



Influence of product quality brand image and korean brand ambassador NCT dream on decision of customing products Mie Lemonilo

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ARTICLE INFO

Article history:

Received Jun 07, 2023

Revised Jun 11, 2023

Accepted Jun 16, 2023

Keywords:

Brand Ambassador;
Brand Image;
Purchase Decision product;
Quality.

ABSTRACT

The aim of this study is to analyze the influence partially between Product Quality, Brand Image, and Brand Ambassador on Purchase Decisions in Lemonilo products New Attack. The sample-taking method used by the researchers is nonprobability sampling with the accidental sample method with the number of samples of 100 respondents who are consumers who have purchased Lemonilo in New Attack. The study was conducted using SPSS version 22. To collect data, researchers perform surveys of the spread of questionnaires and library studies. The type of research used is quantitative. The analytical method used is validity test, reliability test, classical assumption test, double linear analysis and hypothesis test. the results of this study are three independent variables namely the quality of the product partially negatively and not significantly affects the purchase decision, but brand image, and brand ambassador partially positively and significantly influences the purchasing decision.

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INTRODUCTION

National development carried out by the state in the context of improving people's welfare is primarily financed by taxes which are the main source of state revenue from the non-oil and gas sector. Having tax revenues as a funding mechanism is a key component of the country's developmental autonomy. When the government collects taxes, the funds are used to improve the lives of everyone in the country. However, corporations view taxation of their profits as a barrier (Ananda & Wijaya, 2022). Companies feel the need to make efficient tax payments because they believe taxes are a burden that will reduce the profits available to be shared or reinvested. The dividend policy will change if the company decides to go public. Companies that have gone public have more visibility than those that have not. When a company goes public, its managers naturally want to do everything they can to increase investor confidence and the value of their shares. Likewise, best efforts will be made to pay applicable taxes. Regardless of the underlying economics, taxes are a legitimate business expense that can be written off before distributing dividends or reinvesting in the company. Taxes are viewed negatively by most business owners, and as a result,

organizations strive for operational excellence and competitive advantage by minimizing costs. The same goes for the dreaded tax bill, which might eat away at profits and slow down the rate of return and cash flow of a company's business.

Business firms engage in tax planning to reduce their taxable income as much as possible. Engineering solutions that fall within the scope of taxation but go beyond the limitations of Law no. 36 of 2008 can help taxpayers reduce their tax obligations. The same goes for the dreaded tax bill, which may eat away at your profits and slow down your returns and business cash flow. Businesses engage in tax planning to reduce their taxable income as much as possible. Engineering solutions that fall within the scope of taxation but go beyond the limitations of Law no. 36 of 2008 can help taxpayers reduce their tax obligations. The same goes for the dreaded tax bill, which may eat away at your profits and slow down your returns and business cash flow. Businesses engage in tax planning to reduce their taxable income as much as possible. Engineering solutions that fall within the scope of taxation but go beyond the limitations of Law no. 36 of 2008 can help taxpayers reduce their tax obligations. According to Anggriani & Handayani, (2021), tax planning is the use of various strategies to reduce one's taxable income. One of the many legal options for businesses is tax planning. This is legal because it is possible to save tax money by taking advantage of unwanted provisions in the tax code (loopholes).

According to Prasetyo & Rosita, (2022), tax planning includes a number of procedures or actions taken by taxpayers to manipulate sources of income and expenses and other transactions in an effort to reduce, postpone or eliminate the tax burden while still complying with legal requirements. To be successful, business owners need to take advantage of the tax breaks, credits, rebates, credits, facilities, and loans that the government offers. In contrast, tax avoidance focuses on the commercialization and strategic use of legal tax laws. Concealment or secrecy of taxable objects is a common component of smuggling, tax evasion and related offenses.

Companies avoid taxes to avoid paying them. The principle of the company is to maximize profits by reducing costs, especially taxes (Riyanto & Kristianto, 2018). Tax aggression can help companies avoid taxes. Tax aggression can increase profits and costs. Company reputation and tax savings depend on profit margins. This study uses ETR to measure tax aggression. Effective management requires compensation. Managed compensation. A good compensation system can help organizations achieve their goals, namely high profitability (Purnamasari & Lutfi, 2020). This method can boost organizational values and accelerate the achievement of goals (Sutrisno, 2016). Nuraini & Widodo, (2021) shows that sensitivity affects how and why people operate within an organization and not with other people. Executive regulatory policies can improve management performance. Executives optimize company profitability for owners and shareholders and receive performance-based compensation. Owners expect executives to improve performance by providing correct maintenance plans to maximize profits.

