The Effects of Brand Image and Product Quality for The Pancake Durian Purchasing Decisions (Case Studies on Supermarkets)

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ABSTRACT

The culinary business is considered to have many promising opportunities and challenges for the business world to compete to meet consumer needs. One of the culinary business that are currently booming is durian pancakes, whose sales depend on the brand image and quality. This study aims to determine the effect of brand image and product quality on purchasing decisions for durian pancakes. The sample in this study was 100 respondents using non-probability sampling, and a questionnaire tested for validity and reliability was used as a data collection tool. Data analysis used multiple linear regression, correlation, determination, and hypothesis testing. The results of this study indicate that brand image and product quality have a positive and significant effect on product purchasing decisions. Brand image and product quality have a positive and significant impact on product purchasing decisions. Brand image is the most dominant variable in purchasing decisions for Pancake Durian products. Therefore, its recommended to continue to increase promotional activities through social media and trade shows and pay more attention to product durability.

Keywords: Brand image, product quality, purchasing decisions

INTRODUCTION

In line with current business developments, there are many promising business opportunities and challenges for a company. First, companies compete with each other to meet consumer needs. A company must be able to compete with other companies so that the company can survive. On the other hand, the company must also understand what consumers want to feel satisfied with. In this era of globalization, many new producers have emerged that sell similar goods. So automatically, with the number of producers, there will be more and more competition; basically, with the increasing number of competitors, the more choices for customers to choose products that match their expectations.

Consumers have an essential and strategic meaning in building a business. They buy products because they want to take advantage of the value of the products they buy. The product's value is manifested in the benefits and various attributes that wrap the product so that businesses continue to build the strength of their products through different product attributes.

Durian pancakes are one type of culinary that is currently booming in sales. There are many brands of Durian Pancakes circulating in the market, and the most widely traded are the original and pandan durian pancake variants. However, the preliminary study showed a decline in sales, which is thought to be caused by several things such as the presence of competitors selling with more variety and competitive prices, lack of promotion, changing consumer tastes, and not all of them. Nevertheless, people love durian, and there are other products made from durian.

The number of brands in the market will provide choices to consumers in making purchases. Now consumers in purchasing a product see the product from its quality and the brand image attached to the

product. This shows that there is a tendency for consumers to choose products that are known both through experience using the product and based on information obtained through various sources.

MATERIALS AND METHODS

Brand Image

In analyzing sales associated with brand image, Kotler & Armstrong (2004); Malik et al. (2012) and Wijaya (2013) state that brand image describes a set of consumer beliefs about a particular brand that brand associations represent in consumers' memories. Thus, there is a close relationship between brand associations and brand image. Furthermore, the association in a brand can form a brand image that ultimately becomes formed and sticks in the minds of consumers (Rangkuti, 2004).

According to Sutojo (2004), four things are considered in forming a brand image, namely 1) Recognition: the awareness that describes the existence of a brand in the minds of consumers, which can be a determinant in several brand categories which usually have an important role in brand equity; 2) Reputation (good name): the status formed by the product's manufacturer by improving the overall quality of the product itself where this status appears when consumers have felt the benefits or functions of the product itself. In addition, the level or class is relatively high for a brand because it is more proven to have a good track record; 3) Affinity (emotional connection): the emotional connection that occurs between the company's brand and consumers. When consumers are emotionally attached to a particular brand, consumers will tend to buy various products from the same brand; 4) Brand loyalty: how much loyalty consumers use products or services with the same brand.

Product Quality

According to Mason & Paggiaro (2012). The quality of food products reflects all dimensions of product offerings that generate benefits for customers. The quality of a product in the form of goods or services is determined through its measurements. The ability of a product to perform its functions includes overall durability, reliability, accuracy, ease of operation and product repair, and other product attributes (Vesci & Botti, 2019). According to Boyd et al. (2005), if the company wants to maintain its competitive advantage in the market, the company must understand what dimensions are used by consumers to distinguish the products sold by the company from competitors' products.

The dimensions of product quality consist of 1) Performance: the operating characteristics of the main product, such as convenience and comfort; 2) Durability: related to how long the product can be used. This dimension includes economic life; 3) Conformance to specification: the extent to which the basic operating characteristics of a product meet certain specifications from consumers or no defects found in the product; 4) Additional features or features: product characteristics designed to enhance product functionality or increase consumer interest in the product; 5) Reliability: the probability that the product will work satisfactorily or not within a certain period. The less chance of damage, the more reliable the product; 6) Aesthetics: product appeals to the five senses, for example, artistic models or designs, colours and so on (Gehrels & Dumont, 2012).

