

The Influence Of Brand Image, Brand Awareness, and Brand Trust On Purchase Decisions Amidst The Boycott Issue: A Case Study of Starbucks in Surabaya

Alfian Dwi Ramadhan *, Ugy Soebiantoro

¹ Universitas Pembangunan Nasional “Veteran” Jawa Timur, Jl. Rungkut Madya, Gn. Anyar, Kec. Gn. Anyar, Surabaya, Jawa Timur Indonesia 60294

* Corresponding Author : 21012010194@student.upnjatim.ac.id

Abstract: The phenomenon of image degradation due to global boycott issues, including the Boycott, Divestment, and Sanctions (BDS) movement, has influenced consumer behavior, especially towards international brands such as Starbucks. This occurrence serves as the basis for the study's analysis of how Surabaya consumers' decisions to buy Starbucks are influenced by brand image, brand awareness, and brand trust. 112 Starbucks customers in Surabaya participated in a survey as part of this study's quantitative methodology. With the use of SmartPLS 3.0 software, the data analysis method employed is Partial Least Squares Structural Equation Modeling (PLS-SEM). The study's findings show that purchase decisions are positively and significantly impacted by brand image, brand awareness, and brand trust. This finding indicates that these three variables have an important role in encouraging consumers to continue making purchases, even amidst reputational pressure due to social issues. This study provides implications for company marketing strategies in maintaining and building brand elements that can strengthen consumer loyalty and purchasing decisions. The study's findings show that purchase decisions are positively and significantly impacted by brand image, brand awareness, and brand trust. This finding indicates that these three variables have an important role in encouraging consumers to continue making purchases, even amidst reputational pressure due to social issues. Specifically, brand image is found to enhance consumers' emotional connection with the brand, which can mitigate the negative impacts of global boycotts or negative publicity. Brand awareness is shown to increase familiarity and recognition, which in turn solidifies consumer trust and loyalty. Lastly, brand trust has the strongest direct effect on purchase intentions, demonstrating that consumers are more likely to remain loyal to a brand they trust, even in the face of external challenges.

Keywords: Boycott; Brand Awareness; Brand Image; Brand Trust; Purchase Decisions

Received: July 24, 2025

Revised: August 07, 2025

Accepted: August 24, 2025

Published: August 27, 2025

Curr. Ver.: August 27, 2025



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

1. Introduction

Coffee is not just a beverage, but an integral part of Indonesian culture, reflected in the diversity of regional coffee varieties (Salsabillah & Wardani, 2023). The International Coffee Organization (ICO) reports that Indonesia became the world's fifth-largest coffee consumer in 2020–2021, when its coffee consumption hit a record high. Coffee lovers regularly visit coffee shops to gather, exchange ideas, expand their networks, unwind, and seek tranquility, recognizing the various opportunities and benefits (Salsabillah & Wardani, 2023).

The increasing number of coffee shops in various major cities, particularly in Surabaya, has forced coffee shop companies to face increasingly fierce business competition, but Starbucks has been able to capitalize on the opportunities in the Indonesian coffee industry (Salsabillah & Wardani, 2023). Starbucks not only relies on store expansion, but also leverages technological advances by introducing mobile ordering services and loyalty apps that allow customers to enjoy a more practical and personalized experience (Manik & Siregar, 2022). Understanding the market is essential to Starbucks' ability to be great and long-lasting, with an emphasis on comprehending client behavior, offering the greatest customer service, and enhancing value for customers to stay competitive. (Halifah et al., 2025).

Top Brand Index data shows that Starbucks remains the most dominant coffee brand in Indonesia, with the highest popularity index compared to its competitors. Starbucks maintained its position as market leader with an index of 49.40 in 2021, but this index declined to 48.50 in 2024. Brand awareness indicates how well consumers can recall or recognize a brand, indicating their understanding of the brand and the product category it represents (Apriany et al., 2022).

On the other hand, Starbucks' brand image is being tarnished due to its actions in response to the Israeli-Palestinian war (Yogi et al., 2024). Due to its affiliation with the Boycott, Divestment, and Sanctions (BDS) movement, which advocates for a boycott of businesses thought to directly or indirectly support Israel, Starbucks is facing a worldwide boycott (Haniyah & Dewi, 2024). This has resulted in many consumers choosing not to purchase Starbucks products as a form of solidarity with the Palestinian struggle (Yogi et al., 2024).

