
The Influence of Brand Awareness, Price, Product Quality, & Promotion on Consumer Purchase Decision of Roti'O in the Special Region of Yogyakarta

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ABSTRACT

This research aims to understand the impact of Brand Awareness, Price, Product Quality, and Promotion on the Purchase Decision of Roti'O consumers in the Special Region of Yogyakarta. The objective of this study is to assess the effects of Brand Awareness, Price, Product Quality, and Promotion, both individually and collectively, on the Purchase Decision of Roti'O consumers in the Special Region of Yogyakarta. The research employs a quantitative exploratory method. The data utilized in this study includes both primary and secondary data collected through questionnaires, journals, and books. The data collection involved a questionnaire distributed to 100 respondents selected using purposive sampling techniques. The analytical tools used in this research include percentage analysis, classical assumption tests, simple linear regression analysis with t-tests, and multiple linear regression analysis with F-tests. The findings indicate that the Brand Awareness variable has a positive and significant effect on the Purchase Decision. Price also has a positive and significant impact on the Purchase Decision. Product Quality positively and significantly influences the Purchase Decision. Additionally, Promotion has a positive and significant effect on the Purchase Decision of Roti'O consumers in the Special Region of Yogyakarta. Furthermore, the results show that the variables of Brand Awareness, Price, Product Quality, and Promotion collectively have a positive and significant effect on the Purchase Decision of Roti'O consumers in the Special Region of Yogyakarta.

1. INTRODUCTION

Food is a fundamental human need that must be met before any other requirement, and the food and beverage industry continues to grow rapidly due to its close connection to everyday life. As more

businesses enter this sector, competition intensifies, motivating companies to improve efficiency and adopt effective marketing strategies to attract and retain consumers, since no business can survive without them. Marketing plays a crucial role in introducing products or services to

the public and drawing in new customers. One notable brand in Indonesia's food and beverage industry is Roti'O, owned by PT Sebastian Citra Indonesia, which opened its first outlet at Kota Station, West Jakarta, on May 23, 2012. Roti'O is widely recognized for its signature coffee bun, distinguished not only by its taste but also by its appealing aroma that fills each store and draws customer attention. Alongside this sensory appeal, the brand's distinctive yellow and brown color scheme enhances its visual identity, demonstrating how sensory marketing is used to attract consumers effectively.

Roti'O, a food and beverage brand under PT Sebastian Citra Indonesia, opened its first outlet at Kota Station, West Jakarta, on May 23, 2012, and has since become widely known for its signature coffee bun, celebrated not only for its taste but also for its distinctive aroma that fills each store and attracts customers. The brand's yellow and brown visual identity further enhances its appeal, reflecting the company's strategic use of sensory marketing. As a growing F&B company established in 2012, PT Sebastian Citra Indonesia has built strong brand awareness for Roti'O in Yogyakarta through innovative marketing efforts. These include deliberately releasing the fresh-baked aroma around outlets—such as at Tugu Station—to capture consumer attention, elevate their mood, and stimulate purchase interest. Roti'O also strengthens its presence by selecting strategic outlet locations in Yogyakarta, including Tugu Station and Plaza Malioboro, ensuring high visibility and accessibility for customers.

Every business must be able to determine the most appropriate price that yields the greatest short-term and long-term profit,

as setting the wrong price can lead to serious problems or even failure. Sellers typically have clear reasons for their pricing decisions, such as maximizing profit, achieving target returns on investment or net sales, reducing competition, and protecting or expanding market share. Product quality, which reflects a product's ability to perform its intended function, is seen through characteristics like durability, reliability, strength, ease of use, and repairability, all of which shape customer perceptions. Promotion, or marketing communication, involves actions taken by a company to inform, influence, and remind consumers about its products and services. Effective promotion helps consumers become aware of a product, understand it, develop a preference, gain confidence, make a purchase, and ultimately remember the product over time.

The purpose of this study is to address the research problem by examining whether several key marketing factors influence consumer purchase decisions for Roti'O in the Special Region of Yogyakarta. Specifically, the study aims to determine whether brand awareness, price, product quality, and promotion each have an effect on purchase decisions, as well as whether all four variables collectively exert a simultaneous influence on consumers' decision to purchase Roti'O products in the region.

