

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON PURCHASING DECISIONS AT CUB BRAND CLOTHING IN BANDUNG

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Abstract

This study aims to examine and analyze the effect of brand image and product quality on product purchasing decisions at the CUB Brand Clothing in Bandung. The method used in this research is the survey method. The data collection technique used a questionnaire instrument with a sample of 85 respondents who were taken by the proportional stratified random sampling method consisting of 45 samples of questionnaires online and 40 samples of offline store. The variables used in this study include purchasing decisions (Y) as the dependent variable, and the independent variables are brand image (X1) and product quality (X2).

Keywords

Brand Image, Product Quality, Purchase Decision

1. Introduction

Industry development in Bandung is currently growing, one of which is the fashion industry in Indonesia. This happens because many new brands of clothing have sprung up and compete with each other to get the attention of consumers. Bandung is also a city where the famous trend fashion in Indonesia.

1.1 Objectives

To determine and analyze how much influence brand image and product quality have on consumer purchasing decisions at the Cub Brand clothing in Bandung both partially and simultaneously.

2. Literature Review

According to Stoner in the book introduction to management (Amirullah 2015) states that management is "the process of planning, organizing and using all other organizational resources in order to achieve predetermined organizational goals", while according to (Sarinah, 2017) Management is "a process in order to achieve goals by working together through people and other organizational resources". According to (Malay S.P Hasibuan, 2017) is "the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals." Based on several opinions of experts regarding the definition of

Management, it can be concluded that Management is a science and art consisting of various processes, namely planning, organizing, directing, and supervising human resources and other resources owned by a company in order to work effectively and efficiently to achieve a certain goal.

3. Methods

The type of research used in this research is quantitative research, which according to (Sugiyono, 2018: 7) can be interpreted as "A research method based on positivism philosophy, which is used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis with the aim of testing predetermined hypotheses".

According to (Sugiyono, 2018: 2) states that "In general, research methods are defined as scientific ways to obtain data with specific purposes and uses". Data that has objective, valid and reliable properties with the aim of discovering, testing and developing science so that its implementation is able to understand, solve and provide solutions to problems faced by society ".To obtain the right analysis results, it is very necessary to have complete supporting data. The method used in the preparation of this thesis is the Descriptive and Verification Analysis Method.

4. Data Collection

The data conducted in this study is by conducting surveys and collecting data, by means of observation, interviews, questionnaires.

5. Results and Discussion

5.1 Numerical Results

The data used in this study are primary data obtained from the distribution of questionnaires to obtain data on brand image, product quality and purchasing decisions. The samples used in this study amounted to 85 samples consisting of 45 samples of questionnaires online and 40 samples of offline store.

Table 1
Characteristics of Respondents Based on Gender

No	Jenis Kelamin	Frekuensi	Presentase
1	Pria	61	28%
2	Wanita	24	72%
	Jumlah	85	100%

Source: processed questionnaire data (2024)

The table above shows that the most respondents are male as many as 61 people or with a percentage of 72% of 100%, this happens because many men often shop, including buying new clothes.

1. Age of Respondents

The age of respondents in this study was grouped into four age groups, including the following table:

Table 2
Characteristics of Respondents Based on Age

No	Usia (tahun)	Frekuensi	Persentase
1	□ 25 Tahun	50	57 %
2	26-30 Tahun	18	21 %
3	31-35 Tahun	13	15 %
4	□ 36 Tahun	4	7%
	Jumlah	85	100%

Source: processed questionnaire data (2024)

Based on table 2 above, of the 85 respondents, it shows that the number of respondents under the age of 25 is more dominant, namely the number of respondents 50 people or a percentage of 57% of 100%. This happens because young people always want to follow the current fashion trends.

