

The Influence of Brand Equity and Product Quality on Cimory Yoghurt Squeeze Purchase Decisions in Koto Tangah District, Padang City

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ABSTRACT

This study aims to find out how the variables of Brand Equity and Product Quality affect the purchase decision of cimory yoghurt squeeze in Koto Tangah Padang District. The type of data used in this study is quantitative in the form of questionnaires from cimory consumers in Koto Tangah District. The population used in this study is all cimory consumers in Padang City. The results of the t-test showed that Brand Equity and Product Quality had a positive and significant effect on the decision to purchase cimory yoghurt squeeze in Koto Tangah Padang District with a t-value calculated for Brand Equity with a t-value of 5,503 > t_{table} 1,661 and a sig value of $0.000 < 0.05$ and Product Quality with a t-value of 2,558 > t_{table} 1.661 and a sig value of $0.012 < 0.05$ with df $96-3 = 93$, then the table t of 1.661 is obtained. The results of the F-test showed that the variables of Brand Equity and Product Quality together had a positive and significant effect on the decision to purchase cimory yoghurt squeeze in Koto Tangah Padang District with the results of the F test knowing that $f_{calculated}$ 29,237 > from f_{table} 3.09 and the significance of $f = 0.000$ was less than 0.05. From the results of the determinant coefficient analysis, the R Adjusted Square (R²) value was obtained of 0.386, which means that 38.6% of the variables of purchase decisions can be explained by the variables Brand Equity and Product Quality, while the rest (61.4%) can be explained by other variables that are not examined in this study.

Keywords : Brand Equity, Product Quality and Purchase Decision

1. Introduction

The development of the beverage industry in Indonesia is developing due to the many types and brands of packaged drinks circulating in the market. The emergence of dairy products with various brands circulating in society today has resulted in the creation of competitive competition between companies. This encourages the company to always

carry out various marketing strategies to keep up with the flow of business competition so that companies are required to be able to choose the right marketing strategy. A company can become a winner in increasingly fierce business competition if the company is able to attract consumers as much as possible and of course the company can also get great profits according to the company's goals.

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The general public in Indonesia is very fond of consuming cow's milk, both fresh cow's milk and cow's milk products. This is because dairy cows produce milk with balanced nutrition that cannot be replaced with other foodstuffs. To increase the consumption power and competitiveness of dairy products, there are many processed products that have great potential in providing taste for consumers. The type of milk that is widely loved by the public is yogurt milk. Yogurt is a type of milk-based beverage that is processed through bacterial fermentation. Yogurt drinks are generally made from peanuts, soy and goat's milk, but the majority of people know these drinks are made from cow's milk. Yogurt is formed from two bacteria that are beneficial to health, namely *Lactobacillus bulgaricus* and *Streptococcus thermophilus*. In addition to these bacteria, yogurt contains B complex vitamins namely B1, B2, B3, and B6 as well as folic acid, pantothenic acid, and biotin.

The development of yogurt in Indonesia is quite good judging from the level of production tends to increase and the existence of various types of yogurt brands in the Indonesian market. This condition causes competition for market share. Competition in the Indonesian Yogurt Industry is followed by national and multinational companies. One of the companies that entered the competition in the yogurt industry is PT. Cisarua Mountain Dairy. PT. Cisarua Mountain Dairy or abbreviated as Cimory is a leading food and beverage company in Indonesia that is growing rapidly, based on the four best natural proteins, namely meat, milk, eggs, and soybeans. The company that operates produces milk and its processing, by using local fresh milk raw materials to make quality products that have more value so that later it will not lose competition in the market. Milk is one of the protein source foods with various nutrients needed by the body.

Cimory is developing as an industry that focuses on milk processing by applying technology to add value to products. Since the beginning of 2006, Cimory has produced pasteurized milk and developed dairy derivative products such as yoghurt drinks, yoghurt sets, and cheese. The flavor variants presented by Cimory are made to meet a variety of consumer choices. Cimory Yoghurt Squeeze is the first Ready to Drink that answers all the needs of today's consumers. Being the first in Indonesia, Cimory provides innovation in the form of a new way to enjoy yogurt in packaging that is easier to hold, tastes good, and is nutritious. As a milk and yogurt manufacturer, this time Cimory launched a new product, namely Cimory Yoghurt Squeeze in pouch packaging with 6 flavor variants, namely Original, Strawberry, Blueberry, Peach, Honey, and Aloe vera. This product makes it easy for consumers to be able to enjoy the freshness and benefits of yogurt quickly and practically without having to use a spoon or bowl

