

Brand Trust as a Mediator Service Quality and Product Quality on Purchasing Decisions at Sejuta Jiwa Coffee Surabaya

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ABSTRACT

The purpose of this study is to explore the impact of service and product quality on purchasing decisions, considering brand trust as a mediator among Kopi Sejuta Jiwa consumers in Surabaya. The approach used is quantitative with a population consisting of Kopi Sejuta Jiwa buyers in Surabaya. The research sample consisted a total of 100 respondents were chosen through accidental sampling. Data collection was conducted via questionnaires and subsequently analyzed using Structural Equation Modeling (SEM), including testing measurement models and structural models, and a bootstrapping process using SmartPLS 4.0 software. Based on the results of data analysis, this study found that good service makes consumers more likely to buy a product. Product quality also influences purchasing decisions. In addition, satisfactory service increases consumer trust in the brand. Brand trust significantly influences purchasing decisions and functions as a mediator in the relationship connecting service quality with purchasing behavior, while product quality does not significantly influence brand trust, and brand trust does not play a mediating role between product quality and purchasing decisions. The results of the study also indicate that product quality and service quality have a significant impact on brand trust and purchase decisions. The coefficient of determination (R^2) indicates that the model explains 43% of the variation in brand trust and 69% of the variation in purchase decisions. These findings indicate that factors beyond brand trust influence purchasing decisions at Kopi Sejuta Jiwa Surabaya.



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INTRODUCTION

Coffee is one of the most popular beverages in the world. This beverage comes from coffee plants that undergo further processing, such as roasting and grinding into powder. Indonesia is now ranked third among the world's largest coffee producers. This confirms Indonesia's position as one of the largest coffee producers, after Brazil and Vietnam (Rachmayani, 2021).



Figure 1. Indonesia Coffee Production 2018-2022

Source : *Badan Pusat Statistik Indonesia (2024)*

Based on Figure 1, coffee production in Indonesia has increased. The increase in coffee production in Indonesia is inseparable from the increase in demand and consumption of coffee. Consuming coffee is very popular in various countries, including Indonesia. In fact, drinking coffee has become a routine activity or lifestyle that cannot be missed.

The existence of a coffee-consuming lifestyle pattern has created a huge opportunity for businesses to develop coffee shops. This has led to the emergence of local coffee shops that meet the consumption needs of Indonesians, one of which is Kopi Janji Jiwa. Kopi Janji Jiwa is one of the coffee shop businesses that offers practical or ready-to-eat dishes, prioritizing the sale of beverages made from authentic Indonesian Arabica coffee beans, particularly those from Sumatra and Bali. Additionally, Janji Jiwa has introduced a new concept store called Kopi Sejuta Jiwa, inspired by the term "Sejuta Umat" as a symbol that the coffee is intended for all segments of society.

Kopi Sejuta Jiwa, or KSJ, is a business that offers coffee to consumers through a mobile sales concept using simple vehicles, namely electric bicycles. This concept promotes ease of access and fast service, allowing it to reach consumers who want quality coffee without having to visit the Janji Jiwa coffee shop. In Surabaya, competition among mobile coffee businesses like Kopi Sejuta Jiwa is also very high due to the large number of mobile coffee brands. As more mobile coffee brands emerge in Surabaya, competition in the mobile coffee business becomes increasingly intense. This results in consumers having more options and becoming more selective when deciding to purchase a product.

Every mobile coffee business generally offers fast service, so consumers prefer to buy coffee at mobile coffee shops rather than regular coffee shops because it is easy and quick. When the service provided is of high quality, customers tend to feel satisfied. The service provided by Kopi Sejuta Jiwa is quite good and meets the established standards. However, there are still some areas for improvement at Kopi Sejuta Jiwa in terms of cleanliness. Several comments on social media

reveal that some employees do not wear gloves when serving customers, so it is important to ensure that service quality remains consistent across all branches.