Starbucks Market Cap data shows that the average market capitalization value of Starbucks reached 109.62 billion USD in 2023, then decreased in 2024 to 104.58 billion USD and 93.62 billion USD in 2025. This decline reflects the impact of the ongoing global boycott, including in Indonesia, which has damaged Starbucks' brand image and brand trust. Indonesian social media is filled with information and calls to reject Starbucks products, with the hashtag #boycottstarbucks reaching over 16,000 uses and 167 million views on TikTok since the boycott issue emerged (Yogi et al., 2024).

News from surabayapagi.com shows that the data shows the boycott of Starbucks has had a real impact in Surabaya, seen from the drastic decline in the number of visitors at the end of 2023 to the temporary closure of Starbucks Graha Pena and Starbucks Raya Gubeng outlets due to increasing public pressure. Brand trust is very important for a company, because if a brand cannot meet consumer expectations, consumers tend to feel hesitant in making their choice (Suaib Putri & Novita Sari, 2021). The consumer's belief that a brand is reliable and accountable for their interests and well-being is the foundation of the sense of security they get from their interactions with it (Nabilaah & Nurtjahjadi, 2024).

The decline in visitor interest is clear evidence of the impact of this movement, which not only hurts Starbucks' revenue but also impacts their brand image among global consumers (Nurdina et al., 2024). Starbucks has attempted to clarify its position and deny accusations of involvement in the conflict, but the growing boycott continues to put pressure on their business (Yogi et al., 2024).

This study aims to analyze the factors that influence the purchasing decisions of Starbucks customers in Surabaya, specifically by highlighting the influence of Brand Image, Brand Awareness, and Brand Trust amidst social issues in the form of a global boycott movement that has an impact on brand reputation. Through a quantitative approach and case studies on Starbucks consumers in Surabaya, this study seeks to explain how these three variables shape consumer perceptions and influence their loyalty and preferences in making purchasing decisions, even though the company faces public pressure due to developing social and political issues.

2. Literature Review

Marketing Management

In order to assist businesses in reaching predefined goals, Kotler (1980) defined marketing management as a set of activities encompassing strategy, implementation, analysis, and monitoring of initiatives meant for interaction with target audiences. Planning, evaluating, carrying out, and overseeing a variety of marketing initiatives is part of marketing management, which aims to maximize business objectives in terms of efficacy and efficiency (Sri Sarjana et al., 2022: 1). In contrast, marketing management can be understood as a set of processes that include strategic research, planning, implementation, and evaluation with the goal of establishing and preserving lucrative trading relationships with target markets in order to support the achievement of the organization's long-term objectives (Muniarty et al., 2022: 3).

Consumer Behavior

Kotler and Keller (2016) emphasized that an important element in the decision-making process is consumer purchasing behavior, because it reflects how consumers search for, select, use, and evaluate products or services offered in the market, where consumers consider various aspects such as price, quality, and product function and carry out activities such as thinking, evaluating, and searching for information before purchasing.

Given that customer demands and preferences are always changing over time, it is therefore not surprising that the study of consumer behavior has a strong foundation in economics, especially marketing (Khafidin, 2020). Since customers have a tendency to adjust to shifting trends, consumer behavior is essential to marketing strategy. Thus, marketers can more readily succeed in promoting their products by comprehending these dynamics (Nugraha, 2021).

Brand Image

Kotler (2012) defines brand image as the perception that consumers hold of a business or its goods. Kotler (2012) asserts that image building is a continuous and constant process that involves a variety of media in order to become deeply ingrained in consumers' thoughts. It cannot be completed quickly or through a single communication channel. Meanwhile, brand image reflects consumers' opinions and perceptions of a brand, claim Ramadhani and Nurhadi (2022).

A company's brand image is important because a favorable image can increase consumers' emotional value and create positive impressions when they buy or use a product, whereas a poor image will make it less likely that they will choose it (Apriany et al., 2022). A favorable brand image can increase future consumer attention and attractiveness to a product, which will ultimately promote repeat business and build strong brand loyalty (Ramadhani & Nurhadi, 2022).

