



The influence of price product quality and brand image on purchase decisions bear brand milk

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ABSTRACT

The aim of this study was to analyze the partial influence between Price, Product Quality, and Brand Image on Purchasing Decisions on Bear Brand Milk products at Pelita Bangsa University. The sampling method used by researchers is nonprobability sampling with an accidental sample method with a sample size of 100 respondents who are consumers who have purchased Bear Brand Milk at Pelita Bangsa University. The research was conducted using SPSS version 25. To collect data, researchers conducted a questionnaire distribution survey and literature study. The type of research used is quantitative. The analysis methods used are validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis testing. The results of this study are three independent variables, namely price, product quality and brand image partially have a positive and significant effect on purchasing decisions

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INTRODUCTION

Today's consumers prefer to consume packaged milk to meet their daily needs, supported by the development of information and communication technologies. The types of dairy products that dominate the market include ready-to-drink liquid milk, sweetened milk, and powdered dairy (B. A. Nugroho, 2020).

People in Indonesia are keen to consume milk drinks in convenient, fresh, and healthy packaging (Mahmudan, 2022). The level of milk production in Indonesia reached more than 900 thousand tons. The growth rate of milk consumption is faster than the growth rate of production, so part of the production is imported from other countries (Sulastris & Pelinda Puspasari, 2022). Milk consumption in Indonesia continues to grow by 7.0%, (Kristin & Nugroho, 2021). This event is an opportunity for the dairy industry to develop its business, this opportunity is also reinforced by community programs to increase milk consumption, because of this condition, PT Nestle Indonesia issued a healthy milk product, namely Bear Brand milk. The large number of milk in Indonesia makes consumers choose many alternative shopping options and it is difficult to determine purchasing decisions. The purchase decision is the stage of the dynamic cycle in which the customer

makes an actual product purchase decision based on the evaluated information. So that finally customers can make a purchase decision among many other decisions (Rida Fajriati Firdaus¹, Siti Mariam², 2022). Many factors can influence consumers in making purchasing decisions, including price. Buyers often equate the price of an expensive product with good quality, and when the price of a product is too low, buyers will doubt the quality of the product itself (Hulima et al., 2021). Another factor that can influence purchasing decisions is product quality. Consumers always want to get a quality product according to the price paid, although there are some people who think that, the quality of an expensive product is the quality of a quality product. Product Quality is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repair and other attributes (A.Rorong et al., 2021). Each individual consumer certainly has different tastes and motivations when buying and even enjoying the drinks that have been purchased. One of the things that makes the dairy product chosen is because of the brand image, namely consumers have confidence in the brand because the brand has been known and liked before. Therefore, companies must have strength in the brands they create, product trust and product communication capabilities that can be embedded in the minds of consumers (Amanda & Aslami, 2021).

PT Nestle Indonesia is a manufacturing company whose product variant (Bear Brand) is engaged in the production of sterilized milk. Bear Brand milk is sterilized cow's milk that contains complete calories, making it suitable for consumption at all ages. Bear Brand milk remains in demand by the public even though the price per can packaging is more expensive compared to other brands of packaged milk. Most consumers are increasingly critical in consuming a product. Bear Brand always pays attention to the quality of its products by using 100% pure cow's milk that has been sterilized (Halawa & Dewi, 2019).

According to (S. Septiani & Prambudi, 2021) The purchase decision is the result of a process in which customers identify their problem, research potential brands or products, then assess how effectively each alternative can solve the problem before making a choice.

According to (Anggraeni, 2021) A purchase decision is a choice between two or more alternatives. In other words, one must have alternatives available when making a decision.

According to (F. Septiani & Robianto, 2021) Price is a burden or value for consumers, which is obtained by obtaining and using a product, including the financial costs of consumption, in addition to non-financial social costs, such as in the form of time, effort, psychic, risk and prestige or social prestige.

According to (Ayu Rara Sukmawati et al., 2022) Price as the amount of money needed to get a product or service and the main factor that influences buyer choice.