In addition to service quality, product quality can also influence consumer purchasing decisions. The taste and aroma of Sejuta Jiwa coffee are unquestionable, as Janji Jiwa is included in the Top 5 Coffee Shop Brands in Indonesia. However, there are still many complaints about the quality of Sejuta Jiwa coffee in terms of taste. Some comments from Kopi Sejuta Jiwa consumers, especially on Instagram, mention that the quality of Kopi Sejuta Jiwa products in some places has a taste that is considered less than satisfactory for consumers, so the quality of Kopi Sejuta Jiwa products needs to be given more attention.

The success of Kopi Sejuta Jiwa is also inseparable from its branding strategy, which links this product to Janji Jiwa as one of the leading coffee brands in Indonesia. By leveraging a strong brand, Kopi Sejuta Jiwa is able to attract consumers who already have brand trust in Janji Jiwa. Brand trust has an indirect impact on Kopi Sejuta Jiwa sales. In this case, consumers who are already familiar with the Janji Jiwa coffee shop brand will trust the quality of Kopi Sejuta Jiwa's services and products, leading them to decide to make a purchase.

Based on these issues, this study needs to be conducted in order to analyze whether the quality of service and product of Kopi Sejuta Jiwa has a positive effect on purchasing decisions. This effect also involves indirect factors such as brand trust that has been established by Janji Jiwa towards Kopi Sejuta Jiwa products. This study is novel and distinctive because it employs relatively new variables and incorporates mediating variables within the context of the offline mobile coffee industry.

METHODOLOGY

This research was conducted at Kopi Sejuta Jiwa because the popularity of this brand in Surabaya is very convincing and it is one of the coffees under the well-known coffee shop brand, Janji Jiwa. The method applied in this study was a quantitative approach by distributing questionnaires to Kopi Sejuta Jiwa Surabaya consumers, which served as the main instrument for collecting data.

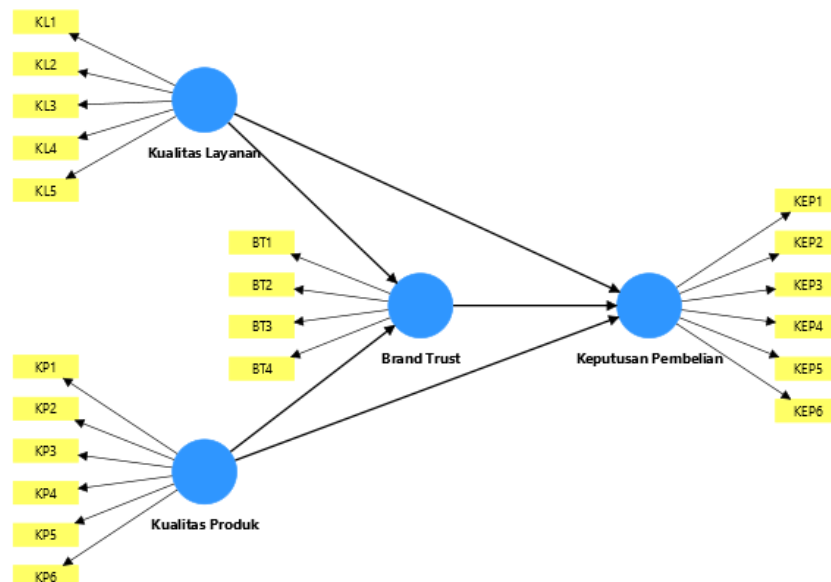
The study on Kopi Sejuta Jiwa applied non-probability sampling as the sampling technique. The non-probability sampling technique used was the accidental sampling method. The number of samples obtained to facilitate this study after calculating the results using the Lemeshow formula was 100 respondents. The research variables applied are described in the following table.

