

The Influence of Brand and Price on Sales of Geisha Coffee Shops in Jakarta

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Abstract: The purpose of this study is to examine the prospects of Geisha Coffee Shops in Indonesia which are explained by the influence of Brand and Price on Sales.

The results of the study indicate that the Brand factor has a positive and significant effect on Sales. Price has a negative effect on Sales with a regression of $Y = 28.487 + 0.489 (\text{Brand}) - 0.295 (\text{Price})$. The second variable can affect Sales by 66.90%, the remaining 33.10 by other variables. The results of this study indicate that the growth of Geisha coffee shops in Jakarta is far behind other coffee shops, even though the coffee raw materials used are of very good quality when compared to other brands of coffee raw materials, and the selling price is also relatively cheaper, especially due to the lack of promotion to the public or less well-known in the community.

Keywords: Brand, Price, and Sales

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I. Introduction

The issue of the influence of brands and prices on sales volume is often discussed in the marketing world. Strong brands and competitive prices can increase product appeal and influence consumer purchasing decisions. Therefore, it is important for companies to pay attention to the right branding and pricing strategies to increase sales. Some factors that need to be considered are consumer perception of the brand, product differentiation strategy, and pricing strategy that is in accordance with the value of the product.

Coffee is a major tropical commodity traded worldwide with a contribution of half of the total exports of tropical commodities. The popularity and attraction of coffee worldwide, mainly due to its unique taste and supported by historical factors, traditions, social and economic interests especially in Indonesia.

The culture of drinking coffee has become ingrained in Indonesian society. This coffee drink has many preparations, including milk coffee, black coffee, low-caffeine coffee, instant coffee and many others. This allows coffee drinkers to choose coffee preparations according to their respective tastes. This coffee drink can also be found in various places such as malls, supermarkets, MSME stalls, and many others. Increasing the MSME sector, and the results have been reflected in its increasing contribution to Gross Domestic Product, job creation, and exports. (Ajai Kumar A and Pradeep Kumar B; 2024) Starbucks first entered Indonesia, very famous and phenomenal in Indonesia. By the end of 2023, the number of Starbucks outlets in Indonesia reached more than 500 outlets in 59 major cities. The outlets are managed by PT Sari Coffee Indonesia, (This article has been published in Kompas.com (2020) with the title "What is Geisha Coffee? One of the Most Expensive Coffee Varieties in the World", Click to read: Kompas also said that Geisha Coffee is said by coffee experts to have an unmatched taste from other types of coffee. The taste of Geisha coffee is a combination of tea and fruit. The texture of this coffee feels smooth and soft. The aroma of Geisha coffee has also succeeded in attracting the attention of coffee lovers because it smells like perfume. The aroma of jasmine, bergamot, and roses. The Specialty Coffee Association (SCA), places Geisha coffee as a good quality coffee.

Geisha coffee is popular in Japan, originating from the Geisha region in Ethiopia, and later became popular in Panama, especially in the Boquete region. In Indonesia, Geisha coffee began to be known and planted in several areas, such as Aceh and Bali. This coffee is known to have a complex taste character, often with floral, fruity, and high acidity nuances. Its high quality makes it one of the most expensive coffee varieties on the market (Wikipedia, 2020). In Jakarta, among these coffee shops is Long Road Coffee Hub, a coffee business that sells geisha coffee beans and is located in West Jakarta. Geisha coffee products at Long Road Coffee Hub and Geisha Coffee in West Jakarta, ground coffee ranges in price from 80 - 300 thousand / glass (see various online advertisements). Geisha coffee is an export coffee bean originating from Ethiopia and is a coffee bean that is still rarely distributed in the Indonesian coffee business. The price of this geisha coffee can reach 1.5 million rupiah / 340. The price of this coffee is above average when compared to other coffee businesses. On the other hand, the quality of this geisha coffee has the best quality in its class and gets BOP (Best Of Panama) so that when compared to the coffee beans used by other coffee businesses, the quality difference is much better. With its unique and

extraordinary characteristics, this coffee has captivated the hearts of coffee lovers around the world. However, what exactly makes geisha coffee so special? From its origins to its complex taste, making geisha coffee a favorite among coffee lovers (Idntimes.com; 2022).

The same Coffee Shop Product and Brand, namely Cafe Geisha Coffee, currently only has 6 in Indonesia (Bali, Bandung, Bogor and Jakarta) far behind other coffee shops such as Starbucks, Janji Jiwo, Kenangan, Punam, Tomoro and others. The price of Geisha black coffee is IDR 25,000, milk coffee is IDR 30,000 per glass, still cheaper than the price of Starbucks coffee of IDR 30,000-IDR 38,000.

