

Influence of Brand Image and Perceived Health Benefits on Purchase Decisions for Organic Coconut Sugar Among End Consumers of CV Realsa

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ABSTRACT

Public awareness of healthy lifestyles and organic food consumption in Indonesia continues to grow. However, CV Realsa experiences a consistent decline in domestic sales of organic coconut sugar from 2021 to 2024. This contradiction highlights a gap between rising health consciousness and actual consumer purchasing behavior. This study aims to analyze the influence of brand image and perceived health benefits on the purchase decision of organic coconut sugar among end consumers of CV Realsa, both partially and simultaneously. Data are collected from 100 respondents through a validated and reliable questionnaire using a 5-point Likert scale, and analyzed using multiple linear regression. The findings indicate that both brand image and perceived health benefits have a positive and significant effect on purchase decision.

Keywords: brand image, perceived health benefits, purchase decision, organic coconut sugar

Pengaruh Citra Merek dan Persepsi Manfaat Kesehatan terhadap Keputusan Pembelian Gula Kelapa Organik pada Konsumen Akhir CV Realsa

ABSTRAK

Kesadaran masyarakat terhadap gaya hidup sehat dan konsumsi makanan organik di Indonesia terus meningkat dalam beberapa tahun terakhir. Namun, CV Realsa justru mengalami penurunan penjualan domestik gula kelapa organik secara konsisten dari tahun 2021 hingga 2024. Kontradiksi ini menunjukkan adanya kesenjangan antara meningkatnya kesadaran akan kesehatan dan perilaku pembelian konsumen yang sesungguhnya. Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan persepsi manfaat kesehatan terhadap keputusan pembelian gula kelapa organik pada konsumen akhir CV Realsa, baik secara parsial maupun simultan. Data diperoleh dari 100 responden melalui kuesioner yang telah divalidasi dan reliabel dengan skala Likert 5 poin, kemudian dianalisis menggunakan regresi linier berganda. Temuan penelitian menunjukkan bahwa citra merek dan persepsi manfaat kesehatan berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: citra merek, persepsi manfaat kesehatan, keputusan pembelian, gula kelapa organik

INTRODUCTION

Global consumption trends have shifted toward healthier lifestyles, driven by increased public awareness of health and wellness (Thanki et al., 2022). This change has influenced consumer behavior, encouraging

individuals to be more selective in their product choices (Sheyoputri, 2024; Soleh Mauludin et al., 2022). Organic products, known for being chemical-free and environmentally friendly, have become increasingly popular (Arifin et al., 2021).

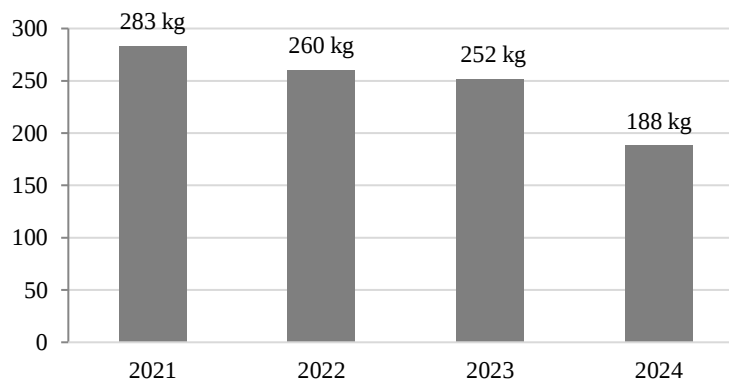
These products are perceived to offer health and ecological benefits, appealing especially to consumers who prioritize nutrition, purity, and sustainability (Nunes et al., 2021). The global organic market is projected to reach USD 220 billion by 2026 (Galutskykh & Didorchuk, 2024).

Among these, organic coconut sugar has emerged as a promising alternative to refined sugar due to its natural production process and additional nutritional content. It is made from coconut sap without synthetic fertilizers or pesticides and may include ingredients such as mangosteen peel or jackfruit wood extract (Mutmainah & Nurwati, 2023). Its low glycemic index makes it

attractive to consumers with specific dietary needs, including diabetes management (Saraiva et al., 2023).

The Indonesian Organic Alliance (AOI) notes an annual growth of 15–20% in the organic market since 2020, largely due to increased public understanding of the health benefits of natural products (David & Alkausar, 2023). Despite these advantages, domestic demand for organic coconut sugar in Indonesia remains limited. CV Realsa, a Semarang-based company engaged in distributing organic coconut sugar, has experienced a consistent decline in local sales between 2021 and 2024 as shown in Figure 1.

