



THE INFLUENCE OF CONSUMER PERCEPTION AND BRAND IMAGE ON THE PURCHASING INTEREST IN KILLINEY COFFEE SHOPS AMONG THE YOUNG GENERATION IN MEDAN

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Abstract. *This study aims to analyze the influence of consumer perception and brand image on buying interest in killiney coffee shops among the younger generation of Medan City, both partially and simultaneously. Furthermore, formulating appropriate policies and strategies to be implemented to improve the company. This research is categorized as a quantitative study with an associative method and using a questionnaire as a research instrument. The population in this study is the young generation aged 20-29 years who are in six outlets namely; Killiney Coffee Shop Tasbih, Killiney Coffee Shop Cemara Asri, Killiney Coffee Shop Sun Plaza, Killiney Coffee Shop Hermes Mall, Killiney Coffee Shop RS.USU, and Killiney Coffee Shop RCW. The sampling technique uses a non-probability sampling method that is accidental sampling with a total sample of 90 customers. The method used for hypothesis testing in this study is the method of multiple linear regression. Based on research that has been done, it is found that the elements of consumer perception of freshness, habitual facts, different flavor, and environment of shop simultaneously have a significant effect on buying interest in Killiney Coffee Shop among the younger generation in Medan. The Killiney Coffee Shop brand image has three elements consisting of a memorable brand, an easily recognizable brand, and the brand reputation simultaneously has a significant effect on buying interest in the Killiney Coffee Shop among the younger generation in Medan. And buying interest consisting of attention, interest, expectation of desire, and action has a partial and significant influence on consumer perceptions and the brand image of Killiney Coffee Shop among the younger generation in Medan.*

Keywords: *Consumer Perception, Brand Image, Purchase Interest*

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DOI: 10.30575/2017/IJLRES-2020010413

INTRODUCTION

Coffee brands which continue to emerge make many choices for coffee connoisseurs. This shows that domestic coffee consumption is an attractive market for those who can provide opportunities while at the same time showing a conducive condition for investing in the coffee industry. This opportunity is used by leading coffee companies in developing countries to open business opportunities in Indonesia. One of them is coffee from Singapore Killiney Coffee. Offering a minimalist Singapore-style coffee atmosphere by presenting 75% of Singapore's specialty products such as pull tea, curie penang, hainan chicken, and other Singapore products. One of Killiney Coffee's marketing strategies is to open many outlets in potential city spots such as malls, office and residential neighborhoods.

In 2015 Killiney Coffee designed a special food truck to make it easier to reach customers such as attending car free day events, and other events. Killiney Coffee can also be ordered in large parties such as office events and weddings. Killiney Coffee brand has successfully entered the Indonesian local market since 2006 until now. Image Killiney Coffee is very attached to businessmen, women entrepreneurs, to students. Killiney Coffee Shop has opened many outlets in various locations such as Sun Plaza, Ringroad City Walks, Hermes Mall, Taman Setia Budi Complex, Cemara Asri Complex, and RS. USU

It will be very interesting to study how the positioning of the Killiney Coffee brand as an overseas brand coffee among the younger generation, which Killiney Coffee Shop outlets need to be evaluated, how to implement an effective marketing strategy in the digitalization era where Killiney Coffee is the top of mind among the generation young city of Medan, whether the perceived consumer perception drives Killiney Coffee buying interest in the younger generation in Medan, with the title Effect of Consumer Perception and Brand Image on Interest in Purchasing Killiney Coffee Shop in the Young Generation of Medan City.

LITERATURE REVIEW

Consumer Perception

According to Mowen et al (2015) consumer perception is the process of individuals getting information, paying attention to information, and understanding it. According

to Aaker in Permana et al (2014) consumer perceptions will involve things that are important to customers because each customer has different interests in a product or service. Consumer perception is measured as a very important determinant in product selection (Zenithal in Kazmi 2012). According to Munnukka (2008) perception is the first impression chosen by an individual and will be interpreted through information to form a meaningful picture of the world. It is believed that consumer perceptions affect the level of customer satisfaction, purchasing decisions that will be used by these customers.