Table 1. Research Variable

| Variable | Item |
|---------------------------|---|
| Service Quality (KL) | <ol style="list-style-type: none"> 1. Reliability 2. Responsiveness 3. Assurance (Kotler dan Keller, 2016) |
| Product Quality (KP) | <ol style="list-style-type: none"> 1. <i>Perceived Quality</i> 2. <i>Realiability</i> 3. <i>Esthetics</i> (Kotler dan Keller, 2016) |
| Purchasing Decision (KEP) | <ol style="list-style-type: none"> 1. Product Selection 2. Brand Selection 3. Distributor Selection 4. Payment Method (Kotler dan Keller, 2016) |
| Brand Trust (BT) | <ol style="list-style-type: none"> 1. <i>Brand reliability</i> 2. <i>Brand interest</i> (Erdem, 2004) |

Source : Data Diolah 2025

Data analysis in this study was conducted using a quantitative approach. This quantitative approach will examine the relationship between the variables studied, specifically the impact of service quality and product quality on the purchase decision variable of Kopi Sejuta Jiwa Surabaya, mediated by brand trust. This quantitative analysis uses SEM PLS, which will be processed using Smart PLS 4.0 software.

**Figure 2.** Conceptual Framework

Source: Data Processed by SmartPLS 4 (2025)

RESULT AND DISCUSSION

Outer Model

Convergent Validity

Convergent validity aims to describe item reliability (validity indicators) as explained by factor loading values. Factor loading details the level of correlation between the value of a question item and the value of the construct indicator that serves to represent the construct being measured. If the factor loading value is greater than 0.7, then it can be said to be valid.

Table 2. Convergent Validity Result

| Variabel | Item | Loading Factor | Result |
|---------------------------|-------|----------------|--------|
| Service Quality (KL) | KL1 | 0.918 | Valid |
| | KL2.1 | 0.854 | Valid |
| | KL2.2 | 0.871 | Valid |
| | KL3.1 | 0.861 | Valid |
| | KL3.2 | 0.870 | Valid |
| Product Quality (KP) | KP1 | 0.797 | Valid |
| | KP2.1 | 0.775 | Valid |
| | KP2.2 | 0.849 | Valid |
| | KP3.1 | 0.827 | Valid |
| | KP3.2 | 0.836 | Valid |
| Purchasing Decision (KEP) | KEP1 | 0.708 | Valid |
| | KEP2 | 0.859 | Valid |
| | KEP3 | 0.856 | Valid |
| | KEP4 | 0.843 | Valid |
| Brand Trust (BT) | BT1.1 | 0.839 | Valid |
| | BT1.2 | 0.881 | Valid |
| | BT2.1 | 0.903 | Valid |
| | BT2.2 | 0.901 | Valid |

Source : Data Processed by SMART PLS 4.0 2025

The data analysis test data in Table 2 shows that all aspects that are indicators in the research variable show a loading factor value exceeding 0.7, so it is considered to have reached the convergence validity standard. Based on these results, there are no indicators with outer loading values lower than 0.7. Thus, all indicators are declared eligible and valid for use in research and can proceed to the next stage of analysis. The higher the factor loading value, the greater the contribution of an indicator in reflecting its variable, or a factor loading value exceeding 0.7 indicates the validity of the indicator (Hantono, dkk., 2023).

Discriminant Validity

Discriminant validity testing was implemented by evaluating the cross loading values for each construct. Cross loading was used to assess the extent of the relationship between each construct and the indicators representing it, while also comparing it with the correlation of indicators in other constructs. The measurement model was assessed as achieving good

discriminant validity when each indicator showed the strongest relationship with the construct it was supposed to represent, and not with other constructs. After the data was processed using SmartPLS 4.0, the cross loading results are explained in the following table.

Table 3. Discriminant Validity Fornell Larcker Result

| | <i>Brand Trust</i> | Purchasing Decision | Service Quality | Product Quality |
|---------------------|--------------------|---------------------|-----------------|-----------------|
| <i>Brand Trust</i> | 0.881 | | | |
| Purchasing Decision | 0.705 | 0.819 | | |
| Service Quality | 0.637 | 0.759 | 0.875 | |
| Product Quality | 0.608 | 0.751 | 0.810 | 0.817 |

Source: Data Processed by SmartPLS 4 (2025)

The validity test results through the application of the Fornell Larcker standard in Table 3 show that if the AVE root value exceeds the correlation between the variables, then discriminant validity is fulfilled. These results indicate that all research variables, namely Service Quality, Product Quality, and brand trust, have AVE root values exceeding the correlation between other variables, thus fulfilling discriminant validity.