Brand Awareness

Aaker (2009) defines brand awareness as the extent to which consumers recognize or remember a brand as part of a particular product category. This level of awareness can be measured through several levels, starting from brand recognition as the most basic stage, to top of mind, namely the brand that first comes to mind when consumers mention a type of product. Brand awareness reflects the impression embedded in consumers' memories, shown through their ability to remember or recognize the brand in various situations, which essentially ensures consumers understand and recognize the product category represented by the brand (Apriany et al., 2022).

Brand awareness consists of four levels in the brand awareness pyramid, with the highest position, namely top of mind, as the main target for brands to dominate the market, because products or services with high brand awareness tend to be more preferred by consumers and have the opportunity to increase sales compared to lesser-known brands (Tatasari, 2023).

Brand Trust

Brand trust, according to Keller in Binawati et al. (2022), is the feeling of confidence and comfort customers have in a product as a result of their positive opinion of the brand. This trust fosters consumer belief that the brand cares about their needs and well-being. Meanwhile, Ardiyanti et al. (2022) define brand trust as consumers' expectations of product consistency and reliability. This expectation creates confidence and comfort in using the brand to meet their needs and desires.

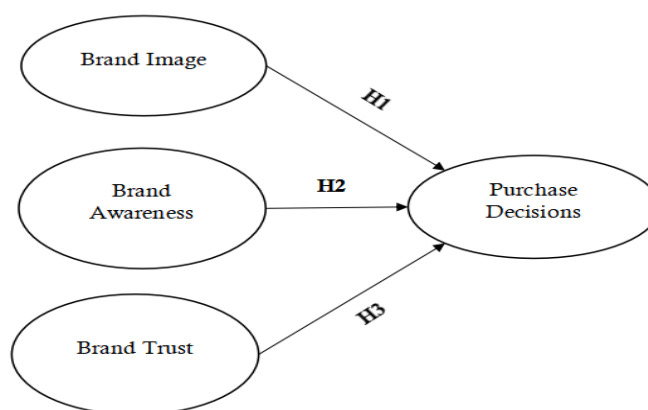
Purchase Decisions

Purchasing decisions are a component of consumer behavior that analyzes how individuals, groups, or organizations select, acquire, use, and evaluate goods, services, concepts, and experiences to satisfy their needs and wants. (Kotler & Armstrong, 2016; cited

in Kristanto & Pudjoprastyono, 2022). The level of attractiveness and benefits of a product are among the many factors that influence these choices. Customers are more likely to make a purchase if they perceive more benefits (Kristanto & Pudjoprastyono, 2022).

3. Proposed Method

With a sample of 112 respondents drawn from the population of Starbucks patrons in Surabaya City, this study used a quantitative methodology and survey method. Data collection was carried out through literature studies, and questionnaires were distributed using a Likert scale via Google Form. The Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis technique was used to examine the relationship between variables. SmartPLS 3.0 software, which enables effective data processing and thorough and detailed output presentation, was used to carry out the entire analysis process.



4. Results and Discussion

Outer Loading

The way to assess the validity of the indicator is through the output of the external loading table by paying attention to the value of each loading factor.

Table 1. Outer Loading

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1 <- Brand Image (X1)	0.913	0.912	0.017	52.790	0.000
X1.2 <- Brand Image (X1)	0.842	0.841	0.034	24.836	0.000
X1.3 <- Brand Image (X1)	0.847	0.848	0.034	25.102	0.000
X2.1 <- Brand Awareness (X2)	0.735	0.720	0.069	10.638	0.000
X2.2 <- Brand Awareness (X2)	0.778	0.766	0.062	12.569	0.000
X2.3 <- Brand Awareness (X2)	0.870	0.869	0.025	35.431	0.000
X2.4 <- Brand Awareness (X2)	0.857	0.856	0.022	39.315	0.000
X3.1 <- Brand Trust (X3)	0.867	0.865	0.026	32.893	0.000