Table 1.1 Development of Yoghurt Production in Indonesia in 2018-2021

Tahun	Produksi (Liter)	Nilai (Rp.000)	Pertumbuhan(%)
2018	1.039.279	8.985.642	-
2019	1.536.824	11.356.826	26,39
2020	1.682.612	13.475.394	18,65

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2021	1.765.831	30.48.258	125,88
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Table 1.1 shows the increase in yogurt production each year. Judging from the higher growth rate, it shows an increase in the number of producers in the yogurt industry and the potential for an increase in yogurt consumption.

Of course, this will cause fierce competition in the market, producers must develop a good strategy in order to survive in the market. The following is presented in table 1.2 of the list of fermented beverage brands as follows: **Table 1.2**

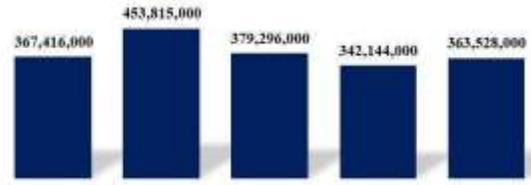
Top Brand Index of Fermented Beverages 2020-2021

Nama produk	Tbi 2020	Tbi 2021
<i>Cimory</i>	66.2%	67.4%
<i>Activia</i>	6.6%	7.8%
<i>Dutchmill</i>	4.3%	4.5%
<i>Freshtime</i>	3.8%	4.0%
<i>Elle & Vire</i>	1.5%	1.1%

Data 1.2 we can see the 2021-2022 TOP Brand index which comes from the top brand awards index. Judging from the data, the predicate of the TOP Brand for fermented drinks in the first position is Cimory which has increased quite well with a fairly high percentage compared to other brands whose percentage is less than 10%. It is quite interesting to research how Cimory managed to achieve this position. Cimory products have spread to areas in Indonesia, including Padang City. Padang City is the capital city of West Sumatra Province which has 11 sub-districts. One of the sub-districts in Padang City is Koto Tangah District, Koto Tangah is a developing sub-district, the increase in the population of Koto Tangah District, both natives and students who live in the Koto Tangah District area, is a business opportunity for companies. The competition in yogurt makes manufacturers compete to innovate their products with the aim of seizing market share by offering interesting flavor and efficacy variants so that consumers are interested in making purchases. Consumer purchase decisions are important in the progress of a company, because the greater the desire of consumers to buy products or services in a company, the greater the opportunity for the company to get profits and regular consumers. Below is the table of Total Sales of Cimory Yoghurt Squeeze in Padang city

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Sales of Cimory Yoghurt Squeeze in Padang City in the Last 5 Months



Graph 1.1 shows that the number of sales of squeeze products in Padang City has decreased, where in December sales amounted to Rp. 453,815,000 and in 2022 it experienced a very rapid decline so that in February it reached sales of Rp. 342,144,000

The following is presented The number of yoghurt squeeze sales in Koto Tengah, Padang City.

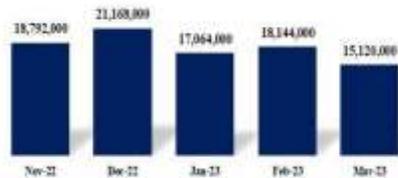


Table 1.4 shows that the number of sales of squeeze products in Koto Tengah, Padang City has decreased, where in December sales amounted to Rp. 21,168,000 and experienced a very rapid decline so that in March it reached sales of Rp. 15,120,000.

Purchase decisions can be an opportunity for companies to gain profits from a business perspective, the higher the consumer perception of buying a product, the company will be known by many people and consumers will be loyal to the company. To make someone decide to buy the product that the company provides, there are many ways that can be achieved by the company, for example by providing the best quality and value of the product itself.

Purchase Decision is an action taken by consumers in making a purchase where decision-making is influenced by the information that consumers have about the product to be purchased. Purchase decisions will occur if consumers feel like buying a product or need the product. According to Kotler and Amstrong (2018:226) Purchase Decision is a stage in the decision-making process where consumers are actually going to buy. Factors influencing the Purchase Decision. According to Bairizki (2017:71-86) there are several factors that affect the Purchase Decision, namely Product Quality, promotion, price, and brand equity.

