

THE INFLUENCE OF BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASE DECISION

I Gede Rihayana, Putu Pradiva Putra Salain, Putu Agus Eka Rismawan and Ni Komang Mega Antari
Departement of Management Universitas Mahasaraswati Denpasar, Indonesia

<http://doi.org/10.35409/IJBMER.2021.3345>

ABSTRACT

The purchase decision is a stage in the decision-making process where consumers actually buy. For this reason, companies are required to focus on implementing sales strategies on their products so that the products produced can provide benefits and have an attraction for consumers. Several factors that influence consumer purchasing decisions are brand image and product quality. This study aims to determine the effect of brand image and product quality on purchasing decisions at Wiracana Hand Fan Bali.

The results of the study were tested using SPSS 21.0, where the results of this study showed that the Brand Image variable had a positive and significant effect on purchasing decisions. Next is the product quality variable has a positive and significant effect on purchasing decisions.

Keyword: Brand Image, And Product Quality On Purchase Decision.

1. INTRODUCTION

The era of globalization, the development of technology and information today, companies are required to be more careful in business competition. Companies are required to always create new innovations in the products produced so as not to lose in competition with other companies, if the company still wants to exist in the community. The high level of competition both for the same product or different products, resulted in consumers not being picky in deciding to buy a product. This situation encourages companies to be able to fulfill what is desired and needed by an increasingly diverse customer. Therefore the company should be able to know customer behavior in determining product purchase decisions so that the company can maintain the market and become a winner in the competition in that market (Sari & Darajat, 2021).

Currently, many companies in Indonesia are engaged in industry, one of which is the hand fan craft industry. Usually these hand fans are widely used as souvenirs at weddings or as souvenirs. The number of companies in Bali that are engaged in this hand fan craft industry, makes companies compete with each other in developing their respective products. If the company wants to exist in the competition, then the company must pay attention to one of its main functions, namely marketing.

In carrying out good marketing, producers must first know what the needs and desires of consumers are, so that the products offered will be useful for consumers. Satisfied consumers will be happy to give a positive impression about the company without being asked, but consumers who are disappointed with the products or services produced by a company will give a negative assessment of the company.

In general, consumer tastes and desires are always different from other consumers, therefore companies need to conduct a marketing research to find out what consumers need and want. In addition, companies must have creativity in developing products that will be produced in order to be able to attract consumer interest. Consumers in making decisions to buy a product offered are influenced by their perceptions of price, quality, brand image, and many other considerations to buy a product.

Purchasing decisions are consumer decisions regarding preferences for brands in the choice set (Kotler and Kler, 2009:240). Consumer buying behavior is interesting because everyone's preferences for a product are different. The purchase decision is a decision as the selection of an action from two or more alternative choices (Sumarwan, 2011: 289). For this reason, companies are required to focus on implementing sales strategies on their products so that the products produced can provide benefits and have an attraction for consumers. Good product quality will lead to the desire of consumers or customers to make repeat purchases. Customer satisfaction is the main cause of high loyalty. The creation of customer satisfaction can provide benefits, including the relationship between the company and its customers to be harmonious, this relationship is a good basis for repeat purchases.

Brand image or brand image is one that can influence consumers to buy a product and become one of the considerations of consumers before making a purchase decision (Muliato, et al. 2021). Foster (2018) defines brand image as a picture of consumer associations and trust in certain brands. Therefore, a good brand image of a product will encourage potential buyers to buy the product rather than buying the same product from another brand (Rares & Jorie, 2015). Visually and collectively, a brand image must represent all internal and external characteristics that are able to influence how a brand is perceived by the target market or customers. A positive brand image can be built with a strong marketing program for products that are unique and stand out from competitors' products. Brand Image is carried out by companies in order to be able to build consumer brand images for products, and brand image determines how consumers perceive a product, and consumers can compare how well they evaluate the product (Fitriani & Ahmad, 2021) and when a brand is included in the brand category. that is good in the minds of consumers, there will be affective feelings in consumers towards the brand (Ismail & Spinelli, 2012) so that when consumers who have strong and long-term relationships will show high consumer loyalty to the brand (Mabkhot, *et al.* 2016).