2. LITERATURE REVIEW

Brand Awareness

According to Aaker, brand awareness is the ability of consumers to recognize or recall a brand as part of a specific product

category, which ranges from not recognizing the brand at all to achieving top-of-mind awareness. Kotler and colleagues outline four indicators used to measure brand awareness: brand recall, which reflects how strongly consumers remember a brand when asked about products in a certain category; brand recognition, which shows how well consumers can identify a brand based on its product characteristics; purchase decision, which indicates how likely consumers are to include the brand in their buying alternatives; and consumption, which occurs when the brand has reached top-of-mind status, leading consumers to purchase it because it is the first brand they think of.

Price

Purchase decisions involve not only the act of buying but also ongoing behavior that continues long after the initial transaction. According to Lorinda (2023), there are three key indicators of purchase decisions: recommending the product to others, which shows satisfaction and trust; habitual purchasing, where consumers repeatedly buy the same brand without considering alternatives; and continued use over time, indicating long-term commitment to the product or brand.

Product Quality

Product quality encompasses everything offered by a producer that can be used, purchased, and consumed to meet specific consumer needs, and it reflects the overall characteristics that shape consumer trust and determine how long that trust lasts. According to Hidayah (2022), product quality consists of five indicators: reliability, meaning the product consistently performs well, such as having a stable and satisfying

taste; durability, referring to how long the product can be used before being replaced; features, which are additional characteristics that support the product's main function; design, which relates to the product's appearance and consumer acceptance; and conformity, which measures how well the product meets consumer expectations and specifications, including being free from defects.

Promotion

According to Rahmatika and Luh (2024), promotion is an effort to attract customers by informing them about the benefits of a product, encouraging them to make a purchase decision, as seen in Gojek's promotional codes that offer discounts or free delivery through Go-Food to increase app usage. Nugroho and Sriyanto (2025) also note that promotion greatly influences customers' choices in using online taxi services, making studies on promotional impact important. Kotler and Keller outline four indicators of promotion: the promotional message, which measures how effectively the message is delivered to consumers; the promotional media, which refers to the channels used by the company; the duration of the promotion, indicating how long the promotional program runs; and the frequency of promotion, referring to how often promotional activities are carried out within a given period.

Purchase Decision

According to Brama Kumbara (2021), the consumer purchase decision process consists of five sequential stages: identifying needs, gathering information, evaluating available options, making the purchase decision, and forming post-purchase attitudes, with the overall process

beginning long before the transaction and continuing well after it. Lorinda (2023) further explains that purchase decisions can be measured through three indicators: recommending the product to others,

which reflects satisfaction; habitual purchasing, where consumers repeatedly buy the same brand without considering alternatives; and continued engagement with the brand over time.

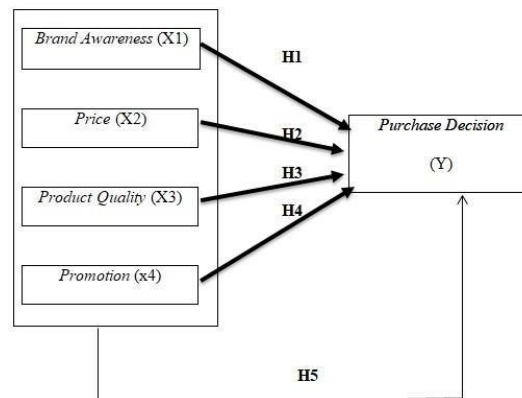


Figure 1. Theoretical Framework

3. METHODOLOGY

This research employs a quantitative method with an explanatory approach. According to Sugiyono, quantitative research is grounded in the philosophy of positivism and is used to study specific populations or samples by collecting data through research instruments and analyzing it statistically to describe and test predetermined hypotheses. This study uses an explanatory quantitative design to examine the causal relationship between promotional videos and audience affective responses, emphasizing the importance of hypothesis development. The quantitative approach was

chosen to obtain accurate, measurable, and empirically based data.

