

The Influence Of Brand Ambassador And Product Quality On Consumer Purchase Interest In Lain Hati Coffee Products, Cikupa Branch, Tangerang Regency

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Abstract

The decline in sales of Kopi Lain Hati Cikupa Branch indicates the need to identify factors that can strengthen consumer purchasing interest. This study aims to determine the effect of Brand Ambassador and Product Quality on Consumer Purchasing Interest, both partially and simultaneously. This study uses a quantitative approach with a causal associative method. The study population is consumers of Kopi Lain Hati Cikupa Branch with a sample of 96 respondents determined using purposive sampling and the Cochran formula. Data were collected through observation and questionnaires with a five-point Likert scale, then analyzed using SPSS 26 through validity tests, reliability, classical assumptions, simple and multiple linear regression, correlation, coefficient of determination, t-test, and F-test. The results showed that Brand Ambassador had a positive and significant effect on Consumer Purchasing Interest with a t-value of 14.116 and a significance of 0.000. Product Quality also had a positive and significant effect with a t-value of 12.679 and a significance of 0.000. Simultaneously, both variables had a significant effect with an F-value of 123.608 and a significance level of 0.000, and explained 72.7% of the variation in Consumer Purchase Intention. In conclusion, strengthening Brand Ambassadors and Product Quality are important aspects in increasing consumer purchase intention.

Keywords: Brand Ambassador, Coffee, Product Quality, Purchase Interest, Consumer Purchase Interest

INTRODUCTION

The Indonesian coffee industry has shown rapid growth in recent years. According to the Indonesian Coffee Exporters and Industries Association (AEKI), domestic coffee consumption has increased by an average of 6.5% annually over the past decade, driven by growing public interest in various coffee varieties and coffee-drinking culture,

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particularly among the younger generation (AEKI, 2023). This growth has also spread to Tangerang Regency, particularly Cikupa District, creating opportunities and increasing competition for coffee businesses. Kopi Lain Hati, a local coffee brand that has been growing since 2018 through PT. Nikmat Group, now has 222 branches, including the Cikupa branch in Tangerang Regency. This competitive environment requires Kopi Lain Hati to implement appropriate marketing strategies and maintain product quality to increase consumer purchasing interest and face competition from other coffee brands.

The competitiveness of the coffee industry is also evident in data on favorite coffee shops in Indonesia published by GoodStats (2024), which shows the dominance of several major brands. Kopi Lain Hati has not yet entered the top ranking of favorite coffee shops in Indonesia, so it still faces challenges in building public liking and retention for the brand. To address this situation, Kopi Lain Hati uses Brand Ambassadors as a marketing strategy and pays attention to product quality, menu variety, and cleanliness. This strategy is related to efforts to increase consumer purchasing interest. Priansa (2021) explains that purchasing interest is a person's interest in an item that creates a feeling of pleasure and develops into a desire to own and acquire that item.

Problems can be seen from the sales of Kopi Lain Hati Cikupa branch during 2023 to 2025. The sales target was set at 7,200 cups annually, but the realization decreased from 3,318 cups or 46.08% in 2023 to 3,169 cups or 44.01% in 2024 and 2,978 cups or 41.36% in 2025. Total sales also decreased from Rp99,530,870.00 to Rp89,341,190.00. This condition indicates a gap between the target and the realization of sales. A pre-survey of 30 respondents also showed that the aspect of preferential interest is still a concern, because only 56.7% of respondents made Kopi Lain Hati one of the main choices when buying coffee drinks.

The next issue relates to the use of Brand Ambassadors as a marketing strategy. Kopi Lain Hati uses Thoriq Halilintar and Muhammad Jaidi, also known as Pak Muh, as Brand Ambassadors and utilizes Instagram, TikTok, and various promotional content to increase brand visibility. Rosenbaum (2021) states that a Brand Ambassador is a person, famous figure, expert, or character strategically selected to be the representative face of a brand. Pre-survey results showed a positive response to Brand Ambassadors, with an average "Yes" response of 78.67%. However, this condition does not yet indicate the exact extent of the Brand Ambassador's influence on consumer purchasing interest at the Cikupa branch of Kopi Lain Hati, particularly in encouraging consumers to learn about, try, and purchase the product.

Furthermore, product quality is also a concern. Kopi Lain Hati uses robusta coffee beans, offers 37 menu variations, and implements standardized raw material measurements and serving times. Kotler and Keller (2022) state that product quality is the totality of a product or service's features and characteristics, which depend on its



ability to meet consumer needs. Pre-survey results showed that product quality received an average "Yes" response of 79.0%, but there were still assessments regarding inconsistencies in taste and quality, shelf life, and packaging strength. Thirty percent of respondents stated that quality and taste were not always consistent, 33.3% considered the shelf life to be short, and 26.7% stated that the packaging was not strong enough and was prone to leaks.

Based on these conditions, this study aims to determine the influence of Brand Ambassador and product quality on consumer purchasing interest at Kopi Lain Hati, Cikupa branch, Tangerang Regency, both partially and simultaneously. This research is important to conduct because there is a downward trend in sales even though the company has used Brand Ambassador and maintained product quality standards. Febrianti's (2023) research on Skintific products in Mataram City showed that Brand Ambassador and product quality have a positive and significant effect on consumer purchasing interest, while Swara (2023) on Whitelab products in Surabaya City showed similar results. However, the study focused on the beauty or skincare sector. Therefore, the novelty of this study lies in examining the influence of Brand Ambassador and product quality on purchasing interest in the beverage industry sector, specifically Kopi Lain Hati, Cikupa branch, Tangerang Regency.

