Analysis of the Effect of Brand Image, Product Quality, and Social Media on Consumer Purchase Intentions of Kokumi's Contemporary Drinks in Manado City

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A B S T R A C T

In 2020, the overall economic situation in Indonesia experienced a decline in growth, where the retail industry also slumped. Increasing purchases through stimulating consumer purchase intentions is not an easy thing to do nowadays. Various factors need to be done as part of a marketing program to increase the purchase intention. Kokumi as a producer of contemporary drinks made from Boba for millennials, is relatively new, but efforts to increase consumer purchase intentions have been fantastic since 2018. multiple regression analysis with the number of respondents as many as 100 consumers of Kokumi in Manado. This study yielded several findings, including: 1) Simultaneously brand image, product quality, and social media affect consumers' purchase intentions, 2) partially product quality and social media affect consumers' purchase intentions, but 3) brand image has no effect on consumer purchase intentions of Kokumi's contemporary drinks in Manado . These results suggest that Kokumi can improve their brand image to be known by more consumers. Improving the quality and optimal use of social media, is also a marketing program to enhance Kokumi's brand image.

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INTRODUCTION

Corona virus disease 19 or better known to people as Covid-19, we all know is a virus that has been endemic throughout the world, so it is also called a pandemic. The virus, which was initially detected from the Chinese city of Wuhan, China, has become a frightening thing for all human beings in this world not only because it causes death in very large numbers but has an impact on all human life.

Since it was initially detected at the end of 2019 in the city of Wuhan, this virus has been endemic and infecting humans throughout the country. Commemorating 1 year of the Covid-19 outbreak in Indonesia on March 2, 2021, detiknews magazine reported on the topic "Variety of Data for the One-Year Commemoration of the Corona Virus in Indonesia". In the news it was stated that, during this 1 year, the number of positive confirmed cases of Covid-19 in Indonesia occurred on January 30, 2021 with the number on that date as many as 14,518 new cases. Meanwhile, the highest number of recovered Corona cases in Indonesia occurred on February 8, 2021, with 13,308 recovered patients. The highest number of deaths due to Covid-19 in Indonesia occurred on January 27, 2021 with 387 patients dying (https://news.detik. com/news/d-5477078/ragam-data-peringatan-setahun-virus-corona-di-indonesia). Thus, when viewed from the total number of Indonesian people who were confirmed to have Covid-19 in one year of presence in Indonesia on March 2, 2021, there were 1.39 million cases, 1.21 million recovered, and 37,757 died (covid19.co.id).

The Covid-19 pandemic not only has an impact on human health but also has a direct impact on the activities and economic progress of countries in the world, including Indonesia. It was reported in the official news from the Indonesian Central Statistics Agency on its website(https://www.bps.go.id/pressrelease/2020/08/05/1737), that the Indonesian economy in the 2nd Quarter of 2020 experienced a contraction or a decline in economic growth of 5.32 percent compared to the same time in 2019. If you look at the comparison of quarter 1, quarter 2 of 2020 economic growth experienced a contraction or decreased by 4.19 percent.

BPS RI also publishes data on the development of the Indonesian economy as a whole. The Indonesian economy in 2020 experienced a contraction or decrease in growth of 2.07 percent compared to 2019. When compared to the 3rd Quarter of 2020, the Indonesian economy also experienced a decline of 2.19 percent. So that it can also be reported that in 2020 the Indonesian economy as measured by Gross Domestic Product (GDP) at current prices reaches Rp. 15,434.2 trillion with an inflation rate in December 2019 of 0.45 percent. When compared to 2019, the Indonesian economy did not experience contraction or decline but grew by 5.02 percent compared to 2018 with the total Gross Domestic Product (GDP) at current prices reaching Rp. 15,833,https://www.bps.go.id/pressrelease/2020/02/05/1755/ekonomi-indonesia-2019).

This Covid-19 has had such a huge impact on all of us, the entire development sector has slumped, including the retail industry. According to Mr. Roy N. Mandey as General Chair of the Indonesian Retail Entrepreneurs Association (APRINDO), that the Covid-19 pandemic has weakened retail growth since the first quarter of 2020. In the first quarter of Indonesia retail grew by less than 3 to 3.5 percent and entering Q2 growth declined by about 1.5 to 2 percent. So that overall throughout 2020 the Indonesian retail industry will only reach a growth rate of around 3 to 3.5 percent, drastically decreasing compared to 2019 of 8 to 8.5 percent (https://investor.id/business/aprindo-projekkan-2020-ritel-tumbuh-melemah).