According to Aaker (2018:22) *Brand Equity* is a set of brand assets and liabilities related to a brand, its name and symbol, which adds or decreases the value provided by a good or service to a company. Brand Equity Indicator according to (Aaker, 2017). *Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, Other Brand Assets*. Based on the opinions of the experts above,

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it can be concluded that Brand Equity is the added value provided to products and services. This can be reflected in the way consumers think, feel, and act with respect to the brand, as well as the price, market share, and profitability that the brand has for the company.

In addition to Brand Equity, Product Quality is also a consideration to determine the Purchase Decision, According to Kotler and Keller (2017:164) said that Product Quality is the ability of an item to provide appropriate results or performance even beyond what consumers want. According to Sopiah and Sangadji, (2017:80) Product Quality consists of several indicators, namely: *Performance* , *Reliability* , *Feature* , *Durability* , Consistency and Design. Based on the opinions of the experts above, it can be concluded that Product Quality is Product Quality is a measure to assess that a good or service has a use value as desired or in other words a good or service is considered to have quality if it functions or has the desired use value.

in line with a study conducted by Mustikan (2021) entitled "The Influence of Brand Equity, on Purchase Decisions on Tea Beverage Products in Management Students of the Faculty of Economics and Business, Victory University Sorong". Based on the results of the calculation of the t-calculated value of the brand equity variable, it can be seen that the calculated t-value of 4.814 is smaller than the t-value of table 1,675 and the Sig value of 0.000. Thus, the hypothesis is accepted, meaning that the brand equity variable has a significant influence on the decision to purchase Boxed Tea drinks in students of the Management study program

Based on the phenomenon of the above problem, the researcher is interested in researching "**The Influence of Brand Equity and Product Quality on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City**" **Problem Formulation**

Based on the background of the problems stated above, the problems developed can be formulated as follows:

1. How does Brand Equity affect the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City?
2. How does Product Quality affect the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City?
3. How does Brand Equity and Product Quality simultaneously affect the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City?

1.1 Research Objectives

Based on the background of the problems presented above, the problems developed can be formulated as follows:

1. To find out the influence of Brand Equity on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City
2. To find out the influence of Product Quality on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City

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3. To find out the effect of Brand Equity and Product Quality simultaneously on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City

Research Benefits

Based on the background of the problems presented above, the problems developed can be formulated as follows:

1. For the Author

It can add insight and knowledge about the influence of Brand Equity and Product Quality on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah, Padang City.

2. For Companies

It is hoped that this research will be used as input and consideration in decision-making related to the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah, Padang City.

3. For the next researcher

For future researchers, it is hoped that this research can be used as a reference for future research

2. Theoretical Studies

Purchase Decision

Purchase Decision is the action of a consumer who is directly involved with the manufacturer to make a purchase in the form of a product that has been offered by the manufacturer. According to Kotler and Amstrong (2018:226) Purchase Decision is a stage in the decision-making process where consumers will actually buy. As explained by Kotler and Amstrong (2017:177), Purchase Decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations are. Buying, buying, using, and how goods, services, ideas or experiences to satisfy their needs and desires.

Purchase Decision is a decision of a consumer who has previously thought about whether the product to be purchased is feasible or not by considering the product by looking for accurate and realistic information.

Consumer-based purchase decisions are the most important factor for companies because consumers are the main goal that companies expect to make a profit as well as increase sales volume. Consumers are the main actors in the purchase transaction process.

According to Kotler (2009:24) in Bairizki (2017:71-86) there are several factors that affect Purchase Decisions, namely:

1. Product Quality

A product is the core of a marketing activity because a product is the output or result of one of the company's activities or activities that can be offered to the target market to meet the

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needs and desires of consumers. A marketer in developing a product must assign certain qualities to his product, because quality determines a product to perform its function.

2. Promotion

An effort to inform or offer a product or service with the aim of attracting potential consumers to buy. With the promotion, manufacturers or distributors expect an increase in sales figures.

3. Price

An exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place.

4. Brand Equity

The stronger the Brand Equity, the greater the attraction to invite consumers to buy or consume the products provided by the company.

According to Kotler and Armstrong (2008:179) the Purchase Decision Process carried out by a consumer is grouped into five stages, namely problem recognition, information search, alternative evaluation, Purchase Decision, and post-purchase behavior.