In addition, Henseller et al. (2015) stated that one of the modern methods often used to assess discriminant validity is the Heterotrait-Monotrait Ratio of Correlations (HTMT). If the HTMT value is below 0.90, then the discriminant validity standard is considered to have been successfully met (Hair, et al., 2021).

Table 4. Discriminant Validity HTMT Result

| | <i>Brand Trust</i> | Purchasing Decision | Service Quality | Product Quality |
|---------------------|--------------------|---------------------|-----------------|-----------------|
| <i>Brand Trust</i> | | | | |
| Purchasing Decision | 0.807 | | | |
| Service Quality | 0.689 | 0.852 | | |
| Product Quality | 0.678 | 0.860 | 0.898 | |

Source: Data Processed by SmartPLS 4 (2025)

Based on the HTMT test results in Table 4, it can be seen that all variables are considered discriminant valid. The values of the variables Service Quality, Product Quality, and Purchasing Decision are < 0.90 .

Composite Reliability

Composite reliability is measured to identify the consistency of constructs or latent variables. The reliability of an instrument is achieved when the measurements taken show consistency and accuracy. The SmartPLS 4.0 output related to composite reliability values can be seen in the following table.

Table 5. Composite Reliability Result

| | <i>Cronbach's alpha</i> | <i>Composite reliability (rho_a)</i> | <i>Composite reliability (rho_c)</i> | <i>Average Variance Extracted (AVE)</i> |
|------------------------|-----------------------------|--|--|---|
| Service Quality | 0.924 | 0.929 | 0.942 | 0.766 |
| Product Quality | 0.875 | 0.877 | 0.909 | 0.668 |
| Purchasing Decision | 0.834 | 0.832 | 0.890 | 0.671 |
| <i>Brand Trust</i> | 0.904 | 0.908 | 0.933 | 0.777 |

Source: Data Processed by SmartPLS 4 (2025)

Based on the reliability test results shown in Table 5, the Cronbach's Alpha values for all variables exceed 0.7. The Service Quality variable has a Cronbach's Alpha value of 0.924, the Product Quality variable (KP) has a value of 0.875, the Purchasing Decision variable (KEP) has a value of 0.834, and the Brand Trust variable (BT) has a value of 0.904. Therefore, all variables in the Kopi Sejuta Jiwa study can be declared reliable, as the Cronbach's Alpha values are above the threshold of 0.7.

According Hair et al. (2021), Both rho_c and rho_a values exceed 0.70. Based on Table 5, all variables show a composite reliability level exceeding 0.7. The Service Quality (KL) variable shows a rho_c level of 0.942 and a rho_a level of 0.929, the Product Quality (KP) variable shows a rho_c level of 0.908 and a rho_a level of 0.877, the Purchasing Decision (KEP) variable shows a rho_c level of 0.890 and a rho_a level of 0.832, and the brand trust (BT) variable shows a rho_c level of 0.933 and a rho_a level of 0.908. This indicates that the constructs studied, namely the variables of Service Quality, Product Quality, Purchasing Decision, and Brand Trust, have successfully achieved the composite reliability standard.