Another thing that can influence the purchase decision is product quality. Product quality is a potential strategy that can be used to beat competitors. product quality is an important source of product differentiation that enables companies to create brand loyalty and an edge over their competing suppliers (Lu. et al, 2019) The ability of product quality to perform a variety of functions including durability, reliability, accuracy, and ease of use (Lu. et al, 2019) Kotler and Armstrong, 2008). Products that have good quality, such as reliable, have different characteristics, and have specifications that suit consumers' desires will make consumers feel satisfied and interested, which will increase consumers' desire to make purchases. The higher the level of quality provided by the company to customers, the higher the level of fulfillment of customer needs, which can be expressed by the level of customer satisfaction (Pabedinskaitė & Akstinaitė, 2014). If the company wants to grow and make profits, the company must produce quality products. Companies or organizations that have produced quality products or services will get priority as an organization

that prioritizes quality, therefore the company or organization is known by the wider community and will get value. more in the eyes of society (Rukaiyah, 2021)

The tight competition in the business world requires every company to take appropriate steps and strategies to win the competition with competitors in order to maintain their existence and of course maintain and even increase the profits or profits generated. Without the right strategy, the company will not be able to survive, because along with the times, technology, competitors continue to emerge along with increasing consumer demand. This is faced by every profit-seeking company and is no exception, such as fan crafts as one of the small and medium-sized industrial businesses in Bali which are widely used as souvenirs or sold in the tourism industry.

This study tries to examine the role of brand image and product quality on consumer purchasing decisions for fan craft products at Wiracana Hand Fan Bali. where if we see that business actors are required to be able to create products that can compete with other products from outside Bali. This is done to maintain its existence in the midst of intense competition as it is today (Permana, et al. 2017). The emergence of many new competitors in the same business sector also makes competition between companies increasingly fierce (Winardy, et al. 2021), therefore an appropriate marketing strategy is needed to influence consumer decisions in order to adapt and compete well (Thomas, 2016; Tjiptono , 2015). Marketing strategies that need to be considered include building a brand image and the quality of the products offered. Because by building a brand image and product quality, it can influence purchasing decisions made by consumers (Malik, et al. 2012), Rahmawati (2020), Weenas (2013), Winardy, et al. (2021).

2. LITERATURE STUDY

Brand Image

Woisetchlager and Michaelis (2012) define brand image as consumer perceptions that are formed in their memories which are reflected in brand associations. Brand image associations that exist in consumers' minds about a brand include symbolic meaning and function, which are aspects of the tangible or intangible quality of certain attributes of goods or services (Persson, 2010). Brand Image consists of objective/intrinsic attributes such as the size of the packaging and the basic materials used, as well as the beliefs, feelings, and associations evoked by the product brand. A positive brand image can be built with a strong marketing program for products that are unique and stand out from competitors' products. The supporting factors for the formation of a brand image in relation to brand associations are 1) the superiority of brand associations, 2) the strength of brand associations, 3) the uniqueness of brand associations (Keller, 2007). 2009:49).

Product Quality

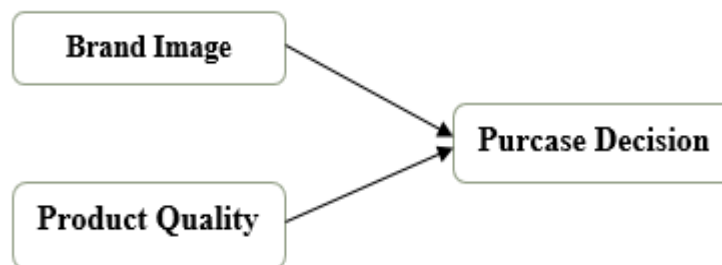
Product quality is an attempt to meet or exceed customer expectations. A product that has quality that meets predetermined quality standards, and quality is a condition that continues to change along with changes in consumer tastes or expectations of a product. So that changes and improvements to better quality are intended to maintain products made with predetermined standards so that consumers lose confidence in the product in question (Sitanggang, *et al*, 2019). Quality is often considered as a relative measure of the goodness of a product or service consisting of design quality and conformity quality. Products that have good quality, such as reliable, have different characteristics, and have specifications that suit consumers' wishes will make consumers

feel satisfied and interested, so consumers' desire to make purchases is high. A product can be said to be of high quality if the product is able to satisfy the needs or desires of consumers (Kotler & Keller, 2009: 286).

