

Purchase Decisions: Brand Image and Product Quality

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Abstract :

The purpose of this study was to determine the effect of brand image and product quality on purchasing decisions Donut J-Co, both partially and simultaneously. Where in this study using a sample of a total population of 97 respondents with solving sampling techniques and the use of multiple regression analysis tools with SPSS software 23.

The results showed that brand image partially had a positive and significant effect on the purchase decision of Donut J-Co, product quality showed the results that had a positive and significant effect on the purchase decision of Donut J-Co, while for simultaneous testing the results showed that brand image and product quality affected positive and significant towards J-Co's buying decision.

Keywords: Purchase Decision, Brand Image, Product Quality

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INTRODUCTION

In the current era of globalization, producers or companies are required to be able to know the needs and desires of consumers both now and in the future. The progress of science and technology that continues to grow led to innovations in creating a product. This causes producers to not be able to remain calm in offering just one product, but must continue to innovate on their products. The increase in marketing activities must be carried out in a planned manner. Or in other words, companies must determine the right marketing strategy. Changes in the company's environment, especially competing factors that can produce the same product, cause many companies to be customer-oriented (customer oriented).

Efforts to meet various needs, one of which is food, is currently developing rapidly. Many producers have created culinary with various forms and flavors, and have been used as a means of business to look for income. Therefore, various types of shapes and flavors of food have been offered by many economic actors engaged in the food and beverage industry. JCO Donuts & Coffee is a local franchise business that provides donuts with a variety of variations and various kinds of coffee with a variety of offerings and variations. The donuts served by JCO Donuts & Coffee are truly "fresh from the oven", soft, and the contents are varied and the appearance is attractive. JCO Donuts & Coffee is currently a trendsetter among donut lovers. JCO Donuts & Coffee is also a local business that uses concepts from abroad which are then refined with modernization and the best quality.

The increasingly fierce competition in which more and more producers are involved in meeting the needs and desires of consumers, causing each company to put orientation on customer satisfaction as the main goal (Tjiptono, 2014). The purchase decision is the stage where the buyer has made his choice and made a purchase of the product, and consumes it (Suharno, 2010). The needs and desires of various consumers are used as a guideline for companies to design appropriate marketing strategies to meet the expectations of each consumer. As technology develops, consumers are getting smarter in choosing the products they will consume. This consumer decision-making process often involves several decisions. Smart companies will try to fully understand the customer's decision-making process, all of their experiences in learning, choosing, using, and even in disseminating products (Kotler and Keller, 2016). Efforts to be able to create purchasing decisions, each company will continue to maintain the brand image, where the brand image is a product is one of the factors that are considered by consumers. Of course, with a positive brand image, consumers will tend to make purchases that lead to increased purchasing decisions and the company's ability to generate profits will be obtained by the company. Tjiptono (2014) said brand image is a series of associations perceived by individuals all the time, as a result of the direct and indirect experience of a brand. Brand image has an important role in the development of a brand because brand image involves the brand name and reputation that is the basis for consumers to use a product or goods so that it will give rise to certain experiences (brand experience). Brand image is a view and belief in a brand that is formed from information received by someone. A positive brand image can also be seen from the company's activities and responsibilities towards the environment and social values. Social responsibility is the company's actions and policies in interaction with its environment based on ethics (Purwanto, 2013).

LITERATURE REVIEW

Brand Image

Kertajaya (2010) said that a brand is referred to as a value indicator because the brand is able to create and add value to products, companies, people, or even countries, therefore the brand becomes an indicator value offered to internal, external, and investor customers. In addition, the brand indicates the value of the product, so that it will make the company able to avoid the commodity trap. According to Kotler and Armstrong (2016) the brand is "Brand is a name, term, symbol, design, or a combination of these, that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors".

Product Quality

Kotler and Keller (2016) provide an explanation of the quality as follows, "Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs". Kotler and Armstrong (2016) define product quality as follows: "Product quality is the characteristics of a product or service that bears on its ability to satisfy stated or implied customer needs".

Customer Satisfaction

Kotler & Keller (2016) define customer satisfaction as follows "Satisfaction (satisfaction) is a feeling of pleasure or disappointment someone who arises due to comparing the perceived performance of the product (or results) against their expectations. If performance fails to meet expectations, the customer will be dissatisfied. If performance is in line with expectations, customers will be satisfied. Based on the above theory, the following framework can be described in this study:

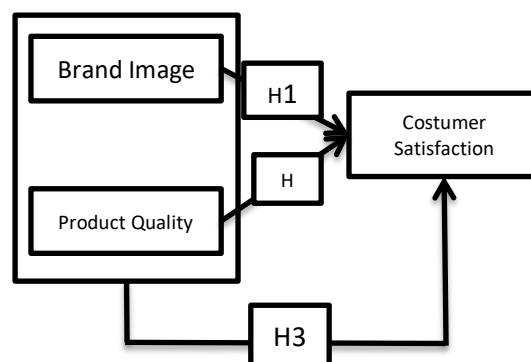


Figure 1: Framework Research

RESEARCH METHOD

The method used is an empirical study with an associative research approach, which aims to determine the influence or relationship between two variables or more. The population in this study were people in the city of Makassar who were college students. The sample was determined by 97 respondents, with the distribution of questionnaires or research instruments

carried out randomly using google forms, and if the sample was fulfilled and fulfilled the requirements as respondents, then the data will be analyzed further. Questionnaires using a 5-level Likert scale, with perceptions of respondent's answer 1 were strongly disagree, 2 was disagreeing, 3 was disagreeing, 4 was agreeing, and 5 was strongly agreeing. Each indicator on the variable under study is first tested by an instrument with a valid test and a reliable test, with a validity threshold in the trial that is 0.3 and a reliable test on Cronbach's alpha > 0.6 . Furthermore, the analytical technique used is by multiple regression analysis with the t-test in testing the hypothesis.

