The Influence of Brand Image and Product Quality on Purchasing Decision

Selvia
Program Studi Manajemen Perusahaan, Politeknik Cendana, Medan, Indonesia
alvionitayin@gmail.com

Hengky Kosasih
Program Studi Manajemen Perusahaan, Politeknik Cendana, Medan, Indonesia
hengkyko80@gmail.com

Rina Friska B. Siahaan
Program Studi Manajemen Perusahaan, Politeknik Cendana, Medan, Indonesia

Williny Williny
Program Studi Manajemen Pemasaran, Politeknik Cendana, Medan, Indonesia

Anggia Arif
Program Studi Manajemen Pemasaran Internasional, Politeknik Cendana, Medan, Indonesia

Abstract

The author's purpose in conducting this research is to determine and analyze the influence of brand image and product quality on purchasing decisions. The method used in this research is a quantitative research method. The data collection method used by the author in this study was through a questionnaire and by using the Slovin formula and obtained 96 samples. From the results of the study, it was found that partially the brand image variable had a tcount value of $4.837 > 1.985$ and sig $0.000 < 0.05$ and the Product Quality variable had a tcount value of $2.123 > 1.985$ and sig $0.036 < 0.05$, so it was concluded that brand image had a significant effect on decisions and quality. the product has a significant effect on purchasing decisions, while simultaneously the brand image and product quality variables have an Fcount of $16.943 > 3.09$ so it can be concluded that the brand image and product quality variables have a positive and significant effect on purchasing decisions.

Keywords
Brand Image, Product Quality, Purchasing Decision

1.Introduction
The era of globalization, which is growing rapidly today, has resulted in industrial activities in the field of goods and services increasing as well. This circumstance forces the company to be more responsive to rapid and dynamic market changes. If the company wants to continue to exist in the competition, then the company must pay attention to one of the important aspects in doing business, namely marketing. In general, it can be said that marketing as a mindset that realizes that a company cannot survive without a purchase transaction. A good or service that a company produces to consumers can compete with other companies when the company can market the goods or services. Consumer's decisions in buying an item

will always pay attention to a good brand image of product quality fiber that is in accordance with consumer expectations. The company will try to attract the attention of consumers so that consumers are willing to buy their products. The more consumers who decide to buy their products, the more profits the company gets. Vice versa, if consumers decide to buy a small amount of their products, the less profit thecompany will get. The right corporate strategy is an important key to be able to influence consumers in making a purchase decision.

PT. Calipso Multi Utama is a company engaged in the sale of Apira Brand Motorcycle Tires, In order to face fierce market competition, PT. Calipso Multi Utama always displays a good Brand Image in the public and always improves the Quality of its company's Products, but in 2021 sales at PT. Calipso Multi Utama experienced a decrease in the purchase decision which can be seen in table 1 below:

Table 1 Sales Report

Year	Aspira Tire
2017	2789
2018	3125
2019	3569
2020	3321
2021	2958

Based on table 1, It can be concluded that the sales of Aspira brand tires from 2017-2021 have decreased or increased as in 2017 managed to sell 2789 pieces, in 2018 experienced an increase in successfully selling 3125 pieces, in 2019 there was an increase in successfully selling 3569 pieces, in 2020 there was a decrease in successfully selling 3321 pieces and in 2021there was a decrease in successfully selling by 2958 pieces.

1.1 Objectives
Based on the formulation of the problem above, the objectives of this study are:
1. To test and analyze the influence of Brand Image on the Purchasing Decision of Aspira brand Motorcycle Tires at PT. Calispo Multi Utama.
2. To test and analyze the effect of Product Quality on the Purchasing Decision of Aspira brand Motorcycle Tires at PT. Calispo Multi Utama.
3. To test and analyze the influence of Brand Image and Product Quality on the Purchasing Decision of Aspira brand Motorcycle Tires at PT. Calispo Multi Utama.

2. Literature Review
Brand Image
According to Firmansyah (2020:60) Brand image can be defined as a perception that arises in the minds of consumers when remembering a brand of a certain product. According to Firmansyah (2020: 81) the brand image indicator consists of several parts, namely

1. *Corporate Image*, which is a set of associations that consumers perceive towards companies that make a good or service.

2. *User* Image, which is a set of associations that consumers perceive towards users who use a good or service.