The purpose of using this method is not only to apply theories derived from literature but also to develop mathematically based models relevant to the phenomenon being studied. Through quantitative analysis, the researcher aims to test the established hypotheses and determine the effects of Brand Awareness (X1), Price (X2), Product Quality (X3), and Promotion (X4) on Purchase Decision (Y1) for Roti'O in the Special Region of Yogyakarta.

4. RESULT & DISCUSSION

Validity Test

Table 1. Validity Test Result

Variabel	Item	r Hitung	r Tabel	Keterangan
Brand Awareness	X1.1	0,881	0,361	Valid
	X1.2	0,870	0,361	Valid
	X1.3	0,823	0,361	Valid
	X1.4	0,782	0,361	Valid
	X1.5	0,485	0,361	Valid
	X1.6	0,705	0,361	Valid
	X1.7	0,780	0,361	Valid
Price	X2.1	0,703	0,361	Valid
	X2.2	0,782	0,361	Valid
	X2.3	0,793	0,361	Valid
	X2.4	0,799	0,361	Valid
	X2.5	0,813	0,361	Valid
	X2.6	0,745	0,361	Valid
Product Quality	X3.1	0,878	0,361	Valid
	X3.2	0,839	0,361	Valid
	X3.3	0,832	0,361	Valid
	X3.4	0,859	0,361	Valid
	X3.5	0,827	0,361	Valid
	X3.6	0,862	0,361	Valid
	X3.7	0,783	0,361	Valid
	X3.8	0,812	0,361	Valid
Promotion	X4.1	0,853	0,361	Valid
	X4.2	0,913	0,361	Valid
	X4.3	0,955	0,361	Valid
	X4.4	0,900	0,361	Valid
	X4.5	0,840	0,361	Valid
Purchase Decision	Y1.1	0,750	0,361	Valid
	Y1.2	0,797	0,361	Valid
	Y1.3	0,864	0,361	Valid
	Y1.4	0,854	0,361	Valid
	Y1.5	0,866	0,361	Valid

Sumber: Data primer yang diolah (2025)

Based on Table 4.1, it can be seen that all items have correlation values greater than the r-table value of 0.361. Therefore, it can be concluded that all questionnaire items are valid.

Reliability Test

Reliability is a measure that indicates the consistency of an instrument in assessing the same object. A research result is considered reliable

when the data remain consistent over different periods, meaning a reliable instrument will produce the same measurements when used multiple times on the same object. Reliability testing in this study uses the Cronbach’s Alpha (α) coefficient, with an instrument considered reliable if Cronbach’s Alpha > 0.70. The following are the reliability test results from 30 respondents.

Table 2. Reliability Test Result

Variabel	Cronbach's Alpha	Standar Relibilitas	Keterangan
Brand awareness (X1)	0,881	0,7	Reliabel
Price (X2)	0,859	0,7	Reliabel
Product quality (X3)	0,934	0,7	Reliabel
Promotion (X4)	0,925	0,7	Reliabel
Purchase decision (Y)	0,882	0,7	Reliabel

Sumber: Data primer yang diolah (2025)

Based on the data in Table 4.2, all question items used are declared reliable. The table shows that the Cronbach's Alpha values for each variable—brand awareness (X1) at 0.881, price (X2) at 0.859, product quality (X3) at 0.925, promotion, and purchase decision (Y) at 0.882—are all greater than 0.7. These results indicate that all questionnaire items are reliable and suitable to be used as measurement instruments in this study.

Normality Test

The normality test is conducted to determine whether the independent and dependent variables in a regression model are normally distributed or not. The following are the normality test results based on the P–P plot graph.