When compared with data from the Central Statistics Agency in its report book "Statistics Indonesia 2021" it reports on the development of data in Indonesia in 2019 and 2020. In the report it is stated that Percentage of expenditure per capita of the Indonesian population in one month according to Food and Beverage Commodities in Cities and Villages in 2019 it was 17.26 percent and in 2020 it decreased to 16.87 percent. This figure shows that there is a decrease in purchases of food and beverage commodities for the Indonesian population both living in cities and in villages in 2020. Behind the decline in the average population expenditure for food and beverage commodities, it is also reported that in North Sulawesi, the household consumption index for food, beverage and tobacco commodities for the people of North Sulawesi in 2020 an average of 107, 07 increased slightly by 10.3.72 compared to 2019. While the average food and non-food expenditure per capita in 2020 was 629,700 (North Sulawesi) and 670,304 (Indonesia) compared to 2019 of 603,630 (North Sulawesi) and 637,132 (Indonesia). This figure explains that although the overall average expenditure of the Indonesian population has decreased and there is hope that the average level of food and beverage consumers in Indonesia and in North Sulawesi will increase.

Kokumi is a contemporary beverage brand and as a whole is part of the retail industry in Indonesia and North Sulawesi, especially in Manado. Kokumi*brand*whose popularity shot up quite rapidly among its competitors. Being able to create a drink with the main ingredient boba, which is loved by millennials, Kokumi has succeeded in attracting new customers, Kokumi's secret to being able to attract people's buying interest until it is successful as it is today certainly cannot be separated from the efforts and creativity of the founder. Jacqueline Karina, the founder, is a graduate from Pelita Harapan University in the Department of Food Science and Technology. Jacqueline decided to set up a beverage business with a target audience of millennials. This is the forerunner of Kokumi being born as a popular hit drink brand.

As of February 2020, Jacqueline as the owner has successfully operated up to 34 outlets throughout Indonesia. In fact, Kokumi plans to continue to expand the business until it opens 65*outlets.*Until now, Kokumi continues to move to expand its business wings by opening many new branches throughout Indonesia. The contemporary drink variants offered by the brand are also increasingly colorful with the aim of attracting more consumers from among young people. The culinary business, especially contemporary drinks, has indeed become increasingly popular in recent years, even though in an economic situation that is experiencing a crisis due to the Covid-19 Pandemic, there are ongoing efforts by entrepreneurs, including owners and investors of this Kokumi product. Since its presence in Indonesia, which began in March 2018, has not stopped franchisors from expanding their market share for Kokumi products. In March 2020, Kokumi arrived in Manado City by opening its outlet in the form of a boot counter at Mega Mall Manado.

Table.1.1. Manado Kokumi Sales Figures.

Bulan	Jumlah Penjualan		
	Cup Besar	Cup Kecil	Total
Maret 2020	6346	5262	11608
April 2020	6268	4114	10382
Mei 2020	6178	3529	9707
Desember 2021	4381	3172	7553
Januari 2021	6240	2822	9062
Februari 2021	3304	2529	5833

Figure.1.1. Kokumi Manado Sales Chart.
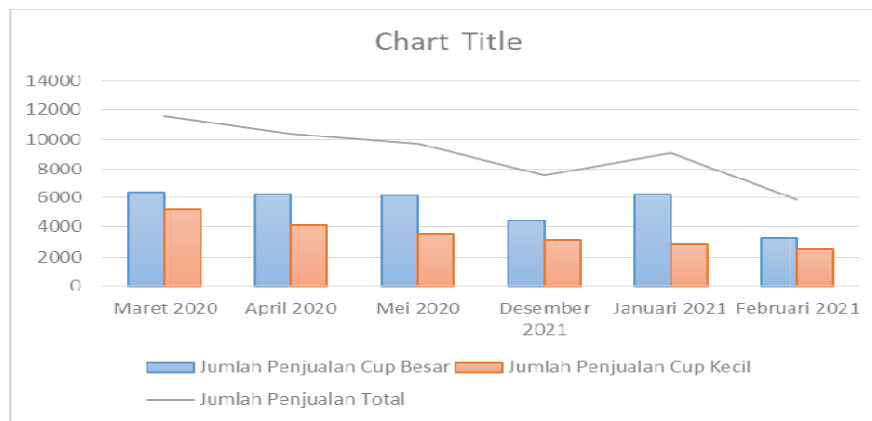
Source: Kokumi Outlet Manado, 2021.

Based on sales data from Kokumi Manado, it shows that since its opening on March 2, 2020 until February 2021, it shows very interesting and fluctuating sales data. In March 2020, Kokumi's inaugural month in Manado, showed that there were 11,608 customers who bought Kokumi of which 6,346 were for Big Cup Drinks and 5,262 Small Cups. After almost 6 months (June-November 2020) due to the closure of Mega Mall operations, in the following months during the covid-19 pandemic, namely in December to February 2021, showing a declining sales figure, where in February it was successfully sold 5,833 cups of Kokumi Drink.

