

## The Role of Brand Image, Product Quality and Price in Improving Product Purchasing Decisions

Muhammad Edo Fiorentino<sup>1</sup>, Maheni Ika Sari<sup>2</sup>, Tatit Diansari Reskiputri<sup>3</sup>,  
Nurul Qomariah<sup>4</sup>

<sup>1,2,3,4</sup>Universitas Muhammadiyah Jember, Indonesia

[edoblakk@gmail.com](mailto:edoblakk@gmail.com), [maheni@unmuhjember.ac.id](mailto:maheni@unmuhjember.ac.id), [tatit.diansari@unmuhjember.ac.id](mailto:tatit.diansari@unmuhjember.ac.id),  
[nurulqomariah@unmuhjember.ac.id](mailto:nurulqomariah@unmuhjember.ac.id)

### Abstract

*This study aims to determine the effect of brand image, product quality and price on purchasing decisions for tofu products at Tamanan Bondowoso). The population is all people who buy tofu products at Tamanan Bondowoso. The number of samples was determined as many as 90 respondents with non-probability sampling technique and purposive sampling method. To test the measuring tool in the form of a research questionnaire, the validity test tool and data reliability test tool are used. Multiple linear regression analysis, F test and t test were used to test the research hypothesis. The test results show that there is a significant influence between brand image and purchasing decisions with a significance level of 0.013 ( $<0.05$ ). The second result shows that there is a significant influence between product quality and purchasing decisions with a significance level of 0.002 ( $p <0.05$ ). The third result shows that there is a significant effect between price and purchase decision with a significance level of 0.002 ( $p <0.05$ ). Thus it can be concluded that the independent variables consisting of brand image, product quality and price together have an effect on the dependent variable (Y) purchasing decisions.*

### Keywords

brand image; product quality;  
price; buying decision



## I. Introduction

In today's ever-evolving era, the need for tofu food is very important for all consumers. Tofu is a food consumed by Indonesian people every day apart from tempeh. Food made from soybeans is a favorite food for people in Indonesia. By making tofu the favorite food of the Indonesian people, the number of people who carry out economic activities by doing business in the tofu industry is also increasing. According to BPS data, it can be explained that per capita consumption of tofu and tempeh in Indonesia is 0.304 kilograms (kg) per week in 2021. This figure has increased by 3.75% compared to the previous year which was 0.293 kg per week. Thus it can be concluded that the average consumption per capita for tempe is 0.146 kg per week. The amount increased by 4.29% compared to the previous year which was 0.146 kg (<https://dataindonesia.id/sector-riil/detail/konsumsi-tahu-dan-tempe-per-kapita-di-indonesia-naik-pada-2021> 2021 ). With the increasing consumption of tofu and tempeh, entrepreneurs in the industry made from soybeans are also increasing. With the increasing number of entrepreneurs in the tofu and tempeh industry, the level of competition is also increasing. Therefore, it is necessary for the tofu and tempeh industry to continue to improve strategies in order to win the competition and also increase purchasing decisions made by the public in consuming food derived from processed soybeans.

Purchasing decisions are part of consumer behavior that studies how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires (Kotler and Keller 2016). Purchasing decisions are consumer behavior in deciding to determine what product or service to choose to meet their life needs (Qomariah 2016). Purchase decisions made by consumers can be influenced by internal factors and external factors. In making purchasing decisions, consumers will go through several stages, including; recognition of needs, search for information about products, evaluation of alternatives before purchase, purchase decisions, and behavior after purchase (F. Tjiptono and Candra 2012). Many external factors were allegedly able to influence purchasing decisions including: brand image, product quality and price of goods.

