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The Influence of Perceptions of Marketing Strategy, Pricing, and Product on the Branding of Dontea Cafe Tegal

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A R T I C L E I N F O

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A B S T R A C T

This study aims to analyze the influence of perceptions of marketing strategy, pricing, and product on the branding of Dontea Café Tegal. The research employed a quantitative approach with a survey design, involving 100 respondents who had visited Dontea Café Tegal. The questionnaire instrument was tested for validity and reliability, and the data were analyzed using multiple linear regression. The results show that all questionnaire items are valid and reliable. The t-test results indicate that marketing strategy, pricing, and product each have a significant effect on branding. The F-test shows that these three variables simultaneously have a significant influence on branding. The Adjusted R^2 value of 0.987 indicates that 98.7% of the variation in branding can be explained by the three independent variables. Marketing strategy is identified as the most dominant variable influencing branding. This study concludes that strengthening marketing strategies, implementing appropriate pricing, and maintaining consistent product innovation are essential to enhancing the branding of Dontea Café Tegal.

INTRODUCATION

The cafe industry in Indonesia is growing rapidly due to changes in people's lifestyles, which have caused cafés to no longer be perceived merely as places to eat and drink, but also as spaces for social interaction, relaxation, and lifestyle expression. but ,also as places for social interaction and work. In increasingly intense competition, marketing methods, pricing strategies, and the quality of food and beverages have become crucial factors in building a strong brand, enabling cafés to create a positive impression in the minds of their customers. Branding in a cafe is generally a very important aspect, particularly in establishing the café s identity. Effective branding becomes a key consideration for consumers when deciding whether to visit a café. Branding is the process of creating identity and meaning for a product or service through elements such as brand names, symbols, slogans, graphic design, symbolic values, and the desired brand image. The objective of branding is to create strong differentiation in consumers' minds so that a product possesses unique value and appeal compared to its competitors (Tjiptono, 2015).

According to Bennett, a marketing strategy is a statement that explains how a brand or product will achieve its objectives in the market (Tjiptono, 2015). Pricing strategy is the process of planning and decision-making to determine the price level of a product or service in accordance with company objectives, market conditions, and consumer behavior (Tjiptono, 2015).

Dontea Café was established in 2018 and was first founded in Pemalang City. Dontea is a café with a history as a pioneer of café culture in Pemalang and has since expanded by opening a branch in Tegal. The history of this café is closely linked to its role in introducing the modern café concept in Pemalang, offering a comfortable and aesthetic hangout space equipped with a wide variety of food and beverage menus.

The current marketing issue faced by Dontea Café refers to a misunderstanding between Dontea's management and its customers. The management intends to brand Dontea as a café-restaurant, where customers come only to order, eat, and then leave. However, consumers tend to visit Dontea to spend a longer period of time. To address this issue, Dontea implemented a branding strategy by modifying the layout of the venue to align with the planned strategy. Furthermore, the café introduced a greater variety of main course menu items to support this approach, such branding strategies, accompanied by pricing that is appropriate to the location and setting in which Dontea Cafe operates.

THEORETICAL REVIEW

Branding is the process of providing identity and meaning to a product or service through elements such as brand names, symbols, slogans, graphic design, and symbolic values. The primary objective of branding is to create strong differentiation in the minds of consumers so that the product or service possesses a distinct and competitive advantage. so that products or services possess distinctive appeal compared to competitors. According to Keller, brand elements consist of names, logos, slogans, characters, and even jingles. Brand extension can broaden market reach; however, it also carries risks if new products fail and lead

to brand dilution. Strong branding helps companies build image, trust, and consumer loyalty.

Marketing strategy describes how a business reaches its goals by overseeing its markets and customers. Bennett characterizes marketing strategy as a description of how a brand meets its market goals. According to Corey, marketing strategy encompasses choices related to market identification, product development, pricing, distribution methods, and marketing messages. There are three primary categories of strategies in marketing:

a. Marketing approaches (segmentation, targeting, positioning, and marketing mix),
b. Marketing component strategies (pricing, promotion, and distribution),
c. Product–market entry tactics (acquiring and keeping market share).