1) Problem Introduction

The process of purchasing a product begins with the introduction of the buyer's problem or need. Previously, consumers already knew about their actual needs. These needs are influenced by stimuli from outside as well as from within buyers.

2) Information Search

A consumer who has been interested in a product is usually more to look for information. Information searches can be obtained from various sources such as:

- a) Personal resources: family, friends, and neighbors
- b) Public sources: mass media, consumer organizations
- c) Commercial sources: advertising, exhibitions, sales

3) Alternative Evaluation

A consumer will look for information/description of the product he wants. The picture is to be clearer and adjust to the available alternatives. The role of the manufacturer here must understand the way the consumer knows about the information he has received and know about the brand he wants before making a decision to buy.

4) Purchase Decision

At this stage, the producer plays an important role because it must understand that a consumer has his own way of interpreting the information that has been received and choosing which alternative evaluation is the most appropriate for the product he will choose to buy.

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5) Post-Purchase Behavior

After making a purchase on a product, consumers must experience a level of satisfaction/dissatisfaction with the product. Satisfaction is the goods purchased according to consumer expectations. Dissatisfaction can also occur if the goods purchased do not meet consumer expectations.

Purchase Decision Indicator according to Kotler and Keller (2017:172) there are five Purchase Decisions made by buyers, namely:

1. Product Options

The buyer can decide to buy a product or use the money for other purposes.

2. Brand Choice

Buyers have to make decisions about which brand to buy. Each brand has its own differences.

3. Distributor Options

The buyer must make a decision on which distributor to visit.

4. Purchase Amount

Buyers can make decisions regarding how many products they will buy.

5. Payment Methods

In purchasing a product or service, consumers make decisions about the payment method to be made. In this case, companies need to know what payment methods are usually carried out by consumers in the form of cash or bank account transactions.

Brand Equity

According to Aaker (2018:22) *Brand equity* is a set of brand assets and *liabilities* related to a brand, its name and symbol, which adds or decreases the value provided by a good or service to the company. Brand equity is something based on assets and trust in certain brands whose results can add or decrease the value that has been provided by a product in the form of goods and services.

According to Kotler and Keller (2017:164) said that Product Quality is the ability of an item to provide appropriate results or performance even beyond what consumers want. Kotler and Armstrong (2018:11). According to Kotler and Keller (2017:164) said that Product Quality is the ability of an item to provide appropriate results or performance even beyond what consumers want. Kotler and Armstrong (2018:11) said that Product Quality is the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes.

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It can be concluded from the above understanding that Brand Equity is all the wealth (property) of a brand, whether it is a name, a symbol that as a whole can add or decrease the value of a company. Brand Equity is the strength of a brand or the advantages possessed by a certain brand that differentiates it from its competitors.

According to Aaker (2018:15), *brand equity* consists of four dimensions that can be used as indicators to measure and assess BrandEquity which consists of:

1. *Brand Awareness*

Brand awareness is the ability of potential consumers to recognize or recall that a brand is part of a certain product category.

2. *Perceived Quality*

Quality perception is the view or perception of consumers towards the overall quality or superiority of a product or service that is the same as expected. Do not let there be a gap that occurs in the actual expectations and quality of the brand of a product because it will affect the level of consumer confidence.

3. *Brand Association*

Brand associations are everything related to the memory of a brand. Attachment to a brand association will be stronger if it is based on a lot of experience and appearance in communicating it. Brand associations can create value for companies and consumers, because they can help the process of compiling information to distinguish brands from one another.

4. *Brand Loyalty*

Brand loyalty is the choice that consumers make to buy a certain brand over another brand in one product.

5. *Other Brand Asset (Other Brand Assets)*

Other Brand Assets are other brand attributes, other assets such as patents, trademarks, and channel relationships that provide *a competitive advantage* .

Product Quality

Product Quality is a product that shows its function such as durability, accuracy, and convenience of a product According to Kotler and Keller (2017:164) said that Product Quality is the ability of an item to provide results or performance that is appropriate or even exceeds what consumers want. Kotler and Armstrong (2018:11) said that Product Quality is the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes.