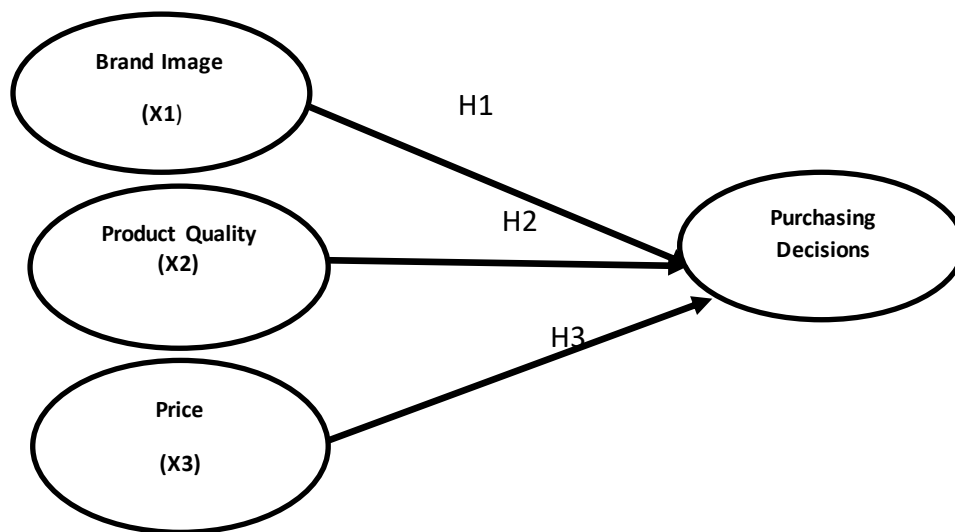
According to (Kotler 2015), the brand can be interpreted as an image that can be remembered by the public that describes a product or service. Consumer perceptions that involve rational or emotional as a form of attention to a particular brand of a product or service can be said to be a brand (F. and G. C. Tjiptono 2016). Brand image must be able to provide a positive image because it will influence marketing programs that consumers may like and will be unique to attract consumers. In addition, brand image is both an asset and a liability, which can simultaneously increase or decrease value by providing it (Anam et al. 2020). By knowing a brand, consumers will be interested in owning and making purchases. recognition of a brand can come from the marketing environment. Research conducted by (Bramantya and Jatra 2016), (Wulandari and Nurcahya 2015), (Wenas, Tumbel, and Parengkuan 2014), (Purwanto and Suharyono 2018), (Septiani and Oentoeng 2020) states that brand image has an impact on purchasing decisions. Research also conducted by (Kalangi, Tamengkel, and Walangitan 2019), (Safa'atilah 2017), (Wijaya, Hafni, and Chandra 2021), (Ramadhanti and Dwiarta 2021), (Setyaningsih and Murwatiningsih 2017) states that brand image has influence on consumer purchasing decisions. While research (Dayrobi and Raharjo 2020), (Napik, Qomariah, and Santoso 2018), (Ambarini, Qomariah, and Anwar 2016), (Husen, Sumowo, and Rozi 2018), (Indra and Sanosra 2016), (Agustina, Sumowo, and Wijyantini 2018), (Amalia Fadhila Rakhma and Hatneny 2021), (Zahroh 2020), (Hartiningtiya and Assegaff 2010), (Dwiyanti, Qomariah, and Tyas 2018), (Heridiansyah 2012), (Kurnyawati 2014), (Dewi and Warmika 2017) which states that purchasing decisions are influenced by brand image.

Product quality is one of the factors that becomes an important consideration in customer purchasing decisions. Usually product quality is synonymous with high prices, so there are consumers who are willing to pay more for better quality. According to (Kotler 2015) product quality is the product's ability to fulfill its functions. Product quality includes durability, capability, convenience and other attributes that have value from a product. Thus it can be concluded that if a product has been able to carry out its functions then the product has good quality. Products that have good quality, many consumers will choose these products to meet their needs (Mu'ah and Masram 2014). Research conducted by (Napik, Qomariah, and Santoso 2018), (Maulana, Qomariah, and Izzudin 2022), (Alhasanah, Kertahadi, and Riyadi 2014), (Agustina, Sumowo, and Wijyantini 2018), (Rumengan, Novi, and Steven 2015), (Napik, Qomariah, and Santoso 2018) which states that product quality influences purchasing decisions.

According to (Qomariah 2016), price is the value attached to a product which is identical to the quality of a product. The offer of a product to the customer and the customer accepts it, the price is right. Customers who refuse a price, usually the price will be replaced quickly or the product can be withdrawn from circulation. One of the company's competitive strategies is to set product prices according to the product conditions that exist in a

competition (Lupiyoadi 2013). Research on the relationship between price and purchasing decisions was carried out by: (Anggredi et al. 2023), (Qomariah, Wulandari, and Rozzaid 2020), (Qomariah 2011), (Maulana, Qomariah, and Izzudin 2022), (Qomariah, Mahendra, and Hafidzi 2021), (Andrenata and Qomariah 2022), (Napik, Qomariah, and Santoso 2018) which states that prices can increase purchasing decisions. while research by (Bachtiar 2018), (Kusnanto, Haq, and Sandrian Fahmi 2020), (Safa'atilah 2017), (Qomariah, Purnama, and Rozzaid 2020), (Sudhana, Lukmando, and Prabowo 2019), (Indarsih, Sudodo, and Nuryani 2019), (Pratiwi and Patrikha 2021), (Silaban, Elisabeth, and Sagala 2019), (Tarmidi et al. 2021), (Utama et al. 2019), (Wijaya, Hafni, and Chandra 2021), (Susilo, Haryono, and Mukery 2018), (Agustina, Sumowo, and Wijayantini 2018), (Sa'dullah and Azhad 2015), (Qomariah, Mahendra, and Hafidzi 2021), (Hermawan 2015), (Zaini, Qomariah, and Santoso 2020), (Aminullah et al. 2018), (Qomariah, Wulandari, and Rozzaid 2020), (Apriliana and Sumowo 2015), (Angga and Santoso 2015) which states that price has a positive impact on purchasing decisions.