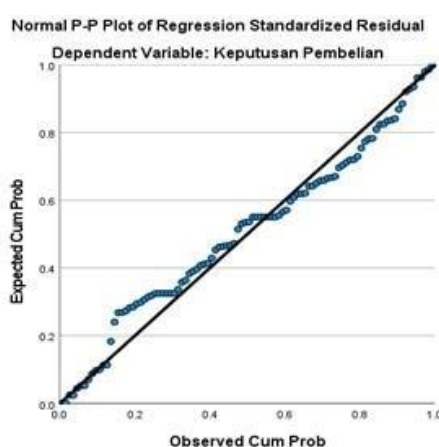


Figure 2. Result of Normality Test with P-Plot

From Figure 4.1, the P–P plot shows that the data points are scattered along and around the diagonal line, following its direction. This indicates that the data are normally distributed, and therefore the regression model meets the normality assumption.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation among the independent variables in a regression model. This test is used to

identify the presence or absence of multicollinearity; if the independent variables are correlated with each other, multicollinearity exists. The presence of multicollinearity can be assessed using the tolerance value and the variance inflation factor (VIF) for each independent variable in relation to the dependent variable. If the VIF value is not greater than 10, it indicates that the model does not contain multicollinearity, meaning there is no significant relationship among the independent variables.

Table 4. Result of Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1: (Constant)	5.914	1.400		4.225	.000		
Brand awareness	.371	.099	.350	3.754	.000	.383	2.612
Price	.162	.134	.147	1.213	.228	.227	4.397
Product quality	.261	.128	.256	2.046	.044	.213	4.702
Promotion	.158	.080	.167	1.970	.052	.462	2.166

a. Dependent Variable: Purchase decision
 Sumber: Data primer yang diolah (2025)

Based on Table 4 and the Variance Inflation Factor (VIF) results from the SPSS 22 coefficients output, each independent variable has a VIF value below 10—brand awareness at 2,612, price at 4,397, product quality at 4,702, and promotion at 2,166. Therefore, it can be concluded that multicollinearity does not occur in the model.

Heteroscedasticity Test

This test aims to determine whether a regression model shows unequal variance of residuals from one observation to another.

Heteroscedasticity in a multiple linear regression model can be identified using a scatterplot graph. If the variance remains constant across observations, the model has homoscedasticity, whereas differing variances indicate heteroscedasticity. The presence of a specific pattern in the scatterplot—such as points forming a regular wave-like, widening, or narrowing pattern—suggests heteroscedasticity, while the absence of a clear pattern and a random spread of points above and below zero on the Y-axis indicates that heteroscedasticity is not present.

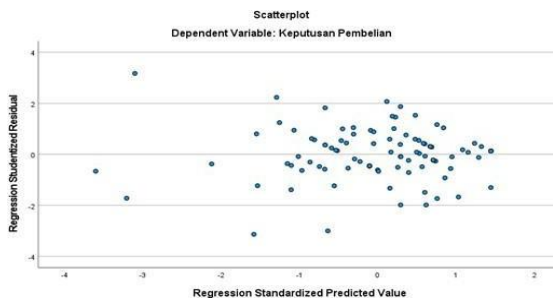


Figure 3. Result of Heteroscedasticity Test

Based on Figure 3, the points are scattered randomly and are distributed both above and below the zero value on the Y-axis. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity.

F-Test (Simultaneous)

The F-test is used to determine how all independent variables collectively influence the dependent variable. In this study, the F-test is applied to examine the significance

of the simultaneous effects of brand awareness, price, product quality, and promotion on the dependent variable, purchase decision. The F-test analysis is conducted by comparing the calculated F value (Fhitung)

with the table F value (Ftabel) at a 5 percent confidence level, with the F table value determined as follows.

$$Df 1 = k-1 = 5 - 1 = 4$$

$$Df 2 = N-k = 100 - 4 = 96$$

Table 5. Result of F-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	934.385	4	233.596	51.345	.000 ^b
	Residual	432.205	95	4.550		
	Total	1366.590	99			

a. Dependent Variable: Purchase decision
b. Predictors: (Constant), Promotion, Brand awareness, Price, Product quality
Sumber: Data primer yang diolah (2025)

Based on Figure 4.2, the points appear to be randomly scattered and distributed both above and below the value of 0 on the Y-axis, indicating no clear pattern. Therefore, it can be concluded that the regression model used does not exhibit symptoms of heteroskedasticity.