Purchase Decision

Consumers tend to decide to buy the most preferred brand from various alternatives, between attitudes and situational factors Kotler and Armstrong (2012). According to Setiadi (2003), a decision (decision) involves choosing between two or more alternative actions or behaviours. Therefore, decisions always require a choice among several different behaviours. The Purchasing decisions formed through the process within consumers begins with an awareness of the fulfilment of needs and desires. They finally purchase to obtain satisfaction from the goods that have been purchased (Alma, 2011).

According to Kotler and Armstrong (2012), consumers can form 5 (five) sub-decisions, namely a) Brand selection: carried out on a product by choosing a brand name that is easy for consumers to

remember so that consumers will have no trouble finding the product. ; b) Distributor (distribution): the activity of distributing goods and services made from producers to consumers so that they are widely spread so that their use is following what is needed (type, quantity, price, place and when needed); c) Quantity: does the company provide enough or more variety or choice of products for consumers; d) Time of purchase: the moment when the consumer wants to buy the product or service; e) Payment method; This is done when someone wants to buy a product or service. 5) Behavior after purchase: a situation where the consumer will experience some level of satisfaction or dissatisfaction after purchasing a product or service. If the product meets expectations, the consumer is satisfied. If it does not meet expectations, the consumer is dissatisfied. Consumer satisfaction or dissatisfaction with a product will affect subsequent behaviour. If the consumer is satisfied, he will show a higher probability of rebuying the product.

Research Methods

The object of this research is consumers who buy Durian Pancake products at eight supermarkets in Bogor City. Operationally defined variables based on the characteristics of the research object to measure a person's perception of events. The number of samples used was 100 respondents, which were determined using non-probability sampling. The data analysis method used multiple linear regression, correlation and determination analysis, and hypothesis testing.

RESULTS AND DISCUSSION

The characteristics of the majority of consumers in this study are women, and the last education is high school, self-employed work with an income of Rp. 1,000,000-Rp. 5,000,000 because women tend to buy for consumption by themselves and their family, do not need high education to buy Durian Pancake products, and have an Rp income. 1,000,000-Rp. 5,000,000 can afford non-primary foods such as Pancake Durian. The recapitulation of consumer responses regarding the brand image of Pancake Durian is as follows:

Table 1. Recapitulation of Consumer Responses Regarding Brand Image

No	Statement	Score	Description
1	Remembrance of the brand	3,35	Fairly recognizable
2	Brand recognition	3,24	Fairly known
3	Good brand reputation	3,54	Impressive
4	Trust	3,43	Fairly trusting
5	The first brands selected	3,45	Agree
6	Regular customers	3,56	Agree
	Average	3,43	Good

Source: Primary Data Processed, 2018

Based on the table, it is known that consumer perceptions on the brand image can be concluded that regular customers of Pancake Durian have the highest score of 3.56 with a statement agreeing because consumers prefer the Pancake Durian brand over other brands. In addition, consumers are satisfied so that consumers buy again and become regular customers. While brand recognition has the lowest value of 3.24 with information that is quite familiar, there are only durian pancakes with the Pancake Durian brand in the supermarket. In addition, the lack of promotion carried out by the management makes the brand well known by consumers. Overall the brand image indicator is good with a value of 3.43, which means that consumers have a good perception of the Pancake Durian brand image. Recapitulation of consumer responses regarding the product quality of Durian Pancakes is as follows:

Table 2. Recapitulation of Consumer Responses Regarding Product Quality

No	Statement	Score	Description
1	Enjoyment of product taste	3,61	Appropriate
2	Contains nutritional content	3,65	Nutritious
3	Does not expire quickly.	3,80	Agree
4	Suitable for all groups	3,66	Suitable
5	Made from natural ingredients	3,79	Agree
6	Satisfaction with the product	3,50	Satisfied
7	Not easily damaged	3,48	Agree
8	Practical packaging	4,08	Practical
9	Product appearance	3,57	Attractive
10	Product portion	3,69	Fit
	Average	3,68	Good