This decline in sales is certainly a question for the owner of Kokumi Outlet Manado based on the results of a short interview with the owner. It is stated that the reason why this Kokumi Drink is in Manado is because a product that can be said to be new in Manado, nationally has been quickly recognized by the Indonesian people because of its quality taste, affordable price, and continuous sales promotions both directly and through social media. Moreover, it has not been 1 year since its establishment and with the Covid-19 Pandemic, Kokumi is already in Indonesia with 34 outlets. This number is certainly very interesting and is able to explain that there is a purchase intention from Indonesian consumers towards this contemporary beverage product.

Indeed, when viewed from the theory and previous studies related to consumer purchase intentions. It can be stated that the consumer's purchase intention or*purchase intention*as part of the theory of consumer behavior in marketing management, it can be influenced by several factors and some of them are brand image factors, product quality, and promotion factors especially sales promotion through social media. According to Kotler and Keller (2016), purchase intention is a form of consumer behavior who wants to buy or choose a product based on experience, use and desire for a product. Furthermore, according to Ferdinand (2006) purchase intention is described in several indicators, namely: transactional interest, referential interest, preferential interest, and exploratory interest.

Research from Josephine Reena, R. Kanthiah Alias Deepak, C. Velaudham and M. Manivannan (2019), explains that consumer purchase intentions can be influenced by brand image. Likewise research from Ya-Hui Wang and Cing-Fen Tsai (2014), that consumer purchase intentions can be formed or influenced by brand image and product quality perceptions. Another study in 2018 conducted by Patria Laksamana (2018), found that marketing using social media was able to increase consumer purchase intentions and loyalty of banking customers in Indonesia.

During the Covid-19 pandemic, this is certainly a challenge for business people in marketing their

products. Running a business requires a separate marketing strategy or methods that are expected to increase sales and understand the buying behavior of consumers who are experiencing a buying crisis as well. There is one interesting research on marketing in the Covid-19 era, according to Janny C. Hoekstra and Peter SH Leeflang (2020) with the title "Marketing in the era of COVID-19", explained that with the COVID-19 pandemic, the marketing strategy has changed. Things that can be done, among others: 1) offer a variety of products, 2) brand image needs to be considered to get buying attention from consumers, 3) promotion and price are marketing strategies that are closely related during a pandemic, and 4) need to developed more effective marketing communications to follow changes in buying behavior (shift online from offline).

During the Covid-19 pandemic, there were several studies related to purchase intention or purchase intentions *purchase intention*of a product. Research from Sant Louis Liewin and Genoveva Genoveva (2020), found that for the intention to buy food products during the Covid-19 era, the most important things that affect consumers' purchase intentions are product safety and quality. Research from Ismat Ara Eti, Mohammad Abu Horaira and Mohammad Murshedul Bari (2021), that consumer buying intentions during the Covid-19 pandemic can be influenced by several variables in the use of social media as a modern marketing tool, namely: the influence of social media, responsiveness , non-cash payment models, product discounts, and Electronic Word of Mouth, and can also be influenced by brand image or trust in stores.

The results of this study serve as the background for further research on the factors of consumer buying intention which can be influenced by several things, especially brand image, product quality, and social media, by taking the object or problem of Kokumi's Kekian beverage products in Manado. This millennial drink brand is relatively new to Indonesia and Manado. In Indonesia, this drink was only available in February 2020 and in Manado in March 2020. Present at the time of the Economic Crisis due to the Covid-19 Pandemic, this drink existed where in only 1 year in a state of crisis was able to open 34 outlets and in Manado City itself in the initial month of opening showed fantastic sales figures but so far it shows declining sales figures. The question now is what causes this to happen, whether the decreased purchase intention can be caused by brand image, product quality, or inappropriate use of social media. This is the basis of this research entitled:**"Analysis of the Influence of Brand Image, Product Quality, and Social Media on Consumer Purchase Intentions of Kokumi's Contemporary Drinks in Manado City".**

LITERATURE REVIEW

2.1. Marketing Management Theory

Armstrong and Kotler (2012), provide an understanding of marketing management isanalysis, planning, execution, and control of programs designed to create, build, and maintain profitable exchanges with target buyers with a view to achieving organizational goals. Furthermore, according to Assauri Sofjan (2004), states that marketing management is an activity of analyzing, planning, coordinating and controlling all activities related to product design and launch, communicating, promoting and distributing these products, setting prices and transacting them, with the aim of satisfying consumers and at the same time can achieve a long-term company organizational goals.

Furthermore, according to Philip Kotler in his book Basu Swasta DH and Irawan (2008), marketing management is the analysis, planning, implementation, and supervision of programs aimed at conducting exchanges with the target market with a view to achieving organizational goals. The notions of marketing management from several experts in the field of marketing management can be concluded about the theory of marketing management as a managerial process carried out by organizations starting

from planning to the monitoring process to achieve the goal of making exchanges with the targeted market.