In this study, the coefficient of determination (R square) is used to explain the extent to which the independent variables (brand awareness, price, product quality, and promotion) contribute to explaining the dependent variable (purchase decision). The results of the coefficient of determination test can be seen in Table 4.20 below.

Test of Coefficient of Determination (R²)

Table 6. Test of Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.684	.670	2.133

a. Predictors: (Constant), Promotion, Brand awareness, Price, Product quality
Sumber: Data primer yang diolah (2025)

The table above shows the results of the R-square determination test. The R-square

value is 0.684, which means that the independent variables (brand awareness, price, product quality, and promotion) explain

68.4% of the variation in the dependent variable (purchase decision), while the remaining 31.6% is influenced by factors not included in this study.

Discussion

The findings indicate that brand awareness has a positive and significant influence on purchase decisions, with a significance value of 0.000 and a regression coefficient of 0.806. This result suggests that higher consumer recognition of the Roti'O brand increases the likelihood of making a purchase. However, while this supports Pratama and Setiawan (2021), it also raises a methodological consideration: brand awareness may be shaped by prior purchase experiences, creating potential bidirectionality that the model does not fully address.

Price likewise shows a positive and significant impact on purchase decisions, reflected in a coefficient of 0.820 and a significance value of 0.000. This supports consumer value-perception theory, which argues that buyers assess not only the absolute price but also the perceived fairness and value received. Although consistent with Mulyadi and Yuniarto (2017), the finding should be interpreted carefully because consumers' perceived fairness of price may depend on external factors—such as market competition or income levels—that are not controlled in the model. Similarly, product quality demonstrates a strong and significant effect, with a coefficient of 0.781, emphasizing the importance of taste, texture, hygiene, and appearance in influencing purchase intentions. This aligns with Wibowo et al. (2020), yet the study could further explore whether quality is perceived objectively or shaped by brand-related cues.

Promotion also exhibits a positive and significant relationship with purchase decisions, with a regression coefficient of 0.635. Marketing efforts such as discounts,

social media advertising, and loyalty programs appear effective in attracting consumer interest, particularly among digital-oriented millennial consumers, as noted by Handayani et al. (2018). Nevertheless, the magnitude of this effect is relatively lower compared to other variables, suggesting that promotional activities may act more as supporting factors rather than primary drivers of purchasing behavior. The overall regression analysis confirms that all four variables collectively influence purchase decisions, with an F-value of 51.345 and an R-square of 0.684. Although this indicates that 68.4% of the variation in purchase decisions is explained by the model, the remaining 31.6% suggests the presence of other influential factors—such as consumer lifestyle, store ambiance, or peer influence—that merit further investigation.

5. CONCLUSION

Based on the results of this study examining the influence of brand awareness, price, product quality, and promotion on the purchase decisions of Roti'O consumers in the Special Region of Yogyakarta, the findings show that all four variables have a positive and significant effect on purchase decisions. Higher brand awareness increases consumers' likelihood to purchase, while fair and reasonable pricing strengthens their intention to buy. Product quality—particularly in terms of taste, cleanliness, and presentation—also plays a crucial role in driving consumer decisions. Furthermore, promotional strategies such as social media campaigns, discounts, and loyalty programs effectively attract and encourage purchases, especially among younger consumers. Collectively, these variables simultaneously influence consumer purchase decisions, reinforcing the idea that purchasing behavior is shaped by a combination of cognitive, emotional, and promotional factors.

Based on these findings, several recommendations can be made. For Roti'O management, digital promotion strategies

should be strengthened, especially on platforms frequently used by younger audiences, such as Instagram and TikTok. Collaborations with influencers and the use of user-generated content can help increase engagement. Maintaining and improving product quality—particularly consistency in taste and cleanliness—is essential for sustaining customer satisfaction and loyalty. Enhancing brand visibility through strong visual identity and expanding outlets in strategic areas such as campuses and transportation hubs may further increase brand reach. For future researchers, it is recommended to explore additional variables beyond those used in this study, such as customer service, store atmosphere, social factors, and perceived value, to provide a more comprehensive understanding of consumer purchasing behavior.

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