If a company wants to maintain its competitive advantage in the market, it must understand what aspects of the dimensions are used by consumers to distinguish the products sold by the

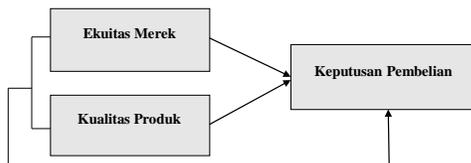
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company from competitors' products. Quality reflects all dimensions of product offerings that produce *benefits* for consumers. According to Sopiah and Sangadji, (2016:80) Product Quality consists of several indicators, namely:

1. *Performance* , is an element of Product Quality that is directly related to how a product can carry out its function to meet consumer needs.
2. *Reliability* is the durability of a product during consumption.
3. *Features* , are secondary functions that are added to a product.
4. *Durability* , which indicates a measurement of the product cycle, both technically and over time.
5. *Consistent*, showing how far a product can go to meet a specific standard or specification.
6. *Design*, is an emotional aspect in influencing consumer satisfaction so that the design of the packaging or product shape will also affect the perception of the quality of the product.

2.1.

Conceptual Framework



Research Hypothesis

Based on the theories, review of previous research, the hypothesis of this study is:

H₁ : Brand Equity has a significant positive influence on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah sub-district, Padang City.

H₂ : Product Quality has a significant positive influence on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City.

H₃ : Brand Equity and Product Quality simultaneously influence the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District, Padang City.

3. Research Methods

Type of Research

This research is about the influence of Brand Equity and Product Quality on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tangah District. The approach used in this study is quantitative research and testing of the proposed hypothesis. Hypothesis testing using multiple linear regression models. Quantitative research methods, as stated by Sugiyono (2017:8), namely: "Research methods based on the philosophy of *positivism*, are used to research on certain

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populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses that have been applied".

Population and sample

According to Sugiyono (2017:2) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn As for the population in this study are all Padang City Consumers.

One of the methods used to determine the number of samples is to use the formula *Infinite* is Lemeshow's formula because the number of population is unknown. So the formula for determining the sample (Sugiyono, 2018: 85):

$$n = \frac{z^2 \cdot p \cdot q}{d_2^2}$$

$$n = \frac{z^2 \times p(1 - p)}{d_2^2}$$

Information: n =
number of
samples

Z = normal standard price (1,960)

P = population proportion
estimator (0.5) D = interval or
deviation of 10% (0.1) q = 1-p

$$n = \frac{1,96^2 \times 0,5 (0,5)}{0,1^2}$$
$$n = 3,816 \times 0,25$$
$$n = 0,954$$

n = 96.04 rounded n = 96

So it can be concluded that the sample in this study is based on the number of population as a result of the sample calculation of 96 respondents, where the sampling technique is *Accidental Sampling*. According to Sugiyono (2017: 85) Acidental Sampling is a technique for determining samples based on chance, that is, anyone who coincidentally meets the researcher can be used as a

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sample, if in the view of the person who happens to be met is suitable as a source of data. The criteria and considerations used in this research are

1. People who buy and consume Cimory Yoghurt Squeeze in Koto Tangah District.
2. Consumers who are willing to be respondents and are willing to fill out questionnaires.
3. Consumers who can communicate, read, and write.
4. Consumers aged 12-60 years

4. Results and Discussion Classical Assumption Test Normality Test

The normality test is carried out with the intention of checking whether it is normally distributed or not. The normality test of this study data used the Kolmogorov-Smirnov test for each variable. The assessment criteria for this test are:

- a. If the sig value or significance or probability value (p) < 0.05 (95% confidence level), the distribution is abnormal.
- b. If the sig value or significance or probability value (p) > 0.05 (95% confidence level), the distribution is normal. The results of processing normality test data can be seen in the following table 4.1: **Table 4.1**

Normality Test Results One-sample kolmogorov-smirnov test

Variabel	Asymp.sig	Keterangan
Keputusan Pembelian (Y)	0,367	Normal
Ekuitas Merek (X_1)	0,321	Normal
Kualitas Produk (X_2)	0,515	Normal

Source: Attachment to the SPSS Management Results

From table 4.1, it is known that the Asymp.Sig (2-tailed) value for the Purchase Decision of Cimory Yoghurt Squeeze (Y) is 0.367, the Brand Equity variable (X_1) is 0.321 and the Product Quality variable (X_2) is 0.515,. Of all the research variables, the value is greater than the significant level used in this study ($\alpha = 0.05$). Thus, it can be concluded that all research variables are normally distributed, thus multiple linear regression analysis can be carried out because the data has been normally distributed.