How consumers view the success of marketing tactics affects their perception of a brand and their buying choices.

Price is a component of the marketing mix that produces income for a business. From the consumer perspective, price is often used as an indicator of product value. Pricing may be oriented toward profit, sales volume, image, or price stability. Pricing models may be demand-based (skimming, penetration), cost-based (cost-plus), profit-based (target profit), or competition-based (above-, below-, or at-market pricing). Prices can also be adjusted through discounts and segmented pricing. In the culinary industry, such as cafés, price plays a role in shaping quality perception and influences customer attraction and loyalty.

Products include not just physical items but also services, experiences, and information. There are three tiers of products: the core product, which represents the main value, the actual product that includes its features, quality, and design, and the augmented product, which offers extra services and warranties. Product strategies include positioning, product line development, diversification, innovation, and value marketing. In the café business, service characteristics such as intangibility, variability, and perishability require companies to deliver consistent customer experiences. Menu innovation, taste quality, and product differentiation are critical factors in strengthening branding.

PREVIOUS STUDIES

Earlier studies show that the[1] elements[1] of[1] the marketing mix[1], comprising product[1], price[1], place[1], and promotion[1], play an important role in influencing brand awareness among restaurants and café enterprises (Darma, 2024).

Furthermore, how customers view cost and the quality of products has been shown to play a role in creating brand reputation and influencing buying choices, as demonstrated by research carried out at Café Hawa in South Pesisir (Dila Okta Belia, 2023). Population growth also has a considerable impact; however, research examining the combined influence of these three variables within the context of café branding in specific regions remains limited, particularly for Dontea Café in Tegal City.

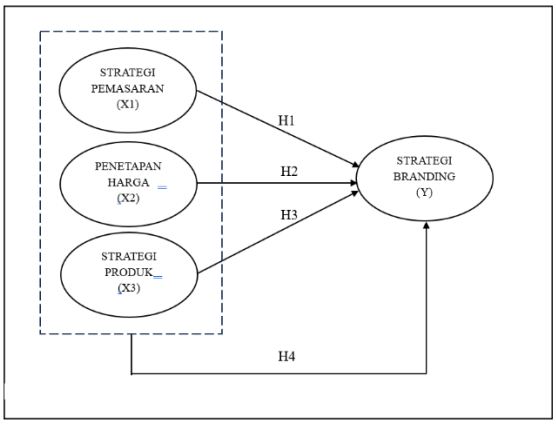
The research findings of Khofifah, Sujarwo, and Wiyanti (2023) state that the results of the t-test[1] (partial test) indicate that[1] **Product Price (X1)** has a significant[1] effect[1] on product sales. **Product Quality (X2)** also has a significant effect on product sales, while **Distribution Line (X3)** does not have[1] a significant[1] effect on product sales. Meanwhile, the results of the F-test (simultaneous test) show that Product Price, Product Quality, and Distribution Line collectively have a significant effect on product sales.

The study by Raubet, Hanfan, and Wiyanti (2024) indicates that how quality of service is viewed positively influences buying choices, views on brand image also positively impact buying choices, the perception of pricing does not negatively affect buying choices, and the perception of product characteristics has a positive effect on purchasing decisions. Additionally, perceptions of service quality, brand image, price, and product aspects together create a positive influence on buying choices.

RESEARCH METHOD

This study employs a quantitative approach utilizing a survey to examine the influence of opinions regarding marketing tactics, pricing, and products on branding (the measured variable) at Dontea Café. The quantitative survey method was selected due to the clearly outlined research issue and the intent to empirically validate hypotheses using firsthand data gathered from participants. The group examined in this research includes all customers or guests who have visited Dontea Café in Tegal City. A total of 100 participants were chosen through purposive random sampling, based on the requirement that they must have personally visited Dontea Café Tegal. Information was gathered by means of a questionnaire that assessed the respondents' views on the study factors, employing a Likert scale. After testing the tool, each question in the survey was verified as valid and dependable. Data evaluation was carried out using multiple linear regression techniques. Both the F-test and t-test were used to assess the overall and specific impacts.

