



The Influence of Brand Image, Price and Product Quality on Decisions to Purchase Bread at Ropi Bread Shops

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Received: 07-05-2024

Reviewed: 15-05-2024

Accepted: 07-06-2024

Abstract

The aim of this research is to determine the influence of Organizational Culture (X) on the Performance of Non-Permanent Employees (Y). The total number of respondents was 52 respondents. The analysis used in this research is simple regression analysis. The results of the validity coefficient for the 14 statement items are 14 valid items and 0 are invalid so it can be concluded that the 14 statement items are valid as a measuring tool because they have $r_{count} > r_{table}$, namely 0.2732. The results of the researcher's reliability variable calculations can be concluded that all statement items are reliable as measuring tools because the Cronbach's alpha value is $0.900 > 0.60$. This simple linear regression can be explained as follows: A constant of 2.231 means that the performance of non-permanent employees at the Paser Regency Public Works and Spatial Planning Service will remain at 2.279 if (X) the cultural factor remains constant or there is no change. Based on the research results, it is known that the R value is 0.717 or 71.7%, this means that there is a strong relationship between the Organizational Culture variable (X) and the employee performance variable (Y), while the coefficient of determination is 0.514 or 51.4%, meaning the performance variable employees (Y) are explained by the organizational culture variable (X), amounting to 51.4% while the remaining 48.6% is explained by other variables not included in this research. From the t test results of the organizational culture factor (x), the calculated t value is $7.278 > t_{table}$ of 2.00856, which means that the organizational culture factor (x) influences employee performance at the Paser Regency Public Works and Spatial Planning Service with a significant level of $0.000 < 0.05$. So it can be concluded that the hypothesis can be accepted or H_0 is rejected and H_a is accepted, because the organizational culture factor (x) has a strong influence on employee performance at the Paser Regency Public Works and Spatial Planning Service.

Keywords: Brand Image, Price, Product Quality, Purchasing Decisions

Introduction

Thus, companies must be able to understand consumer needs and desires by making changes and innovations in product development. Creating different products can be a strategy that can attract consumers to consume the products offered so that satisfaction is achieved both from the buyer because they buy the product and from the company who wants to make a profit from selling its products.

According to Firmansyah (2019:60), "Brand image can be defined as a perception that appears in the minds of consumers when remembering a brand of a particular product." Brand image is a consumer's perception or what consumers think or feel about the brand of a particular product which is formed from information obtained by consumers either through direct experience using the product or indirectly through hearing, seeing, or learning from consumers.

According to Kotler and Armstrong (2019:272), "Product quality is one of marketers' main positioning tools. Quality has a direct impact on product or service performance, therefore, quality is closely related to customer value and satisfaction. Product quality is one of the keys to competition among business actors that is offered to consumers. Consumers always want to get quality products according to the price paid, although there are some people who think that expensive products are quality products. If this can be implemented by the company, the company will be able to continue to satisfy consumers and can increase the number of consumers.

Product quality is an important thing that needs to receive primary attention from the company or producer, considering that the quality of a product is closely related to consumer satisfaction, which is the goal of the marketing activities carried out by the company. So, product provider companies can provide good performance in order to achieve consumer satisfaction by maximizing pleasant experiences and minimizing unpleasant experiences for consumers in consuming products.

Many factors can influence consumer purchasing decisions, especially when considering the different behavior of each consumer in the purchasing process. Therefore, it is important for business actors to implement appropriate marketing strategies in order to influence consumers to be interested in the products offered.

Business founders make demonstrated innovations in order to create product variations that are different from competitors. One food product that is popular with consumers is bread. Bread is one of people's favorite foods which is usually served as breakfast in the morning or in the afternoon to accompany relaxing time while enjoying a cup of coffee or tea. Currently there are many types of bread in circulation, this large number of types of bread is none other than because many bread sellers understand that this has quite a large market share in Indonesia and can be put on a par with other foods.