3. *Product Image*, which is a set of associations that consumers perceive to a good or service.

Product Quality
According to Tjiptono (2016: 133) product quality is a characteristic of a product in its ability to meet predetermined needs and has latent properties According to Tjiptono (2016: 134) product quality has eight indicators as follows:
1. *Performance* is the main operating characteristic of the *core product*purchased.
2. *Features* (additional features or traits) are secondary or complementary characteristics.

3. *Reliability* is a small probability of being damaged or failing to be used.
4. *Conformance to Specifications* is the extent to which design and operating characteristics meet predetermined standards.
5. *Durability* is related to how long the product can be used.
6. *Serviceability* includes speed, competence, comfort, ease of repair and satisfactory handling of complaints.
7. *Esthetics* (Aesthetics) is the attractiveness of the product to the five senses.
8. *Perceived Quality* (perceived quality), that is, the image and reputation of the product and the company's responsibility towards it.

Purchasing Decision
Kotler and Keller (2016:194) state that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. According to Kotler and Keller (2016:195) explains six indicators of purchasing decisions, namely as follows:

1. Product selection
   Consumers can make decisions to buy a good or service or use their money for other purposes.
2. Brand selection
   The consumer must be able to determine what brand he wants to buy.
3. Selection of the place of dealership
   Consumers must be able to determine the service provider they want to visit.
4. Time of purchase
   Consumer decisions in determining when a purchase will be made.
5. Purchase amount
   Consumer decisions regarding the amount of goods or services he wants to buy.
6. Payment methods
   Consumer decisions in choosing what payment method to use.

3. Methods

According to Sugiyono (2016: 7) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research in certain populations or samples. Sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative / statistical with the aim of testing predetermined hypotheses. So in this study will use quantitative research methods.

4. Data Collection

Population is the total number consisting of objects or subjects that have certain characteristics and qualities set by the researcher to be studied. The population of the study to be used in the study is all consumers who have made purchases in 2021 as many as 2958.According to Jaya (2019:10), the sample is part of a number of characteristics shared by the population used for the study. To determine the number of samples, you will use the slovin formula on a total population of 2958.

$$n = \frac{N}{1 + N \times e^2}$$
$$n = \frac{2958}{1 + 2958 \times 0.01}$$

n = 96 samples.
-Information:
n= Sample Size.
e= Percentage of tolerable error rate.
N= Population Size.

5. Results and Discussion

5.1 Numerical Results
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	20.3333333
	Std. Deviation	2.69272881
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.053
Kolmogorov-Smirnov Z		.062
Asymp. Sig. (2-tailed)		.200[a]

a. Test distribution is Normal.
b. Calculated from data.

In Table 6 above, it can be seen that the results of *the Kolmogorov-smirnov* normality test prove that the resulting significant level value is greater than 0.05, which is 0.200, so it can be concluded that the statistical testing of normality is classified as normally distributed.

5.2 Graphical results

Histogram
Dependent Variable: Keputusan Pembelian
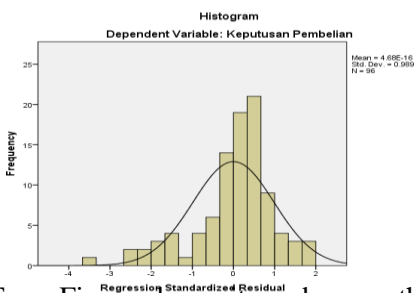
From Figure above, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then regression is considered to meet the assumption of normality.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian
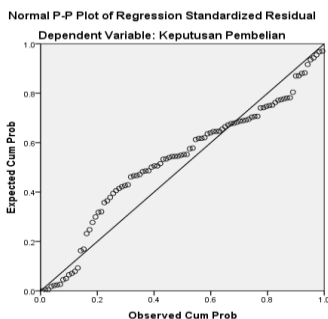
5.3 Proposed Improvements
Based on the results of the research that has been carried out, in this discussion the researcher will discuss the influence of Brand Image and Product Quality simultaneously on the Purchasing Decision at PT. Calipso Multi Utama.