Multicollinearity Test

This test aims to test whether the regression model is found to have a correlation between independent variables. If in the test it turns out that a conclusion is obtained between the independent variables that are bound to each other, then the test cannot be carried out to the next stage due to the inability to determine the regression coefficient of the variable and also the error standard is assessed to be infinite. The following is the basis of the analysis used in the multicollinearity test.

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- a. No multicollinearity occurs if the VIF value is less than 10, and the tolerance value is greater than 0.1
- b. Multicollinearity occurs, if the VIF value is greater than or equal to 10, and a small tolerance value of 0.1

Table 4.2 Multicollinearity Test Results

Variabel	Tolerance	VIF	Keterangan
Ekuitas Merek (X ₁)	0.829	1.206	Tidak terjadi multikolinearitas
Kualitas Produk (X ₂)	0.829	1.206	Tidak terjadi multikolinearitas

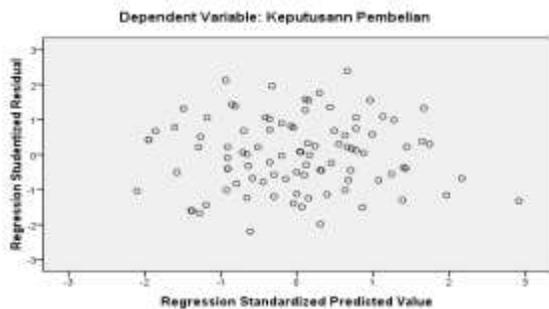
Source: Attachment to the SPSS Management Results

Based on the table above 4.2 above, it can be seen that the *tolerance value* of the Brand Equity, and Product Quality variables is more than 0.1 and the VIF value of each variable is less than 10. This shows that there is no meaningful relationship between the independent variables.

Therefore, it can be concluded that the data from this study does not experience cases of multicollinearity so that data processing with multiple linear regression can be carried out because there are no cases of multicollinearity between fellow independent variables.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has variance inequality and residual from one observation to another. If the variance and residue of one observation to another observation are fixed, then it is called homoscedasticity or no heteroscedasticity, the method used in this study to detect it is to see whether there is a certain pattern in the *scatterplot* graph between SPESID and ZPRED, where the Y axis is the predicted Y and the X axis is the residual (predicted Y – Y indeed) that has been *studentized*. The following is a picture of the results of the heteroscedasticity test.



Source : Primary Data processed by SPSS, 2023

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Figure 4.1 Heteroscedasticity Test Results

Based on the figure above, it can be concluded that there is no case of heteroscedasticity because the data is spread above the 0 axis and below the 0 axis and the distribution of the data does not form a pattern. It can be concluded that the multiple linear regression model does not have a case of heteroscedasticity, so the research can be continued.

Autocorrelation Test

The autocorrelation test aims to test whether in a regression model the correlation between the error in the t-period and the error in the t-1 period (previously). If there is a correlation, it is called an autocorrelation problem. A good regression model is a regression that is free from autocorrelation. The autocorrelation test was carried out using the Durbin-Watson (D-W) test, with a rate of =5%. When D-W is located between -2 to +2 then there is no autocorrelation.

Table 4.3 Autocorrelation Test Results

Model	Durbin – Waston	Keterangan
1	1.404	Tidak terjadi autokorelasi

Source : Primary Data processed by SPSS, 2023

Based on table 4.3, it can be seen that the *Durbin-Waston* value of 1.404 is located between -2 and +2, so the test results show that the regression model does not autocorrelation.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to see the influence of independent variables on bound variables. The independent variables used in this study are brand quality and product quality, while the bound variable in this study

is the purchase decision (Y) which can be seen as the multiple linear regression equation as follows

Table 4.4 Multiple Linear Regression Analysis Results

Model	B	T	Sig
Constant	9.733	2.546	0.013
(X ₁)	0.254	2.558	0.012
(X ₂)	0.397	5.503	0.000

Source : Primary Data processed by SPSS, 2023

$$Y = 9,733 + 0,254X_1 + 0,397X_2$$

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Partial Test (T-Test)

This test is used to see the influence of each independent or independent variable on the bound or dependent variable. The criteria for this t-test are:

1. If $t_{counts} > t_{table}$ and $sig < 0.05$ then H_a is accepted and H_0 is rejected.
2. If $t_{counts} < t_{table}$ and $sig > 0.05$ then H_a is rejected and H_0 is accepted.