METHOD

This research uses a causal associative method with a quantitative approach. According to Sugiyono (2023:16), a quantitative research method is a method based on the philosophy of positivism and is used to research a specific population or sample by collecting data using research instruments and analyzing quantitative or statistical data to test the established hypothesis. The research was conducted at the Kopi Lain Hati Cikupa branch, Tangerang Regency, located at Jl. Raya Peusar, Cluster Jesisca 1 Block E No. 6 and 7, RT 008/RW 003, Sukamulya Village, Cikupa District, Tangerang Regency. The research was conducted through stages that include observation, proposal preparation, proposal seminar, revision, guidance, instrument preparation, data collection, data processing, data analysis, conclusion drawing, and preparation of the research report.

The research instrument was a questionnaire used to obtain primary data from consumers of Kopi Lain Hati, Cikupa branch, Tangerang Regency. The instrument was developed based on the indicators of each variable. Brand Ambassador (X1) was measured through indicators of popularity, credibility, attractiveness, and strength according to Rosenbaum (2021). Product Quality (X2) was measured through performance, additional features, conformity to specifications, reliability, durability, and aesthetics according to Kotler and Keller (2022). Consumer Purchase Intention (Y) was

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measured through transactional interest, referential interest, preferential purchase interest, and exploratory interest according to Priansa (2021). The instrument uses a Likert scale with five answer choices, namely Strongly Disagree, Disagree, Less Agree, Agree, and Strongly Agree with a score of 1 to 5. The data were analyzed using SPSS 26 through descriptive analysis, validity tests, reliability tests, classical assumption tests including normality, multicollinearity, autocorrelation, and heteroscedasticity, then continued with simple linear regression analysis, multiple linear regression, correlation coefficient, coefficient of determination, t test, and F test.

The research population was consumers who used Kopi Lain Hati products in the Cikupa branch of Tangerang Regency. According to Sugiyono (2023:126), a population is an area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. The population size in this study is not known with certainty because the company does not have accurate data regarding the number of customers or consumers who come. Therefore, the study used a non-probability sampling technique with a purposive sampling method, namely determining the sample based on certain criteria that have been determined by the researcher. Determination of the number of samples used the Cochran formula according to Sugiyono (2023:136), with a 95% confidence level or a Z value of 1.96, a correct probability of 0.5, an incorrect probability of 0.5, and a margin of error of 10%. The calculation results in a total of 96.04 which is then rounded up to 96 respondents.

The research procedure was carried out in stages starting from observation of the research object, proposal preparation, implementation of proposal seminars, proposal revision, guidance, preparation of research instruments, distribution of questionnaires to respondents, data tabulation, data processing, data analysis, to drawing conclusions and preparation of research reports. Primary data collection was carried out through observation and questionnaires to consumers of Kopi Lain Hati Cikupa branch, Tangerang Regency, while secondary data was obtained through documentation and literature studies. According to Sugiyono (2023: 269), primary data is a data source that directly provides data to data collectors, while secondary sources are obtained indirectly, for example through other people or documents. The questionnaire was given in the form of a written statement using a Likert scale, while documentation was used to obtain data and information that supported the research. Furthermore, the collected data was tabulated and analyzed using SPSS 26 to test the relationship and influence of Brand Ambassadors and product quality on consumer purchasing interest.



RESULTS AND DISCUSSION**Respondent Characteristics****1. Respondents Based on Gender****Table 1. Respondents by Gender**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	28	29.2	29.2	29.2
	Woman	68	70.8	70.8	100.0
	Total	96	100.0	100.0	

Source: Data processed by researchers, 2026

Table 1 shows that there were more female respondents than male respondents. There were 68 female respondents, representing 70.8% of the sample, while there were significantly fewer male respondents, representing 28, representing 29.2%.

2. Respondents Based on Age**Table 2. Respondents Based on Age Type**

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 years	9	9.4	9.4	9.4
	21-25 years old	86	89.6	89.6	99.0
	>25 years	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

Source: data processed by researchers, 2026

Based on Table 2, it can be explained that the respondents were mostly aged 22-25 years with a total of 86 respondents with a percentage of male respondents. Female respondents were 89.6%. Ages 17-20 years with a total of 9 respondents with a percentage of 9.4%. And ages >25 years with a total of 1 respondent with a percentage of 1.0%.



3. Respondents Based on Occupation**Table 3. Respondents Based on Occupation**

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/mahasiswa	92	95,8	95,8	95,8
	Wiraswasta	2	2,1	2,1	97,9
	lainnya	2	2,1	2,1	100,0
	Total	96	100,0	100,0	

Based on table 3, it is explained that the majority of respondents were still students, namely 92 respondents with a percentage of 95.8%, there were 2 respondents who were self-employed with a percentage of 2.1%, and finally there were 2 respondents who had other jobs with a percentage of 2.1%.

4. Respondents Based on Monthly Expenditures Buy Coffee**Table 4. Respondents Based on Monthly Expenditure for Purchasing Coffee**

		Pengeluaran per bulan untuk beli kopi			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 50.000	22	22,9	22,9	22,9
	Rp 50.000- Rp 100.00	42	43,8	43,8	66,7
	> Rp 100.000	32	33,3	33,3	100,0
	Total	96	100,0	100,0	

Based on table 4, it explains that the monthly expenditure of respondents for buying coffee is IDR 50,000 – IDR 100,000, there are 42 respondents with a percentage of 43.8%, the respondents whose monthly expenditure for buying coffee is < IDR 50,000 are 22 respondents with a percentage of 22.9%, and finally the respondents whose monthly expenditure for buying coffee is > IDR 100,000 is 32 respondents with a percentage. 33.3%.