Inner Model Evaluation

This evaluation analysis is used to determine the relationship between constructs, the magnitude of significance, and to see the R-Square level. The dependent constructs are tested using the t-test, while the path coefficients in the structural model are examined to determine their significance. After making modifications to obtain the best model, the structural model is produced as shown in the following figure:

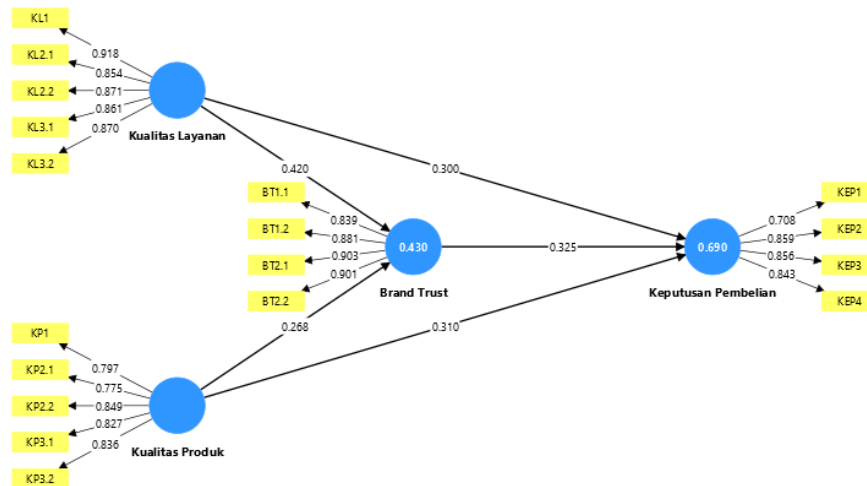


Figure 3. Structural Model

Source: Data Processed by SmartPLS 4 (2025)

The structural model (inner model) is shown in the image above, indicating that the variable that has a higher contribution or impact on brand trust is Product Quality compared to Service Quality, because the inner model value of Product Quality is greater than the inner model value of Service Quality.

R-Square

The coefficient of determination (R-square) is used to see the extent to which the dependent variable can be explained by other variables. R-Squared (R²) serves to measure the magnitude of the impact of the free latent variable on the bound latent variable. According to Ghozali (2014), an R² value ≥ 0.67 indicates that the model has a fairly high predictive ability. An R² value in the range of 0.33 to 0.67 indicates that the model is in the moderate category, while an R² value of around 0.33 indicates that the model is weak.

Table 6. R-Square Result

| | R-square | R-square adjusted |
|---------------------|----------|-------------------|
| Brand Trust | 0.430 | 0.419 |
| Purchasing Decision | 0.690 | 0.680 |

Source: Data Processed by SmartPLS 4 (2025)

Based on the R square calculation results table, it can be seen that the R square value for the brand trust (BT) variable is 0.430. This indicates that 43% of the variability in brand trust can be explained by the influence of Service Quality (KL) and Product Quality (KP). Meanwhile, the remaining 57% can be attributed to the influence of other aspects that are not the focus of the Kopi Sejuta Jiwa study. Then, in the Purchasing Decision (KEP) variable, it can be seen that it has an R square value of 0.690. This means that 69% of the variability in Purchasing Decision can be explained by the influence of Service Quality (KL) and Product Quality (KP). Meanwhile, the remaining 31% can be explained by other impacts that are not the focus of this study.

Therefore, the conclusion from these results is that this study indicates that the research model is categorized as strong for Purchasing Decision with a result > 0.67, and categorized as moderate for brand trust with a result between 0.33 and 0.67.

Hypothesis Testing

To analyze whether a hypothesis is accepted or rejected, you can use a p-value with a significance level of $\alpha = 5\%$ or 0.005. If the p-value is lower than 0.05, it means that H1 is accepted. Accepting H1 means that the relationship between variables is significant and influential. Conversely, if the p-value exceeds 0.05, it means that H0 is rejected. Rejecting H0 means that the relationship between variables is not significant and there is no effect.