2.2. Marketing Mix Theory

In marketing management theory, we are also familiar with the marketing mix theory or referred to as *marketing mix*. The marketing mix is the heart of the marketing strategy carried out by organizations that market products to consumers. According to several experts in the field of marketing, it is stated that the marketing mix is a combination of four variables or activities that are the core of the company's marketing system, namely: product, price structure, promotional activities and distribution system (Basu Swastha and Irawan, 2008). Furthermore, Kotler (2007) states that the marketing mix is a set of marketing tools used by companies to achieve marketing goals in the target market.

Furthermore, the following section will explain the understanding of several factors that are part of the marketing mix based on the understanding of the marketing mix from Basu Swastha DH and Irawan, 2008).

1. Product. A product is a complex set of tangible and intangible characteristics, including packaging, color, price, company and retailer percentages, company and retailer services, that are accepted by buyers to satisfy wants and needs.

2. Price. Price is the amount of money (plus some products if possible) needed to get some combination of products and services.

3. Placement/Distribution. Distribution channels are channels used by producers who distribute these goods from producers to consumers or industrial users.

4. Promotion. Promotion is a one-way flow of information or persuasion created to direct a person or organization to an exchange-creating action in marketing.

5. In the picture below, it will be clearer about what is meant by the marketing mix and the relationship between the marketing mix and the target market, namely consumers.

2.3. Brand Theory

If viewed based on the theory of the marketing mix, the brand or brand is part of the marketing mix, especially the product. According to experts among others by Kotler and Keller (2008), defines a brand as a name, term, sign, symbol, design, and or a combination of all that is intended to define the goods and services of one seller or another competitor. When viewed from this understanding, it takes the meaning that a brand is a name in the form or in the form of a symbol or image created and owned by the manufacturer. The brand itself according to Kotler (2007). There are several criteria in making or choosing a brand, where the brand must:

1. Easy to remember (memorable). In summary, a brand must be easy to remember so that consumers will recognize the product in the long term. This needs to be done to build a brand image and a high level of brand awareness.

2. Has meaning (meaningful). Although in the form of symbols, the brand should have a meaning so that it is able to explain specific information and descriptions of the product.

3. Likeable (likeable). Visually and verbally, the brand name and symbol must be liked by consumers because consumers want to recognize the product further if they see or listen to the brand name they have liked first.

4. Transferable (transferable). The name of a product through a symbol or image as a brand of the product must be able to provide results that the product can be purchased and increase sales of the product.

5. Easy to adapt (adaptable). A brand is not just a name or logo, but it is about the things that are attached and liked by the product that is given that name. Therefore, a brand must be able to adapt to consumer demand or the situation of a volatile business environment.

6. Protectable. Can be protected means that a mark must have strong legal force and for that, the mark must be registered officially in the legal process that regulates the issue of legal and recognized trademarks.

2.4. Brand Image Theory

According to Kotler and Keller (2008), brand image is the perceptions and beliefs that consumers have which are reflected and embedded in the minds and memories of consumers. Furthermore, according to Schiffman and Kanuk (2008), defines brand image as a perception that can last a long time, is formed from the results of experience, and is relatively consistent in consumers.

According to Rangkuti (2004), the brand image that has been formed in the minds of consumers will directly benefit the company, namely:

1. Brand image can be used as the company's strategic goals in the future.

2. The brand image that has been formed can be used to compete with competing product brands.

3. Brand image can help renew product sales.

4. Brand image can be used to evaluate product quality

5. Brand image can be generated from the environment outside the company's strategy

In addition, Schiffman and Kanuk (2008) mention that there are several factors that can influence or shape the brand image, namely: quality, product reliability, product benefits, services, product use risks, product prices, and the image of the brand itself. Furthermore, Kotler and Keller (2008) put forward several indicators that can form a brand image, namely:

1. Corporate image. This image is an image from within the company itself. A good perception association on the performance of the company that produces the trademark will affect the image of the brand being sold.

2. Product image. In the form of a set of associations perceived by consumers towards products which include product attributes as a whole, benefits to needs, how to use them and guarantees to consume the product.

3. User image. In the form of a set of associations perceived by consumers related to lifestyle, personality, and social status that is felt when or after consuming the product.

2.5. Product Quality Theory

The next theory related to this research problem is the theory of product quality. Product quality according to Armstrong and Kotler (2012) is the ability of a product to perform functions including overall durability, reliability, accuracy, ease of operation, product repair, and other inherent attributes. Meanwhile, according to Kotler and Keller (2008). Stating product quality as the ability of an item to be able to provide results or performance that match or even exceed what is desired by the customer.

According to Kotler P. (2007), if a company wants to excel in the competition, it must understand several dimensions of product quality, including:

1. Shape. The performance of the shape, size, and physical structure of the product must be clear and defined so that consumers can easily find information about the quality of the product.

2. Product characteristics. The basic function of the product must be clear and easily defined so that it can reflect the quality expected by consumers.

3. Performance. Concerning the functional aspects or main characteristics of the product that consumers consider when buying the product.