5. Respondents Based on Coffee Purchase Frequency**Table 5. Respondents Based on Coffee Purchase Frequency**

		Frekuensi beli kopi			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pertama kali	10	10,4	10,4	10,4
	1-3 kali/bulan	59	61,5	61,5	71,9
	4-7 kali/bulan	17	17,7	17,7	89,6
	> 7 kali/bulan	10	10,4	10,4	100,0
	Total	96	100,0	100,0	

Source: data processed by researchers, 2026

Based on table 5, it explains that the frequency of respondents buying Lain Hati coffee is at most 1-3 times/month, as many as 59 respondents with a percentage of



61.5%, respondents who buy 4-7 times/month are 17 respondents with a percentage of 17.7%, and finally >7 times/month are 10 respondents with a percentage of 10.4%.

Research Description

Table 6. Likert Scale

NO.	Statement	Score
1.	Strongly Disagree (STS)	1
2.	Disagree (TS)	2
3.	Disagree (KS)	3
4.	Agree (S)	4
5.	Strongly Agree (SS)	5

1. The Brand Ambassador variable in this study uses 4 variables. indicators and 8 statements that describe the condition of the variable.
2. The Product Quality variable in this study uses 6 indicators and 12 statements that describe the condition of the variable.
3. The Consumer Purchase Interest variable in this study uses 4 indicators and 8 statements that describe the condition of the variable.
4. Based on the weighting results of the distribution of answers related to the indicators in the research variables, the score interpretation criteria are then determined referring to the score interpretation criteria table as follows:

Table 7. Score Interpretation Table

Scoring Scale	Scale Vulnerability	Answer
1	1.00 – 1.79	Very Bad (STB)
2	1.80 – 2.59	Not Good (TB)
3	2.60 – 3.39	Not Good (KB)
4	3.40 – 4.19	Good (B)
5	4.20 – 5.00	Very Good (SB)

1. Respondents' Answers to the Brand Ambassador Variable (X1)

Table 8. Respondents' answers to the Brand Ambassador variable (X1)

No.	Statement	Response					RESPONDENTS	Amount	Score Average	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
	Popularity									
1	I got to know the Brand Ambassador of Kopi Lain Hati	0	6	14	50	26	96	384	4.00	SB



No.	Statement	Response					RESPONDENTS	Amount	Score Average	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
	through various media.									
2	<i>Brand Ambassador</i> Kopi Lain Hati is a popular figure among the public	0	4	17	47	28	96	387	4.03	SB
Amount		0	10	31	97	54	192	771	4.02	
Percentage		0.00%	5.21%	16.15%	50.52%	28.12%	100%			
Credibility										
3	<i>The Brand Ambassador of Kopi Lain Hati can be trusted to convey product information.</i>	1	6	20	31	38	96	387	4.03	SB
4	<i>Brand Ambassador</i> Kopi Lain Hati has expertise that matches the products being promoted	0	7	15	53	21	96	376	3.92	B
Amount		1	13	35	84	59	192	763	3.97	
Presentation		0.52%	6.77%	18.23%	43.75%	30.73%	100%			
Attractiveness										
5	<i>Brand Ambassador</i> Kopi Lain Hati has an appeal that makes me keep its advertising	1	6	21	32	36	96	384	4.00	B
6	The Appearance of the Kopi Lain Hati Brand Ambassador have a positive personality so that made me interested in Kopi Lain Hati products	1	4	21	44	26	96	378	3.94	B
Amount		2	10	42	76	62	192	762	3.97	
Presentation		1.04%	5.21%	21.88%	39.58%	32.29%	100%			
Strength										
7	<i>Brand Ambassador</i> Kopi Lain Hati was able to influence me to buy Kopi Lain Hati products	0	4	21	45	26	96	381	3.97	B
8	I was inspired to try Kopi Lain Hati products because of	1	8	15	31	41	96	391	4.07	SB

No.	Statement	Response					RESPONDENTS	Amount	Score Average	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
	its Brand Ambassador.									
Amount		1	12	36	76	67	192	772	4.02	
Presentation		0.52%	6.25%	18.75%	39.58%	34.90%	100%			
	Amount	4	45	144	333	244	768	3,068	4.00	B
	presentation	0.52%	5.86%	18.75%	43.36%	31.77%	100%			

Source: data processed by researchers, 2026

Based on the table above, the average score was 4.00%, which means the score met the good criteria, as it falls within the scale range of 3.40–4.19. Respondents who answered strongly agree (SS) were 31.77%, agree (S) 43.36%, disagree (KS) 18.75%, disagree (TS) 5.86%, and strongly disagree (STS) 0.52%.

2. Respondents' Answers to Product Quality Variable (X2)

Table 9. Respondents' Answers to the Product Quality Variable (X2)

No	Statement	Response					RESPONDENTS	Amount	Average Score	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
	Performance									
1	The taste of Other Coffee is exactly what I expected	0	6	14	41	35	96	393	4.09	SB
2	Lain Hati Coffee has a distinctive and appetizing aroma	1	6	14	48	27	96	382	3.98	B
Amount		1	12	28	89	62	192	775		
Presentation		0.52 %	6.25 %	14.58 %	46.35 %	32.29 %	100%			
	Additional features (Features)									
3	Kopi Lain Hati offers a variety of interesting flavors	0	6	17	34	39	96	394	4.10	B

No	Statement	Response					RESPONDENTS	Amount	Average Score	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
4	Kopi Lain Hati provides a choice of sizes and toppings that suit my needs.	0	4	16	44	32	96	392	4.08	B
Amount		0	10	33	78	71	192	786	4.09	
Presentation		0.00 %	5.21 %	17.19 %	40.63 %	36.98 %	100%			
Conformance to specification										
5	Kopi Lain Hati is served according to consistent quality standards every time I buy.	3	4	14	45	29	96	378	3.94	B
6	The raw material measurements of Kopi Lain Hati feel consistent from one purchase to the next.	1	5	23	38	29	96	377	3.93	B
Amount		4	9	37	83	58	192	755	3.93	
Presentation		2.08 %	4.69 %	19.27 %	43.23 %	30.21 %	100%			
Reliability										
7	Kopi Lain Hati is always available when I want to buy it	2	3	19	36	36	96	389	4.05	B
8	The service at the Kopi Lain Hati outlet is fast and does not disappoint.	1	4	11	44	36	96	398	4.15	B