1. Revenue

The description of the characteristics of respondents based on income is divided into the following table:

Table 3
Characteristics of Respondents Based on Income

No	Pendapatan	Frekuensi	Persentase
1	< Rp.3.000.000.	48	55 %
2	Rp.3.000.000-Rp.9.000.000	35	41 %
3	> Rp.9.000.000	2	4%
	Jumlah	85	100%

Source: processed questionnaire data (2024)

The table above shows that respondents who have income < Rp.3,000,000. as many as 48 respondents with a percentage of 55% out of 100%. So it can be concluded that the majority of respondents are those who have an income of < Rp.3,000,000.

2. Jobs

The description of the characteristics of respondents based on income is divided into the following table:

Table 4
Characteristics of Respondents Based on Occupation

No	Pekerjaan	Frekuensi	Persentase 100%
1	Pelajar/Mahasiswa	35	40%
2	Karyawan/Pegawai	31	36%
3	Wirausaha	15	18 %
4	Lain nya	4	6%
	Jumlah	85	100%

Source: processed questionnaire data (2024)

Table 4 above shows that the most respondents are students, namely 35 respondents with a percentage of 40% of 100%, this happens because students always want to buy the latest items according to current trends.

Table 5
Recapitulation of Respondents' Responses Regarding Brand Image Variables (Brand Image)

No. item	Pertanyaan	F	Jumlah Skor	Mean Skor	NJI	Kategori
Brand Identity (Identitas Merek)						
1	Apakah Cub Brand mempunyai Warna dan Logo yang mudah dikenali?	85	296,254	3,09	0,93	Cukup Baik
2	Apakah Cub Brand mempunyai karakter logo yang simple?	85	215,847	2,48	0,85	Tidak Baik
Brand Personality (personalitas Merek)						
No. item	Pertanyaan	F	Jumlah Skor	Mean Skor	NJI	Kategori
3	Apakah Cub Brand merupakan toko yang memiliki ciri khas tersendiri?	85	293.131	3,36	0,78	Cukup Baik
4	Apakah Cub Brand merupakan brand clothing populer di kalangan banyak orang?	85	190,18	2,18	0,63	Tidak Baik
Brand Association (Asosiasi Merek)						
5	Apakah Cub Brand menyediakan produk Clothing yang lengkap?	85	293,13	3,36	0,84	Cukup Baik

Brand Attitude and behavior						
6	Apakah Cub Brand bersedia memberikan ongkos kirim (ongkir) gratis kepada konsumen atas setiap pembelian produk?	85	279,58	3,21	0.80	Cukup Baik
Brand Benefit and Competence						
7	Apakah Cub Brand bersedia memberikan diskon dalam penjualan produk?	85	314,736	3,617	0,86	Baik
Rata-rata		85	268,97	3,04	0,81	Cukup Baik

Source: processed questionnaire data (2024)

Based on the table above, regarding the recapitulation of respondents' responses to the brand image variable, it is obtained that the average frequency value is 85 respondents with a percentage of 100%. The average number of scores obtained from all questions in forming the Brand Image variable is 268.97 with an average mean score of 3.04 which is at the interval point between 2.61 - 3.40 so that in the continuum line assessment it falls into the "good enough" category, it can be concluded that the condition of the brand image in the Cub Brand Clothing in Bandung City is quite good.

Table 6
Recapitulation of Respondents' Responses to Product Quality Variables

No. item	Pertanyaan	F	Jumlah Skor	Mean Skor	NJI	Kategori
Form						
8	Apakah Cub Brand memiliki Produk yang sesuai untuk semua ukuran badan?	85	314,73	3,617	0,86	Baik
Feature						
9	Apakah Produk yang dijual di Cub Brand sangat bervariasi?	85	293,13	3,36	0,85	Cukup Baik
Performance						
10	Apakah Produk Cub Brand dibuat dengan bahan yang nyaman saat digunakan?	85	293,13	3,36	0,83	Cukup Baik
Customization						
11	Apakah Produk Cub Brand dibuat dengan bahan yang berkualitas?	85	269,48	3,09	0,80	Cukup Baik
Durability						
12	Apakah Produk Cub Brand dibuat dengan bahan yang tidak mudah rusak atau dan sobek / bahan yang kuat?	85	269,48	3,09	0,80	Cukup Baik
Reliability						
13	Apakah Produk Cub Brand dilengkapi dengan aksesoris yang menempel kuat?	85	269,48	3,09	0.82	Cukup Baik
Repairability						
14	Apakah produk yang telah dibeli dan tidak sesuai, sangat mudah untuk ditukarkan dan digantikan dengan produk lain?	85	265,48	3,05	0,83	Cukup Baik