Based on phenomena related to the current tofu industry and also the results of previous studies with the concept of brand image, product quality and product price which are associated with tofu purchasing decisions in Tamanan Bondowoso, this research has the objective of knowing and testing the influence of brand image, product quality and product prices on purchasing decisions. The conceptual framework is presented in Figure 1, while the research hypothesis is also presented below.



**Figure 1.** Conceptual Framework

**Research Hypothesis**

H1: Brand image has a significant effect on purchasing decisions for "Pak Budi" tofu products at Tamanan Bondowoso.

H2: Product quality influences the purchasing decision of "Pak Budi" tofu products at Tamanan Bondowoso.

H3: Price has a significant effect on the purchase decision of "Pak Budi" tofu product at Tamanan Bondowoso.

## II. Research Method

The method in this research uses a quantitative approach with the type of research explanatory research which is research on a particular population or sample, data collection uses research instruments, data analysis is quantitative in nature with the aim of testing the hypotheses that have been set (Sugiyono 2013). The population and sample used in this study were 90 consumers of "Pak Budi" Tamanan Bondowoso. Determination of the sample on the basis of the number of indicators multiplied by 5 to 10, which ultimately obtained a total sample of 90 respondents. Reliability test and validity test were carried out to test whether the questionnaire used met the requirements. Multiple linear regression analysis to test the research hypothesis.

## III. Results and Discussion

### 3.1 Descriptive Analysis Results

The number of respondents who were most dominated by women was the number of respondents (47), while the number of male respondents was respondents (43). The largest number of respondents in this study based on the age group that has been distributed, the respondents who have the largest percentage are from the 22-23 year age group which has a percentage of 68.5%. Then followed by the age group of 20-21 years which has a percentage of 21.7%. Then it was followed by the age group > 23 years which had a percentage of 9.8%, and in the 18-19 year age group there were no respondents.

#### a. Validity Test Results and Reliability Tests

**Table 1.** Validity Test Results for Brand Image Variables

Indicator	r-count	r-table	Results
CM1	0,735	0,174	Valid
CM2	0,791	0,174	Valid
CM3	0,770	0,174	Valid
CM4	0,757	0,174	Valid

**Table 2.** Product Quality Variable Validity Test Results

Indicator	r-count	r-table	Results
KP1	0,677	0,174	Valid
KP2	0,774	0,174	Valid
KP3	0,711	0,174	Valid
KP4	0,781	0,174	Valid
KP5	0,716	0,174	Valid

**Table 3.** Price Variable Validity Test Results

Indicator	r-count	r-table	Results
H1	0,693	0,174	Valid
H2	0,743	0,174	Valid
H3	0,883	0,174	Valid
H4	0,852	0,174	Valid

**Table 4.** Purchasing Decision Variable Validity Test Results

Indicator	r-count	r-table	Results
KP1	0,755	0,174	Valid
KP2	0,759	0,174	Valid
KP3	0,732	0,174	Valid
KP4	0,911	0,174	Valid
KP5	0,869	0,174	Valid

Based on the results of the validity test of the brand image indicator (X1), product quality (X2), price (X3) and purchase decision (Y) shows that the value of r count is greater than r table. Thus it can be concluded that all of these statements are valid and feasible to use in the questionnaire.

**Table 5.** Reliability Test Results

Variable	Cronbach's Alpha	r-value	Results
Brand Image	0,763	0,60	Reliable
Quality Product	0,785	0,60	Reliable
Price	0,812	0,60	Reliable
Purchasing Decision	0,869	0,60	Reliable

Based on the calculation results in Table 5., it turns out that all statements in this research questionnaire can be said to be reliable because each variable has a Cronbach's Alpha value > 0.60.