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Literature Review

Management

Management is a process where someone can organize everything that is done by an individual or group. Management needs to be carried out to achieve the goals or targets of the individual or group cooperatively using available resources.

According to Terry in Indrasari (2019:9), Management is a typical process consisting of planning, organizing, activating and controlling actions carried out to determine and achieve predetermined targets through the use of human resources and other resources.

Marketing

In this increasingly rapid modern era, knowledge and marketing activities are one of the aspects that can maintain a company's extension in the market. Marketing activities have developed from distribution and sales activities into a philosophy to connect each company with its consumers. Marketing activities are one of the main activities carried out by producers to maintain the continuity of their business to earn profits. The success or failure of a business depends on their expertise in marketing, production, finance, or other fields, as well as on the producer's ability to communicate these functions so that the business can run smoothly.

According to Indrasari (2019:2), Marketing is a comprehensive, integrated and planned activity carried out by an organization or institution in carrying out business to be able to accommodate market demand by creating products with selling value, determining prices, communicating, delivering and exchanging. offers of value to consumers, clients, partners and the general public.

Marketing Management

Marketing management is the core of business activities in achieving goals so that good marketing management can be determined. And it is one of the activities carried out by the company to increase the value of the business in the eyes of the community, maintain survival and make the company grow and manage maximum profits.

According to Yulianti (2019:2), "Marketing management is the analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target markets with the aim of achieving organizational goals."

Marketing Strategy

In a business, marketing strategy has a very important role because it functions to determine the company's economic value, both the price of goods and services.

According to Yulianti Et.al (2019: 8), "Marketing strategy is making decisions about marketing costs, marketing mix, marketing allocation in relation to environmental conditions expected from competitive conditions."

According to Fawzi Et.al (2021:9) "Marketing strategy is an effort to market a product, either goods or services, using certain plan patterns or tactics so that the number of sales becomes higher."

Brand Image

According to Firmansyah (2019:23), "A brand is a name, symbol, sign, design or a combination of these to be used as the identity of an individual, organization or company for the goods and services it owns to differentiate them from other service products."

For a company to use a brand on the goods or services it produces is to identify the products or services produced by competing companies and make it easier for consumers to find them in the market. Consumers will choose the product brand well and have the right appearance, so that consumers will feel satisfied or loyal to the product brand. One thing that consumers consider when choosing a product is the brand image of the product.

Price

According to Kotler and Armstrong (2019: 345), "Price is the amount of money charged for a product or service, or the amount of value that consumers exchange to obtain benefits from owning or using a product or service."

According to Napitupulu, Tapiomas, and Tobink (2021:82), "Price is the amount of money that consumers have to spend to get the products and services they buy to meet their needs and desires."

Product Quality

The product is the core of marketing activities because the 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 customer needs.

According to Firmansyah (2019:2), "A product is something that can be offered to the market for attention, use, ownership or consumption so that it can satisfy a want or need."

Basically, when buying a product, consumers not only buy a product but also buy the benefits or advantages of the product they buy. Consumers prefer products that are well made and have a series of benefits and the right appearance, so that satisfied consumers will be loyal or faithful to the product. One thing that consumers consider when choosing a product is the quality of the product.

Buying Decision

When making a decision to purchase a product or service, consumers can carry out an evaluation to select the product or service. The evaluation and selection used will produce a decision. Sometimes product purchases often involve two or more parties in making purchasing decisions made by consumers, so this situation illustrates how far marketers are in trying to market a product to consumers.

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According to Indrasari (2019:70), "Purchasing decisions are activities that are directly involved in making decisions to purchase products offered by the seller."

