

THE DETERMINATION OF QUALITY AND BRAND IMAGES IN PURCHASING DECISION FOR SMEs CULINARY PRODUCTS

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Abstract

Specific culinary is one of the attractions offered and is the center of attention of tourists visiting a region. The majority of culinary producers are SMEs, which grow and have an impact on intense competition, especially in terms of quality and brand image. This study aims to determine the effect of product quality and brand image on purchasing decisions on UKM Culinary products. The population in this study was consumers, the dominant culinary being various foods such as cakes, brownies, bread, wet and dry cakes. Non-probability sampling method used in determining the sample. The method of data analysis uses multiple linear regression, correlation, determination, which then continued with the hypothesis test. The results showed that product quality and brand image had a positive and significant effect on purchasing decisions, both simultaneously and partially. It recommended that SMEs promote more actively through social media, exhibitions, and more stringent supervision of product safety, and further research carried out using different variables and methods.

Keywords: Product Quality, Brand Image, Purchasing Decision

1. Introduction

Along with the times, the variety of food products as basic needs in Indonesia continue to grow. Especially in big cities, typical culinary food in each city is trying to improve its quality. Of course, the food industry business must be more flexible in today's changing times, so that it becomes an incentive for small and medium enterprises always to improve the products produced better in terms of quality and variety of products. If the quality of food or beverage products is not following the wishes of consumers, the product will not sell in the market. Consumers will be satisfied if their evaluation results show that the products they use are of high quality[1],[2],[3].

Culinary is one of the attractions offered and is the center of attention of tourists visiting an area. Various types of food, ranging from traditional snacks to different specialties, are also available. The culinary industry in cities in Indonesia has a reasonably good development, including in Bogor, Indonesia. Many business people who enter the culinary business world because it is considered a promising business. The tight competition in the culinary industry requires business people to develop appropriate strategies to be able to compete with other competitors.

Culinary SME products vary, from various shredded, various cakes, brownies, bread, wet and dry cakes, different fried foods, multiple drinks, food stalls, meatballs, and so on. With many variations based on the type, the more consumers will make consumers have many choices of products offered. The following five major types of culinary UKM products can see in Table 1:

Table 1. Types of Culinary SME Products

No.	Types of Products	Number of SMEs	Percentage (%)
1	Various cakes, brownies, breads, cakes wet and dry	60	14.50
2	Different banana chips, <i>enye-enye</i> chips, cassava and <i>taro</i> chips, dumpling chips, potato chips	55	13.38
3	Various pieces of chicken, fried, grilled, <i>ungkep</i> .	45	10.94
4	Various drinks	43	10,46
5	<i>Siomay</i> , <i>batagor</i> , and <i>pempek</i>	33	8.02

Source: Bogor City Cooperative and UMKM Office (2018)

The types of Culinary SME products in Bogor, which rank first, are assorted cakes, brownies, and breads, wet and dry cakes with 60 units of SMEs or 14.5%. These prove that various cake products, brownies, bread, damp and baked cakes, have many different product variations, while simultaneously reflecting intense competition, so product quality and brand image are essential to consider. To win the championship is determined by several factors, partly determined by product quality and brand image that can strengthen purchasing decisions.

Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and improvement and other valuable attributes [4], [5], [6] in addition to being influenced by the image brand, which is valued as a collection of brand associations that formed in the minds of consumers, as well as a hierarchy of benefits which is a sequence of benefits obtained by the buyer when buying a product [7]. The authority of a product into five levels, including core products, primary products, augmented products, expected products, and potential products. Another factor is product quality, one of the factors that make a company's success in consumer interest in making purchases while satisfying consumers. Generally, the emphasis is on product quality and brand image, which intended to improve purchasing decisions on culinary SMEs in an area. According to [7], brand image as a collection of brand associations formed in the minds of consumers. The brand association itself is everything related to the memory of a brand. This association is an attribute that exists in the brand. Various associations that consumers remember can string together to form an impression of the brand (brand image).

A decision can make if there are several alternatives chosen. If choices do not exist, the actions taken without these choices cannot be said to make a decision. Consumer purchasing decisions value as the most preferred brand of various alternatives, but two factors can be between purchase intentions and purchase decisions [8], [9], [10], [11]. The first factor is the attitude of others, and the second factor is the situational factor. According to [12], the purchasing decision is that consumers carry out a process in themselves that begins with an awareness of the fulfillment of their needs and desires so that eventually they purchase to obtain satisfaction from the goods they have purchased. Consumers can easily distinguish the characteristics of each product that appears on the market, and companies also need information about the factors that can influence consumers in making purchasing decisions for a product, including factors that also play a role in consumer purchasing decision making, namely product quality and brand image.