In conclusion, the higher the value perceived by the customer, the higher the customer's willingness to ultimately buy (Chapman et al, 2014). The actual brand must be considered different by its customers (Kotler and Pfoertsch, 2006: 143). According to Pauli and Geistfield in Kazmi (2012) Consumer perceptions about place facilities and features will be influenced by format, product type, cultural value and shopping needs.

Brand Image

Brand image is a set of beliefs, ideas, and impressions that a person has towards a brand (Kotler and Keller in Negara et al, 2018). Creating a positive brand image requires a marketing program that is unique, profitable, and focused so that consumers always remember it (Keller, 2013: 77). According to Kotler and Keller (2016: 30) a strong brand image will develop superior products or services, ensure their availability, and support them with attractive communication and reliable performance. The conclusion of the theory is how a company must be able to create a positive brand image in order to be accepted in the market. One way is to go directly to the market to ask for criticism, suggestions, and desires that are needed by consumers.

According to Keller (2013: 72) brand image is a consumer's perception of a brand. This perception will later create consumer confidence in the brand, and make a reflection of the company, which will always be remembered by consumers. Kotler in Sukma et al (2016) states that brands have the following roles and uses:

1. Brands facilitate the process of ordering and tracing products.
2. Brands help organize inventory records and accounting records.

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3. Brands offer legal protection for the characteristics of the unique product they have.
4. Brands indicate a certain level of quality so that satisfied buyers will make repeat purchases (customer loyalty).
5. Brands can be a useful tool for securing competitive advantage.

According to Rangkuti in Sukma et al (2016) brand image is a group of brand associations that are formed and are embedded in the minds of consumers. Based on the understanding of the brand image above, it can be concluded that the brand image is formed from perceptions that have long existed in the minds of consumers.

Purchase Interest

Engel in Irzandy et al (2017) argues that buying interest as a driving force or as an intrinsic motive that is able to encourage someone to pay attention spontaneously, naturally, easily, without coercion and selective on a product to then make a buying decision. According to Schiffman and Kanuk in Maghfiroh et al (2016) suggested that interest is one of the psychological aspects that has a considerable influence on behavioral attitudes that can be interpreted as a happy attitude towards an object that makes individuals try to get the object by paying it with money or sacrifice.

According to Howard in Durianto et al (2004: 44) interest is something related to the consumer's plan to buy a particular product and how many units of the product are needed in a certain period. It can be said that buying interest is the motivation collected from consumers to buy a product after knowing the quality of the product. Meanwhile, to encourage buying interest, it is necessary to build confidence from consumers that the product will satisfy so that consumers have the desire to own the product by buying it. Indicators of buying interest are factors that can indicate that there is motivation from potential customers to make a purchase.

METHODOLOGY

Research Type

This type of research used in this research is associative research. The approach in this research is Cross Sectional. According to Sinulingga (2017) cross sectional, namely

studying independent variables and dependent variables simultaneously at a certain time.

Research Locations

The study was conducted at the Killiney Coffee shop, namely Killiney Coffee Shop Tasbih, Killiney Coffee Shop Cemara Asri, Killiney Coffee Shop Sun Plaza, Killiney Coffee Shop Hermes Mall, Killiney Coffee Shop RS.USU, Killiney Coffee Shop RCW.