4. Accuracy and suitability. Quality products must of course be in accordance with customer expectations and desires

5. Durability. Concerning the function of resilience in a certain period of time is the expectation of consumers.

6. Reliability. Products that are said to be reliable not only have durability but can be used long term so they are reliable

7. Ease of repair. If possible then a quality product can be easily repaired.

8. Style. Distinctive impression of the product

9. Design. As a form of product features that can affect the appearance and function of the product against consumer desires.

2.5.1. Food Quality (*Food Quality*)

In this study the product quality factor is indeed a variable of this research, but if it is associated with the object of research, namely on food products, the theory of product quality will be more focused on the theory of food quality or food quality theory. *food quality* also.

According to Potter and Hotchkiss (2012) is the quality of food that is acceptable to consumers which includes size, shape, color, portion consistency, texture, and taste. The same thing is stated by Gaman and Sherrington (1996) that the dimensions of food quality, among others:

1. Color. The color of the raw material and the combination of the physical appearance of the food must be attractive and pale to help enhance consumer tastes.

2. Appearance. Every food must be served on a plate so that its appearance on the plate must be attractive, well organized and looks clean.

3. Portion. Each food must have a clear portion size including the portion of nutritional content.

4. Form. The shape of the food also plays an important role in enhancing the taste buds. Forming food in such a way based on the imagination of the cook is an important thing to do.

5. temperature. The temperature of the food must be maintained according to the size of the maturity of the food ingredients and also serves to maintain the quality of the durability of the food.

6. Texture. Smooth, rough, hard, soft, liquid, solid, soft or not textures are elements inherent in food and must be understood by food makers to get the appropriate food quality.

7. Scent. Food that smells fresh and evokes the sense of smell will greatly influence consumers to enjoy food.

8. Maturity level. The biggest mistake of food manufacturers is to produce food that is not cooked or does not match the level of maturity of the food served. Quality food is food that has the appropriate level of maturity.

In this study, using food quality indicators proposed by Ryu, K., H Lee., and WG Kim. (2012). that is:

1. Food badness. The food served is delicious

2. Nutritional content / nutrition. Nutritious balanced food content

3. Variety of menus/items. Various food menu products

4. Food freshness. The raw materials used are still fresh

5. Alluring aroma of food. The taste of food can be smelled from its aroma.

6. Attractive food presentation. The presentation includes an attractive food packaging display.

2.6. Digital Marketing Theory

Digital marketing is certainly understood as part of marketing activities by entrepreneurs or companies in the current era which we call the digital era. Digitization occurs when we enter a period called the millennium era and era 4.0. In this era, the role of technology that uses internet and wireless network systems can help company activities, including marketing products to consumers.

Digital marketing according to Urban (2004) is a marketing activity that uses the internet and technology to expand and improve traditional marketing functions. Furthermore, according to Coviello, Milley, and Marcolin (2001) more specifically mention that marketing is the use of the internet and other interactive technologies to create and connect communications between companies and specific consumers. From this stated understanding, it can be concluded that digital marketing is part of marketing activities but what distinguishes it from conventional marketing styles is using internet-based interactive information technology to expand or create communication with consumers.

This is conveyed by Sanjaya and Tarigan (2009), who provide a practical example definition that digital marketing is a marketing activity, including branders who use various web-based media such as blogs, websites, e-mail, AdWords, and social media. From this additional theory, it can be interpreted that social media can be called or is part of digital marketing which is one of the variables of this research.

2.7. Social Media Theory

In the current era, human activities on this earth cannot be separated from the presence of social media as a tool for social interaction among people. The role of social media today is very large, even the dependence on social media created by several application platforms is very high at this time. Social media is not only considered as a limited social interaction but is now more widely used by its users to earn money. For many companies, social media is also used as a medium for consumer research and as a medium to market products to consumers effectively and widely in a short time*real time*.

according to Buettner (2016) in Sadarsanam (2016) defines social media as a computer intermediary tool that enables people to create, share or exchange information, career interests, ideas, and images/videos in virtual communities and networks. According to Kaplan and Michael (2010) in Sadarsanam (2016), social media is "a group of Internet-based applications built on the ideological and technological foundations of Web 2.0, which enable the creation and exchange of user-generated content.

Murthy D (2013) states that many organizations use social media to market their products and services

and also use social media to communicate with potential customers or customers. Many customers use Social Media to share their experiences using a product or service. So, there is a need for Organizations to track Social Media content on their products and services. Indicators of social media according to Ekasari (2014) in Putri Sugianto (2016), namely:

1. Connection. Consumers are interested in building friendships, becoming followers, and liking the product's social media pages.

2. Communication. There is direct and real time interaction between sellers and consumers, including questions or comments about products.

3. Post-purchase interactions. There is a fast interaction or response from consumers through social media after buying a product, including liking and recommending products on the social media used

4. Information format. Social media tools can convey complete information about products and can attract the attention of consumers.