Geisha Café business is a semi-modern business, so small and medium businesses need capital facilities from bank credit. Interest costs have an impact on increasing selling prices on the other hand, increasing the supply of bank money through lowering bank interest rates will improve the economy (Olubunmi Ikeolape ; 2022).

Based on this important information, it has raised great interest for researchers to analyze the lag of Geisha Coffee shops in Indonesia, many factors influence the distribution of branches and sales, in this study the author analyzes the influence of Brand and Price on the Number of Geisha Coffee Sales in Jakarta.

Mistakes in pricing can have various consequences and impacts, rejection for many people so that they run to competitors' products. (Philip Kotler and Gary Armstrong; 2012;33). Customers also expressed concerns about the fairness of prices, portion sizes, and value for money, even though the restaurant received positive ratings for ambiance, service quality, knowledgeable staff and comfortable seating (Nancy T. Moneva et.al;2025).

Brand image, product quality, price, and consumer trust have a significant influence on purchasing decisions, but sometimes logos, models, materials, and prices are some of the things that affect sales declines D. W. Pratama, and S. B. Santoso, 2018)

In facing a dilemma for companies to have a balanced strategy, maintaining a positive and negative brand image. Positive Brand Image: If the brand image is strong and positive, this can drive higher sales. Consumers tend to choose brands that they trust and that have a good reputation. Negative Brand Image: Conversely, if the brand image is bad or in crisis, this can result in decreased sales. Consumers may avoid products that they consider to be of poor quality or not in accordance with their values.

II. Literature Review

Brand

Brands are very important for marketers to know how communication translates into behavior, and how the presentation of information can influence purchasing decisions (Seyed Ali Fallahchay, Jonah C. Pardillo, 2024). The Impact of Brand Advertising is significant on Consumer Buying Behavior (Rudrakumar; 2024) Branding is not just about logos and corporate identities, but about something unique and invaluable. A brand has the power to influence consumers, therefore it requires precision in managing the branding management strategy itself (Betty Gama et.al 2023)

Philip Kotler and Armstrong (2012) A sign, design, or a combination of the three things that are intended as the identity of several sellers to then be used as a differentiator from competitors in the market. R. Sholihin (2019, 149) What names, slogans and colors will be associated with the Brand. According to Kotler and Armstrong, the definition of a brand is a name, term, symbol, sign, design, or a combination of all these aspects that indicate the identity of a product or service from one or a group of sellers that differentiates the product from competitors' products.

One of the main factors in purchasing decisions is brand image. According to David Aaker (2013), brand image is a series of associations and is usually organized into a meaning. Image or association represents a perception that can reflect objective reality or not. The image formed from this association is the basis for purchasing decisions and even brand loyalty from consumers. Brand image is also a result of consumer views or perceptions of a particular brand, which is based on considerations and comparisons with several other brands, on the same type of product. Brand image shows an accurate perception of a brand itself.

Price

According to Kotler and Armstrong (2012:52), the price variable has several main activity elements, namely price lists, discounts, price cuts, and payment periods. In addition to these main activity elements, there are also several indicators that influence prices. These indicators include price suitability with product quality, price affordability, price competitiveness, and price suitability with benefits.

Kotler and Keller (2016:47) stated that there are three dimensions of price with their respective indicators, namely the Price List Dimension (competitive price, according to quality, according to benefits), Discount Dimension (seasonal discounts, debit/credit, certain goods), and finally the Brand Identity Dimension (name, identity, logo). Fandy Tjiptono (2015:156) divides prices into four dimensions, namely price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits. While Setyo (2017:758) stated four indicators related to price, namely price affordability, price suitability with quality, price competitiveness, and discounts. Garza-Gil, et.al. (2009) that the price function has a negative effect on the amount

of sales. Sangadji and Sopiah (2013) stated that the price element has a relative effect, there are some consumers who are sensitive to price, but there are also those who do not consider price in making purchasing decisions

Based on the various theories and descriptions above, it can be concluded that the price in this writing is the sum of money that will be charged for products or services. In order for a company to survive and increase customers, the prices offered must be competitive, affordable, and match the price, quality, and benefits of the goods and services offered by the producer.