No. item	Pertanyaan	F	Jumlah Skor	Mean Skor	NJI	Kategori
Style						
15	Apakah saudara/i setuju dengan menggunakan Cub Brand dapat menunjang penampilan konsumen.?	85	291,33	3,35	0,85	Cukup Baik
Design						
16	Apakah Cub Brand mempunyai motif dan design produk yang menarik?	85	291,55	3,35	0,85	Cukup Baik
Rata-rata		85	284,63	3,26	0.83	Cukup Baik

Sumber: data kuesioner yang diolah (2024)

Based on the table above, regarding the recapitulation of respondents' responses to product quality variables, it is obtained that the average frequency value is 85 respondents with a percentage of 100%. The average number of scores obtained from all questions in forming the product quality variable is 284.63 with an average mean score of 3.26 which is at the interval point between 2.61 - 3.40 so that in the continuum line assessment it falls into the "good enough" category, it can be concluded that the condition of product quality at Cub Brand Clothing in Bandung City is quite good.

Table 7
Recapitulation of Respondents' Responses to Purchasing Decision Variables

No. item	Pertanyaan	F	Jumlah Skor	Mean Skor	NJI	Kategori
Product Choice						
17	Apakah Alasan saudara/i membeli produk Cub Brand karena memiliki produk yang lengkap ?	85	290,99	3.34	0,84	Cukup Baik
Brand Choice						
18	Apakah Alasan saudara/I membeli produk Cub Brand karena mereknya terpercaya	85	314,73	3,618	0,86	Baik
Dealer Choice						
19	Apakah alasan saudara/i tertarik membeli produk Cub Brand karena rekomendasi teman	85	299,19	3,43	0,87	Baik
Purchase amount						
20	Apakah Saudara/I merasa puas dengan produk Cub Brand dan berniat melakukan pembelian ulang	85	293,13	3,37	0,85	Cukup Baik
Purchase Timing						
21	Apakah Pembelian Cub Brand meningkat saat memasuki akhir bulan Saudara/i?	85	314,73	3,61	0.88	Baik
Payment Methode						
22	Apakah Cub Brand memberikan kemudahan dalam metode Pembayaran dengan melakukan kredit	85	293,13	3,37	0,85	Cukup Baik
Rata-rata		85	301,34	3,46	0.85	Baik

Sumber: data kuesioner yang diolah (2021)

Based on the table above, regarding the recapitulation of respondents' responses to the purchasing decision variable, it is obtained that the average frequency value is 85 respondents with a percentage of 100%. The average number of scores obtained from all questions in forming the purchasing decision variable is 301.34 with an average mean score of 3.46 which is at the interval point between 3.41 - 4.20 so that in the assessment of the continuum line it falls into the "Good" category, it can be concluded that the condition of purchasing decisions at Cub Brand Clothing in Bandung City is Good.