No	Statement	Response					RESPONDENTS	Amount	Average Score	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
Amount		3	7	30	80	72	192	787	4.10	
Presentation		1.56 %	3.65 %	15.63 %	41.67 %	37.50 %	100%			
	Durability									
9	Lain Hati Coffee packaging is durable and does not leak or get damaged easily.	2	2	11	47	34	96	397	4.14	B
10	Lain Hati Coffee products have a long shelf life so I don't worry about buying them in large quantities.	3	4	19	42	28	96	376	3.92	B
Amount		5	6	30	89	62	192	773	4.03	
Presentation		2.60 %	3.13 %	15.63 %	46.35 %	32.29 %	100%			
	Aesthetics									
11	The appearance of the drink (color and presentation) looks appetizing so it makes me interested in buying it.	3	5	9	48	31	96	387	4.03	B
12	The logo and brand identity of Kopi Lain Hati is clear and attractive.	1	2	9	42	42	96	410	4.27	SB
Amount		4	7	18	90	73	192	797	4.15	

No	Statement	Response					RESPONDENTS	Amount	Average Score	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
	Presentation	2.08 %	3.65 %	9.38 %	46.88 %	38.02 %	100%			
	Amount	17	51	176	509	398	1,152	4,673	4.06	B
	Percentage	1.48 %	4.43 %	15.28 %	44.18 %	34.64 %	100%			

Source: processed research data, 2026

Based on the table above, the average score was 4.06%, which means the score met the good criteria, as it falls within the scale range of 3.40–4.19. Respondents who answered strongly agree (SS) were 34.64%, agree (S) 44.18%, disagree (KS) 15.28%, disagree (TS) 4.43%, and strongly disagree (STS) 1.48%.

3. Respondents' Answers to the Consumer Purchase Interest Variable (Y)

Table 10. Respondents' Answers to the Consumer Purchase Interest Variable (Y)

No	Statement	Response					RESPONDENTS	Amount	Average Score	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
	Transactional interest									
1	I intend to purchase Kopi Lain Hati products in the near future	1	8	18	38	31	96	378	3.94	B
2	I plan to make Kopi Lain Hati my coffee drink of choice.	0	8	21	39	28	96	375	3.91	B
Amount		1	16	39	77	59	192	753	3.92	
Presentation		0.52%	8.33%	20.31%	40.10%	30.73%	100%			
	Referential interest									
3	I will recommend Kopi Lain Hati to my closest friends	0	2	13	52	29	96	396	4.13	B

No	Statement	Response					RESPONDENTS	Amount	Average Score	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
4	I am willing to share my positive experience about Kopi Lain Hati with others.	1	1	15	50	29	96	393	4.09	B
Amount		1	3	28	102	58	192	789	4.11	
Presentation		0.52%	1.56%	14.58%	53.13%	30.21%	100%			
Request preferential purchase										
5	I prefer Kopi Lain Hati over other coffee brands	0	11	29	28	28	96	361	3.76	B
6	Kopi Lain Hati is the first choice when I want to buy a coffee drink	3	8	21	36	28	96	366	3.81	B
Amount		3	19	50	64	56	192	727	3.79	
Presentation		1.56%	9.90%	26.04%	33.33%	29.17%	100%			
Exploratory interest										
7	I am actively seeking information about new products launched by Kopi Lain Hati	0	7	23	35	31	96	378	3.94	B
8	I am interested in trying the new variants or menus offered by Kopi Lain Hati	0	3	15	41	37	96	400	4.17	B
Amount		0	10	38	76	68	192	778	4.05	
Presentation		0.00%	5.21%	19.79%	39.58%	35.42%	100%			

No	Statement	Response					RESPONDENTS	Amount	Average Score	Note
		STS	TS	KS	S	SS				
		1	2	3	4	5				
	Amount	5	48	155	319	241	768	3,047	3.97	B
	Percentage	0.65%	6.25%	20.18%	41.54%	31.38%	100%			

Source: data processed by researchers, 2026

Based on the table above, the average score obtained was 3.97%, which means that the score obtained good criteria, because it was included in the scale range with a score of 3.40 - 4.19, thus the responses obtained from respondents who answered strongly agree (SS) were 31.38%, agree (S) 41.54%, disagree 20.18%, disagree (TS) 6.25%, and respondents who answered strongly disagree (STS) 0.65%.

Data analysis

1. Validity test

A. Brandi Ambassador Validity Test (X1)

Table 11. Results of the Validity Test of the Brand Ambassador Variable (X1)

No	Variable Statement	Brand Ambassador		Information
		R Count	R Table	
1	I got to know the Brand Ambassador of Kopi Lain Hati through various media.	0.541	0.2006	Valid
2	Brand AmbassadorKopi Lain Hati is a popular figure among the people	0.659	0.2006	Valid
3	Brand AmbassadorKopi Lain Hati can be trusted in delivering product information	0.658	0.2006	Valid
4	Brand AmbassadorKopi Lain Hati has expertise that matches the products being promoted	0.691	0.2006	Valid
6	The appearance of the Kopi Lain Hati Brand Ambassador has a positive personality which makes me interested in Kopi Lin Hati products.	0.767	0.2006	Valid
7	Brand AmbassadorKopi Lain Hati was able to influence me to buy Kopi Lain Hati products	0.623	0.2006	Valid



No	Variable Statement	Brand Ambassador		Information
		R Count	R Table	
8	I was inspired to try Kopi Lain Hati products because of the Brand Ambassador	0.717	0.2006	Valid

Source: data processed by researchers, 2026

Based on table 11 above, it can be seen that the processed data results regarding validity testing, show that for the Brand Ambassador statement items, the statement items are stated to be valid because they meet and have a correlation value greater (>) than $r_{table} = 0.2006$ (r_{table} value for $n = 96 - 2 = 94$), so that all the statement scores are valid and worthy of being used as statements in this research questionnaire.