2.8. Consumer Purchase Intention Theory

The dependent variable in this study is the consumer's purchase intention or *purchase intention*. Some opinions vary about consumer buying intentions even though in a real sense purchase intention is often referred to as consumer buying interest. According to Kotler and Keller (2008), buying interest is the behavior of consumers who want to have a product. Meanwhile, according to Schiffman and Kanuk (2008) stated that buying interest is a behavior from consumers that arises when consumers have been affected by the quality or quality of a product, there is information about the product or brand, information about prices, how to buy products, and advantages and disadvantages compared to other products. with other products. It is also said that purchase intention is more on the behavior and desire of consumers to own a product.

Furthermore, Schiffman and Kanuk (2008) state that purchase intention consists of several indicators, including:

a. Interested in seeking more information. There is an effort from consumers to find or know in advance the product information to be purchased.

b. Consideration to buy. Before buying, consumers tend to consider or compare more products to be purchased with other products.

c. Desire to know the product. There is an effort by consumers to know for sure the performance and the product they are interested in

d. Interested in trying the product. Before buying, consumers will usually try the product to be purchased or through a product tester

e. Desire to own the product. After doing some considerations, consumers make sure they want to buy the product they are interested in.

3.1. RESEARCH METHODS

3.1.1. Types of research

According to Sugiyono (2018), associative research is a study related to the problem of cause and effect or causality to find out more about the relationship between one variable and another. Based on this theoretical statement, it can be stated that the type of research to be conducted is classified as associative research. Why this research is called associative research because based on the problem of

this study is to analyze the effect of testing the influence of brand image, product quality, and social media variables on consumers' purchase intention variables.

3.1.2. Research Location and Object

This research was conducted in the city of Manado, especially at the Kokumi Outlet in the shopping center of Mega Mall Manado. The object of this research is the consumer or buyer of Kokumi's contemporary beverage products.

3.1.3. Data Collection Method

Data source

The sources of data from this research are:

1. Primary data. This type of data is data that is important or the main thing in this research. The primary data in this study were taken from a questionnaire given to the research sample. Through the perception of the proposed statement, the sample will give a tick which means the values are in the form of a Likert scale. These values are the primary data that will be included next in the statistical test.

2. Secondary data. This type of data is supporting data for this primary data. Secondary data in the form of theories and reviews from previous research journals that are used as a reference source for this research. Information from companies or research objects, in this case Kokumi outlet Manado is also a secondary data source.

3.1.4. Data collection technique

To obtain primary and secondary data from this research, it is carried out through several techniques or ways of collecting data, namely:

1. List of statement questionnaires. Questionnaire statements in the form of details of the questions posed to the research sample. The statement submitted is based on the number of indicators of each of these research variables.

2. Observation. In the form of direct observation of the object of research and observation of the operational activities of the object of research, namely Kokumi at the Mega Mall Manado outlet.

3. Study of literature. Data collection techniques by collecting theories or several statements related to the problem in this study. Literature sources are required journals and books.

3.1.5. Population and Research Sample

a. Population

The population of this study are Kokumi consumers who have purchased this Kokumi Drink. When viewed from the average number of Kokumi buyers in the last 3 months, namely from December 2020 to February 2021, there were 7,482 buyers obtained from:

➢ 7,553 buyers in December 2020

➢ 9,062 buyers in January 2021

➢ 5,833 buyers in February 2021

Then the average buyers for the last 3 months are:

7,553 + 9,062 + 5,833

3

= 7,482 buyers

So that the population of this study can be determined as many as 7,482 Kokumi consumers.

b. Sample

The research sample according to Sugiyono (2018) is part of the total population with the characteristics possessed by the existing population. Furthermore, according to Sugiyono (2018), it is stated that the appropriate sample size to be used in a study is between 30 to 500 samples. In this study, the population is known with certainty, namely as many as 7,482 Kokumi consumers or buyers at the Mega Mall Manado outlet and to obtain the number of samples from this study, the research sample calculation formula from Slovin will be used, with the following formulas and calculations:

$$n = \frac{N}{1 + N.e^2}$$

Where:

n= number of samples

N= total population

e= error rate 10% = 0.1

based on the Slovin formula, the samples from this study are:

n = 7.482

1 + 7.482 x 0.01

n= 99.98 rounded up to 100

Based on the sample calculation using the formula from Slovin, the minimum number of samples from this study was 100 respondents.

As for the sampling method, this study uses the principle of non-probability purposive sampling, namely the determination of the sample carried out by the researcher based on certain considerations or special characteristics. The sample of this research is more specifically for Kokumi buyers at Mega Mall outlets who are met when they have just made a purchase.