Table 7. Hypothesis Testing Result

| Model | T statistic | P values |
|---|-------------|----------|
| Service Quality -> Purchasing Decision | 3.621 | 0.000 |
| Service Quality -> Brand Trust | 2.729 | 0.006 |
| Product Quality -> Purchasing Decision | 3.310 | 0.001 |
| Product Quality -> Brand Trust | 1.767 | 0.077 |
| Brand Trust -> Purchasing Decision | 3.430 | 0.001 |
| Service Quality -> Brand Trust -> Purchasing Decision | 1.989 | 0.047 |
| Product Quality -> Brand Trust -> Purchasing Decision | 1.599 | 0.110 |

Source: Data Processed by SmartPLS 4 (2025)

The hypothesis test analysis in Table 7 explains that the average variables influence each other because the t-statistic value is >1.96 and the p-values are <0.005 , but there are also variables that have no effect. From these results, it can be concluded that:

The Relationship between Service Quality and Purchasing Decision

The hypothesis test analysis shown in Table 7 explains that Service Quality (KL) has a positive and significant relationship with Purchasing Decision (KEP). This test can be proven by the path coefficient value of 0.300, the t-statistic value of 3.621, and the p-value of 0.000. From the results of this analysis, it can be concluded that hypothesis H1 is accepted and H0 is rejected. H1 states that there is an influence of service quality on Purchasing Decision. These results are also supported by research from Majid, et al. (2023), which states that when the service provided is of high quality, consumers are more easily encouraged to buy products because of the positive impression of the service.

Service Quality has an important contribution to Purchasing Decisions because quality service creates a positive experience for consumers. When Kopi Sejuta Jiwa consumers feel that they are served in a friendly, fast, and hygienic manner, they will consider Kopi Sejuta Jiwa products or brands worthy of selection. Good Service Quality can foster trust and comfort, so that consumers do not hesitate to make purchases and are even likely to make repeat purchases.

The Relationship between Service Quality and Brand Trust

The hypothesis test analysis shown in Table 7 explains that Service Quality (KL) has a positive and significant relationship with brand trust (BT). This test is proven by a path coefficient value of 0.420, a t-statistic value of 2.729, and a p-value of 0.006. From the results of this analysis, it can be concluded that hypothesis H2 is accepted and H0 is rejected. Statement H2 is that there

is an influence of Service Quality on brand trust. The hypothesis results are also supported by research from Lestari and Meidina (2022), which states that Service Quality shows an influential contribution and increases brand trust.

Service quality can affect brand trust because service is something that consumers experience directly. In the case of Kopi Sejuta Jiwa, which is under the umbrella of Kopi Janji Jiwa, consumers usually have certain expectations. They assume that because Kopi Sejuta Jiwa is part of the same group as Kopi Janji Jiwa, the service standards should also be equally good. If the service at Kopi Sejuta Jiwa is friendly, fast, and responsive, consumers will feel that this brand truly maintains quality and is trustworthy.

In the context of mobile coffee vendors, service quality plays a crucial role in building brand trust because interactions between vendors and customers occur directly and repeatedly. Unlike large coffee shops with fixed locations and full amenities, mobile coffee businesses rely heavily on the service experience provided by vendors to customers. Therefore, high-quality service can be a key factor in shaping customer trust in the coffee brand being offered (JRSitinjak, 2022).

Good service quality is reflected in several aspects, such as the seller's friendliness, the speed of order fulfillment, and the seller's ability to provide information about the products being sold. When sellers are able to provide friendly, responsive, and consistent service, consumers will feel valued and comfortable when making a purchase. This positive experience can create the perception that the coffee brand being sold offers reliable quality, thereby gradually building consumer trust in the brand.

The Relationship between Product Quality and Purchasing Decision

The hypothesis test analysis shown in Table 7 explains that Product Quality (KP) has a positive and significant relationship with Purchasing Decision (KEP). This test is proven by a path coefficient value of 0.310, a t-statistic value of 3.310, and a p-value of 0.001. From the results of this analysis, it can be concluded that hypothesis H3 is accepted and H0 is rejected. Statement H3 is that Product Quality has an effect on Purchasing Decision. The hypothesis results are also supported by research from Rosyidi, et al. (2023), which states that Product Quality has a positive and significant effect on Purchasing Decision.

When Kopi Sejuta Jiwa consumers are satisfied with the product they receive in terms of taste and aroma, they will be more likely to make a purchase. Therefore, Kopi Sejuta Jiwa's Product Quality, which is able to meet consumer expectations, certainly provides a strong incentive for consumers to make their choice and purchase this product over other competitors offering similar products.