### 3.2 Multiple Linear Reg

Multiple linear regression analysis in this study is used to describe and predict how brand image, product quality and price variables influence purchasing decisions using primary data from questionnaires. The results of multiple linear regression analysis obtained the equation:  $Y = -11.779 + 0.497 + 0.509 + 0.625 + e$ . The results of calculating the regression coefficient are presented in Table 6.

**Table 6.** Multiple Linear Regression Analysis

No.	Relationship Between Research Variables	Path coefficients	values	Result
1.	Brand Image → Purchasing Decision	0,497	0,013	Accepted
2.	Product Quality → Purchasing Decision	0,509	0,002	Accepted
3.	Price → Purchasing Decision	0,638	0,002	Accepted

### 3.3 Discussion

#### a. The Effect of Brand Image on Purchasing Decisions

Based on the t test on the brand image variable, there is a strong influence between brand image variables on purchasing decisions. This is known from the comparison of t count and t table. The calculated t value obtained is equal to 2.549, while the t table is equal to 1.988 (t count > t table). So it can be concluded that these two variables have a significant effect. The results showed that the brand image coefficient value was 0.497, if the brand image variable increased by 1 unit, then the purchase decision would also increase by 0.497

assuming other variables were considered constant. The results of this study were drawn a conclusion based on the submitted questionnaire data, it was obtained that many respondents agreed and strongly agreed that the tofu product "Pak Budi" is identical in taste which is so delicious and crunchy. A good brand image will be able to give a good impression to consumers and will increase consumer loyalty to products (Awareness et al. 2021). The results of the research are in accordance with previous research conducted by (Putra, Qomariah, and Cahyono 2020), (Qomariah and Zaman 2020), (Napik, Qomariah, and Santoso 2018) which states that brand image has a significant effect on purchasing decisions.

### **b. Effect of Product Quality on Purchasing Decisions**

Based on the t test on product quality variables, there is a strong influence between product quality variables on purchasing decisions. This is known from the comparison of t count and t table. The calculated t value obtained is equal to 3.213, while the t table is equal to 1.988 ( $t \text{ count} < t \text{ table}$ ). So it can be concluded that these two variables have a significant effect. The results showed that the product quality coefficient value was 0.509, if the product quality variable increased by 1 unit, then the purchase decision would also increase by 0.509 assuming other variables were considered constant. The results of this study drew a conclusion based on the questionnaire data submitted, obtained by many respondents who agreed and strongly agreed that the services and products of Tofu Pak Budi satisfy customers. There is a reciprocal relationship between the company and to know and understand what the needs and expectations are in consumer perceptions. Thus, product supply companies can provide good performance to achieve consumer satisfaction by maximizing pleasant experiences and minimizing unpleasant consumer experiences in consuming products (Hilary 2021). The results of the research are in accordance with previous research conducted by (Napik, Qomariah, and Santoso 2018), (Maulana, Qomariah, and Izzudin 2022), (Putra, Qomariah, and Cahyono 2020) which states that product quality has a significant effect on purchasing decisions.

### **c. Effect of Price on Purchasing Decisions**

Based on the t test on the price variable, there is a close influence between the price variable on purchasing decisions. This is known from the comparison of t count and t table. The calculated t value obtained is equal to 3.138, while the t table is equal to 1.988 ( $t \text{ count} > t \text{ table}$ ). So it can be concluded that these two variables have a significant effect. The results showed that the value of the price coefficient was 0.625, if the price variable increased by 1 unit, then the purchase decision would also increase by 0.625 assuming other variables were held constant. The results of this study can be drawn a conclusion based on the questionnaire data submitted that the price and quality of Pak Budi's tofu products meet the expectations of the buyer. The definition of price is the amount that must be prepared by customers who want to obtain goods or services or the amount of value exchanged by consumers for the benefits of having or using the product or service. The results of the research are in accordance with previous research conducted by (Septiani and Oentoeng 2020), (Handayani and Hidayat 2021) which states that price has a significant effect on purchasing decisions.

## IV. Conclusion

Based on the analysis that has been done, the research which aims to determine the effect of brand image, product quality and price on purchasing decisions, has the following conclusions:

1. The results of the partial test on the brand image variable affect the purchasing decision of Tamanan Bondowoso "Pak Budi" tofu product. It can be concluded that brand image has a positive relationship to purchasing decisions.
2. The results of partial testing on product quality variables influence the purchasing decision of Tamanan Bondowoso "Pak Budi" tofu product. It can be concluded that product quality does not have a positive relationship with purchasing decisions.
3. The results of partial testing on the price variable affect the purchase decision of Tamanan Bondowoso "Pak Budi" tofu product. It can be concluded that price has a positive relationship to purchasing decisions.

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