Brand image and product quality are essential requirements for decision making. The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Attitudes toward brands influence brand trust influences attitudes and intention to buy [13], [4], [14]. Product quality has a significant meaning for consumers in purchasing decisions. If the quality of the product is good, consumers tend to make purchases, whereas if the quality of the product is not what they want, consumers will divert investments to other types of products and other brands. If consumers have a positive impression of product quality and brand image, consumers expected to continue to buy products issued by the company [15], [16], [17]. Consumers can decide to buy an item or service when the consumer considers the product needed. Consumers often choose to buy a product based on the quality of the product. Consumers who receive and pay attention to the same stimulus (stimulation), might interpret the stimulus differently. How someone understands the incentive will influence by the values, hopes, and needs, which are very individual. The higher the stimulus, the more it will affect consumer actions, such as making purchases, product quality has a positive influence on consumer purchasing decisions, it can conclude that product quality influences purchasing decisions [2], [10], [7].

These play an essential role in buying choices. Purchase decisions arise from brands that have the right image in the minds of consumers. The implication of this makes the brand of a product creates an image of the product itself in the minds of consumers and makes the basic motivation

for consumers in choosing a product [18], [19], then a positive brand image in the minds of consumers will affect purchasing decisions to be made by consumers.

The formulation of the problem in this study is how consumer responses about product quality, brand image and product purchasing decisions, and how the influence of product quality and brand image on purchasing decisions for culinary SME products in Bogor. The purpose of this study was to determine and analyze product quality, brand image and buying choices, and the influence of product quality and brand image on purchasing decisions for SME culinary products.

2. Methodology

The object of this research is consumers of culinary products in SMEs in Bogor by analyzing product quality and brand image of purchasing decisions for culinary products in UKM. In this study, the survey method used is to take samples from the population and use a questionnaire as a data collector. In this study, the people born are plentiful, and the amount not known with certainty. In determining the sample if the population is large and the amount is unknown, then the determination of the number of samples according to [20] can use the formula:

$$n = \frac{Z^2}{4(moe)^2} \qquad n = \frac{1,96^2}{4(0,1)^2} = 96,4$$

Note:

n = number of samples

z = confidence level needed in determining the sample 95% = 1.96

moe = maximum margin of error or tolerable error of 10%

In these calculations, it can see that the number of samples used in this study was 96.4 people. To facilitate research, the researchers took a sample of 100 respondents. Sources of data in this study are primary data and secondary data obtained using data collection methods, namely field research, conducted through interviews, observations, and questionnaires, as well as library research methods. The survey used previously has tested for validity and reliability, with valid and reliable results.

The data analysis method used is Multiple Linear Regression to measure the effect between a dependent variable with two or more independent variables. The multiple correlation analysis method uses to show the direction and strength of the relationship between two or more independent variables together against a dependent variable. Determination Coefficient Analysis Method used to measure how far the model's ability to explain the variation of the dependent variable. Furthermore, hypothesis testing has done with the F-test for the simultaneous and the t-test for the partial.

3. Results and Discussions

Small and Medium Enterprises (SMEs) in the culinary field oriented to businesses that can expand employment opportunities to provide full economic services to the community and can play a role in the process of equity and increasing people's income, encourage economic growth, and play a role in realizing national stability.

The conditions of product quality, brand image, and purchasing decisions for SMEs Culinary products present in the Table 2:

Table 2. Consumer Responses Regarding Product Quality

No.	Question	Score	Information
1	Taste the product according to taste	3.75	The taste of culinary products is following the feeling because it is suitable and following the wishes of consumers
2	Have nutritional content	3.53	The nutritional content, product can see from the nutritional value information on the packaging label.
3	Does not expire quickly	3.88	The product does not expire soon if appropriately stored in the freezer.

4	Suitable for all people	3.83	Products can enjoy by men and women, aged, children, adolescents, adults to the elderly and can enjoy various educational backgrounds, jobs, and incomes, making it suitable for all people.
5	Made from natural and safe ingredients	3.82	The composition of elements on the packaging label makes consumers agree that the product is made from natural and safe ingredients.
6	Product satisfaction	3.41	Excellent product quality, low prices, and consumers find it easy to get products so that consumers are satisfied
7	Practical packaging	4.04	The culinary product packaging is made of cardboard, cup, mica, or plastic and is sized according to the price of each product so that it is easy to carry anywhere, and if you want to save it takes up less space.
8	Product display	3.86	The appearance of the product attracts attention from the practical packaging, and the packaging label provides public information about the product logo and brand, expiration date, nutritional content, ingredient composition, and others.
9	Not easily broken	3.45	Consumers agree that products are not easily damaged even if stored for a long time; the shape and appearance of the product will not change.
10	Right portion	3.63	The portion of the product is not too much and not too little.
Average		3.72	Appropriate and suitable quality products in terms of taste, nutritional content, appearance, packaging, portions, and ingredients