The Relationship between Product Quality and Brand Trust

The hypothesis test analysis shown in Table 7 explains that Product Quality (KP) has no influence on Brand Trust (BT). This indicates that statistically, Product Quality is not able to explain the variation in brand trust. This test is proven by a path coefficient value of 0.268, a t-statistic value of 1.767, and a p-value of 0.077. From the results of this analysis, it can be concluded that hypothesis H4 is rejected and H0 is accepted. H4 states that Product Quality has an effect on brand trust, while H0 states that there is no significant effect of Product Quality on brand trust.

The lack of influence of Product Quality on brand trust can also occur when consumers consider Product Quality to be a minimum requirement that all brands must have. Therefore,

Product Quality is no longer a key differentiator in building trust, but is considered something that should already exist (Tjiptono, 2015).

This may be because the Kopi Sejuta Jiwa mobile coffee business under study is part of or a spin-off from the Janji Jiwa, which is already familiar to consumers. Under these circumstances, consumer trust in the brand tends to have been established beforehand through the parent brand's reputation; consequently, the product quality perceived by consumers regarding Kopi Sejuta Jiwa does not directly influence their level of trust in that brand. This is consistent with research by Chaudhuri and Holbrook (2001), which states that brand trust can be formed through consumers' experiences and overall perceptions of the brand, not merely through product attributes alone.

Furthermore, consumers who purchase coffee from mobile vendors likely already perceive the products being sold as part of a well-known brand. Consequently, consumer trust is more influenced by the parent brand's reputation than by evaluations of product quality at the specific mobile coffee vendor. This situation means that product quality is not the primary factor in building brand trust, as trust in the brand has already been established beforehand.

The Relationship between *Brand Trust* and Purchasing Decision

The hypothesis test analysis shown in Table 7 explains that brand trust (BT) has a positive and significant impact on purchasing decisions (KEP). This test is proven by a path coefficient value of 0.325, a t-statistic value of 3.430, and a p-value of 0.001. From the results of this analysis, it can be concluded that hypothesis H5 is accepted and H0 is rejected. Statement H5 is that there is an influence of brand trust on purchasing decisions. The results of the hypothesis are also supported by research from Suryani and Rosalina (2019), which states that a high level of brand trust encourages consumers to make purchasing decisions.

Consumer trust in the Kopi Sejuta Jiwa brand, which is under the Janji Jiwa umbrella, may be the main reason why they decide to buy its products. When someone trusts the Janji Jiwa brand, they will feel confident that the products they buy will meet their expectations in terms of taste, quality of ingredients, service, and cleanliness. This trust makes consumers feel more relaxed and comfortable when deciding to buy. They do not need to worry about being disappointed or comparing too much with other brands.

Brand trust plays a crucial role in reducing the perceived risk consumers face during the purchase decision-making process. Consumers often face uncertainty regarding product quality, product performance, and post-purchase satisfaction. When consumers have a high level of trust in a brand, they tend to feel more secure and are less likely to consider the potential risks associated with purchasing that product. With brand trust, consumers feel more confident about the product's quality and the benefits they will receive, thereby lowering their perceived risk (Kurniawan, *et al.*, 2025).

The Relationship between Service Quality and Purchasing Decision Through *Brand Trust* as a Mediation

The hypothesis test analysis shown in Table 7 explains that Service Quality (KL) has a positive and significant impact on Purchasing Decision (KEP) through the mediation of brand trust (BT). This test is proven by a t-statistic value of 1.989 and a p-value of 0.047. From the results of this analysis, it can be concluded that hypothesis H6 is accepted and H0 is rejected. Statement H6 is that there is an influence of Service Quality on Purchasing Decision mediated by brand trust. The hypothesis results are also supported by research by Hamzah and Fitriany (2023), which informs that there is a positive and significant indirect influence of service quality on Purchasing Decision with brand trust as a mediator.