CONCEPTUAL FRAMEWORK



H1: Marketing Strategy has[1] a[1] significant[1] and positive[1] effect[1] on[1] Branding Strategy at Dontea Café Tegal.

H2[1]: Pricing has a significant[1] and positive[1] effect[1] on Branding[1] Strategy[1] at Dontea Café Tegal.

H3: Product Strategy has a significant[1] and positive[1] effect[1] on Branding[1] Strategy at Dontea Café Tegal.
H4: Marketing Strategy, Pricing, and Product Strategy simultaneously have a significant effect on Branding Strategy at Dontea Café Tegal.

RESULTS AND DISCUSSION

VALIDITY TEST

The validity assessment was performed to evaluate how well the questions in the survey can measure the variables they are meant to assess. For this research, validity evaluation was done utilizing the Corrected Item–Total Correlation technique via the SPSS software. An item is considered valid if the Corrected Item–Total Correlation value is greater than 0.30 (Ghozali, 2021).
The results of the validity test for the marketing strategy variable (X1) are presented in the following table

Correlations

Table 1: Validity Test Of Marketing Strategy (X1)

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL
X1.1	Pearson Correlation	1	.466**	.473**	.433**	.410**	.551**	.740**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.466**	1	.561**	.446**	.535**	.470**	.779**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.473**	.561**	1	.545**	.500**	.434**	.791**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.433**	.446**	.545**	1	.436**	.374**	.728**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.410**	.535**	.500**	.436**	1	.468**	.735**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.551**	.470**	.434**	.374**	.468**	1	.720**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.740**	.779**	.791**	.728**	.735**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed using SPSS 22

The results of the validity test for the Marketing Strategy variable (X1), which consists of six items (X1.1–X1.6), indicate that all statement items have a significance value of 0.000, meaning it is less than 0.05. The item–total correlation values range from 0.720 to 0.791, indicating strong to very strong relationships between each item and the Marketing Strategy construct.These results demonstrate that all statement items are able to accurately represent the aspects of marketing strategy. Therefore, all items of variable X1 are declared valid, and the instrument can be used in the study without the need for item revision or elimination.The results of the validity test for the pricing variable (X2) are presented in the following table.

Correlations

Table 2: Validity Test of Pricing (X2)

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL
X2.1	Pearson Correlation	1	.482**	.475**	.395**	.353**	.477**	.766**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.482**	1	.482**	.442**	.386**	.394**	.750**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.475**	.482**	1	.343**	.319**	.296**	.684**
	Sig. (2-tailed)	.000	.000		.000	.001	.003	.000
	N	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.395**	.442**	.343**	1	.536**	.379**	.701**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.353**	.386**	.319**	.536**	1	.400**	.685**

	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000
	N	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.477**	.394**	.296**	.379**	.400**	1	.689**
	Sig. (2-tailed)	.000	.000	.003	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.766**	.750**	.684**	.701**	.685**	.689**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed using SPSS 22

The validity testing of the Pricing variable (X2), which consists of six statement items (X2.1–X2.6), shows very good results. All items have a significance value of 0.000, which is less than 0.05, and therefore are considered statistically significant. Meanwhile, the item–total correlation values range from 0.684 to 0.766, indicating a strong relationship between each item and the overall variable.This means that each statement item in variable X2 is able to accurately measure consumers' perceptions of pricing. Based on these results, all items of the Pricing variable are declared valid and can be used in the research analysis.The results of the validity test for the Product Strategy variable (X3) are presented in the following table:

Correlations

Table 3: Validity Test of Product Strategy (X3)

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TOTAL
X3.1	Pearson Correlation	1	.645**	.537**	.515**	.401**	.407**	.808**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.645**	1	.577**	.414**	.453**	.394**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.537**	.577**	1	.363**	.351**	.537**	.749**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100