The Effect of Brand Image on Purchasing Decisions
Based on the results of partial hypothesis testing using the t-test, it is known that the Brand Image variable has a $_{calculated}$ t value (4,837) > t$_{table}$ (1,985) with a significant level of 0.000 < 0.05 so that it can be concluded that there is a partial significant positive influence between the Brand Image and the Purchasing Decision at PT. Calipso Multi Utama.The results of this study are in line with previous

research conducted by Miati (2020), where the results showed that the Brand Image variable had a positive and significant effect on Purchasing Decisions.

The Effect of Product Quality on Purchasing Decisions

Based on the results of partial hypothesis testing using the t-test, it is known that the Product Quality variable has a $_{calculated}$ t value (2.123) > t_{table} (1.985) with a significant level of 0.036 < 0.05 so that it can be concluded that there is a partial significant positive influence between Product Quality and Purchasing Decisions at PT. Calipso Multi Utama. The results of this study are in line with research conducted by Hamzah and Igir and Tampi (2018) where the results showed that Product Quality had a positive and significant effect on Purchasing Decisions.

The Influence Of Brand Image And Product Quality On Purchasing Decisions

Based on the results of simultaneous hypothesis testing using the F-test, it is known that the variables brand image and product quality have $a_{calculated}$ F value (19.943) > F_{table} (3.09) with a significance of 0.000 < 0.05 so that it can be concluded that there is a significant influence between brand image and product quality simultaneously affecting the purchasing decision at PT. Calipso Multi Utama. The value of R Square (R^2) or the coefficient of determination obtained is 0.267 meaning that the Purchase Decision variable can be explained by the variable Brand Image and Product Quality of 26.7% while the remaining 73.3% is influenced by other factors that come from outside this research model such as *Personal selling*, Quality of service, public relations and product design.The results of this study are in line with previous research by Fatmaningrun and Susanto (2020), where the results showed that Brand Image and Product Quality simultaneously influenced Purchasing Decisions.

5.4 Validation

Table 2 Validity Test X₁

No.	Rhitung	Rtabel	Information
1	0,882	0,361	Valid
2	0,907	0,361	Valid
3	0,927	0,361	Valid
4	0,894	0,361	Valid
5	0,844	0,361	Valid

From Table, it shows that based on the validity test results for the Brand Image variable, it shows that all *corrected item-total correlation* values are greater than the minimum correlation limit value of 0.361 so that the results are obtained that all statements in the questionnaire are valid.

Table 3 Validity Test X₂

No.	Rhitung	Rtabel	Information
1	0,615	0,361	Valid
2	0,764	0,361	Valid
3	0,785	0,361	Valid
4	0,855	0,361	Valid
5	0,780	0,361	Valid
6	0,852	0,361	Valid
7	0,375	0,361	Valid
8	0,380	0,361	Valid

From Table, it shows that based on the validity test results for the Product Quality variable, it shows that all *corrected item-total correlation* values are greater than the minimum correlation limit value of 0.361 so that the results are obtained that all statements in the questionnaire are valid.

Table 4 Y Validity Test

No.	Rhitung	Rtabel	Information
1	0,894	0,361	Valid
2	0,804	0,361	Valid
3	0,774	0,361	Valid

4	0,843	0,361	Valid
5	0,751	0,361	Valid
6	0,660	0,361	Valid

From Table above shows that based on the results of the validity test for the Purchase Decision variable, it shows that all *corrected item-total correlation* values are greater than the minimum correlation limit value of 0.361 so that the result is obtained that all statements in the questionnaire are valid.

6. Conclusion

Based on the results and discussion of the research, the author makes several conclusions as follows:

1. The result obtained from multiple linear regression analysis is that if the brand image (X_1) and product quality (X_2) values are not valuable, then the Purchasing Decision is as large as the constant. Every increase in Brand Image (X_1) by one unit, the Purchase Decision will increase by b_1. Every product quality improvement (X_2) by a unit, the Purchasing Decision will increase by b_2.

2. The results of the t-Test show that the Brand Image partially has a positive and significant influence on the Purchasing Decision of PT. Calipso Multi Utama.

3. The t-Test results show that Product Quality partially has a positive and significant influence on purchasing decisions at PT. Calipso Multi Utama.

4. The F-Test results show that the Brand Image and Product Quality simultaneously have a positive and significant influence on the Purchasing Decision at PT. Calipso Multi Utama.

For the coefficient of determination, it is found that the Brand Image and Product.

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Biography

Selvia is a final year student of Diploma III Management Study Program at Politeknik Cendana.