5.2 Graphical Results

Heteroscedasticity testing is carried out to determine the accuracy of dubious prediction results The following are the results of the heteroscedasticity test in Figure 1 below:

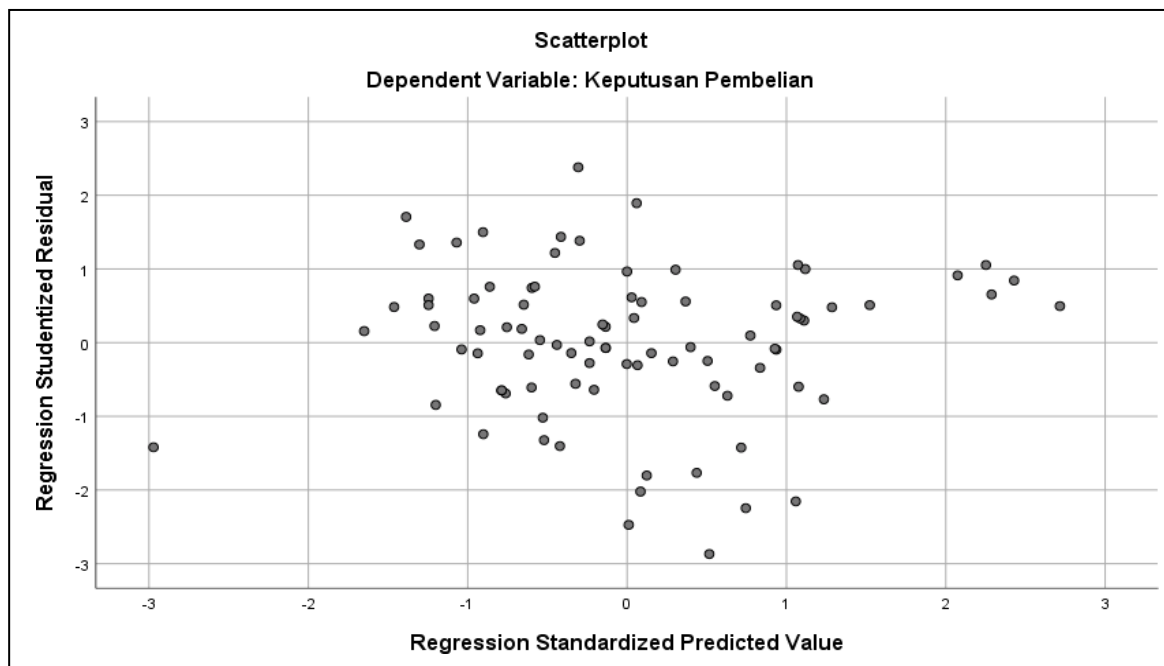


Figure 1
Heteroscedasticity Test Results

Source: results of primary data processing with SPSS version 26

From the scatterplot picture above, it can be seen that the points spread randomly both above and below zero on the Y axis and do not form a certain pattern. Thus it can be seen that there is no heteroscedasticity in the regression model, therefore the regression model in this study is suitable for predicting purchasing decisions based on the input of independent variables which include brand image and product quality.

5.4 Validation

Table 8
Validity Test Results

Variabel	Pertanyaan	r hitung	r tabel	sig	Keterangan
Brand Image (X1)	P1	0,566	0,210	0,001	Valid
	P2	0,788	0,210	0,001	Valid
	P3	0,727	0,210	0,001	Valid
	P4	0,790	0,210	0,001	Valid
	P5	0,839	0,210	0,001	Valid
	P6	0,831	0,210	0,001	Valid
	P7	0,821	0,210	0,001	Valid

Kualitas Produk (X2)	P8	0,685	0,210	0,001	Valid
	P9	0,796	0,210	0,001	Valid
	P10	0,819	0,210	0,001	Valid
	P11	0,829	0,210	0,001	Valid
	P12	0,830	0,210	0,001	Valid
	P13	0,821	0,210	0,001	Valid
	P14	0,721	0,210	0,001	Valid
	P15	0,841	0,210	0,001	Valid
	P16	0,288	0,210	0,001	Valid
	P17	0,744	0,210	0,001	Valid
	P18	0,791	0,210	0,001	Valid

Variabel	Pertanyaan	r hitung	r tabel	sig	Keterangan
Keputusan Pembelian (Y)	P19	0,821	0,210	0,001	Valid
	P20	0,897	0,210	0,001	Valid
	P21	0,786	0,210	0,001	Valid
	P22	0,836	0,210	0,001	Valid

Source: results of primary data processing with SPSS version 26

Based on the results of the validity test data processing in the table above, it can be seen that all questions used in measuring the variables of this study have a correlation coefficient greater than the rtable value with a significance of 5%, namely 0.210 so that all questions in this study are declared valid.