X3.4	Pearson Correlation	.515**	.414**	.363**	1	.356**	.219*	.687**
	Sig. (2-tailed)	.000	.000	.000		.000	.028	.000
	N	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.401**	.453**	.351**	.356**	1	.515**	.687**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.407**	.394**	.537**	.219*	.515**	1	.674**
	Sig. (2-tailed)	.000	.000	.000	.028	.000		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.808**	.790**	.749**	.687**	.687**	.674**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processed using SPSS 22

For the Product Strategy variable (X3), the six statement items tested (X3.1–X3.6) also demonstrate very good validity results. All items have a significance value of 0.000, and the item–total correlation values range from 0.674 to 0.808. These high correlation values indicate that each item has a strong relationship with the total variable score, enabling the items to consistently and accurately represent the Product Strategy variable accurately. By meeting the validity test criteria (Sig. < 0.05 and positive correlation coefficients), all items of variable X3 are declared valid and appropriate to be retained in the research instrument.The results of the validity test for the Branding Strategy variable (Y) are presented in the following table:

Correlations

Table 4: Validity Test of Branding Strategy (Y)

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	TOTAL
Y.1	Pearson Correlation	1	.479**	.396**	.356**	.353**	.461**	.744**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.479**	1	.475**	.382**	.169	.274**	.659**
	Sig. (2-tailed)	.000		.000	.000	.093	.006	.000
	N	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.396**	.475**	1	.421**	.299**	.314**	.710**
	Sig. (2-tailed)	.000	.000		.000	.003	.001	.000
	N	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.356**	.382**	.421**	1	.388**	.322**	.687**
	Sig. (2-tailed)	.000	.000	.000		.000	.001	.000
	N	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.353**	.169	.299**	.388**	1	.335**	.624**
	Sig. (2-tailed)	.000	.093	.003	.000		.001	.000
	N	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.461**	.274**	.314**	.322**	.335**	1	.678**
	Sig. (2-tailed)	.000	.006	.001	.001	.001		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.744**	.659**	.710**	.687**	.624**	.678**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	

N	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed using SPSS 22

The results of the validity test for the Branding variable (Y), which consists of six statement items (Y1–Y6), show that all items have a significance value of 0.000, which is less than 0.05. In addition, the correlation values between each item and the total variable score range from 0.664 to 0.744, indicating a strong level of association.

These positive and significant correlation values demonstrate that each item is able to accurately explain the Branding construct. Therefore, all items of the Branding variable are declared valid and suitable for use in the research instrument.

All statement items in variable Y are declared valid and appropriate for measuring respondents' perceptions of the branding of Dontea Café Tegal.

RELIABILITY TEST

The reliability assessment was carried out to assess how consistently the measurement tool (survey) generates similar outcomes when repeated measurements are taken. In this research, reliability evaluation utilized the Cronbach's Alpha method via the SPSS software. According to Ghozali (2021), an instrument is considered reliable if it has a Cronbach's Alpha value greater than 0.60.

The general criteria for assessing reliability are as follows:

a. ≥ 0.90 = Very reliable

b. 0.70 – 0.89 = Reliable

c. 0.60 – 0.69 = Moderately reliable

d. < 0.60 = Not reliable

The results of the reliability test for the marketing strategy variable (X1) are presented in the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.843	6

Table 5: Reliability Test Of Marketing Strategy (X1)

Source: Data processed using SPSS 22

Based on the data above, the Cronbach's Alpha value is 0.843, which is greater than 0.60. Therefore, the instrument (questionnaire) used to measure variable X1 is declared reliable. This indicates that the statement items in the X1 instrument consistently measure the same construct, and the results are dependable. The level of reliability can be classified as very good.The results of the reliability test for the Pricing variable (X2) are presented in the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.805	6

Table 6: Reliability Test Of Pricing (X2)

Source: Data processed using SPSS 22

Based on the data above, the Cronbach's Alpha value is 0.805, which is greater than 0.60. Therefore, the instrument used to measure variable X2 is declared reliable. The statement items in the X2 instrument demonstrate good internal consistency in measuring the variable.The results of the reliability test for the Product Strategy variable (X3) are presented in the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.823	6