Research Method

The type of research used in this research is quantitative research. The population of this research is consumers who purchased bread at the Ropi Bakery in March 2023. To determine the sample to be used in this research, the researcher used an incidental sampling technique. So in this study the number of samples taken was 42 respondents. The qualitative data in this research is in the form of general description data of Ropi at the Ropi Bakery Shop. In this research, data was obtained directly from consumers who made purchases at the Ropi Bakery Shop. In this case the researcher used a questionnaire. Secondary data in this research includes previous research, sales data, general description of research objects, literature and electronic media (internet). To determine the influence of the independent variables (Brand Image, Price Perception, and Product Quality) with the dependent variable (Purchasing Decision), researchers used validity testing, reliability testing, multiple linear regression, multiple correlation (R), adjusted R square (R^2), calculation of f test and t test. Data analysis was carried out using the SPSS application.

Result/Finding

1. Multiple Linear Regression Equation

Table 1
Multiple Linear Regression Results

Variable	Koefisien
Constant	0,631
Brand Image (X_1)	-0,407
Price (X_2)	0,335
Product Quality (X_3)	0,937

Source: Data processed by SPSS (2024)

Based on table 1, the regression coefficient value can be seen as follows: $Y = a + b_1X_1 + b_2X_2 + b_3X_3$

$$Y = 0.631 - 0.407X_1 + 0.335X_2 + 0.937X_3$$

The multiple linear regression equation can be explained as follows:

- 1) The constant of 0.631 states that if the Brand Image (X_1), Price (X_2), Product Quality (X_3) variables are equal to zero then the Purchase Decision variable Y is 0.631.

- 2) The Brand Image regression coefficient (X1) of -0.407 states that for every one unit increase in Brand Image (X1), the Purchase Decision (Y) will decrease by 0.407 assuming other variables are constant.
 - 3) The Price regression coefficient (X2) of 0.335 states that for every increase in Price (X2) by one unit, Purchasing Decisions (Y) will increase by 0.335 assuming other variables are constant.
 - 4) The Product Quality regression coefficient (X3) of 0.937 states that for every one unit increase in Product Quality (X3), the Purchase Decision (Y) will increase by 0.937 assuming other variables are constant.
2. Multiple Correlation Coefficient (R) and Determination Coefficient (Adjusted R²)

Table 2
Multiple Correlation Coefficient (R) and Determination Coefficient (Adjusted R²)

R	Adjusted R Square
0,925	0,844

Source: Data processed by SPSS

3. Multiple Correlation Coefficient (R)
- The Multiple Correlation Coefficient is to determine the level of relationship between the variables Brand Image (X1), Price (X2), and Product Quality (X3), on the Bread Purchase Decision variable (Y) at the Ropi Bakery Shop.
- To determine the close influence between the independent variables consisting of Brand Image (X1), Price (X2), Product Quality (X3), and the Purchasing Decision variable (Y) Ropi Bread, from table 2 above, the correlation coefficient R value is 0.925, so it is appropriate. with the correlation coefficient interpretation table, this figure shows that there is a very strong relationship or correlation.
4. Coefficient of Determination (Adjusted R²)
- From table 2, the Adjusted R Square value is 0.856. This explains that Brand Image (X1), Price (X2), Product Quality (X3), are able to explain the Purchase Decision variable (Y) by 85.6% while the rest explains other variables not examined in this research by $(100 - 85.6) \% = 14.4\%$.
5. Simultaneous Test (F Test)
- Simultaneous test results show that the Fcount value is 75.196; If compared with Ftable (0.05; 38) of 2.85, the result will be $F_{count} > F_{table}$ ($75.196 > 2.85$) or P-value ($F_{count} < \alpha$) ($0.000 < 0.05$) so that H0 is rejected and Ha accepted. So it can be concluded that there is a simultaneous influence of Brand Image (X1), Price (X2) and Product Quality (X3) on the Decision to Purchase Bread (Y) at the Ropi Bakery Shop.
6. Hypothesis Test (t Test)

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Table 3
T Test Analysis Results