Table 9
Validity Test Results

Variabel	Pertanyaan	r hitung	r tabel	sig	Keterangan
Brand Image (X1)	P1	0,566	0,210	0,001	Valid
	P2	0,788	0,210	0,001	Valid
	P3	0,727	0,210	0,001	Valid
	P4	0,790	0,210	0,001	Valid
	P5	0,839	0,210	0,001	Valid
	P6	0,831	0,210	0,001	Valid
	P7	0,821	0,210	0,001	Valid
Kualitas Produk (X2)	P8	0,685	0,210	0,001	Valid
	P9	0,796	0,210	0,001	Valid
	P10	0,819	0,210	0,001	Valid
	P11	0,829	0,210	0,001	Valid
	P12	0,830	0,210	0,001	Valid
	P13	0,821	0,210	0,001	Valid
	P14	0,721	0,210	0,001	Valid
	P15	0,841	0,210	0,001	Valid
	P16	0,288	0,210	0,001	Valid
	P17	0,744	0,210	0,001	Valid
	P18	0,791	0,210	0,001	Valid

	Pertanyaan	r hitung	r tabel	sig	Keterangan
Keputusan Pembelian (Y)	P19	0,821	0,210	0,001	Valid
	P20	0,897	0,210	0,001	Valid
	P21	0,786	0,210	0,001	Valid
	P22	0,836	0,210	0,001	Valid

Source: results of primary data processing with SPSS version 26

Based on the results of the validity test data processing in table 4.31 above, it can be seen that all questions used in measuring the variables of this study have a correlation coefficient greater than the rtable value with a significance of 5%, namely 0.210 so that all questions in this study are declared valid.

6. Conclusion

From the data analysis that has been carried out on research on "The Effect of Brand Image and Product Quality on Consumer Purchasing Decisions at Cub Brand Clothing in Bandung " the following conclusions can be drawn:

1. Brand image (brand image) has an average value (mean) of 3.04 with a fairly good description. The question regarding "Is Cub Brand willing to provide discounts in product sales?" Has the highest average value of 3.61 with good information, and the question "Is Cub Brand a popular store among many people?" Has the lowest average value of 2.18 with a description of not good.
2. Product quality has an average value (mean) of 3.26 with a fairly good description. The question regarding "Does Cub Brand have products that are suitable for all body sizes?" Has the highest average value of 3.61 with a good description, while the question regarding "Are products that have been purchased and are not suitable, very easy to exchange and replace with other products?" has the lowest average value of 3.05 with a fairly good description.
3. The purchase decision has an average value (mean) of 3.46 with a good description. The question regarding "Is the reason you buy Cub Brand products because the brand is trusted?" has the highest average value of 3.61 with a good category, while the question regarding "Is the reason you buy Cub Brand products because they have complete products?" has the lowest average value of 3.34 with a fairly good category.
4. There is a significant positive effect of brand image on consumer purchasing decisions at Cub Brand Clothing in Bandung. This is evidenced by the tcount value of 2.986 which is greater than the ttable value = 1.998 with a significance value of 0.004 smaller than 0.05 ($0.004 < 0.05$), There is a significant positive effect of product quality on consumer purchasing decisions at Cub Brand Clothing in Bandung. This is evidenced by the tcount value of 7.243 greater than the table value = 1.998 with a significance value of 0.000 smaller than 0.05 ($0.000 < 0.05$), then Brand image (brand image) and product quality simultaneously have a significant positive effect on consumer purchasing decisions at Cub Brand Clothing in Bandung. This is evidenced by the value Fcount of 142.307 is greater than Ftable which is 3.11 with a significance value of $0.000 < 0.05$

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