Table 7: Reliability Test Of Product Strategy (X3)

Source: Data processed using SPSS 22

Based on the data above, the Cronbach's Alpha value is 0.823, which is greater than 0.60. Therefore, the instrument used to measure variable X3 is declared reliable. Similar to variable X2, the statement items in this instrument demonstrate good internal consistency.The results of the reliability test for the Branding Strategy variable (Y) are presented in the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.771	6

Table 8: Reliability Test Of Branding Strategy (Y)

Source: Data Processed Using Spss 22

Based on the data above, the Cronbach's Alpha value is 0.771, which is greater than 0.60. Therefore, the instrument used to measure variable Y is declared reliable. This indicates that the questionnaire items for variable Y are consistent and produce stable results.

CLASSICAL ASSUMPTION TESTS

NORMALITY TEST

The purpose of the normality test is to assess if the residual data from the regression model follow a normal distribution. A quality regression model should feature residual values that conform to normal distribution (Ghozali, 2021).

The following table presents the results of the normality test:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	3.23701252
Most Extreme Differences	Absolute	.070
	Positive	.060
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 [c,d]

a. Test distribution in Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Table 9: Normality Test

Based on the data above, the obtained Asymp. Sig. (2-tailed) value is 0.200. This value is greater than the predetermined significance level of 0.05 (0.200 > 0.05). Based on the results of the One-Sample Kolmogorov–Smirnov test, it can be concluded that the residual data in the regression model are normally distributed. This indicates that the normality assumption in the regression model has been satisfied..

MULTICOLLINEARITY TEST

The test for multicollinearity assesses if there is a significant linear association between the independent variables. As noted by Ghozali (2021), an effective regression model is one that lacks multicollinearity, which can be identified by a Tolerance value exceeding 0. 10 and a Variance Inflation Factor (VIF) of less than 10.

The table below presents the results of the multicollinearity test:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.105	.324		18.826	.000		
	PERSEPSI STRATEGI PEMASARAN	.685	.022	.800	30.467	.000	.188	5.319

PERSEPSI PENETAPAN HARGA	.141	.017	.168	8.182	.000	.308	3.249
PERSEPSI PRODUK	.049	.020	.057	2.429	.017	.234	4.274

a. Dependent Variable: BRANDING

Table 10: Multicollinearity Test

Source: Data processed using SPSS 22

Based on the results above, it can be concluded that all independent variables have Tolerance values greater than 0.10 (0.188, 0.308, and 0.234). Meanwhile, all independent variables have VIF values less than 10 (5.319, 3.249, and 4.274). Since all Tolerance values exceed 0.10 and all VIF values are below 10, it can be concluded that there is no serious multicollinearity problem in this regression model. The non-multicollinearity assumption has been met, and the multiple linear regression model is appropriate for use.

If the points are randomly dispersed and do not form a specific pattern, it indicates that heteroscedasticity does not occur.

The following figure presents the results of the heteroscedasticity test:

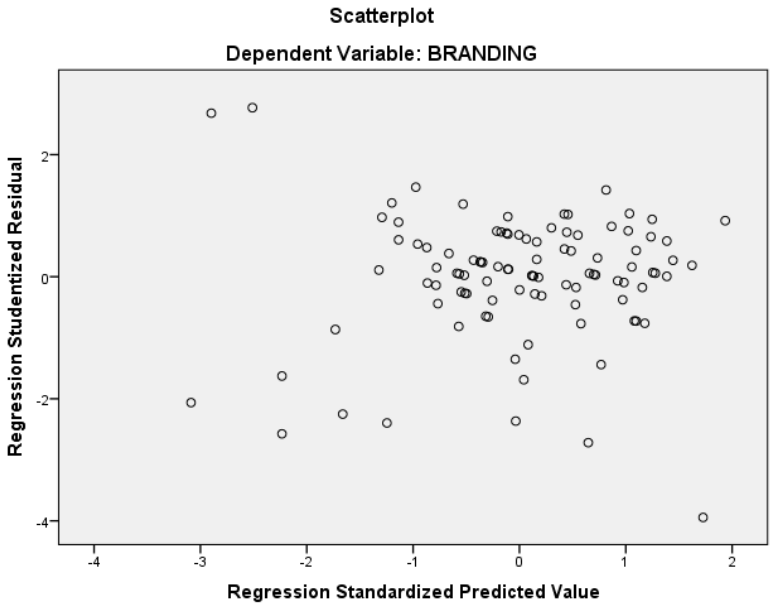


FIGURE 1: HETEROSCEDASTICITY TEST

Source: Data processed using SPSS 22

The scatterplot graph shows that the data points are randomly distributed above and below the Y-axis and do not form a clear pattern. Therefore, it can be concluded that there is no indication of heteroscedasticity, and the regression model is appropriate for use.

MULTIPLE LINEAR REGRESSION ANALYSIS TEST
Regression model:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Di mana:

- Y = BRANDING (Variabel Dependen)
- a = Konstanta
- X_1 = PERSEPSI STRATEGI PEMASARAN
- X_2 = PERSEPSI PENETAPAN HARGA
- X_3 = PERSEPSI PRODUK
- b_1, b_2, b_3 = Koefisien Regresi
- e = *Error term* (Kesalahan yang tidak diteliti)

The regression equation formed by inserting the B values from the table is:
Y=6.105+0.685X1+0.141X2+0.049X3
Constant (a = 6.105):
If all independent variables (PERCEPTION OF MARKETING STRATEGY, PERCEPTION OF PRICING, and PERCEPTION OF PRODUCT) are equal to zero, then the average value of **BRANDING** is 6.105.**Coefficient of X1 (PERCEPTION OF MARKETING STRATEGY, b1 = 0.685):**
The positive value of 0.685 indicates a direct relationship. This means that every one-unit increase in the PERCEPTION OF MARKETING STRATEGY will increase the value of **BRANDING** by 0.685 units, assuming other variables remain constant. This variable has the greatest influence (the largest coefficient).**Coefficient of X2 (PERCEPTION OF PRICING, b2 = 0.141):**
The positive value of 0.141 indicates a direct relationship. This means that every one-unit increase in the PERCEPTION OF PRICING will increase the value of **BRANDING** by 0.141 units, assuming other variables remain constant.**Coefficient of X3 (PERCEPTION OF PRODUCT, b3 = 0.049):**
The positive value of 0.049 indicates a direct relationship. This means that every one-unit increase in the PERCEPTION OF PRODUCT will increase the value of **BRANDING** by 0.049 units, assuming other variables remain constant.

HYPOTHESIS TESTING
PARTIAL TEST (t-Test)

The t-test is used to determine the effect of each independent variable on the dependent variable partially. Based on the results of the regression analysis in the **Coefficients** table, the following results were obtained:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.105	.324		18.826	.000
	PERSEPSI STRATEGI PEMASARAN	.685	.022	.800	30.467	.000
	PERSEPSI PENETAPAN HARGA	.141	.017	.168	8.182	.000
	PERSEPSI PRODUK	.049	.020	.057	2.429	.017

Dependent Variable: BRANDING

Table 11: Partial Test (T-Test)

Source: Data processed using SPSS 22

The significance value (Sig.) for the PERCEPTION OF MARKETING STRATEGY variable is 0.000. Since the significance value of 0.000 < 0.05, Hypothesis 1 (H1) is accepted. This indicates that the PERCEPTION OF MARKETING STRATEGY variable has a significant partial effect on BRANDING.The significance value (Sig.) for the PERCEPTION OF PRICING variable is 0.000. Since the significance value of 0.000 < 0.05, Hypothesis 2 (H2) is accepted. This indicates that the PERCEPTION OF PRICING variable has a significant partial effect on BRANDING.

has a significant effect on Branding. The significance value (Sig.) for the Product Perception variable is 0.017. Since the significance value of 0.017 < 0.05, Hypothesis 3 (H3) is accepted. This indicates that the Product Perception variable partially has a significant effect on Branding.All partial hypotheses proposed in this study (H1, H2, and H3) are accepted, indicating that the three independent variables have a significant effect on Branding.