B. Product Quality Validity Test

Table 12. Results of the Validity Test of the Product Quality Variable (X2)

No	Variable Statement	Product Quality		Information
		R Count	R table	
1	The taste of Lain Hati Coffee is as I expected	0.722	0.2006	Valid
2	Lain Hati Coffee has a distinctive and appetizing aroma	0.700	0.2006	Valid
3	Kopi Lain Hati offers a variety of interesting flavors	0.679	0.2006	Valid
4	Kopi Lain Hati provides a choice of sizes and toppings that suit my needs.	0.457	0.2006	Valid
5	Kopi Lain Hati is served according to consistent quality standards every time I buy.	0.669	0.2006	Valid
6	The ingredient measurements of Kopi Lain Hati feel consistent from one purchase to the next.	0.664	0.2006	Valid
7	Kopi Lain Hati is always available when I want to buy it	0.590	0.2006	Valid



No	Variable Statement	Product Quality		Information
		R Count	R table	
8	The service at the Kopi Lain Hati stall is fast and does not disappoint.	0.647	0.2006	Valid
9	Lain Hati Coffee packaging is durable and does not leak or get damaged easily.	0.614	0.2006	Valid
10	Lain Hati Coffee products have a long shelf life so I don't worry about buying them in large quantities.	0.604	0.2006	Valid
11	The appearance of the drink (color and presentation) looks appetizing, making me interested in buying it.	0.602	0.2006	Valid
12	The logo and brand identity of Kopi Lain Hati is clear and attractive.	0.717	0.2006	Valid

Source: data processed by researchers, 2026

Based on table 12 above, it can be seen that the results of data processing regarding validity testing, show that for the Product Quality question items (X2) with 12 questions, it can be concluded that of the 12 questions, they are declared valid because they meet and have a correlation value greater ($>$) than $r_{table} = 0.2006$ (r_{table} value for $n = 96 - 2 = 94$), so that all the statement scores are valid and worthy of being used as questionnaire statements for this research.

C. Consumer Purchase Interest Validity Test (Y)

Table 13. Results of the Validity Test of the Consumer Purchase Interest Variable (Y)

No	Variable Statement	Consumer Purchase Interest		Information
		R Count	R table	
1	I intend to buy Kopi Lain Hati products in the near future	0.634	0.2006	Valid
2	I plan to make Kopi Lain Hati my coffee drink of choice.	0.750	0.2006	Valid

No	Variable Statement	Consumer Purchase Interest		Information
		R Count	R table	
3	I would recommend Kopi Lain Hati to my closest friends.	0.556	0.2006	Valid
4	I am willing to share positive experiences about Kopi Lain Hati with other people	0.593	0.2006	Valid
5	I prefer Kopi Lain Hati over other coffee brands	0.635	0.2006	Valid
6	Kopi Lain Hati is my first choice when I want to buy coffee.	0.717	0.2006	Valid
7	I am actively seeking information about new products launched by Kopi Lain Hati	0.762	0.2006	Valid
8	I am interested in trying the new variants or menus offered by Kopi Lain Hati	0.611	0.2006	Valid

Source: data processed by researchers, 2026

Based on table 13 above, it can be seen that the results of data processing regarding validity testing, show that for the Consumer Purchase Interest (Y) statement item with 8 statement items, it can be concluded that of the 8 statements, it is stated that it is valid because it meets and has a correlation value greater ($>$) than $r_{table} = 0.2006$ (r_{table} value for $n = 96 - 2 = 94$), so that all the statement scores are valid and worthy of being used as statements in this research questionnaire.

2. Reliability Test

Table 14. Reliability Test Results

Variables	Cronbach's Alpha	Criteria	Information
Brand Ambassador(X1)	0.783	0.600	Reliable
Product Quality (X2)	0.867	0.600	Reliable
Consumer Purchase Interest (Y)	0.813	0.600	Reliable

Source: data processed by researchers, 2020

Based on table 14 above, it shows that the results of the Cronbach Alpha test based on the variables Brand Ambassador (X1), Product Quality (X2) and Purchase Interest (Y) the results exceed the significant value of 0.600. Therefore, it can be concluded that the variables Brand Ambassador (X1), Product Quality (X2) and Consumer Purchase Interest (Y) are declared reliable.

3. Classical Assumption Test

A. Normality Test

Table 15. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	2.48059544
Most Extreme Differences	Absolute	,089
	Positive	,060
	Negative	-,089
Test Statistics		,089
Asymp. Sig. (2-tailed)		,056 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed by researchers, 2026

Based on the test results in Table 15 above, a significance value of $0.056 > 0.05$ was obtained. Thus, the distribution assumption of the equation in this test is normal.