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FINDINGS AND DISCUSSION

Research Instrument Test Results

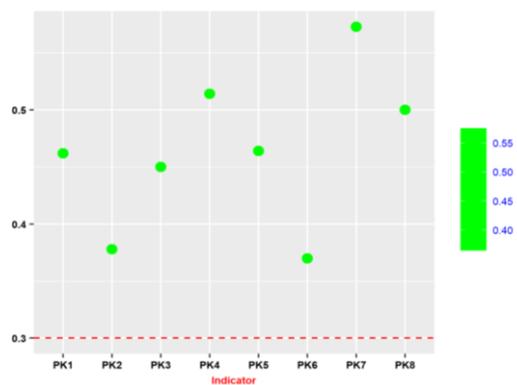
Test Validity

A question item is said to be valid if the correlation value (R Calculate) of the question item > 0.3 (R table). Table 4.1 presents the results of the validity test for each question item on the questionnaire for the variables of consumer perception, brand image and buying interest.

Table 4.1.
Validity Test of Item Questionnaire Question on Consumer Perception Variables

Question	R Count	R Table	Notes
PK1	0.462	0.3	R Count > R Table (Valid)
PK2	0.378	0.3	R Count > R Table (Valid)
PK3	0.45	0.3	R Count > R Table (Valid)
PK4	0.514	0.3	R Count > R Table (Valid)
PK5	0.464	0.3	R Count > R Table (Valid)
PK6	0.37	0.3	R Count > R Table (Valid)
PK7	0.573	0.3	R Count > R Table (Valid)
PK8	0.5	0.3	R Count > R Table (Valid)

Source: the result of STATCAL Software Processing



Source: the result of STATCAL Software Processing

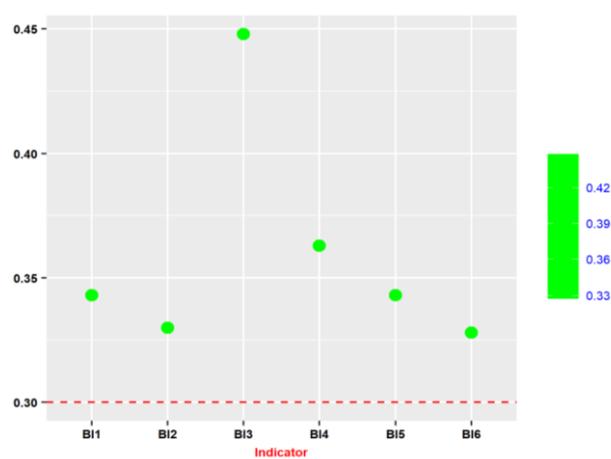
Picture 4.2. Validity Test of Item Questionnaire Question on Consumer Perception Variables

A question is said to be valid if the calculated R value > 0.3 (R Table). It is known that all values of R count > 0.3 (R table). So it is concluded that all questions on the consumer perception variable are valid.

Table 4.4. Validity Test of Item Questionnaire Question on Variables *Brand Image*

Question	R Count	R Table	Notes
BI1	0.343	0.3	R Count > R Table (Valid)
BI2	0.33	0.3	R Count > R Table (Valid)
BI3	0.448	0.3	R Count > R Table (Valid)
BI4	0.363	0.3	R Count > R Table (Valid)
BI5	0.343	0.3	R Count > R Table (Valid)
BI6	0.328	0.3	R Count > R Table (Valid)

Source: the result of STATCAL *Software* Processing



Source: the result of STATCAL *Software* Processing

Picture 4.3. Validity Test of Item Questionnaire Question on Variables *Brand Image*

A question is said to be valid if the calculated R value > 0.3 (R Table). It is known that all values of R count > 0.3 (R table). So it was concluded that all questions on the brand image variable are valid.