According Santoso & Nurani, (2019), an executive is someone who holds a leadership position in a company and has the power and authority to move "subordinates" who carry out various responsibilities. operational activities for organizational purposes. Executives, such as presidents, directors, vice presidents, directors, executive managers, chief commissioners, and commissioners, have significant influence over an organization. Executive coercion can increase performance. The executive optimizes the income of the owner or shareholder and receives contractual compensation. Owners expect executives to improve performance with proper maintenance practices, according to Nuraini & Widodo, (2021). The exclusive premium package includes basic compensation, bonuses.

RESEARCH METHOD

Types of research

This type of research is quantitative, according to (Hj. Surya Bintarti., S.E., 2015) Quantitative research is often used primarily to advance the theory in a discipline. Quantitative studies are studies that use careful measurement techniques for specific variables to provide answers to difficulties.

Data analysis technique

Data analysis is one of the ways used to know to what extent variables affect other variables so that the data collected can be useful, then it must be processed or analyzed first so that it can be considered in decision making.

Classic assumption test

Normality Test: One of the statistical tests that can be used to test the normality of the residuals is the Kolmogorov-Smirnov non-parametric statistical test (K-S) at an alpha of 5%. If the significant value of the Kolmogorov-Smirnov test is greater than 0.05, it means the data is normal, otherwise the data is not normally distributed (Allicia & Vivi, 2019) and Heteroscedasticity Test: The test used to detect heteroscedasticity is by looking at the Scatterplot graph.

Quantitative Test

Simple Linear Regression Analysis, Multiple Linear Regression Analysis, Correlation Coefficient Analysis.

Hypothesis testing

Hypothesis testing is carried out by Partial Hypothesis Testing (t Test).

RESULTS AND DISCUSSIONS

Data Description

The collection of data on this study was obtained by spreading a questionnaire by using google forms to consumers who have purchased Lemonilo products that totaled 100 respondents and all were used as a sample, which is as many as 100 people responded. The survey contains 45 statements that are divided into 4 variables and 3 categories. In this study, a description of the data is presented according to the characteristics of the respondents along with the answers from the questionnaire Data instrument testing is needed to find out that the variables studied have a function as a means of proof including validity tests and reliability tests.

Characteristics of Respondents

The characteristics of the respondents in this study were divided into 4 categories which included gender, age, length of work and income.

Instrument Data Test

Data instrument testing is needed to find out that the variables studied have a function as a means of proof including validity tests and reliability tests.

Validity test

The validity test is used to evaluate the reliability of the questionnaire. If the question on the questionnaire can provide information that will be measured by the questioner, it is considered valid. Validity test by comparing the value of r_{hitung} (see in the column corrected item-total correlations) with the r_{tabel} degree of freedom $(df)=n-k$, n is the number of samples and k is the amount of question items If $r_{hitung} > r_{tabel}$, then the question on the questionnaire is valid (Hurdawaty & Madaniyah, 2020).

Reliability Test

The purpose of the reliability test is to evaluate the validity of surveys used for research. A reliable questionnaire is a questionnaire in which respondents constantly or sometimes provide a stable answer to each question. Measurement of reliability using the Cronbach Alpha (α) statistical test

with SPSS (Hurdawaty & Madaniyah, 2020). A research variable is said to be reliable if it meets the following criteria:

- a. If Cronbach Alpha > 0.60 it is said to be reliable
- b. If Cronbach Alpha < 0.60 it is said to be unreliable

Multicollinearity Test

The multicollinearity test is performed to determine whether there is a high correlation between independent variables in a dual linear regression model (Allicia & Vivi, 2019). The statistical tools commonly used to test multicollinearity disturbances are the values of tolerance and variance inflation factor (VIF) If the tolerance value is > 0.1 and the VIF value < 10 , there is no multicollinearity.