Figure 1
CV Realsa's Domestic Sales of Organic Coconut Sugar



Source: CV Realsa, 2025

This issue reflects broader challenges such as strong competition from established organic brands, limited presence in digital marketplaces, and low public awareness of the health benefits and availability of organic coconut sugar (Hidayati & Febriana, 2024; Cahyaningtyas et al., 2025). In the organic product market, brand image and perceived health benefits play crucial roles in shaping consumer purchase decisions (Khalid, 2024; Baker et al., 2022). While many studies have explored these variables separately, few have examined their combined effect, particularly in the context of organic coconut sugar. This study aims to analyze the influence of brand

image and perceived health benefits on the purchase decision of organic coconut sugar among end-consumers of CV Realsa.

Literature Review

Consumer Behavior

Fauzi et al. (2024:61) define consumer behavior as how individuals allocate their income across goods and services to maximize welfare. Nugraha et al. (2021:4) describe it as the actions or decisions made by individuals or groups in purchasing and using products or services.

Theory of Planned Behavior

Ajzen (1991) develops the Theory of Planned Behavior (TPB) to explain behaviors not entirely under volitional control. According to Hermawan et al. (2023:129), TPB consists of three components: attitude toward the behavior, subjective norms, and perceived behavioral control.

Purchase Decision

Kotler and Armstrong (2018) describe the purchase decision process as consisting of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Tjiptono (2012:184) in Tua et al. (2022) identifies the indicators as product selection, brand selection, store selection, purchase timing, and quantity.

Brand Image

Kotler and Armstrong (2018:265) define brand image as the perception formed by consumers based on their experience with a brand's name, symbol, and identity. According to Aaker and Biel (2009) in Arianty and Andira

(2021), brand image is measured through corporate image, product image, and user image.

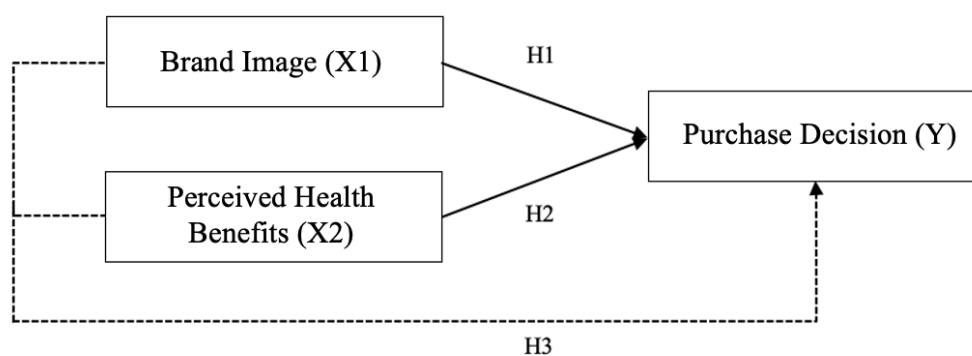
Perceived Health Benefits

Li et al. (2021), based on the Health Belief Model, define perceived health benefits as beliefs in the positive outcomes of specific actions to reduce health risks. Plasek et al. (2020) identify indicators such as health claims, product attributes, organic authenticity, and sensory features.

Organic Coconut Sugar

Organic coconut sugar means it's produced without synthetic chemicals, pesticides, or artificial fertilizers, adhering to standards like USDA Organic and EU Organic (Oktaviani et al., 2024). This distinguishes it from non-organic varieties, which may use chemicals. The production process involves tapping, filtering, heating, granulating, and packaging the sap (Muderawan et al., 2021; Hamdani Husnan et al., 2024).

Figure 2
Theoretical Framework



Source: Processed data, 2025

Based on Figure 2, the hypotheses are as follows:

H₀₁: Brand image does not influence purchase decision.

H_{a1}: Brand image influences purchase decision.

H₀₂: Perceived health benefits do not influence purchase decision.

H_{a2}: Perceived health benefits influence purchase decision.

H03: Brand image and perceived health benefits do not simultaneously influence purchase decision.

H_{a3}: Brand image and perceived health benefits simultaneously influence purchase decision.

RESEARCH METHOD

This study employed a quantitative approach, using a survey method to collect data from individual consumers who have purchased organic coconut sugar from CV Realsa. Convenience sampling was used to obtain 100 valid responses through a structured 5-point Likert scale questionnaire. Prior to distribution, the instrument has been tested for validity and reliability. Data analysis includes descriptive statistics, instrument testing, classical assumption tests, multiple linear regression, F-test, t-test, and the R² test, processed using IBM SPSS version 26.

RESULTS AND DISCUSSION

Respondents Characteristics

The study analyzed data from 100 respondents, with 40% male and 60% female, showing that the majority of buyers of organic coconut sugar were female. This aligns with previous findings that women tend to be more health-conscious and play a key role in household food purchases. The largest age groups were 25–34 years (34%) and 18–24 years (33%), indicating that young adults dominate the consumer base due to greater economic independence and awareness of healthy living.

