2020) findings, which revealed that customer trust significantly influences purchasing decisions on the online shop Mikaylaku, Andora & Yusuf (2021) research, which found similar results on the Shopee platform. However, these findings disagree with Prabowo & Mahfudz (2021) findings, which suggest that trust does not always strengthen the relationship between product quality and customer loyalty, suggesting that its influence on consumer behavior can vary depending on the context.

The Role of Consumer Trust as a Moderating Variable
The results show that consumer trust does not moderate the influence of perceived price or product quality on purchasing decisions at Jago Coffee. This means that even though consumers have a high level of trust, it does not strengthen the relationship between price or quality and purchasing decisions. This is likely since purchasing decisions are more influenced by functional considerations such as taste, ease of access, and competitive prices, rather than trust alone.

These findings deviate from Dessyaningrum et al. (2020) research, which found that consumer trust can strengthen the influence of perceived price on purchasing decisions on Shopee. Conversely, the results of this study are consistent with those of Astutik et al. (2022) who stated that trust does not moderate the influence of price perception on purchasing decisions, and Prabowo & Mahfudz (2021) who also found the role of trust to be insignificant in strengthening the relationship between product quality and loyalty.

CONCLUSION

The results of this study indicate that perceptions of price and product quality have a significant positive effect on purchasing decisions, while trust does not moderate this relationship. Managerial implications suggest that Jago Coffee should maintain a pricing strategy commensurate with quality, maintain consistent product flavor and packaging, and continue to follow menu trends favored by students. Furthermore, despite high consumer trust, more interactive marketing and service strategies are needed to strengthen the role of trust in driving purchasing decisions.

Recommendation

Jago Coffee business owners are advised to maintain product quality by maintaining consistency in taste, aroma, and presentation, while ensuring competitive pricing commensurate with the quality provided. Furthermore, although trust has not been shown to be a significant moderating factor, Jago Coffee still needs to build and strengthen consumer trust through transparent information on raw materials, friendly and prompt service, and responsive communication to feedback and complaints, thereby increasing loyalty and repeat purchases.

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