Model	t _{count}	t _{table}	Sig.	Information
X ₁	- 1,533	2,024	0,133	Not Significant
X ₂	3,892	2,024	0,000	Significant
X ₃	3,396	2,024	0,002	Significant

Source: Data processed by SPSS

From the SPSS output presented in table 3, it can be seen:

- 1) The calculated value of Brand Image (X₁) is – 1.533; If compared with t_{table} (0.05;38) of 2.024, the result will be t_{count} (X₁) < t_{table} (1.533 < 2.024) or P-value (X₁) > α (0.133 > 0.05) so that H₀ fails to be rejected. So, it can be concluded that there is no significant influence between Brand Image (X₁) on Purchasing Decisions (Y).
- 2) Price t-calculated value (X₂) is 3.892; If compared with t_{table} (0.05;38) of 2.024, the result will be t_{count} (X₂) > t_{table} (3.892 > 2.024) or P-value (X₂) < α (0.000 < 0.05) so that H₀ is rejected. So, it can be concluded that there is a significant influence between Price (X₂) on Purchasing Decisions (Y).
- 3) The calculated value of Product Quality (X₃) is 3.396; If compared with t_{table} (0.05;38) of 2.024, the result will be t_{count} (X₃) > t_{table} (3.396 > 2.024) or P-value (X₂) < α (0.002 < 0.05) so that H₀ is rejected. So, it can be concluded that there is a significant influence between Product Quality (X₃) on Purchasing Decisions (Y).

Among the three independent variables consisting of Brand Image (X₁), Price (X₂) and Product Quality (X₃), the dominant influence on Purchasing Decisions (Y) is Price (X₂) because the highest t-count value is 3.892.

Conclusion

Based on the results of the discussion previously described, the researcher can draw the following conclusions:

- 1) Multiple linear regression analysis is obtained from the following function equation: $Y = 0.631 - 0.407X_1 + 0.335X_2 + 0.937X_3$ shows that Price (X₂) and Product Quality (X₃) have a positive influence on Purchasing Decisions (Y), while Brand Image (X₁) has a negative influence on Purchasing Decisions (Y).
- 2) The results of the multiple correlation coefficient (R) are 0.925 which is in the interpretation table between 0.80 - 1.000, which means that there is a very strong relationship between Brand Image (X₁), Price (X₂) and Product Quality (X₃) on Bread Purchase Decisions (Y) at the Ropi.
- 3) The coefficient of determination (Adjusted R Square) is 0.856. This explains that Brand Image (X₁), Price (X₂), Product Quality (X₃), are able to explain Purchase Decisions (Y) by 85.6% while the remaining variables explain other variables not examined in this research by 14.4%.

- 4) Simultaneously, the F_{count} value is 75.196; If compared with F_{table} of 2.85, the result will be $F_{\text{count}} > F_{\text{table}}$ ($75.196 > 2.85$) or P-value ($F_{\text{count}} < \alpha$) ($0.000 < 0.05$) so that H_0 is rejected and H_a accepted. So, it can be concluded that there is an influence of Brand Image (X1), Price (X2) and Product Quality (X3) on the Decision to Purchase Bread (Y) at the Ropi.
- 5) Partially, the t-count of the Price (X2) and Product Quality (X3) variables is 3.892 and 3.396; when compared with t_{table} of 2.024 where $t_{\text{count}} > t_{\text{table}}$ so it can be concluded that there is a significant influence on the decision to purchase bread (Y) at Ropi Bakery, while t_{count} for the Brand Image variable (X1) is -1.533; when compared with t_{table} of 2.024 where $t_{\text{count}} < t_{\text{table}}$ so it can be concluded that there is no significant influence on the decision to purchase bread (Y) at the Tanah Grogot.
- 6) Among the three independent variables consisting of Brand Image (X1), Price (X2) and Product Quality (X3), the dominant influence on Purchasing Decisions (Y) is Price (X2) because the highest t-value is 3.892 with a P-value of 0.000.

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