Normality tests can also be carried out using probability plot graphs where the residual variables can be detected by looking at the distribution of residual points following the direction of the diagonal line, and this is in accordance with the results of the distribution diagram obtained with SPSS version 26 as in the image below:

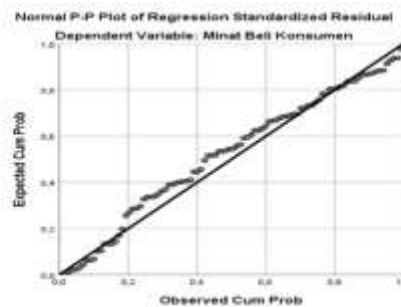


Figure 1. P-Plot Graph of Normality Test Results

The above diagram shows a normal probability plot pattern. This is evident from the points spread around the diagonal line and the distribution follows the diagonal line. Therefore, it can be concluded that the regression model meets the assumption of normality.

B. Multicollinearity Test

Table 16. Results of Multicollinearity Testing with Collinearity Statistics

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,538	1,940		,793	,430		
	Brand Ambassador	,557	,098	,526	5,704	,000	,346	2,890
	Product Quality	,255	,064	,369	4,007	,000	,346	2,890

a. Dependent Variable: Consumer Purchase Interest

Source: Data processed by researchers, 2026

Based on the results of the multicollinearity test in table 4.16 above, the tolerance value for the Brand Ambassador variable is $0.346 > 0.10$ and Product Quality is $0.346 > 0.10$, and the Variance Inflation factor (VIF) value for the Brand Ambassador variable is $2.890 < 10.00$ and the Product Quality variable is $2.890 < 10.00$. Thus, this regression model is declared to have no multicollinearity interference.

C. Autocorrelation Test**Table 17. Darbin-Watson criteria (DW test)**

Null Hypothesis	Decision	If
There is no positive autocorrelation	Reject	$0 < d < dl$
There is no positive autocorrelation	No Decision	$dl \leq d \leq du$
There is no negative autocorrelation	Reject	$4 - dl < d < 4$
There is no negative autocorrelation	No Decision	$4 - du \leq d \leq 4 - dl$
There is no autocorrelation, positive or negative	Not rejected	$du < d < 4 - du$

Source: Ghozali (2021:167)

The results of the autocorrelation test are as follows:

Table 18. Results of the Autocorrelation Test with Durbin-Watson

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,852a	,727	,721	2,507	1,879
a. Predictors: (Constant), Product Quality, Brand Ambassador					
b. Dependent Variable: Consumer Purchase Interest					

Source: Data processed by researchers, 2026

Based on the test results in table 4.18 above, based on the Durbin-Watson value = 1.879. At a significance level of 5% with $(N-2)$ $N = 94$, $K = 2$ obtained $dl = 16.35$ and $du = 1.721$, then $4-du = 2.279$. Because the DW value = 1.879 is in $du < d < 4-du$, namely $1.721 < 1.879 < 2.279$, it can be concluded that there is no positive or negative autocorrelation.

D. Heteroscedasticity Test**a. Statistical Approach (Glejser Test)****Table 19. Results of Heteroscedasticity Test (Glejser Test)**

Coefficientsa					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2,503	1,208		,041
	Brand Ambassador	-,034	,061	-,098	,580

	Product Quality	,010	,040	,046	,261	.794
a. Dependent Variable: ABS_RES						

Source: Data processed by researchers, 2026

Based on table 19 above, the heteroscedasticity test above shows that the significance level of the Brand Ambassador variable is $0.580 > 0.05$ and the significance level of the Product Quality variable is $0.794 > 0.05$. Therefore, it can be concluded that both independent variables are greater than 0.005, so it can be concluded that heteroscedasticity does not occur.

b. Visual Approach (Scatter Plot Graph)

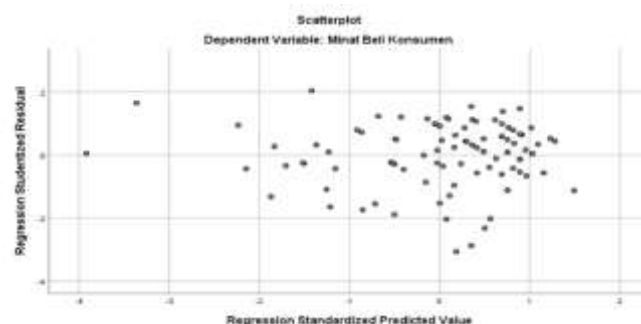


Figure 2. Scatterplot Heteroscedasticity Test Results

From the image above, the results of the heteroscedasticity test show that the points are spread with an unclear pattern above and below or around the number 0. Therefore, it can be said that the test does not show heteroscedasticity.

4. Regression analysis

A. Simple Linear Regression Test

Table 20. Results of Simple Linear Regression Analysis of Brand Ambassador (X1)

On Consumer Purchase Interest

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3,850	1,995		,057
	Brand Ambassador	,873	,062	,824	,000

a. Dependent Variable: Consumer Purchase Interest

Source: Data processed by researchers, 2026

Based on the calculation results in table 20 above, the regression equation $Y = 3.850 + 0.873X_1$ is obtained. From the equation above, it can be seen that:

- The constant value of 3.850 means that if the Brand Ambassador variable does not exist, there is a Consumer Purchase Interest of 0.873.
- The variable regression coefficient value of 0.873 means that if in this case the Brand Ambassador is increased by one unit, then Consumer Purchase Interest will increase by 0.873.

Table 21. Results of Linear Regression Analysis of Product Quality (X2) on Consumer Purchase Interest (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,032	2,127		2,365	,020
	Product Quality	,548	,043	,794	12,679	,000
a. Dependent Variable: Consumer Purchase Interest						

Based on the calculation results in the 21 tables above, the regression equation $Y = 5.032 + 0.548X_2$ is obtained. From the equation above, it can be concluded that:

- The constant value of 5.032 means that if the Product Quality variable does not exist, then there is a Consumer Purchase Interest value of 5.032.
- The variable regression coefficient value of 0.548 means that if the variable in this case Product Quality is increased by one unit, then Consumer Purchase Interest will increase by 0.548.