Table 1. Multicollinearity test results

Model		Coefficients ^a		t	Sig.	Collinearity Statistics		
		Unstandardized	Standardized			Tolerance	VIF	
		Coefficients	Coefficients					
B	Std. Error	Beta						
1	(Constant)	5.050	5.289	.955	.342			
	Product Quality	.246	.153	.164	1.611	.111	.411	2.434
	Brand Image	1.247	.201	.528	6.191	.000	.581	1.720
	Brand Ambassador	.244	.114	.190	2.136	.035	.534	1.873

a. Dependent Variable: Purchase Decision

Source: SPSS Calculation Results Version 22, 2023

The product quality variable has a tolerance value of 0.411 and VIF 2.434. Since the Tolerance value is greater than the minimum requirement ($0.411 > 0.1$) and the VIF value is lower than the maximum requirement ($2.434 < 10$), it can be concluded that the double linear regression analysis does not have a problem of multicollinearity (the model developed is already correct), the Brand Image variable has a Tolerantion value = 0.581 and the vIF has a value of 1.720. Since the Tolerance value is greater than the minimum requirement ($0,581 > 0,1$) and the VIF value is lower than the maximum requirement ($1,720 < 10$) then it can be concluded that the double linear regression analysis does not have a problem of multicollinearity (the model developed is already correct) and the Brand Ambassador variable has a value of tolerance larger than the Minimum Purchase Decision ($534 > 0,1$), and the value of VIF is below the maximum requirements ($1,873 < 10$), it can then be determined that the dual lineary regression analytics has no problem of multi-linerity.

Regression Analysis Test

Regression analysis is used to find out how the pattern of the dependent variable can be predicted through the independent variables (predictors). In this study, 1 types of regression tests were used, namely multiple linear regression tests.

Multiple Linear Regression Test

Data processing using multiple linear regression method, carried out several stages to find the relationship between the independent variable and the dependent variable, namely by analyzing the influence of leadership style and motivation on employee performance. The results of multiple linear regression processing can be seen in the following table:

Table 2. Multiple regression of product quality, brand image and brand ambassador

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.050	5.289		.955	.342
	Product Quality	.246	.153	.164	1.611	.111
	Brand Image	1.247	.201	.528	6.191	.000
	Brand Ambassador	.244	.114	.190	2.136	.035

a. Dependent Variable: Purchase Decision

Determination Correlation Coefficient Test

The coefficient of determination (R²) is basically used to measure how much the variation of the independent variable is able to explain the variance of the dependent variable. The purpose of the test for the coefficient of determination (R²) is to measure how far the model's ability to explain the variation in the dependent variable. The value of the coefficient of determination (R²) is between zero and one. A small value (R²) means that the ability of the independent variables to explain the dependent variable is very limited. A value (R²) that is close to one means that the independent variables provide the information needed to predict the variation of the dependent variable. The following is the result of the coefficient of determination (R²) (Ani et al., 2021).

Table 3. Correlation coefficient test results

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.770 ^a	.594	.581	4.834	

a. Predictors: (Constant), Brand Ambassador, Brand Image, Product Quality

Table 4. t Test Results (Partial)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
	(Constant)	5.05	5.289		0.955	0.342
	Product Quality	0.246	0.153	0.164	1.611	0.111
1	Brand Image	1.247	0.201	0.528	6.191	0
	Brand Ambassador	0.244	0.114	0.19	2.136	0.035

a. Dependent Variable: Purchase Decision

Source: SPSS Calculation Results Version 22, 2023

CONCLUSION

The purpose of this research is to be able to find out if there is an impact on the quality of the product, brand image, and brand ambassador on the decision to purchase Lemonilo products in New York. The study used SPSS software version 22 to test whether there is a relationship between variables. Based on the results of the analysis carried out in this study, the authors formulated several conclusions as follows: The effect of product quality on purchase decisions with a tcount value > ttable or (1.611 < 1.984). It is also enhanced by the value of PT. < 0.05 or (0.111 > 0.05). Brand Image effect on purchase decisions with tcount > ttable or (6.191 > 1.984). It is also enhanced by the value of PT. < 0.05 or (0,000 < 0.05). the impact of the brand ambassador perceived on the purchase decision with tcount > ttable or (2.136) < 1.984). It is also reinforced by the value of PT. < 0,05 or (0,035 < 0,05). Based on the actual experience of researchers in this research process, there are some constraints that are experienced and can be a number of factors that further researchers may consider coming to further improve their research because the research itself must have shortcomings that need to be corrected continuously in the research. A number of limitations in this study include: The number of respondents of only 100 people, of course alone, is still not sufficient to describe the actual situation, given by respondents through questionnaires is very vulnerable, this occurs because there are sometimes different thinking, assumptions and understanding for each respondent, as well as other factors such as the honesty factor in filling in the opinion of the respondents in the questionnaire. It is suggested that future research is aimed at employing a larger sample of the public while keeping in mind that it is still connected with the assessment of brand image, product quality and brand ambassadors towards purchasing decisions. Further researchers are also expected to be able to use other variables in order to further develop the research and to better understand which variable results more influence purchasing decisions.

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