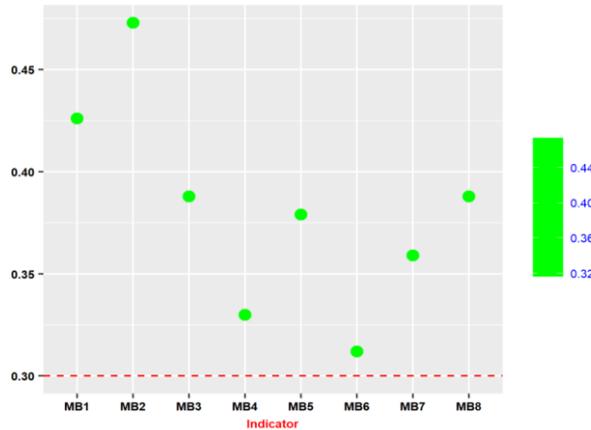
Table 4.4 Validity Test of Item Questionnaire Question on the Purchase Interest Variable

Question	R Count	R Table	Notes
MB1	0.426	0.3	R Count > R Table(Valid)
MB2	0.473	0.3	R Count > R Table(Valid)
MB3	0.388	0.3	R Count > R Table(Valid)
MB4	0.33	0.3	R Count > R Table(Valid)
MB5	0.379	0.3	R Count > R Table(Valid)
MB6	0.312	0.3	R Count > R Table(Valid)
MB7	0.359	0.3	R Count > R Table(Valid)
MB8	0.388	0.3	R Count > R Table(Valid)

Source: the result of STATCAL *Software* Processing

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Source: the result of STATCAL Software Processing

Picture 4.2.1.4 Validity Test of Item Questionnaire Question on the Buy Interest Variable

A question is said to be valid if the calculated R value > 0.3 (R Table). It is known that all values of R count > 0.3 (R table). So it is concluded that all questions on the buying interest variable are valid.

Reliability Test

The reliability test must be carried out only on questions that already have or meet the validity test, so if it does not meet the validity test requirements then it does not need to be continued for the reliability test. Following are the results of the reliability test for valid question items.

Tabel 4.5. Reliability Test

Variable	Cronbach's Alpha	Limits of Reliability	Notes
Consumer perception	0.760	0.6	Reliable
Purchase interest	0.686	0.6	Reliable
Brand Image	0.626	0.6	Reliable

Source: the result of STATCAL Software Processing

If the Cronbach's Alpha value is greater than 0.6, the research questionnaire is reliable. It is known that all Cronbach's Alpha values are greater than 0.6, so the questionnaire has been reliable.

Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. T and F tests assume that the residual

value follows the normal distribution. In this study, the normality test for residuals uses the Kolmogorov-Smirnov test. The level of significance used $\alpha = 0.05$. The basis for decision making is to look at the probability number p , with the following conditions.

If the probability value is $p \geq 0.05$, then the assumption of normality is fulfilled.

If the probability is <0.05 , then the assumption of normality is not fulfilled.

Table 4.6. Normality Test

Substructure I: Consumer perception of Brand Image

Statistic of Kolmogorov-Smirnov			
Variable	(KS)	P-Value of KS	n
residual	0.063	0.799	104

Source: the result of STATCAL *Software* Processing

Table 4.7. Normality Test

Substructure II: Consumer perceptions and brand image of buying interest

Variable	Statistic of Kolmogorov-Smirnov (KS)	P-Value of KS	n
residual	0.109	0.167	104

Source: the result of STATCAL *Software* Processing

Based on the normality test results in Table 4.11 and Table 4.12, it is known that the p-value in the equation of substructure I is $p = 0.799 > 0.05$ and the p-value in the equation of substructure II is $p = 0.167 > 0.05$. It is known that the p-value for equation I and sub-structure II is greater than 0.05 so the normality assumption is fulfilled. Uji

Multicollinearity

To check whether multicollinearity occurs or not can be seen from the value of the variance inflation factor (VIF). VIF values of more than 10 indicated an independent variable occurred multicollinearity.

Table 4.8. Uji Multicollinearities

Variance Inflation Factor (VIF)	
Consumer perception (X)	1.474
Brand Image (M)	1.474

Source: the result of STATCAL *Software* Processing

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Based on the multicollinearity test results in Table 4.13, it is known that the VIF value of the consumer perception variable is $1.474 < 10$ and the VIF value of the brand image variable is $1.474 < 10$. Because all VIF values < 10 , it is concluded that multicollinearity does not occur.