Sales

Fandy Tjiptono (2015,123) Sales are the transfer or transfer of ownership rights to goods or services from one party to another accompanied by the submission of compensation from the recipient of the goods or services in return for the submission. Sales are an integrated effort to develop strategic plans that are directed at efforts to satisfy the needs and desires of buyers, in order to obtain sales that generate profits. Sales are getting someone to buy one of the products and services, whether through promotion or directly. Sales are how to create long-term relationships with customers through products or services. Sales mean a tactic that can integrate companies, customers, and the relationship between the two (Buchari Alma 2002; 136).

According to J. Paul Peter Jerry C Olson (2013:06) consumer behavior is a dynamic interaction between awareness and influence, behavior and environment where humans exchange aspects of life. Sales of goods and services are benefits, activities, or satisfactions offered for sale (Fandy Tjiptono; 2015;6) According to Kotler and Keller (2016) Purchasing decisions are a characteristic of consumers and the process of making decisions will result in purchasing decisions. When having a product or service there are three categories such as price, product quality, process that is marketed to consumers. In the three categories, customers can choose the product they like. (Kotler and Keller; 2016) According to Solomon, Stuart, and Marshall (2014; 146-147), Sales and purchasing decisions are processes applied by consumers when choosing, buying, using, which meet the requirements of customer products or services. Based on the definition of experts, it can be interpreted from the supply side that sales are transactions of buying and selling products (goods and services), certain quantities and prices in business transactions.

Selling is one of the marketing activities in an effort to deliver products to the market and sellers are required to influence prospective buyers so that consumers are willing to buy the products offered (MTR Nasution and Syafrizal Helmi Beby Karina Fawzeaa Sembiring (2025; 105) Frontline employees and the services they provide a restaurant are often part of a Brand and create sales, cross-sales and up sales (Christopher Lovelock et.al 2010, 34).

From the various descriptions above, it can be concluded that Sales in marketing refers to the process in which products or services are offered to consumers with the aim of obtaining transactions or exchanges of value. This involves various activities, ranging from identifying customer needs, product promotion, to negotiating and completing transactions. Sales not only focus on completing transactions, but also building long-term relationships with customers, understanding their preferences, and providing good after-sales service broader marketing, which aims to meet market needs and achieve business goals.

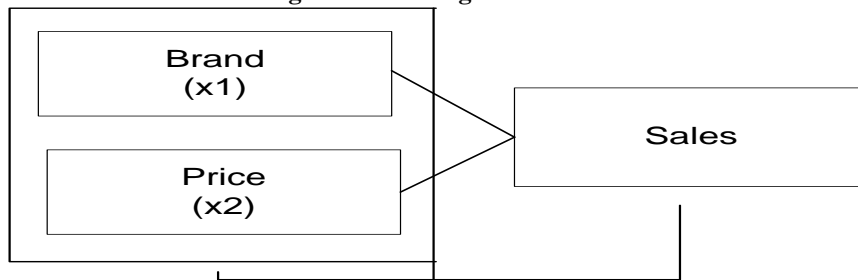
III. Research Method

The location of the research conducted by the author is at Geisha Coffee in West and North Jakarta. The sampling technique used in this study is purposive sampling. Purposive sampling is a sampling technique with various considerations according to Sugiyono, (2016: 85). The data collection instrument in the study used a questionnaire, namely a list of statements compiled in writing which aims to obtain data in the form of answers from respondents using the Likert Scale method (Strongly Agree, Agree, Neutral, Less Agree and Strongly Disagree) totaling 36 questions or each variable 12 Questions to Geisha coffee consumers as many as 60 respondents.

Research Instrument and Data Test

Instrument test: validity and reliability. Data test is carried out The statistical analysis techniques carried out in data processing with the following Regression Classical Assumption Test (Agus. W. 2016, 49): (1) Normality Test (2) Heteroscedasticity Test (3) Autocorrelation Test (4) Multicollinearity Test and (5) Regression/hypothesis test (F and t test). The analysis is constructed as in the following figure.