X3.2 <- Brand Trust (X3)	0.820	0.817	0.033	25.020	0.000
X3.3 <- Brand Trust (X3)	0.813	0.813	0.040	20.286	0.000
X3.4 <- Brand Trust (X3)	0.817	0.812	0.049	16.529	0.000
Y.1 <- Purchase Decision (Y)	0.769	0.764	0.057	13.448	0.000
Y.2 <- Purchase Decision (Y)	0.933	0.934	0.009	98.501	0.000
Y.3 <- Purchase Decision (Y)	0.909	0.909	0.016	58.281	0.000

T-statistics and factor loading values were used to test the validity of the indicators based on the given table. If the factor loading value is more than 0.5, the indicator is deemed genuine. Greater validity is shown by a greater value, which shows how strongly the indicator and the concept being measured are related. There are no indications that need to be removed, according to the analysis results in the outer loading table, since all of the indicators have values over 0.5. Therefore, it can be said that every indicator satisfies the requirements for convergent validity and is appropriate for use in this research.

Cross Loading

To assess discriminant validity, one technique is cross-loading. If an indicator's loading value for the targeted construct is higher than its loading value for other constructs, it is said to have appropriate discriminant validity. The indicator is therefore regarded as meeting the requirements of discriminant validity if these conditions are satisfied.

Table 2. Cross Loading

	<i>Brand Image(X1)</i>	<i>Brand Awareness(X2)</i>	<i>Brand Trust(X3)</i>	<i>Purchase Decision (Y)</i>
X1.1	0,913	0,630	0,604	0,653
X1.2	0,842	0,602	0,554	0,643
X1.3	0,847	0,643	0,625	0,654
X2.1	0,481	0,735	0,418	0,461
X2.2	0,553	0,778	0,487	0,490
X2.3	0,647	0,870	0,611	0,763
X2.4	0,631	0,857	0,615	0,768
X3.1	0,561	0,595	0,867	0,631
X3.2	0,688	0,598	0,820	0,671
X3.3	0,493	0,512	0,813	0,591
X3.4	0,514	0,512	0,817	0,549
Y.1	0,603	0,612	0,663	0,769
Y.2	0,675	0,736	0,638	0,933
Y.3	0,682	0,730	0,640	0,909

Based on the cross-loading analysis results presented in the table, all loading factor values for each marked indicator are above 0.5 and higher than the loading values for the other constructs. This finding indicates that each indicator meets the requirements for discriminant validity, thus the measurement model used is declared valid and acceptable.

Average Variance Extracted (AVE)

The amount of indicator variation present in the latent variable is described by the Average variation Extracted (AVE) value. The latent variable has strong validity if its convergent AVE value is more than 0.5.

Table 3. Average Variance Extracted

Variable	AVE
Brand Image (X1)	0,659
Brand Awareness (X2)	0,753
Brand Trust (X3)	0,688
Purchase Decision(Y)	0,763

Based on the table presented, all variables show an AVE value above 0.5, which means they have met the convergent validity standards. This indicates that each variable in this study is valid. In detail, the AVE value for the Brand Image (X1) variable is 0.659, Brand Awareness (X2) is 0.753, Brand Trust (X3) is 0.688, and Purchase Decision (Y) is 0.763. Thus, it can be concluded that the four variables used in this study have an adequate level of validity

Composite Reliability

Construct reliability testing is conducted by examining the Composite Reliability (CR) value for each indicator. A construct is considered reliable if the CR value exceeds 0.7.

Table 4. Composite Reliability

Variabel	Composite Reliability
Brand Image (X1)	0,906
Brand Awareness (X2)	0,901
Brand Trust (X3)	0,898
Purchase Decision(Y)	0,885

Based on the table composite reliability, all variables have composite reliability values exceeding 0.7. This indicates that each variable meets the eligibility criteria and can be categorized as reliable.

-Square

In a research model, the R-Square value indicates the degree to which the independent (exogenous) variable affects the dependent (endogenous) variable.

Table 5. R-Square

	<i>R-Square</i>
Purchase Decision (Y)	0,735

The R-square value is used in SEM PLS analysis to show how well the independent variables in a model can explain the dependent variable. The majority of the variation in the endogenous variable may be explained by the model if the R-square value is between 0.5 and 0.7 or above. Table 5 indicates that the purchasing choice variable's R-square value is 0.735. This indicates that 73.5% of purchasing decisions are impacted by the brand image, brand awareness, and brand trust variables combined, with other factors not included by this study like perception of price and product quality accounting for the remaining 26.5%.