B. Multiple Linear Regression Test

Table 22. Results of Multiple Lienar Regression Analysis

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	1,538	1,940		,793	,430	
	Brand Ambassador	,557	,098	,526	5,704	,000	,346 2,890

Product Quality	,255	,064	,369	4,007	,000	,346	2,890
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a. Dependent Variable: Consumer Purchase Interest

Source: data processed by researchers, 2026

Based on the test results in table 4.22 above, the regression equation $Y = 1.538 + 0.557X_1 + 0.255X_2$ can be obtained. From the equation above, the following conclusions can be drawn:

- The constant value of 1.538 means that if the Brand Ambassador (X_1) and Product Quality (X_2) variables are not considered, then Consumer Purchase Interest (Y) will only have a value of 1.538 points.
- The Brand Ambassador value (X_1) of 0.55 means that if the constant remains the same and there is no change in the product quality variable (X_2), then every 1 unit change in the Brand Ambassador variable (X_1) will result in a change in customer satisfaction (Y) of 0.55 points.
- The Product Quality (X_2) value of 0.255 means that if the constant remains the same and there is no change in the Brand Ambassador variable (X_1), then every 1 unit change in Product Quality (X_2) will result in a change in customer satisfaction (Y) of 0.255 points.

5. Correlation Coefficient Test

Table 23. Results of the Correlation Coefficient Test of Brand Ambassador (X_1) Against Consumer Purchase Interest (Y)

Correlations			
		Brand Ambassador	Consumer Purchase Interest
Brand Ambassador	Pearson Correlation	1	,824**
	Sig. (2-tailed)		,000
	N	96	96
Consumer Purchase Interest	Pearson Correlation	,824**	1
	Sig. (2-tailed)	,000	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Source: data processed by researchers, 2026

Based on the output results from table 23 above, the correlation coefficient value R is 0.824, meaning the correlation between Brand Ambassador and Consumer Purchase Interest is 0.824. This can be said that there is a positive relationship of 0.824



between the Brand Ambassador variable and Consumer Purchase Interest, which is included in the very strong correlation.

Table 24. Results of the Correlation Coefficient Test of Product Quality (X2) Against Consumer Purchase Interest (Y)

Correlations			
		Product Quality	Consumer Purchase Interest
Product Quality	Pearson Correlation	1	,794**
	Sig. (2-tailed)		,000
	N	96	96
Consumer Purchase Interest	Pearson Correlation	,794**	1
	Sig. (2-tailed)	,000	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).
Source: data processed by researchers, 2026

Based on the output results from table 24 above, the correlation coefficient value R is 0.793, meaning the correlation between product quality and consumer purchase intention is 0.793. This can be said that there is a positive relationship of 0.793 between the product quality variable and consumer purchase intention, which is included in the strong correlation.

Table 25. Results of the Correlation Coefficient Test of Brand Ambassador (X1) and Product Quality (X2) on Consumer Purchase Interest (Y)

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,852a	,727	,721	2,507	1,879

a. Predictors: (Constant), Product Quality, Brand Ambassador
b. Dependent Variable: Consumer Purchase Interest

Source: Data processed by researchers, 2026

Based on the output results from the table above, namely the summary that produces the correlation coefficient value R of 0.852, meaning that the correlation between Brand Ambassador and Product Quality on consumer purchasing interest is 0.852, this can be said that there is a positive relationship and is a very strong correlation.



6. Coefficient of Determination Test**Table 26. Results of the Test of the Coefficient of Determination of Brand Ambassadors (X1) on Consumer Purchase Interest (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,824a	,679	,676	2,700
a. Predictors: (Constant), Brand Ambassador				

Source: Data processed by researchers, 2026

Based on table 26 above, the coefficient of determination R square is 0.679. The data identifies that Brand Ambassadors contribute 67.9% to Consumer Purchase Interest, with the remaining 32.4% (100-67.6%) explained by variables not studied.

Table 27. Results of the Product Quality Determination Coefficient Test (X2) Against Purchase Interest (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,794a	,631	,627	2,897
a. Predictors: (Constant), Product Quality				

Source: Data processed by researchers, 2026

Based on the output results from table 27 above, the coefficient of determination R square is 0.631. The data identifies that Product Quality contributes 63.1% to Consumer Purchase Intention, with the remaining 36.9% (100-63.1%) being explained by other variables not studied.

Table 28. Results of the Simultaneous Test of the Coefficient of Determination of Brand Ambassador (X1) and Product Quality (X2) on Consumer Purchase Interest (Y)

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,852a	,727	,721	2,507	1,879
a. Predictors: (Constant), Product Quality, Brand Ambassador					
b. Dependent Variable: Consumer Purchase Interest					

Source: Data processed by researchers, 2026



Based on the output results from table 28 above, the coefficient of determination R square is 0.727. The data indicates that the simultaneous influence of Brand Ambassador and Product Quality on Consumer Purchase Interest provides a distribution of 72.7%, the remaining (100-72.7%) 27.3% is explained by other variables not studied.