Based on table 4.4 above, the conclusion of the t-test can be drawn as follows:

- a. Brand Equity has a t_{value} of 2,558 > t_{table} 1,661 and a sig value of 0.012 < 0.05. This means that H_1 is accepted and H_0 is rejected. Therefore, it can be concluded that Brand Equity has a positive and significant effect on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tengah District, Padang City.
- b. Product Quality has a t_{value} of 5,503 > t_{table} 1,661 and a sig value of 0,000 < 0.05, meaning that H_2 is accepted and H_0 is rejected. So it can be concluded that Product Quality has a positive and significant effect on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tengah District, Padang City.

Simultaneous Test (Test F)

The F test is used to see together the influence of the independent variable on the bound variable. With the help of the SPSS program, it is known that the F value $_{calculated}$ on Anova is as follows: **Table 4.5**

Test Result F (Simultaneous)

Model	F	Sig
1	29.237	0.000 ^a

Source : Primary Data processed by SPSS, 2023

From the results of the calculation above, it can be seen that the value of $F_{is\ calculated}$ 29,237 > from f_{table} 3.09 and the significance of $F = 0.000$ is less than 0.05, meaning that H_3 is accepted and H_0 is rejected. It can be said that Brand Equity, and Product Quality simultaneously have a positive and significant effect on the Purchase Decision of Cimory Yoghurt Squeeze.

Koefesien Determinant (R-Square)

The determination coefficient is useful for seeing the contribution of the influence of the independent variable to the bound variable. To find out how much brand equity and product quality contribute to the purchase decision of cimory yoghurt squeeze in Koto Tengah District, Padang City, can be seen in the following table 4.6:

Table 4.6 R-Square Test

Model	R Square
1	0,386 ^a

Source : Primary Data processed by SPSS, 2023

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In the results of the determination coefficient test, it can be seen that the influence of Brand Equity (X_1), and Product Quality (X_2) on the Purchase Decision of Cimory Yoghurt Squeeze (Y) obtained a determination coefficient value written *R Square* of 0.386, which can be explained that the magnitude of the proportion of the influence of Brand Equity, and Product Quality is 38.6% while the remaining 61.4% is influenced by other factors from outside the variables that used in this study.

5. CLOSING CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn as follows:

1. Brand Equity has a positive and significant effect on Cimory Yoghurt Squeeze's Purchase Decision. This is proven Based on partial statistical analysis, Brand Equity obtained a t -value of 2,558 > t_{table} 1,661 and a sig value of $0.012 < 0.05$. This means that H_1 is accepted and H_0 is rejected. Therefore, it can be concluded that Brand Equity has a positive and significant effect on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tengah District, Padang City.
2. Product Quality has a positive and significant effect on the Purchase Decision of Cimory Yoghurt Squeeze This is proven based on partial statistical analysis Product Quality obtained a t -value of 5,503 > t_{table} 1,661 and a sig value of $0.000 < 0.05$, meaning that H_2 is accepted and H_0 were rejected. So it can be concluded that Product Quality has a positive and significant effect on the Purchase Decision of Cimory Yoghurt Squeeze in Koto Tengah District, Padang City.
3. Based on the results of the F test, it is known that the F value is calculated at 29,237 > from F_{table} 3.09 and the significance of $F = 0.000$ is less than 0.05, meaning that H_3 is accepted and H_0 is rejected. It can be said that Brand Equity, and Product Quality simultaneously have a positive and significant effect on the Purchase Decision of Cimory Yoghurt Squeeze.

Suggestion

Based on the results of the research, discussion and conclusions that have been described above, there are several suggestions that may be useful for the researcher to suggest, namely the following:

1. For companies
The company should improve its Product Quality, namely in paying attention to the needs of Cimory Yoghurt Squeeze consumers, and the company should pay attention to good Brand Equity so that Cimory Yoghurt Squeeze consumers can increase their Purchase Decision on Cimory Yoghurt Squeeze.
2. For the next researcher
When conducting similar research, it is recommended to use other research variables in improving the Cimory Yoghurt Squeeze Purchase Decision such as the use of price and promotions so that it can be seen how other variables are affected.

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