Source: Primary Data Processed, 2018

Based on the table, it can be seen that the statement about suitable packaging has the highest value with a value of 4.08 with practical information. This indicates that the pancakes are packaged using small plastic packaging so that they are easy to carry everywhere and do not take up space. In comparison, the statement regarding not being easily damaged has the lowest value, namely with a value of 3.48 with a comment agreeing. Therefore, although the non-perishable information has the lowest value, it does not mean that the quality of the Durian Pancake product is poor because the product does not use preservatives. Overall, the product quality variable has a good value of 3.68, meaning that consumers have a good perception of the quality of Durian Pancakes. Recapitulation of consumer responses regarding purchasing decisions for Pancake Durian products is as follows:

Table 3. Recapitulation of Consumer Responses Regarding Purchase Decisions

No.	Statement	Score	Description
1	Only buy certain brand pancakes	3,31	Enough
2	Easy to find	3,64	Easy
3	Variation of product choices	3,27	Quite varied.
4	Purchase frequency	2,97	Quite often
5	Payment methods	4,26	Very easy
	Average	3,49	High

Source: Primary Data Processed, 2018

Based on the table, the method of payment has the highest value, namely 4.26, with a short description because the payment method can be made directly at the cashier, can use cash so that it does not make it difficult for consumers to make payments. In comparison, the statement regarding the frequency of purchases has the lowest value, 2.97, with a reasonably frequent description because consumers are regular customers of Durian Pancakes. Overall, the purchase decision variable for Pancake Durian products has a 3.49 (high) value with these statements.

The results of multiple linear regression analysis can be seen in Table 4. as follows:

Table 4. Results of Regression Coefficients and Significance Test of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,831	1,255		3,053	,003
Brand Image	,336	,061	,471	5,520	,000
Products Quality	,182	,042	,367	4,304	,000

a. Dependent Variable: Purchase Decision (Y)

Source: Primary Data Processed, 2018

Based on the table, a regression model obtained as follows Y = 3.831 + 0.336 X1 + 0.182 X2; from these results, it is seen that the constant value is 3.831 and is positive, meaning that when the brand image and product quality (X1 and X2 = 0) then the decision to purchase the Durian Pancake product is positive. The regression coefficient of brand image (X1) is 0.336, and positive means that a good brand image will follow by a high purchase decision of Pancake Durian (Y), and product quality (X2) remains. The regression coefficient of product quality (X2) is 0.182, and positive means that good product quality will follow by a high purchasing decision of Pancake Durian (Y) and a static brand image (X1).

Multiple Correlation Analysis and Coefficient of Determination
From the results of multiple correlation analysis, the number r of 0.757 is in the strong (0.60-0.799) and positive categories. This means that the stronger the brand image and product quality, the stronger the purchase of Pancake Durian products. This positive correlation indicates that the brand image and product quality are high, so that the purchase decision will be high. The contribution of brand image and product quality to the purchasing decision of Pancake Durian, as seen from the r square, is 57.3%. While 42.7% is influenced by other variables that are not included in this research model, such as culture, sub-culture, social class, reference group, family, role and status, age and family life cycle, work and economic environment, personality lifestyle, motivation and perception,

Influence of Brand Image and Quality of Products to Purchase Decision

Table 4. Results of Tests Regression Coefficients Simultaneous

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	439,680	2	219,840	65,198	,000ᵇ
	Residual	327,070	97	3,372		
	Total	766,750	99			

Based on these data, the F-count is greater than the F-table, which means Ho rejected and Ha is accepted. Its means that brand image and product quality simultaneously have a positive and significant influence on purchasing decisions for Pancake Durian products.

The Influence of Brand Image on Durian Pancake Product Purchase Decision
Based on Table 5. the t-count is greater than the t-table, which means Ho rejected, and Ha is accepted. Its means that brand image has a positive and significant influence on purchasing decisions for Pancake Durian products.

The Influence of Product Quality on Durian Pancake Product Purchase Decisions
Based on Table 5. the t-count is greater than the t-table, which means Ho rejected and Ha is accepted. Its means that product quality has a positive and significant influence on purchasing decisions for Durian Pancakes.

CONCLUSION AND IMPLICATIONS
Pancake Durian's brand image is considered reasonable by consumers to categorize as regular customers. Likewise, the quality of Durian Pancake products is deemed to be good in suitable packaging. Simultaneously, brand image and product quality have a positive and significant influence on purchasing decisions for Pancake Durian. Therefore, partially brand image and product quality positively and significantly influence purchasing decisions for Pancake Durian products.
Based on the study results, it recommended that promotions be increased by promoting more actively through social media, participating in trade fairs which are currently held very much and are

very crowded with visitors. In addition, supervise the quality of Durian Pancake products so that consumers do not feel disappointed in consuming the product and there are no complaints about the product.

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