Purchase Decisions

Purchasing decisions are processes that encourage consumers to identify needs, generate choices, and choose certain products and brands. It is seen as a series of choices before making a purchase (Gunawan, et al, 2019). Schiffman and Kanuk (2004:485) state that purchasing decisions are the selection of two or more alternative choices. This means that consumer purchasing decisions are a process of selecting one of several alternative problem solving with real follow-up. After that the consumer can evaluate the choice and then can determine the attitude to be taken next.

Conceptual Framework



Research Hypothesis

H₁ : Brand Image significantly influences to Purchase Decision

H₂ : Product Quality significantly influences to Purchase Decision

3. METHOD

This research was conducted on the Wiracana Hand Fan Bali fan craft industry, the sampling technique used purposive sampling, namely the sampling technique with certain considerations aimed at making the data obtained later on more representative (Sugiyono, 2014:126). The criteria for respondents who were taken as samples were visitors and also consumers who had bought products from Wiracana Hand Fan Bali. where the respondents in this study were consumers who had shopped at Wiracana Hand Fan Bali, with a total of 105 respondents. Data were analyzed using SPSS 21.0, which used a Likert scale of 1-5.

4. RESULTS AND DISCUSSION

Characteristics Respondents

Tabel 1. Respondents Characteristics

No	Jenis Kelamin	Frekuensi (orang)	Persentase(%)
1	Female	78	74.29%
2	Male	27	25.71%
Jumlah		105	100%
Usia			
1	<21	15	14.29%
2	21-30	37	35.24%
3	>30	53	50.48%
Jumlah		105	100%
Pekerjaan			
1	Student	15	14.29%
2	State Officials	26	24.76%
3	Private Officials	39	37.14%
4	Housewife	25	23.81%
5	Other Job	15	14.29%
Jumlah		105	100%

Based on table 1, it is found that the number of female respondents is 78 respondents or 74.29%, while the remaining 27 respondents or 25.71% are men, when viewed from the age, it is dominated by respondents aged over 30 years as much as 50.48%, while the lowest age under 21 years as many as 15 respondents or 12.29%. Judging from the type of work 37.14% (39 respondents) Respondents are private employees, while 24.76% (26 people) have state officials jobs. have and the lowest are other jobs and students amounting to 14.29% (15 respondents)

Validity and Reliability Test

Validity test using Product Moment is carried out to see whether each questionnaire item is valid, where the minimum value is 0.30, while the reliability test In order to know that a data has good reliability, then the data is observed through defining the Cronbach Alpha value must be more than 0.60 so that the data is declared reliable.

Tabel 1. Validity and Reliability Test

No	Variable	Indikator	Validity	Result	Reliability	Result
1	<i>Brand Image</i> (X1)	X1.1	0,778	Valid	0,716	Reliable
		X1.2	0,837	Valid		
		X1.3	0,782	Valid		
2	Product Quality (X2)	X2.1	0,653	Valid	0,816	Reliable
		X2.2	0,727	Valid		
		X2.3	0,652	Valid		
		X2.4	0,683	Valid		
		X2.5	0,549	Valid		
		X2.6	0,612	Valid		
		X2.7	0,562	Valid		
		X2.8	0,612	Valid		
		X2.9	0,609	Valid		
		X2.10	0,512	Valid		
3	Purchase Desicion (Y)	Y1	0,843	Valid	0,863	Reliable
		Y2	0,797	Valid		
		Y3	0,908	Valid		
		Y4	0,824	Valid		

In the results of the exposure Table 1 shows that all indicators in each variable have a correlation coefficient value greater than 0.30 and 0.60 so that all indicators in this study can be said to be valid and can be said to be valid and reliable, so that all research variables can be used for analysis. Furthermore.