RESULTS & DISCUSSION

A. Validity and Reliability

Table 1. Validity

Item Pernyataan	Nilai Validitas	Standar Validitas	Nilai	Keterangan
Item X1.1	.778	.201		Valid
Item X1.2	.804	.201		Valid
Item X1.3	.700	.201		Valid
Item X2.1	.748	.202		Valid
Item X2.2	.833	.202		Valid
Item X2.3	.838	.202		Valid
Item X2.4	.749	.202		Valid
Y1.1	.828	.201		Valid
Y1.2	.876	.201		Valid
Y1.3	.884	.201		Valid

Source: Primary Data Processed

Found the results of the data validity value of all items of the statement tested shows that the overall data is valid, then reliability testing.

Table 2. Reliability

Variabel	Nilai Cronbach's Alpha	Cronbach's Alpha Based on Standardized	Keterangan
Brand Image	.631	0.60	Realibel
Kualitas Produk	.803	0.60	Realibel

Keputusan Pembelian	.826	0.60	Realibel
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Source: Primary Data Processed

Found in the results of the deception that the value of Cronbach's Alpha of the three variables tested is greater than Cronbach's Alpha Based on Standardized, which can be interpreted that the overall data variable is reliable

Table 3. Determination Coefficient Test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-2.049	1.015		-2.019	.046
	X1	.341	.092	.219	3.690	.000
	X2	.617	.050	.737	12.408	.000

a. Predictors: (Constant), Brand Image, And Product Quality

b. Dependent Variable: Purchase Decisions

Source: Processed Primary Data, 2019

Based on table 1, it can be seen that the results of multiple linear regression equations from this research model are as follows:

$$Y = -2.049 + 0.341X_1 + 0.617X_2$$

The results of testing the hypothesis in this study are as follows:

a) Testing the influence of brand image on the consumer purchase decisions the hypothesis proposed in this study are:

Ha: brand image has a positive and significant effect on the consumer purchase decisions Donut J-Co

Brand image shows that Thitung is 3,690 while for t-Table is 1,661, it can be said that the value of Thitung > t-Table (3,690 > 1,661), with a significance value of 0,000 < 0.05, so it can be said that the brand image partially has a positive and significant influence on purchasing decisions donut J-co at Panakukkang Mall Makassar

b) Testing the influence of product quality on the consumer purchase decisions the hypothesis proposed in this study are:

Ha: product quality has a positive and significant effect on the consumer purchase decisions Donut J-Co

Product quality shows that Account is 12,408 while for t-Table is 1,661, it can be said that the value of Tcount > t-Table (12,408 > 1,661), with a significance value of 0,000 < 0.05, so it

can be said that the product quality is a partially positive and significant influence on purchasing decisions donut J-co at Panakukkang Mall Makassar.

As for seeing the amount of contribution given from the variables of brand image and product quality to purchase decisions, it can be seen from the determination coefficient (R²). Obtaining a determination value (R²) can be seen in the following table:

a. Predictors: (Constant), brand image, product quality, Purchase Decisions

b. Test results for the coefficient of determination (R²)

(Source: Primary Data processed, 2019)

Independent variables (brand image and product quality) on purchasing decisions are found for an R-value of 0.869 or 86.9% then an R square value of 0.755 or 75.5%, and an adjusted R Square value of 0.750 or 75%. In this study, researchers took the adjusted R Square value because the adjusted R Square value was representative of the sample used, then the value that remained adjusted R Square, from that value there was a 75% influence given between brand image and product quality on donut purchasing decisions J-co, while the remaining $100-75 = 25\%$ are other factors not examined such as price and others.

This test is used for this test can be used to find out whether the model built meets the criteria of fit or not. The full F test results can be seen in the following table.

Table 4. F-test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	490.302	2	245.151	144.916	.000 ^b
	Residual	159.017	94	1.692		
	Total	649.320	96			

a. Predictors: (Constant), Brand Image, Product Quality.

b. Dependent Variable: Purchase Decisions

Source: Processed Primary Data, 2019

The data shows that the account value is 144.916, where the f-table value is 3.09, meaning that it can be said that simultaneously the account value is greater than the f-table value ($144.916 > 3.09$), so it can be said that it simultaneously has an influence on purchase decisions.

CONCLUSIONS

Research conducted on Dunut JCo especially among college students, has proven that the higher the level of brand image, and product quality, the more purchase decisions for online shopping. Product quality is the most dominant factor in influencing purchase decisions at dunot JCo. This study implies that, the need to identify and analyze other factors that can encourage increased purchase decisions from consumers, because the adjusted r square value is only 75%, while the rest is influenced by other variables that have not been studied, including factors of price, quality service, and others so.

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