

V. CONCLUSIONS & IMPLICATIONS

A. Conclusions

A number of important findings can be concluded from research on perceived price, perceived quality, brand awareness, and brand image on the purchase intention of local coffee in Kemawi Village. First, it is proven that brand awareness has a positive and significant influence on brand image. This shows that the more people know about the local coffee brand of Kemawi Village, the better the brand image will be embedded in their minds. Second, it is proven that brand image has a positive and significant influence on purchase intention, which shows that a positive brand image can encourage consumers to buy local coffee products.

Third, there is a dominant direct influence between price perception and brand image but not with purchase intention. This suggests that consumers perceive price as relatively important to achieving an image of the brand, but not a factor that triggers them to buy directly. Furthermore, it is also assumed that the perception of quality has no striking effect on the brand image nor for purchase intent. This indicates that despite the belief in the importance of quality, consumers do not actually have to associate quality beliefs with purchasing decisions or the brand image.

Meanwhile, the availability of the product does not have a significant effect on purchase intention. This shows that coffee consumers in Kemawi village do not consider product availability as an important factor in their purchasing decisions. Finally, the relationship between price construct, quality perception to purchase intent through brand image has a not significant correlation. These findings confirm that although brand image can mediate the relationship between these variables, the mediating influence is not statistically strong enough in the context of local coffee from Kemawi village.

B. Implications

Based on the research results, the practical implications can be stated as follows:

1. The important implications in increasing public brand awareness of lumpang coffee can be develop a marketing strategy, for example by utilizing the wide reach of social media to target more people, creating a unique packaging logo that is easily recognizable, and pursuing participation in local product fairs. In addition, educational campaigns about the unique and local values of Lumpang coffee will enhance brand recall in the minds of consumers.
2. Improving significant price perceptions for consumers, producers must create the impression that the price of the product is in line with the quality and value provided. This can be achieved by providing clear information on the production process, including the selection of premium coffee beans and traditional processing, which increases the unique value of the product. In addition, the implementation of promotions such as discounts or loyalty programs can reinforce positive perceptions of price. Furthermore, price segmentation for coffee can be aimed at accommodating the purchasing power of all consumers.
3. Consistency of taste and product quality can be a key focus for producers. By investing in training coffee farmers to improve their skills, utilizing superior processing equipment, and implementing strict quality control measures, producers can guarantee that all products delivered to consumers are of a high standard. In addition, emphasizing the original taste and distinctiveness of Lumpang coffee can further strengthen the perception of quality and trust in the brand.
4. Expanding distribution channels to include local shops, coffee shops, and e-commerce sites, consumers will find it easier to

access the products. In addition, ensuring adequate supply and monitoring market demand will help avoid consumer dissatisfaction caused by product shortages.

C. Limitations of the study

This research has several limitations, there are:

1. The R-square value is relatively weak. Thus, there may be other variables that have an effect but are not included in the research model.
2. The research overview only focused on local coffee in Kemawi Village. Expanding the coverage area for further research will provide a broader picture of local coffee consumer behavior.
3. The limitation of this study is that indicators can be used as data collection tools. However, there are five indicators that were dropped by the model, namely the interest in finding information about products (P1), the price difference with other competitors (PP3), and the price is in accordance with the benefits obtained (PP4), aesthetic (PQ6), be aware of the existence of the brand (BA3), product stock (PA2) indicators.