Result of Hypotheses Testing

The relationship between variables was analyzed using path coefficient values and their respective significance levels. The following table showcases specifics of the analysis's findings:

Table 6. Result of Hypotheses Testing

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standart Devi- astion (STDEV)</i>	<i>T-Statistic</i>	<i>P Values</i>	Result
Brand Image (X1) -> Purchase Decision (Y)	0,246	0,242	0,104	2,363	0,018	Accepted
Brand Awareness (X2) -> Purchase Decision (Y)	0,283	0,285	0,081	3,494	0,001	Accepted
Brand Trust (X3) -> Purchase Decision (Y)	0,428	0,432	0,086	4,977	0,000	Accepted

Based on data from the results of processing the Path Coefficients data, it can be explained:

Purchase decisions have been demonstrated to be influenced by brand image, as evidenced by a original sample of 0.246 and a T-statistic of 2.363 higher than 1.96. The impact is substantial and favorable. Customers are more likely to continue selecting and buying Starbucks goods in Surabaya if they have a positive perception of the brand, according to the data analysis results. A positive brand image can draw future customers' attention to the product, which will ultimately promote repeat business and build strong brand loyalty and consistency (Ramadhani & Nurhadi, 2022).

With a original sample of 0.283 and T-statistic of 3.494, brand awareness has a positive and significant impact on purchasing decisions, above the 1.96 threshold. The likelihood that customers will choose to make a purchase increases with increasing consumer awareness of the Starbucks brand, according to the data processing results. Brand awareness reflects the impression embedded in consumers' memories, demonstrated through their ability to recall or recognize the brand in various situations, which essentially ensures consumers understand and recognize the product category represented by the brand (Apriany et al., 2022).

With a T-statistic of 4.977 and a original sample of 0.428, both of which are greater than 1.96, brand trust has a positive and significant impact on purchasing decisions. The more consumers trust the Starbucks brand, the more likely they are to keep buying from the company even in the face of problems that could harm its reputation, including boycotts or a drop in reputation, according to the data analysis that was done. Consistently high-quality products, satisfying customer service, and consistently favorable customer experiences can all help to establish this trust.

5. Conclusions

Despite boycott threats that harm brand reputation, this study finds that Starbucks purchase decisions in Surabaya City are positively and significantly influenced by brand image, brand awareness, and brand trust. A strong brand image can increase consumer interest and loyalty, brand awareness makes consumers continue to consider purchases because they have recognized and are familiar with the brand, and brand trust maintains consumer commitment through consistent quality and service. Therefore, it's recommended that Starbucks in Surabaya City strengthen its brand image with transparent communication and relevant social values, increase brand awareness through inclusive communication strategies and positive consumer experiences, and maintain and strengthen consumer trust with consistent, responsive, and honesty-oriented services and local values. These steps are important to maintain consumer loyalty and purchasing decisions amidst social pressures due to global issues.

References

- Apriany, A., Gen, G. G., & Fadillah, A. (2022). Pengaruh kesadaran merek dan citra merek terhadap keputusan pembelian produk AMDK SUMMIT. *Jurnal Ilmiah Manajemen Kesatuan*, 10(1), 105-114. <https://doi.org/10.37641/jimkes.v10i1.1278>
- Ardiyanti, Y., Apriliani, R., & Efendi, B. (2022). Pengaruh brand image, brand trust dan product quality terhadap keputusan pembelian (studi pada pembeli kopi Bowongso di Kabupaten Wonosobo). *Jamasy: Jurnal Akuntansi, Manajemen & Perbankan Syariah*, 2(2), 100-108. <https://doi.org/10.32699/jamasy.v2i2.2700>
- Halifah, N., Rizal, M., & Hardaningtyas, R. T. (2025). Pengaruh brand trust, brand image, brand awareness dan gaya hidup hedonis terhadap keputusan pembelian produk Starbucks di Kota Malang. *E-Jurnal Riset Manajemen*, 14(01), 1503-1512.