The purchasing decision made by Kopi Sejuta Jiwa consumers in Surabaya is indirectly caused by service quality mediated by brand trust. Service Quality includes indicators of

reliability, responsiveness, and assurance, such as serving coffee with guaranteed cleanliness, speed and accuracy in responding to consumer requests when ordering coffee, plus the ability to establish friendly and clear communication with customers. This will make the brand more trusted among consumers and ultimately contribute to improving the quality of consumer purchasing decisions.

The Relationship between Product Quality and Purchasing Decision Trough *Brand Trust as a Mediation*

The hypothesis test analysis shown in Table 7 explains that there is no direct effect of Product Quality (KP) on Purchasing Decision (KEP) mediated by brand trust (BT). This test is proven by a t-statistic value of 1.599 and a p-value of 0.110. From the results of this analysis, it can be concluded that hypothesis H7 is rejected and H0 is accepted. The H0 statement is that there is no impact of Product Quality on Purchasing Decision mediated by brand trust. The results of this hypothesis are also supported by research from Simanjuntak (2023), which states that the rejected hypothesis is that trust cannot be a mediator between the relationship of Product Quality and purchase decision intention.

Although Kopi Sejuta Jiwa products under the Janji Jiwa brand are known for their high quality, from consistent coffee flavor and attractive packaging to fast delivery, this does not necessarily mean that consumers will automatically trust the brand's product quality. Brand trust is not only about the taste of the coffee, but also about how Kopi Sejuta Jiwa consumers feel confident that the brand will continue to maintain its quality and meet consumer expectations. Therefore, even though the product quality of Janji Jiwa, the parent brand of Kopi Sejuta Jiwa, is perceived positively, it may not be enough to build strong trust, especially if consumers do not have sufficient experience or have not developed an emotional connection with the brand.

CONCLUSION

Based on the findings of the analysis, this Kopi Sejuta Jiwa study explains that Service Quality and Product Quality partially or individually have a positive contribution to Purchasing Decisions. This study shows that the better the service and products provided by Kopi Sejuta Jiwa, the more consumers will choose to purchase from Kopi Sejuta Jiwa. In addition, brand trust acts as a mediator between Service Quality and Purchasing Decision. This proves that brand trust can strengthen and increase the effectiveness of Service Quality's influence on Purchasing Decision at Kopi Sejuta Jiwa. However, the results also show that brand trust cannot mediate the relationship between Product Quality and Purchasing Decision. Although consumers rate Kopi Sejuta Jiwa products as good because they are under the Janji Jiwa umbrella, this does not automatically increase consumer trust in the Kopi Sejuta Jiwa brand, so it has no impact or influence on Purchasing Decision.

This study has several limitations in interpreting its results. First, the variables studied in this study are still limited in scope, so they cannot describe the role of brand trust as a mediator and all factors that influence purchasing decisions, such as location, consumer satisfaction, or promotion. The object of the study only focuses on one brand, namely Kopi Sejuta Jiwa in Surabaya, so it cannot describe the conditions of other brands or regions. In addition, the number of samples used is limited, so the research results cannot be generalized to a wider population.

The managerial implications of this study suggest that Kopi Sejuta Jiwa should leverage service quality as a means to reinforce consumers' perceptions of the quality of the products offered. Friendly, prompt, and responsive service, along with a communicative attitude on the part of the seller, can help create a positive experience for consumers, thereby increasing their confidence in the quality of the coffee being sold. By providing consistent service and paying attention to direct interactions with consumers, managers can enhance consumer trust and satisfaction, which ultimately encourages repeat purchases.

Recommendations for future research include adding other variables such as location, brand image, perceived value, or promotion in order to produce a more complex model that can explain the mediating role of brand trust on the influence of product quality. In addition, research could be conducted on several other mobile coffee brands in order to obtain a more diverse picture of consumer behavior and the factors that influence it. The addition of these brands also allows researchers to compare differences in consumer characteristics in various contexts for research results that can be applied more broadly.

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