Heteroscedasticity Test

Detection of the presence or absence of heteroscedasticity can be done using the Breusch-Pagan test. Decision making criteria is if the p-value is > 0.05 , then heteroscedasticity does not occur. Table 4.14 and Table 4.15 present the results of heteroscedasticity testing using the Breusch-Pagan test.

**Table 4.9. Heteroskedastisity Test
Substructure I: Consumer perception of Brand Image**

Breusch-Pagan Test	
Statistic of Breusch-Pagan	0.5201
Degree of Freedom	1
Critical Value of Chi-Square	3.8415
P-Value	0.4708

Source: the result of STATCAL *Software* Processing

**Table 4.10 Heteroskedastisitas test
Substructure II: Consumer perceptions and brand image of buying interest**

Breusch-Pagan Test	
Statistic of Breusch-Pagan	0.8483
Degree of Freedom	2
Critical Value of Chi-Square	5.9915
P-Value	0.6543

Source: the result of STATCAL *Software* Processing

Based on the results of heteroscedasticity testing using the Breusch-Pagan test in Table 4.14 and Table 4.15, it is known that the p-value for the substructure-I equation is $0.4708 > 0.05$ and the p-value for the II-substructure equation is $0.6543 > 0.05$. It is known that all p-values are greater than 0.05, so there is no heteroscedasticity.

Descriptive Statistical Analysis

Then the correlation between variables is tested, namely the variables of consumer perception, brand image and buying interest. Table 1 presents the results of correlation testing based on RCW outlets.

Table 4.18. Correlation Analysis based on the RCW Outlet

Influence	Correlation Test
Consumer perception and Purchase interest	$r = 0.704$ ($p = 0.003 < 0.05$, Significant)
Brand Image and Consumer perception	$r = 0.565$ ($p = 0.028 < 0.05$, Significant)
Brand Image dan Purchase interest	$r = 0.775$ ($p = 0.001 < 0.05$, Significant)

Source: the result of STATCAL *Software* Processing

Based on RCW outlets, it is known that the correlation value between consumers' perceptions and buying interest is 0.704, with a value of $p = 0.003 < 0.05$, so consumers' perceptions are significantly correlated with buying interest. It is known that the correlation value between consumer perception and brand image is 0.565, with a value of $p = 0.028 < 0.05$, then it is concluded that consumer perception is significantly correlated to brand image. The correlation value between brand image and buying interest is 0.775, with a value of $p = 0.001 < 0.05$, it is concluded that brand image has a significant correlation to buying interest. In this research, there are 3 aspects of brand image, that is, the brand is easy to remember, the brand is easily known and the brand's reputation. At Killiney Coffee Shop, we can see in table 1 that brand image and buying interest have the highest significant at 0.775. Respondents' assessment is caused by the large number of coffee brands that are around the second floor of RCW Mall and have interesting facilities and places that affect buying interest. Wifi is often interrupted, and food serving is slow so consumers have to wait quite a long time for the food to be ordered so that it affects consumers' perceptions. Promoting products is very important for the company. Like making billboards, giving vouchers to customers, and giving new product testers to customers is an interesting idea.

Table 4.19. Correlation Analysis based on Sun Plaza Outlet

Influence	Correlation Test
Consumer perception and Purchase interest	$r = 0.891$ ($p = 0.000 < 0.05$, Significant)
Brand Image and Consumer perception	$r = 0.685$ ($p = 0.005 < 0.05$, Significant)
Brand Image dan Purchase interest	$r = 0.473$ ($p = 0.075 > 0.05$, Not Significant)

Source: the result of STATCAL *Software* Processing

Based on Sun Plaza outlets, it is known that the correlation value between consumers' perceptions and buying interest is 0.891, with a value of $p = 0.000 < 0.05$, so it is concluded that consumers' perceptions correlate significantly to buying interest. It is known that the correlation value between consumer perception and brand image is