SIMULTANEOUS TEST (F-TEST)

The F-test is utilized to assess whether the independent variables collectively exert a considerable influence on the dependent variable. As stated by Ghozali (2021), the F-test is performed to evaluate the overall validity of the regression model. A regression model is deemed significant when the significance value (Sig.) falls below 0. 05.

Decision Criteria:

• If Sig. < 0.05, then H4 is accepted (the model is simultaneously significant).
• If Sig. > 0.05, then H4 is rejected (the model is not simultaneously significant).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1462.172	3	487.391	2538.151	.000[b]
	Residual	18.434	96	.192		
	Total	1480.607	99			

a. Dependent Variable: BRANDING

b. Predictors: (Constant), PRODUCT PERCEPTION, PRICING PERCEPTION, MARKETING STRATEGY PERCEPTION

Table 12: Simultaneous Test (F-Test)

Source: Data processed using SPSS 22

Significance Value (Sig.): The obtained significance value is 0.000. This value is less than 0.05 (0.000 < 0.05). Since the significance value of 0.000 is smaller than **0**.05, Hypothesis 4 (H4) is accepted. This indicates that the variables Marketing Strategy Perception, Pricing Perception, and Product Perception simultaneously have a positive and significant effect on Branding.

COEFFICIENT OF DETERMINATION TEST (R-SQUARE TEST**)**

The coefficient of determination (**R^2**) is used to measure how much of the variation in the dependent variable can be explained by the independent variables. The higher the value of **R^2** (closer to 1), the better the model's ability to explain the dependent variable.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.994[a]	.988	.987	.438

a. Predictors: (Constant), PRODUCT PERCEPTION, PRICING PERCEPTION, MARKETING STRATEGY PERCEPTION

B. Dependent Variable: Branding

Table 13: Coefficient Of Determination Test (R-Square Test)

Source: Data processed using SPSS 22

The Adjusted R^2 value is 0.987**,** which means that 98.7% (obtained from 0.987 × 100%) of the variation or changes in the dependent variable, Branding, can be jointly explained by the independent variables in the model, namely Marketing Strategy Perception**,** Pricing Perception, and Product Perception. The remaining **1.3**% (obtained from 100% − 98.7%) of the variation in Branding is influenced or explained by other variables that are not included in this regression model.

CONCLUSIONS

Based on the research results, it can be concluded that marketing strategy perception**,** pricing**,** and product perception each have a significant effect on the branding of Dontea Café Tegal. Marketing strategy is the most dominant variable influencing branding strength, indicating that promotional efforts, target market determination, and the formulation of the marketing mix play a major role in shaping the café's brand image. In addition, pricing that is perceived as appropriate by consumers also contributes to strengthening positive brand

perceptions. Consumer perceptions of the product, including menu quality and innovation, also have a significant influence, although not as strong as the marketing strategy. Simultaneously, these three variables are able to explain **98.7**% of branding variation, leading to the conclusion that the success of Donte**a** Café Tegal's branding is strongly influenced by these three key aspects.

RECOMMENDATIONS

Based on the research findings, it is recommended that Dontea Café Tegal continue to strengthen its marketing strategies through more creative and consistent promotional activities, particularly on social media, as well as collaborations with local influencers to increase brand reach. Pricing strategies should also be periodically adjusted to remain competitive and aligned with product quality and facilities provided, including offering bundled packages or loyalty programs. Furthermore, product innovation should be carried out continuously while maintaining taste quality and menu presentation to ensure customer satisfaction and positive experiences. Dontea Café should also pay attention to spatial layout and ambiance that align with the intended branding concept, so that it can meet consumer needs not only for dining, but also for socializing and leisure activities. for relaxation or working. For future research, it is recommended to include additional variables such as service quality or café atmosphere to obtain more comprehensive research results.

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