Based on the Table 2, it can seem that the question of practical packaging has the highest value with a value of 4.04 with useful information. In contrast, the question about having nutritional content has the lowest cost, with a value of 3.17 with nutritional information. Furthermore, it is made from natural and safe ingredients with a value of 3.24 (agreed), satisfaction with products with a value of 3.41 (satisfied), perishable products with a value of 3.45 (agree), a portion of the product that fits a value of 3.63 (fitting), the taste of the product according to taste with a value of 3.75 (appropriate), not expiring quickly with a value of 3.88 (agree), suitable for all people with a value of 3.83 (suitable), display products with a value of 3, 86 (interesting).

The question of portability is practical because it packages with cardboard packaging or plastic sized according to the price so that it is easy to carry anywhere and does not take up much space. Consumers agree with the question of not being easily damaged because even though culinary products of various cakes, brownies, bread, wet and dry cakes are storing for a long time, the shape and appearance of the product do not change if stored well in the freezer.

. Although the question is not perishable, having the lowest value open means that the quality of various culinary products of cakes, brownies, breads, wet and dry cakes uses preservatives. Overall the product quality variable has a high 3.72 value, meaning consumers have a good perception of various culinary cakes, brownies, breads, wet and dry cakes.

Table 3. Recapitulation of Consumer Responses Regarding Brand Image

No.	Question	Score	Information
1	Brand implications	3.28	Various logos on various culinary UKM cakes, brownies, breads, wet and dry cakes are quite recognizable to some consumers.
2	Brand recognition	3.31	Brands lack promotion so that various cakes, brownies, bread, wet and dry cakes are well known to consumers.
3	A good brand reputation	3.56	Consumers get the same quality product so that the product image gives a positive impression for consumers.
4	Trust	3.43	Consumers believe in the product brand because there is a halal label.
5	The first brand chosen	3.41	Consumers agree to select the first brand from a large selection of cake brands.
6	Regular customer	3.65	Consumers agree as possible repeat customers because of varied product choices
Average		3.44	Brand Image is valued both in terms of introduction, reputation, trust, selection and regular customers

Based on the Table 3, it is known that consumer ratings on the brand image can be concluded that the regular customers of various culinary SME products, cakes, brownies, bread, wet and dry cakes have the highest value of 3.65 with the statement agreeing. In contrast, the plaintiff has the lowest cost, namely 3.28, with information quite well known. Furthermore, a good brand reputation has a value of 3.56 (memorable), trust with a value of 3.43 (faith), the first brand chosen 3.41 (agree), and brand recognition 3.31 (quite familiar).

Consumers agree with the question of the regular customers of various culinary SMEs, cakes, brownies, breads, wet and dry cakes. Because consumers prefer brands by local specialties than other brands. Besides, consumers are satisfied with a variety of product cakes. Even though the remainder of the brand and brand recognition gets the lowest score with information well known and familiar does not mean customers still do not know the culinary SME brands of various cakes, brownies, bread, wet and dry cakes. Consumers are familiar with culinary UKM products only in the first area. Besides the lack of promotion carried out by the cake shop. Overall the brand image indicator is good with 3.44, which means consumers have a good perception of the brand image. Various culinary UKM cakes, brownies, bread, wet and dry cakes.

Table 4. Recapitulation of Consumer Responses Regarding Purchasing Decisions

No.	Question	Score	Information
1	Only buy souvenirs typical of SME products	3.42	Consumers agree only to buy the culinary UKM brand because it has become a regular customer
2	Products easily found	3.66	It is easy for consumers to find a variety of culinary SME products in several gift shops and cake shops
3	Various variations	3.81	Have a variety of flavors, variations of shapes and others
4	Frequency of purchase	2.95	Consumers like culinary SME products, so they buy quite often.
5	Easy payment method	4.30	Cash payments can make consumers very easy to make payments
Average		3.62	The Purchasing Decision is considered secure

in terms of its distinctiveness, convenience, frequency variation and method of payment

Based on the table, it can seem that the question of how to pay in the payment method has the highest value of 4.30 with straightforward information. In contrast, the question about the frequency of purchases has the lowest amount of 2.95 with information often enough. Furthermore, the product has a variety of variables with a value of 3.81 (varies), the product is easily found with a value of 3.66 (secure), only buying souvenirs typical of SME products with a value of 3.42 (agree).