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0.685, with $p = 0.005 < 0.05$, so it is concluded that consumer perception is significantly correlated to brand image. The correlation value between brand image and buying interest is 0.473, with a p value = $0.075 > 0.05$, so it is concluded that brand image has no significant correlation to buying interest. In this study there are aspects of customer perception, namely freshness, habitual fact, different flavor, and environment of shop. Respondents' assessment is caused by the location of Killiney Coffee Shop has a different layout so consumers who come tend to want to use a non-smoking area. 70% of consumers who choose the Sun Plaza Killiney Coffee Shop are 30-50 years old. This proves the Singapore-style Killiney Coffee brand turned out to be quite attractive to consumers to buy at an advanced age. Killiney Coffee Shop as a Singapore coffee brand that has distinctive features should be able to innovate new products according to current market tastes, which can attract millennial generation customers.

Table 4.20. Correlation Analysis based on Hermes Outlets

Influence	Correlation Test
Consumer perception and Purchase interest	$r = 0.656$ ($p = 0.008 < 0.05$, Significant)
Brand Image and Consumer perception	$r = 0.653$ ($p = 0.008 < 0.05$, Significant)
Brand Image dan Purchase interest	$r = 0.424$ ($p = 0.115 > 0.05$, Not Significant)

Source: the result of STATCAL *Software* Processing

Based on Hermes outlets, it is known that the correlation value between consumer perceptions and buying interest is 0.656, with a p value = $0.008 < 0.05$, so it is concluded that consumers' perceptions are significantly correlated to buying interest. It is known that the correlation value between consumer perception and brand image is 0.653, with $p = 0.008 < 0.05$, so the consumer perception is significantly correlated to brand image. The correlation value between brand image and buying interest is 0.424, with a value of $p = 0.115 > 0.05$, so it is concluded that brand image has no significant correlation to buying interest. In this study there are aspects of customer perception, namely freshness, habitual fact, different flavor, and environment of shop. In this study, Hermine's Killiney Coffee Shop outlet provides a non smoking area that only has 3 tables. According to this customer, it is considered not enough, because many customers want to be in the room. Gilliney Coffee Shop Hermes Mall has only one more year to open its outlets. This is due to the Hermes Mall contract which is due in 2 years.

Table 4.21. Correlation Analysis based on the Cemara Asri Outlet

Influence	Correlation Test
Consumer perception and Purchase interest	$r = 0.617$ ($p = 0.014 < 0.05$, Significant)
Brand Image and Consumer perception	$r = 0.273$ ($p = 0.325 > 0.05$, Not Significant)
Brand Image dan Purchase interest	$r = 0.039$ ($p = 0.889 > 0.05$, Not Significant)

Source: the result of STATCAL *Software* Processing

Based on the Cemara Asri outlet, it is known that the correlation value between consumer perceptions and buying interest is 0.617, with a value of $p = 0.014 < 0.05$, so it is concluded that consumer perceptions have a significant correlation to buying interest. Given the value of the correlation between consumer perception and brand image is 0.273, with a value of $p = 0.325 > 0.05$, it is concluded that consumer perceptions do not significantly correlate to brand image. The correlation value between brand image and buying interest is 0.039, with a value of $p = 0.889 > 0.05$, so it is concluded that brand image is not significantly correlated to buying interest. In this research, Cemine Asri's Killiney Coffee Shop has a strategic place, which is located around a beautiful pine gas station. Facilities offered at the Cemine Asri Killiney Coffee Shop are smoking and non smoking areas. In non-smoking areas, cigarette smoke often occurs from incoming smoking areas. So it is quite disturbing to the customers. Good layout greatly affects customer comfort.