4.5. Research Instrument Scale

To obtain the value of the results of the research questionnaire, this study used a Likert scale as the instrument scale in this study. The Likert scale criteria are:

SS= Strongly Agree ☐ rated 5

S= Agree ☐ rated 4

N= Neutral ☐ rated 3

TS= Disagree ☐ rated 2

STS= Strongly disagree ☐ rated 1

4.6. Data analysis technique

To obtain research results based on the problem and research objectives in this study using several techniques or analytical tools, including:

4.6.1. Validity and Reliability Test

Validity and reliability tests are usually used in a study as a measuring tool to measure variables and indicators of research whether declared valid or declared reliable. An indicator of a variable is declared valid if the Pearson product moment value is at a significance level of less than 5 percent or a value below 0.05.

Meanwhile, to determine whether a variable is declared reliable if after going through the testing process and obtaining the results of the Cronbach's Alpha value with the following conditions:

➢ 0.50= low reliability

➢ 0.50 – 0.70= moderate reliability

➢ 0.70 – 0.80= high reliability

➢ 0.90= perfect reliability

4.6.2. Classic assumption test

Classical assumption test is a statistical test as a requirement that is usually carried out in regression research. This test was conducted to see that the research variables were unbiased, and met the requirements: 1) normality, 2) multicollinearity, and 3) heteroscedasticity.

➢ The normality test is a test that aims to test whether the regression model is normally distributed from the confounding variable or its residuals, the residual values are normally distributed following the line, and see the level of significance of the data distribution based on the Kolmogrov Smirnov sample table whose significance value must be above 5 percent (0.05).

➢ Multicollinearity test, a test that aims to see whether there is multicollinearity or the occurrence of a correlation between the independent variables themselves. An independent variable is considered to have multicollinearity if the multicollinearity cut off value is VIF 10 and vice versa if 10 then multicollinearity does not occur.

➢ Heteroscedasticity test. This test is to test whether or not the variance or residuals of the items or indicator observations are with one another. If it has the same variance, it is called homoscedasticity and if it is not the same it is called heteroscedasticity, and this will be seen in the scatterplot graph points that spread or converge. If the point spreads then there is hetescedasticity.

4.6.3. Hypothesis Test (F test and t test)

The next step in analytical techniques in a study is to test the hypothesis proposed in a study. If all indicators of the variables are valid and all variables are reliable, then the F test and t test are carried out as hypothesis testing. The F test is a simultaneous or simultaneous tester of the relationship between the independent variable or x to the dependent variable or y. To see whether a hypothesis F can be accepted, it can be seen from the results of the ANOVA table in the SPSS test, namely by looking at the Fcount value which is at a significance level below 5 percent or 0.05. As for the t-test or hypothesis testing separately or partially, you can see the t-count value on the SPSS test results, especially in the Coefficient table with a value that must be below 5 percent or 0.05.

4.6.4. Multiple Regression Analysis

Multiple regression analysis is the main analytical technique in a study because through this analysis technique we can find out an influence between the independent variable or x on the dependent variable or y. In the multiple regression analysis, what is seen is an equation line description of the influence of several independent variables on the dependent variable as shown in the following equation line:

$$Y = b_o + b_1 X_1 + b_2 X_2 + b_3 X_3\ e_i$$

Where:

Y= is the dependent variable

b_o = Intercept Y

$b_{1\text{-}4}$ = Partial correlation coefficient of each variable x1-3

e_i = Plaintiff or error factor.

$X_1.X_3$ = independent variable

The results of this multiple regression test can be seen in the beta value in the Coefficients table of test results through SPSS.

4.1. Research Discussion

a. Brand image, product quality, and social media have a significant positive effect on consumer purchase intentions of Kokumi's contemporary drinks in Manado

This study found that brand image, product quality, and social media simultaneously or jointly affect the purchase intention of Kokumi consumers in Manado City. The results of this simultaneous F test explain that if these three factors are jointly improved, it will affect the emergence and increase in the purchase intention of Kokumi consumers.

We understand together through these results, purchase intention is a behavior and desire of consumers to own or consume products that have been targeted. Kokumi itself is a contemporary beverage product that is increasingly recognized and liked by consumers, especially young people. The current Kokumi franchisor in carrying out his product sales strategy is indeed in the form of simultaneously improving the company's brand image, improving the quality of taste and variety of drinks, and increasing the use of social media such as Instagram, Facebook, and Twitter even through the YouTube network so that it can be recognized by new consumers and continues to grow. remembered by existing consumers. This effort is of course also carried out to raise and increase the purchase intention of these consumers.

b. Brand image has a significant positive effect on consumer buying intentions for the contemporary drink Kokumi in Manado

The second hypothesis, "The brand image of the product has a significant effect on the purchase intention of consumers of the contemporary drink Kokumi in Manado" was rejected because the results of the t-test of the brand image variable were not significant. The results of this study mean that brand image cannot affect consumers' purchase intentions on Kokumi's contemporary beverage products.