Figure 1 Thinking Framework



IV. Results and Discussion

Results

1. Instrument Test

a. Reliability Test

In this study, a reliability test was conducted using the SPSS 25 program. The reliability test was taken from primary data of 60 respondents. The study can be seen as reliable or not by determining the results of the Cronbach Alpha coefficient value. By using an alpha value (α) of $0.78 > 0.60$.

b. Validity Test

The results of this study indicate that the variables Brand, Price and Purchase Decision are all valid where the average r count is $0.60 > r$ table 0.30 , thus all three variables are valid

2. Classical Assumption Test

a. Normality Test

Using the Kolmogorov-smirnov test has a sig value of 0.200 which means that the value is greater than 0.05 , it can be concluded that the residual data is normally distributed and the regression model has met the normality assumption.

b. Multicollinearity Test

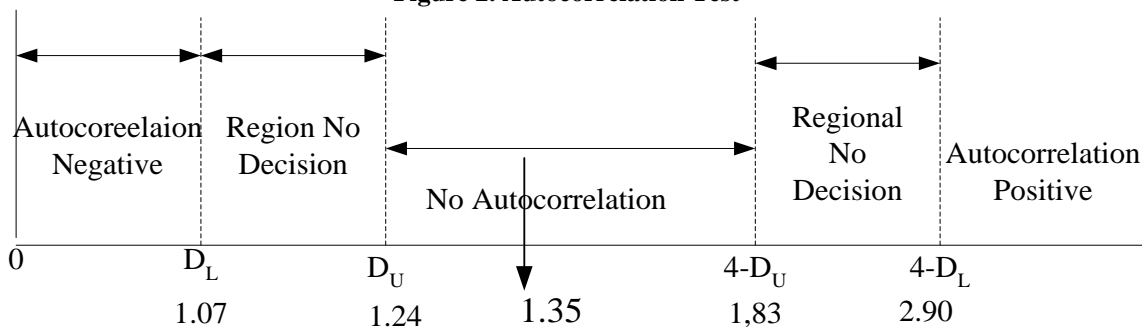
Based on Table 1, it is known that the tolerance value is 0.955 and the VIF value is $1.047 < 10$. Therefore, it can be concluded that there is no multicollinearity.

c. Heteroscedasticity Test

Based on the SPSS Output results, it is known that the significant value of Brand $0.681 > 0.05$ and Price $0.452 > 0.05$. If the value exceeds 0.05 then there is no heteroscedasticity. Therefore, it can be concluded that there is no heteroscedasticity.

d. Autocorrelation Test

Figure 2. Autocorrelation Test



Based on table 1, it is known that the DW autocorrelation is 1.35 between d_U and $(4 - d_U)$, meaning there is no autocorrelation.

3. Regression Test

Table 1 Effect of Brand and Price on Sales

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	28.487	5.442		5.235	.000		
Brand	.489	.084	.589	5.852	.000	.955	1.047
Price	-.295	.137	-.216	-2.148	.036	.955	1.047

Table 2 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	504.042	2	252.021	23.125	.000 ^a
Residual	621.208	57	10.898		
Total	1125.250	59			

Table 3 Prediction of the Influence of Brand and Price on Sale

Model	R	R Square	Adjusted R Square	Durbin-Watson	
				Sig. Change	F
1	.669 ^a	.448	.429	.000	1.345

t-test in table 1, the three variables $t_{count} > t_{table}$ 1.96 with probability < 0.5 , it can be concluded that partially Brand and Price are significant to the amount of Sales.

F-test in table 2 shows $F_{count} 23.125 > F_{table}$ 3.2 with probability $0.000 < 0.05$, it can be concluded that simultaneously the variables Brand and Price have a significant effect on the amount of Sales.

Multiple Regression

$$Y = 28.487 + 0.489 (\text{Brand}) - 0.295 (\text{Price})$$

From this regression it can be concluded that:

- The constant value (a) is 128.487
- If the value of the Brand variable increases by 1, the value of purchase interest increases by 0.489 (and vice versa)
- If the value of the price variable increases by 1, the value of purchase interest decreases by 0.295 (and vice versa).

R Test

Table 3 shows that $R=0.669$, meaning that the Brand and Price variables can influence Sales by 66.90%, the rest by other variables.

V. Discussion

Brand Image significantly increases Sales and its influence is greater than the influence of Price, meaning that in order to increase sales, Geisha Coffee Shop must carry out continuous promotions using various media, especially social media, because Geisha Coffee in powder form is very well known to the public, but the Coffee Shop is not widely known to the public.

The price offered by Geisha Coffee Shop is below the price of other Coffee Shops (Starbuck), in fact in terms of the price offered it is cheap and the price is very competitive

Increasing sales of Geisha Coffee Shop must be encouraged through Cooperation, franchises and so on. Modern technology used is generally simple and cheap, so that it can be collaborated with small and medium entrepreneurs so that the growth of Geisha Coffee Shop develops and penetrates new market segments.

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