Consumers find it very easy in the way of payment because the method of payment can be made directly at the cashier using cash or can be through a payment account so that it is not difficult for consumers to carry out amounts. Overall, the purchasing decision variable of different culinary UKM products, brownies, bread, damp and dry cakes has a value of 3.62 (high) with these questions. To find out how much influence the quality of the product and brand image of the purchase decision variable, it will use the multiple regression coefficient analysis method.

Table 5. Results of Regression Coefficients and Significant Tests

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,298	1,485		6,262	,000
	Product Quality	,126	,039	,309	3,202	,002
	Brand Images	,228	,065	,339	3,510	,001
a. Dependent Variable: PURCHASE DECISION						

Based on Table 5 obtained a regression model $Y = 9,298 + 0,126X_1 + 0,228X_2 + \varepsilon$, which means that the quality and brand image variables have an influence on strengthening purchasing decisions. The better the quality and brand image, the stronger the buying decision. The results of data analysis provide an overview of the correlation and determination coefficients, which present in the following table.

Table 6. Test Results of Multiple Correlation Analysis and Determination Coefficient

Summary Model ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,561 ^a	,314	,300	1,708
a. Predictors: (Constant), BRAND IMAGE, PRODUCT QUALITY				
b. Dependent Variable: PURCHASE DECISION				

Based on the Table 6, it is known that the correlation coefficient is 0.56, included in the stable and positive categories. This means that product quality and brand image variables have a strong relationship with purchasing decisions. The higher the quality and brand image, the stronger the purchasing decisions. The coefficient of determination obtained by R square of 0.314 or 31.4%. These shows that the percentage contribution of the influence of product quality and brand image variations on the purchasing decisions of various culinary SME products, cakes, brownies, bread, wet and dry cakes is 31.4%. In comparison, the remaining 69.6% explained by other variables 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, lifestyle, personality, motivation, perception, learning, beliefs, and attitudes [10] and initiator, influencer, decider, buyer, and user [12].

To prove the influence of quality and brand image variables on purchasing decisions, a hypothesis test conducted, both simultaneously (F-test) and partial (t-test). Hypothesis test results presented in the following tables.

Table 7. Simultaneous Regression Coefficient Test Results

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	129,673	2	64,836	22,236	,000 ^b
	Residual	282,837	97	2,916		
	Total	412,510	99			

Based on these data, it known the F_{count} of 22.236 is greater than the F_{table} with $df = k-1$ or $3-1 = 2$ and $df = nk$ or $100-3 = 97$ along with a level = 0.05 of 3.090 which means H_0 rejected and, H_a received. These suggest that simultaneously product quality and brand image have a positive and significant influence on purchasing decisions for SME culinary products. The results of this study indicate that product quality and brand image are substantial factors in the product purchasing decision process [21], [22]. These reflected in the questions of product quality and brand image, which are considered excellent by consumers. If the quality of the product and brand image well, then the purchase decision will increase and vice versa.

Table 8. Results of Regression Coefficients and Significant Tests

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,298	1,485		6,262	,000
	PRODUCT QUALITY	,126	,039	,309	3,202	,002
	BRAND IMAGES	,228	,065	,339	3,510	,001

a. Dependent Variable: PURCHASE DECISION

Partially the quality of the product and brand image has a positive and significant influence on the purchasing decisions of various culinary SME products, cakes, brownies, breads, wet and dry cakes.

4. Conclusions and Recommendations

Product quality is considered reasonable by consumers in practical packaging because it packaged neatly so that it is easy to carry anywhere, and satisfaction with the product thought satisfied even though some consumers are not happy with the product. Brand image rated by consumers, so that it can be categorized as fixed and binding customers to the brand rated fairly well known because most consumers do not know to be the brand of SMEs culinary various cakes, brownies, bread, cake, and dry. Decision purchases rated by consumers in payment are straight forward, and the frequency of investment considered to be consumers not too often in buying products.

Both simultaneously and partially, the quality of the product and brand image has a positive and significant influence on the purchasing decisions of various SME culinary products, cakes, brownies, breads, wet and dry cakes.

The coaches and SME should increase promotion by making promotions more active through social media, attending trade shows, and others. Culinary SME coaches should supervise the quality of their products, especially in wet and dry cakes that are easily damaged or expired, so as

not to feel disappointed eating cookie products, and there are no complaints about the product. Further research carried out using other variables that influence purchasing decisions in addition to product quality and brand image.

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