The results of this study will certainly become a material for discussion and suggestions that will later be used by the owner and license holder of Kokumi. Indeed, Kokumi is a relatively new product, in Indonesia it only existed in 2018 and in Manado City itself it was only in March 2020. This is a relatively young business, so the brand has not been fully recognized by the people of Manado City. It seems that this product is only known by young people or millennials. This Kokumi product, which belongs to the type of drink with Boba ingredients or the name for Bubble or black pear, which is a

traditional meal made from tapioca flour from Taiwan, currently has quite a lot of producers. Many other international brands are already well known by the public and millennials, so the intense competition to seize the consumer's buying interest is quite high. Trademark competition is inevitable because all of these contemporary drink brands are trying to grab the share of millennials or modern consumers who like the latest trends, including the current modern drink trend.

From what is produced from this study, where brand image has no effect on consumer purchase intentions, it shows that the results of this study do not support the results of research from Josephine Reena, R. Kanthiah Alias Deepak, C. Velaudham and M. Manivannan (2019) which found that product quality, especially food and beverage products, has an effect on consumers' purchase intentions. However, this research ultimately supports the research of Gregorius Widiyanto and FX. Pujo Wibowo (2021) who found that brand image had no effect on consumers' purchase intentions.

c. The quality of the product has a significant positive effect on the purchase intention of consumers of the contemporary drink Kokumi in Manado

The third hypothesis, namely "product quality has a significant effect on consumer purchase intentions of Kokumi's contemporary drinks in Manado", can be accepted because the results of the t-test of the product quality variable are significant. The results of this study mean that product quality, namely the quality of products in the form of food, has an effect and can increase consumer buying intentions for Kokumi's contemporary beverage products.

Kokumi is a product in the form of a drink, but there are also food ingredients as content and toppings for this contemporary drink. There are boba made from tapioca flour as the main ingredient, milk and cream, sugar sweetener, real fruits, and several other drink topping ingredients. In addition, when viewed from the variety of types of drinks, of course, based on the basic ingredients mentioned above. Food raw materials for these beverage products are always strived to come from selected ingredients and the best taste quality. The nutritional content and dosage are also in accordance with the Kokumi license standards for all outlets in Indonesia. In terms of taste quality, this drink is no less competitive with modern beverage products from abroad.

The results of this study which show that there is a significant effect of product quality on consumer purchase intentions, finally support the results of research from Sant Louis Liewin and Genoveva Genoveva (2020); Jimin Shim, Joonho Moon, Myungkeun Song and Won Seok Lee (2021); and Made Rony Nazarani and Gede Suparna (2021) who found that product quality, especially food products, had an effect on consumers' purchase intentions.

d. Social media has a significant positive effect on the purchase intention of consumers of Kokumi's contemporary drinks in Manado

The fourth hypothesis, namely "social media has a significant positive effect on consumer purchase intentions of Kokumi's contemporary drinks in Manado", is acceptable because the results of the t-test of social media variables are significant. The results of this study mean that the use of social media has an effect and can increase consumer purchase intentions on Kokumi's contemporary beverage products.

In the current era, the maximum use and effort by producers in marketing their products through internet-based social media is a need that must be met. Especially during this covid-19 pandemic where the interaction between producers and consumers is increasingly limited. The use of social media is certainly able to reach consumers or other potential buyers who are not aware of new products. Using social media as a marketing promotion medium is not only cheap but effective to use customers who have already purchased to influence friends or other consumers.

That is why Kokumi, as a contemporary product, strives for promotion to customers and potential buyers through social media channels such as: facebook, instagram, and tweeter. Social media is used to update the latest product information (more on the combination of flavor variants) and promotional programs as well as special surprises at certain moments. What Kokumi has done so far in relation to the use of social media, is quite good. This is evident from the sales results of Kokumi products in Manado since March 2020 opening in Manado, especially coupled with the current economic situation due to the COVID-19 pandemic, showing good sales figures.

The results of this latest hypothesis research that social media has an effect on purchase intention, support previous research from Ismat Ara Eti, Mohammad Abu Horaira, and Mohammad Murshedul Bari (2021) and Gusti Noorlitaria Achmad, Doddy Adhimursandi, and Rahmawati (2020) which stated that marketing through social media can increase consumer purchase intentions during this COVID-19 pandemic situation.

5.1. CONCLUSION

Based on the formulation of the problem, research objectives, and research results, this study resulted in several conclusions, including:

1. Brand image, product quality, and social media have a significant positive effect on consumer purchase intentions of Kokumi's contemporary drinks in Manado

2. Brand image does not have a significant positive effect on consumer purchase intentions of Kokumi's contemporary drinks in Manado?

3. The quality of the product has a significant positive effect on the purchase intention of consumers of the contemporary drink Kokumi in Manado.

4. Social media has a significant positive effect on the purchase intention of consumers of the contemporary drink Kokumi in Manado.

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