Factors that affect price according to (Cookson & Stirk, 2019) ; a) Price elasticity of demand, b) Competition factor, c) Cost factor, d) Product line factor, e) Other consideration factors in pricing.

According to (Sani et al., 2022) Product quality is something that companies or manufacturers must pay attention to, because product quality is closely related to the problem of customer happiness, which is the goal of the company's marketing operations.

Indicators affecting product quality to (Nasution et al., 2020) ; a) Features, b) Aesthetics, c) Perceived Quality.

According to (Halawa & Dewi, 2019) The brand image itself has an overall importance to the product image in the minds of consumers. Everyone will have the same branded image. This increasingly fierce industry competition has forced companies to become more creative and compete both in terms of packaging, products, marketing channels and image if consumers respond to competing product offers the same or the same.

According to (Sari, 2020) Brand image can be thought of as certain associations that come to mind when customers think about a particular brand. Brand connections can help the process of recalling information about the product.

According to (Marvianta & Saputra, 2022) When customers hear or see a brand name, they may think or feel a certain way, or they may only know something about the brand in general.

RESEARCH METHOD

Types of research

This type of research is quantitative, according to Surya Bintarti (2015) quantitative research is: "Quantitative data is the type of data used in this investigation. Data that is stored in numerical or quantified form." Quantitative research is used to examine populations or certain samples where research takes samples from a population (Bintarti, 2015).

Data analysis technique

Data analysis is one of the methods used to determine the extent to which variables affect other variables so that the data collected can be useful, it must be processed or analyzed first so that it can be taken into consideration in making decisions (Nuha, 2017)

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 (Mulyono, 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.

RESULTS AND DISCUSSIONS

Data Description

In this study, data were obtained by distributing questionnaires to respondents who Pelita Bangsa University students, totaling 100 respondents. In this study, a description of the data is presented according to the characteristics of the respondents along with the answers from the questionnaire.

Characteristics of Respondents

The characteristics of the respondents in this study were divided into 2 categories which included gender and age.

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 questions on the questionnaire can provide information that will be measured by the questionnaire, it is considered valid. Determination of the validity test results by comparing the calculated r value (seen in the corrected item-total correlations column) with the r table degree of freedom (df)=n-k, n is the number of samples and k is the number of question items If $r_{count} > r_{table}$, then the questions on the questionnaire are valid (Susanti, 2017).

Reliability Test

Reliability test is to evaluate the validity of the survey used for research. A reliable questionnaire is a questionnaire in which respondents continuously or occasionally provide a stable response to each question. Reliability measurement uses the Cronbach Alpha (α) statistical test with SPSS. With a value of $\alpha > 0.6$ the research variable is considered reliable (P. S. Nugroho, 2019)

Multicollinearity Test

The Multicollinearity test aims to test whether in a regression model there is a correlation between independent variables. Multicollinearity results are as follows:

Table 1. Multicollinearity test results

Model		Coefficients ^a				Collinearity Statistics			
		Unstandardized		Standardized		t	Sig.	Tolerance	VIF
		Coefficients	Std. Error	Coefficients	Beta				
1	(Constant)	5.807	2.405			2.415	.018		
	Price	.296	.091	.315		3.233	.002	.440	2.275
	Product Quality	.263	.104	.297		2.514	.014	.300	3.331
	Brand Image	.285	.132	.240		2.158	.033	.339	2.946

a. Dependent Variable: Purchase Decision

Source: SPSS Calculation Results Version 25, 2022

The price variable has a tolerance value of 0.440 and a VIF of 2.275. Because the Tolerance value is greater than the minimum requirement of 0.440>0.1) and the VIF value is lower than the maximum requirement (2.275 <10), it can be concluded that the multiple linear regression analysis does not have a multicollinearity problem (the model developed is correct), the Product Quality variable has a Tolerance value = 0.300 and VIF 3.331. Because the Tolerance value is greater than the minimum requirement (0.300>0.1) and the VIF value is lower than the maximum requirement (3.331<10), it can be concluded that the multiple linear regression analysis does not have a multicollinearity problem (the developed model is appropriate) and the Brand Image variable has a Tolerance value greater than the minimum Purchase Decision (339>0.1) and a VIF value lower than the maximum requirement (2.946<10), it can be resolved that the multiple linear regression analysis does not have a multicollinearity problem.