In terms of purchase quantity, 41% bought less than 1 kg per month, 32% between 1–2 kg, suggesting most purchases were for household consumption rather than business. The main reasons for purchasing included health benefits (55%), use as a natural sweetener (43%), and specific diet needs like vegan or keto diets (40%).

Validity and Reliability Tests

The validity test results showed all items for brand image, perceived health benefits, and purchase decision had correlation coefficients above the threshold (0.374) with significance below 0.05, confirming validity. Reliability tests indicated Cronbach's Alpha values above 0.7 for all constructs, confirming good internal consistency and reliability of the measurement instruments.

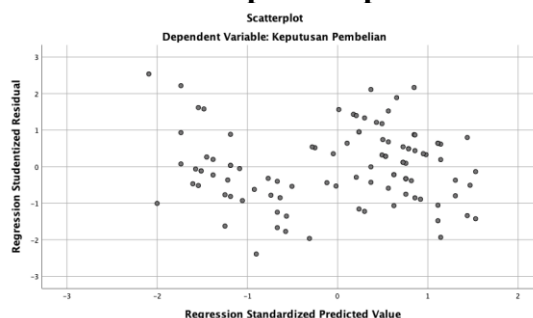
Normality Test

The Kolmogorov-Smirnov normality test resulted in a significance value of 0.200, which is greater than 0.05. This indicates that the residuals of the regression model are normally distributed.

Multicollinearity Test

The Variance Inflation Factor (VIF) values for Brand Image and Perceived Health Benefits were 1.391 each, well below the cutoff of 10. This confirms there is no multicollinearity problem among the independent variables.

Figure 3
Scatterplot Graph



Source: Processed data, 2025

Heteroscedasticity Test

As shown in Figure 3, a scatterplot of residuals showed points randomly spread above and below zero with no specific pattern. This means the regression model does not suffer from heteroscedasticity.

F-Test

The F-test produced a value of 34.395 with a significance level of 0.000, indicating that Brand Image and Perceived Health Benefits together have a statistically significant effect on Purchase Decision.

t-Test

Individually, both Brand Image and Perceived Health Benefits significantly influence Purchase Decision. Brand Image had a t-value of 4.218 ($p < 0.05$) and Perceived Health Benefits had a t-value of 3.818 ($p < 0.05$), both above the critical value.

Coefficient of Determination

The adjusted R^2 was 0.403, meaning that 40.3% of the variation in Purchase Decision is explained by the two independent

variables, while the remaining 59.7% is affected by other factors.

Variable Index Scores Analysis

Using the Three Box Method (Zulfikar et al., 2024:199), most Brand Image indicators were in the medium category, except the indicator related to preference for natural products, which scored high. For Perceived Health Benefits, most indicators scored high, except packaging appearance and texture suitability, which were medium. Purchase Decision indicators mostly scored high, except personal taste preference which was medium. The highest score (80.6) was for purchasing based on specific needs, highlighting practical motivations.

Multiple Linear Regression Analysis

The regression equation is: $Y = 0.944 + 0.384X_1 + 0.388X_2$, where Brand Image (X_1) and Perceived Health Benefits (X_2) have positive and significant effects on Purchase Decision. Both variables contribute similarly to influencing consumers' purchasing decisions for organic coconut sugar.

Figure 4
Multiple Linear Regression Analysis

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,944	0,335		2,818	.006
Brand image	0,384	0,091	0,386	4,218	.000
Perceived health benefits	0,388	0,102	0,350	3,818	.000

Source: Processed data, 2025

CONCLUSION

Based on the multiple linear regression analysis, the following conclusions are drawn regarding factors influencing purchase decision:

- Brand image has a significant positive influence on purchase decision. Consumers with a positive perception of the brand tend to have higher trust and loyalty, which enhances their purchase decisions.
- Perceived health benefits also have a significant positive effect. Consumers who recognize the health advantages of organic coconut sugar are more likely to prefer it over alternatives.
- Together, brand image and perceived health benefits explain 40.3% of the variation in purchase decisions, while 59.7% is influenced by other factors not covered in this study.

Limitation and Recommendation

Firstly, the respondent sample is limited to a younger community within KnK Koffee Resources, reducing diversity and generalizability. Future research should diversify the respondent sample to include a broader range of demographics such as different age groups, social backgrounds, and geographic regions. Secondly, data collection was conducted during Ramadan, which affects consumption patterns and may bias perceptions. Future studies are recommended to avoid data collection during significant religious holidays or special events to minimize bias caused by altered consumption behavior. Thirdly, this study is limited by the potential misclassification of respondents of end-consumers. Despite the use of a screening question, some individuals may serve dual roles as both personal users and business buyers, making the classification based on intended use rather than actual business affiliation. Lastly, the study examined a limited number of independent variables, explaining only 40.3% of purchase decision variance. Future research should expand the model by incorporating additional variables such as brand loyalty, consumer trust, and product usage experience to better explain purchase decisions.

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