Table 4.22. Correlation Analysis based on USU Hospital Outlets

Influence	Correlation Test
Consumer perception and Purchase interest	$r = -0.086$ ($p = 0.759 > 0.05$, Not Significant)
Brand Image and Consumer perception	$r = 0.023$ ($p = 0.925 > 0.05$, Not Significant)
Brand Image dan Purchase interest	$r = 0.524$ ($p = 0.045 < 0.05$, Significant)

Source: the result of STATCAL *Software* Processing

Based on the USU Hospital outlets, it is known that the correlation between consumer perceptions and buying interest is -0.086, with $p = 0.759 > 0.05$, so consumers' perceptions are not significantly correlated with buying interest. It is known that the correlation between consumer perception and brand image is 0.023, with a p value = $0.925 > 0.05$, so it is concluded that consumer perceptions do not significantly correlate to brand image. The correlation value between brand image and buying interest is 0.524, with a value of $p = 0.045 < 0.05$, it is concluded that brand image has a significant

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correlation to buying interest. According to Sukma et all (2016) states that the brand has a role and usability, namely; the brand makes it easy to process and order products. brands help organize inventory records and accounting records, brands offer legal protection for the characteristics of the uniqueness of the product they have, brands indicate a certain level of quality so that satisfied buyers will make repeat purchases (customer loyalty), and brands can be useful tools to secure competitive advantage . In the research of USU's Killiney Coffee Shop outlet offers a little food menu, so customers have limited choices. Adding menus is something the company can do. Because competitors around USU are attractive enough that brand reputation can be a useful tool for securing competitive advantage.

Table 4.23. Correlation Analysis based on Tasbih Outlet

Influence	Correlation Test
Consumer perception and Purchase interest	$r = -0.417$ ($p = 0.122 > 0.05$, Not significant)
Brand Image and Consumer perception	$r = 0.296$ ($p = 0.283 > 0.05$, Not significant)
Brand Image dan Purchase interest	$r = -0.202$ ($p = 0.471 > 0.05$, Not significant)

Source: the result of STATCAL *Software* Processing

Based on Tasbih outlets, it is known that the correlation value between consumers' perceptions and buying interest is -0.417 , with a value of $p = 0.122 > 0.05$. It is known that the correlation value between consumer perception and brand image is 0.296 , with a value of $p = 0.283 > 0.05$, so it is concluded that consumer perception does not correlate significantly with brand image. The correlation value between brand image and buying interest is -0.202 , with a value of $p = 0.471 > 0.05$, so it is concluded that brand image has no significant correlation to buying interest. In this research, there are 3 aspects of brand image, that is, the brand is easy to remember, the brand is easily known and the brand's reputation.

Killiney Coffee Shop Tasbih is the largest outlet of the other Killiney Coffee Shop. Various facilities such as bells make it easy for customers to order food. This formed a very good consumer perception at the Killiney Coffee Shop outlet. Excellent wifi facilities, and an attractive coffee shop atmosphere make consumers very comfortable in the coffee shop. The variety of products offered is also diverse, so consumers have many choices is one strategy to increase buying interest. Providing attractive promos or discounts for consumers who come more than 3 times a week, or provide packages

to consumers who want to make an event / event is one of the strategies that can be done by Killiney Coffee Shop Tasbih in increasing buying interest.

CONCLUSION

Based on the results of tests and discussions that have been described, then some conclusions can be drawn, namely:

1. Consumer Perception partially significantly influences the buying interest of Killiney Coffee Shop in the younger generation of Medan City. This means that at outlets that have high buying interest consumers' perception has been well developed. Whereas at the low outlets, consumer perception has not yet formed.
2. Brand Image partially also significantly influences the purchase interest of Killiney Coffee Shop among the younger generation of Medan City. This means that some outlets that have a high brand image have been well developed, while outlets with a low brand image have not been built properly.
3. Consumer Perception and Brand Image simultaneously have a significant effect on buying interest in Killiney Coffee Shop in the younger generation of Medan City.

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DOI: 10.30575/2017/IJLRES-2020010413

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