- Haniyah, A. Z., & Dewi, A. M. (2024). Citra Starbucks pasca kasus pemboikotan pro-Israel. *Concept: Journal of Social Humanities and Education*, 3(1), 76-81. <https://doi.org/10.55606/concept.v3i1.959>
- Kristanto, D. A., & Pudjoprastyono, H. (2022). Pengaruh kualitas produk, citra merek, dan promosi terhadap keputusan pembelian mobil Toyota Sienta di Auto2000 Cabang HR Muhammad Surabaya. *Widya Manajemen*, 4(1), 47-54. <https://doi.org/10.32795/widya-manajemen.v4i1>
- Manik, C. M., & Siregar, O. M. (2022). Pengaruh brand image dan brand awareness terhadap keputusan pembelian pada konsumen Starbucks di Kota Medan. *Journal Of Social Research*, 1(7), 694-707. <https://doi.org/10.55324/josr.v1i7.134>
- Moch Ilham. (2024). Starbucks digugat dan diboikot. *Surabayapagi.com*.
- Nabilaah, J., & Nurtjahjadi, E. (2024). Pengaruh kampanye hijau 'Tumblr Day' terhadap minat beli melalui brand trust pada konsumen Starbucks Coffee (studi kasus pada konsumen Starbucks Coffee di Kota Bandung). *J-MAS (Jurnal Manajemen Dan Sains)*, 9(2), 1163-1171. <https://doi.org/10.33087/jmas.v9i2.1866>
- Noviyanti, L., & Aminah, S. (2022). Pengaruh brand image dan persepsi harga terhadap keputusan pembelian produk bumbu penyedap masakan merek Masako di CV. Tri Tunggal Surabaya. *JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 6(2), 1118-1135. <https://doi.org/10.31955/mea.v6i2.2063>
- Nurdina, H., Akbar, T., & Nugraha, Y. R. Y. (2024). Dampak boikot konsumen terhadap fluktuasi harga saham Starbucks: Analisis empiris. *Jurnal Administrasi Profesional*, 5(2), 109-121. <https://doi.org/10.32722/jap.v5i2.7199>
- Ramadhani, M., & Nurhadi. (2022). Pengaruh citra merek, kepuasan konsumen dan kepercayaan terhadap loyalitas pelanggan air mineral merek Aqua. *Jurnal Ilmiah Ekonomi Dan Bisnis Universitas Multi Data Palembang*, 11(2), 200-214. <https://doi.org/10.35957/for-biswira.v11i2.2235>
- Salsabillah, F. F., & Wardani, N. I. K. (2023). Pengaruh brand image dan promosi online terhadap keputusan pembelian (studi kasus: Starbucks Coffee Surabaya MERR). *J-MAS (Jurnal Manajemen Dan Sains)*, 8(1), 442. <https://doi.org/10.33087/jmas.v8i1.775>
- Putri, C., & Sari, S. N. (2021). Pengaruh brand trust dan promosi terhadap keputusan pembelian Starbucks Coffee di Mall of Indonesia (studi kasus pada masa pandemi Covid-19). *Jurnal Administrasi Bisnis*, 1(6), 585-592.
- Supangkat, A. S., & Pudjoprastyono, H. (2022). Pengaruh brand image dan brand awareness terhadap keputusan pembelian produk Sariayu Martha Tilaar di Kota Surabaya. *Widya Manajemen*, 4(2), 140-149. <https://doi.org/10.32795/widyamanajemen.v4i2>
- Wirasakti, M. R., & Purwanto, S. (2032). The effect of brand image and brand trust on hotel booking purchase decisions in the Agoda application. *International Journal of Multidisciplinary Research and Literature*, 2(6), 765-775. <https://doi.org/10.53067/ijomral.v2i6.162>
- Yogi, E. K., Hanathasia, M., & Lestari, A. F. (2024). Analisis brand image Starbucks Indonesia dalam perspektif consumer animosity pasca konflik Israel-Palestina. *COMMTEMPORER: Jurnal Komunikasi Kontemporer*, 1(2), 10-21. <https://doi.org/10.36782/cjik.v1i02.456>