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, 2 types of regression tests were used, namely simple linear regression tests and 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 work discipline and non-physical work environment on employee performance

Model		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	5.807	2.405			2.415	.018

Price	.296	.091	.315	3.233	.002
Product Quality	.263	.104	.297	2.514	.014
Brand Image	.285	.132	.240	2.158	.033

a. Dependent Variable: Purchase Decision

Source: SPSS Calculation Results Version 25, 2022

Determination Coefficient Test

The coefficient of determination (R^2) 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 (R^2) is to measure how far the model's ability to explain the variation in the dependent variable. The value of the coefficient of determination (R^2) is between zero and one. A small value (R^2) means that the ability of the independent variables to explain the dependent variable is very limited. A value (R^2) 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 (R^2) (Nurchayo & Riskayanto, 2018).

Table 3. Determination coefficient test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.598	.586	2.804

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

Source: SPSS Calculation Results Version 25, 2022

Based on the output above of 0.744, this means that the effect of variables X1, X2, X3 simultaneously on variable Y is 56.8%. So that the effect of price, product quality and brand image, on purchasing decisions on Bear Brand Milk products at Pelita Bangsa University is 56.8%.

Hypothesis testing

Before drawing conclusions about the effect of each independent variable on the dependent variable, it is necessary to test the hypothesis to prove statistically whether there is a significant effect of the independent variables on the dependent variables. Hypothesis testing is carried out in two stages, namely partial testing and simultaneous testing.

Partial Hypothesis Test

The t test is used to determine the partial effect of the independent variable on the dependent variable. This test is by comparing the P - value (sig - t) with the significance level of 0.05. If the P-value is smaller than 0.05, the variable has no significant effect. The calculated t value is compared with the t table value. If t count is greater than t table then the hypothesis is rejected (Wijaya, 2020).

Table 4. t Test results (Partial)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	5.807	2.405			2.415	.018
	Price	.296	.091	.315		3.233	.002
	Product Quality	.263	.104	.297		2.514	.014
	Brand Image	.285	.132	.240		2.158	.033

a. Dependent Variable: Purchase Decisions

Source: SPSS Calculation Results Version 25, 2022

CONCLUSION

The purpose of this study was conducted in order to determine whether there is an influence on price, product quality, and brand image on purchasing decisions for bear brand milk products at Pelita Bangsa University. This study uses SPSS version 25 software 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 price effect on the purchase decision with the value $t_{count} > t_{table}$ or $(3.233 > 1.984)$. It is also enhanced by the PT value $< 0,05$ or $(0,002 > 0,05)$. Effect of product quality on purchase decisions by $t_{count} > t_{table}$ or $(2.514 > 1.984)$. It is also increased by the value of PT. < 0.05 or $(0,014 < 0.05)$. the impact of the brand image perceived on the purchase result with $t_{count} > t_{table}$ or $(2.158 > 1.984)$. It is also reinforced by the PT value < 0.05 or $(0.033 < 0.05)$. Based on the researchers' actual experiences with this research process, there are some limitations that are encountered and there may be a number of factors that additional researchers may take into consideration to further improve their research because the research itself must have flaws that need to be continuously corrected. This study has a variety of shortcomings, including: The answers provided by respondents through questionnaires are extremely vulnerable because there are occasionally different thinking, assumptions, and understanding for each respondent, as well as other factors like the honesty factor in filling out the respondents' opinions in the questionnaire. Of course, the number of respondents of only 100 people is still insufficient to describe the actual situation. 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 price, product quality and brand image 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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