Table 2. Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.688 ^a	.473	.458	1.40638

Determination analysis is an analysis to find out how much influence simultaneously Brand Image (X1), Product Quality (X2), on Purchase Decision (Y) are expressed in percentages from Table 3. Where the R square value is 0.473. This means that 47.3% of the variation in the Purchasing decision variable is explained by the variables used, while the remaining 52.7% is explained by other factors outside the model. Thus, the model can be said to be relevant.

Table 3. Hypothesis Result

Variable	t	Sig.	Result
Brand Image (X1) → Purchase Decision (Y)	5.980	.000	Significant
Product Quality → Purchase Decision (Y)	5.386	.000	Significant

H1 : Pengaruh Brand Image Terhadap Keputusan Pembelian

Based on the results of the analysis, it is known that price (X1) has a positive and significant effect on purchasing decisions (Y). This result is shown by a positive regression coefficient of 5.980 and a significance of 0.000 or less than 0.05, so that hypothesis 1 (H1) which states that there is a positive and significant relationship between brand image and product quality is accepted. These results indicate that the better the Brand Image owned by a product, this will affect the level of consumer purchasing decisions. This is in accordance with research conducted by Rahmawati (2020); Sari & Derajat (2021) and Devita & Agustini (2019) which state that there is a positive and significant relationship between brand image and purchasing decisions of a product.

H2 : Pengaruh Kualitas Produk Terhadap Keputusan Pembelian

Based on the results of the analysis, it is known that Brand Image (X2) has a positive and significant effect on Purchase Decisions (Y). This result is shown by a positive regression coefficient of 0.386 with a significance of 0.000 or less than 0.05, so that hypothesis 2 (H2) which states that there is a significant positive relationship between product quality and purchasing decisions is accepted. This means that the better the quality of the products produced by the company, the better it will be followed to have an impact on purchasing decisions made by consumers. This is in accordance with the results of research conducted by Muliarsari (2019), Weenas's (2013) and Tjahjono et al (2021).

5. CONCLUSION

Brand Image has a positive and significant effect on Purchase Decision (Y). These results indicate that the higher the level of Brand Image owned by Wiracana Hand Fan Bali, it is followed by an increase in purchasing decisions in the company, then product quality has a positive and significant effect on purchasing decisions (Y). These results indicate that the better the quality of the products produced by Wiracana Hand Fan Bali, the better the Purchase Decision will be. this indicates that the company's importance in maintaining the brand image and product quality owned by its business is to maintain its advantages and competitiveness, so that they are able to continue to compete with other competitors in the business world.

REFERENCE

- Devita, E, M., & Agustini, M, Y, D, H. 2019. Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House. *Journal Management and Business Enviroment*. 1(1). 55-70.
- Fitriani, A., & Achmad, G, N. 2021. The Effect of Brand Identification and Brand Image on Brand Love And Brand Loyalty on Iphone Smarthphone Product Users in Samarinda. *International*