7. Hypothesis Testing

A. T-test (Partial Test)

a. Partial Hypothesis Test of Brand Ambassador (X1) on Consumer Purchase Interest (Y)

Table 29. Hypothesis Test Results (t-Test) of Brand Ambassador (X1) on Consumer Purchase Interest (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,850	1,995		1,930	,057
	Brand Ambassador	,873	,062	,824	14,116	,000

a. Dependent Variable: Consumer Purchase Interest

Source: data processed by researchers, 2026

Based on the test results in table 29 above, the calculated r value is > t table or (14.116 > 1.661) this is also strengthened by the p value < sig. 0.05 or (0.000 < 0.05). Thus, H01 is rejected and Ha1 is accepted, this shows that there is a significant influence between Brand Ambassadors on consumer Purchase Interest.

b. Partial Hypothesis Test of Product Quality (X2) Against Consumer Purchase Interest (Y)

Table 30. Results of Hypothesis Test (T-Test) of Product Quality (X2) on Consumer Purchase Interest (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,032	2,127		2,365	,020

	Product Quality	,548	,043	,794	12,679	,000
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a. Dependent Variable: Consumer Purchase Interest

Source: data processed by researchers, 2026

Based on the test results table in table 4.30 above, the calculated t value is $> t$ table ($12.679 > 1.661$). This is also strengthened by the p value $< \text{Sig. } 0.05$ or ($0.000 < 0.05$). Thus, H_{02} is rejected and H_{a2} is accepted, this shows that there is a significant influence between Product Quality on Consumer Purchase Interest.

B. F Test (Simultaneous Test)

Table 31. Results of the Simultaneous F-Test (Simultaneous Test) of Brand Ambassador (X1) and Product Quality (X2) on Consumer Purchase Interest (Y)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1553,921	2	776,960	123,608	,000b
	Residual	584,569	93	6,286		
	Total	2138,490	95			
a. Dependent Variable: Consumer Purchase Interest						
b. Predictors: (Constant), Product Quality, Brand Ambassador						

Source: processed by researchers, 2026

Based on the results of the F test in table 31, the results of the F count test calculation are $123.608 > F$ table 3.094 with a significance level of $0.000 < 0.05$. Thus, H_{03} is rejected and H_{a3} is accepted, meaning that simultaneously Brand Ambassador and Product Quality simultaneously have a significant effect on Consumer Purchase Interest.

RESEARCH DISCUSSION

The Influence of Brand Ambassadors on Consumer Purchase Interest

Based on the results of the t-test, the t-count value was $14.116 > t$ -table 1.661 and a significance value of $0.000 < 0.05$, so H_{01} was rejected and H_{a1} was accepted. The regression equation obtained was $Y = 3.850 + 0.873X_1$, with a correlation coefficient of 0.824 indicating a very strong relationship. The coefficient of determination of 0.679 indicates that Brand Ambassador contributed 67.9% to Consumer Purchase Intention. Thus, Brand Ambassador has a positive and significant partial effect on Consumer Purchase Intention for Kopi Lain Hati products. These results are in line with the research of Rus Parma Swara and Siti Aisah (2023) which proves that Brand Ambassador has a

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positive and significant effect on Consumer Purchase Intention for Whitelab products in Surabaya City.

The Influence of Product Quality on Consumer Purchase Interest

Based on the results of the t test, the t count value was $12.679 > t$ table 1.661 and the significance value was $0.000 < 0.05$, so H_02 was rejected and H_{a2} was accepted. The regression equation obtained was $Y = 5.032 + 0.548X_2$, with a correlation coefficient of 0.793 indicating a strong relationship. The coefficient of determination of 0.631 indicates that Product Quality contributes 63.1% to Consumer Purchase Intention. Thus, Product Quality has a positive and significant partial effect on Consumer Purchase Intention on Kopi Lain Hati products. This result is in line with the research of Asep Pebirusdiana Gumilar, Nurlaili Putri Sabila, and Rafly Rahim (2025) which proves that Product Quality has a positive and significant effect on Consumer Purchase Intention on Apple Smartphones at Pamulang University.

The Simultaneous Influence of Brand Ambassador and Product Quality on Consumer Purchase Interest

Based on the results of the F test, the F count value was $123.608 > F$ table 3.094 with a significance value of $0.000 < 0.05$, so H_03 was rejected and H_{a3} was accepted. The regression equation obtained was $Y = 1.538 + 0.557X_1 + 0.255X_2$. The correlation coefficient of 0.852 indicates a very strong relationship between Brand Ambassador and Product Quality on Consumer Purchase Intention. Thus, Brand Ambassador and Product Quality simultaneously have a positive and significant effect on Consumer Purchase Intention of Kopi Lain Hati Cikupa Branch, Tangerang Regency. These results are in line with the research of Icha Primanda Putri, Iwan Asmadi, and Bambang Haryono (2024) which shows that Brand Ambassador and Product Quality have a positive and significant effect on Consumer Purchase Intention in West Jakarta.

CONCLUSION

This study shows that Brand Ambassador and Product Quality have a positive and significant effect on Consumer Purchase Intention of Kopi Lain Hati Cikupa Branch, Tangerang Regency. Partially, Brand Ambassador has a significant effect on Consumer Purchase Intention with a calculated t value of 14.116 and a significance of 0.000, while Product Quality also has a significant effect with a calculated t value of 12.679 and a significance of 0.000. Simultaneously, both variables have a significant effect on Consumer Purchase Intention with a calculated F value of 123.608 and a significance of 0.000. The simultaneous determination coefficient value of 72.7% indicates that Brand Ambassador and Product Quality are able to explain 72.7% of the variation in Consumer

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Purchase Intention, while the other 27.3% is explained by other factors outside the research model.

The limitations of this study lie in the limited number of respondents to 96 consumers and the research object which only focuses on one branch of Kopi Lain Hati, so the results of the study cannot be generalized widely to all consumers or branches of Kopi Lain Hati. In addition, the research model only includes Brand Ambassador and Product Quality, while there is still 27.3% of the variation in Purchase Intention influenced by other factors that have not been studied. Further research is recommended to expand the area and number of samples and consider other variables, such as price, promotion, brand image, service quality, and consumer trust. Practically, the results of this study indicate that companies need to maintain the effectiveness of Brand Ambassadors while improving the consistency of taste, quality, product durability, and other supporting aspects so that consumer purchase interest can be maintained and increased.

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