- Journal of Economics, Business and Accounting Research (IJEBAR)*. 5(2), 420-432.
- Foster, B. (2018). The Influence of service quality on aircraft's brand image in Bandung, Indonesia. *Journal of International Business Research and Marketing*, 3(5), 19-24.
- Ismali, A, R., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers. *Journal of Fashion Marketing and Management*. 16(4), 386-398.
- Kotler, dan Armstrong. (2008). Prinsip – Prinsip Pemasaran. Edisi 12, Jilid . Jakarta : Erlangga
- Kotler dan Keller. (2009). *Manajemen Pemasaran*. Jilid 1. Edisi ke 13. Jakarta: Erlangga.
- Lu, C.-C., Wu, I.-L., & Hsiao, W.-H. (2019). Developing Customer Product Loyalty Through Mobile Advertising: Affective and Cognitive Perspectives. *International Journal of Information Management*, 47,101–111.
- Malik, M. E., Ghafoor, M. M. & Iqbal, H. K. (2012). Impact of brand image, service quality, and price on customer satisfaction in Pakistan telecommunication sector. *International Journal of Business and Social Science*, 3(23), 123-129.
- Mabkhot, H, A., Salleh, S,M,D., & Shaari, H. (2016). The Antecedents of Automobile Brand Loyalty: Evidence From Malaysian. *International Review of Management and Marketing*, 6(3), 596–602.
- Mulianto, M, B., Widodo, J., & Wahyuni, S. (2021). Pengaruh Brand Image (Citra Merek) Terhadap Keputusan Pembelian Konsumen Pada Smartphone Samsung (Studi Kasus Pada Mahasiswa FKIP Universitas Jember). *Jurnal Pendidikan Ekonomi*. 15(1), 110-114.
- Muliasari, D. (2019). The Effect of Product Price and Product Quality On Purchasing Decisions For Samsung Brand Hanphones Among STIE AAS Surakarta Students. *International Journal of Economics Business and Accounting Research*. 3(4). 501-506.
- Permana, A.A.J., Kertiasih, N. K., & Budhayasa, I. (2017). Video Profil Sebagai Sarana Promosi Efektif Dalam Menunjang Eksistensi Program Studi Manajemen Informatika. *JST*, 1(1).
- Persson, N. (2010). An exploratory investigation of the elements of B2B brand image and its relationship to price premium. *Industrial Marketing Management*, 39, 1269-1277.
- Rahmawati, (2020). The Influence of Brand Image to Purchase Decisions: Survey on Z Generation as Kopilogi's Consumer. *Management And Entrepreneurship Research Review*, 1(2). 141-146.
- Rares, A., & Jorie, R. J. (2015). The effect of the price, promotion, location, brand image and quality products towards the purchase decision of consumers at Bengkel Gaoel Store Manado Town Square. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(2), 592-604.
- Rukaiyah, ST. (2020). Effect of Product Quality and Product Value on Customer Loyalty: Empirical Study on Seaweed SME. *Journal Point of View Research Management*, 1(4), 144-153.
- Sari, R, N., & Darajat, A, H. (2021). The Effect of Brand Image, Product Quality, and Price on Purchase Decisions Telkomsel Internet Package. *Jurnal Kajian Komunikasi dan Studi Media*. 10(2). 112-123.
- Schiffman & Kanuk. (2004). *Perilaku Konsumen* (edisi 7). Jakarta: Prentice Hall.
- Sitanggang, J, W., Sinulingga, S., & Fachruddin, K,H. (2019). Analysis Of The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty Of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. *American International Journal of Business Management (AIJBM)*. 2(3), 26-37.

- Thomas, J. F. (2016). Analisa Pengaruh Rebranding Terhadap Brand Association Dengan Brand Image Sebagai Variabel Intervening Terhadap Customer Loyalty Pada PT Telkom Indihome Surabaya. *Jurnal Strategi Pemasaran*, 3(2), 1–10.
- Tjahyono, E. J., Ellitan, L., & Handayani, Y. I. (2021). Product Quality and Brand Image Towards Customers Satisfactions Through Purchase Decision Of Wardah Cosmetic Product in Surabaya. *Journal of Entrepreneurship and Business*. 2(1). 56-70.
- Tjiptono, F. (2015). Strategi Pemasaran. Andi Offset.
- Weenas, J. R.S. (2013). Kualitas Produk, Harga, Promosi Dan Kualitas Pelayanan Pengaruhnya Terhadap Keputusan Pembelian Spring Bed Convorta. *Jurnal EMBA* 1(4), 607-618.
- Winardy, I., Purba, P. Y., Chaniago, C., & Andika. (2021). The Positive Impact of Product Quality, Price, and, Promotion on Purchasing Decision of Toyota Innova Cars. *International Journal of Social Science and Business*, 5, (2), 161-166.
- Woisetschläger, D.M., & Michaelis, M. (2012). Sponsorship congruence and brand image: A pre-post event analysis. *European Journal of Marketing*, 46(3/4), 509-523.