

## ***Effect Of Product Quality, Price Perceptions And Brand Image On Purchase Decisions***

### **Pengaruh Kualitas Produk, Persepsi Harga Dan Citra Merek Terhadap Keputusan Pembelian**

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#### **ABSTRACT**

*Sidomuncul is a herbal medicine industry that is currently very developed. Consumers in making choices are influenced by various factors. This research aims to determine the influence of product quality, price perception and brand image on purchasing decisions. The case study for this research is consumers of Sidomuncul wind resistance products. This research method is quantitative using primary data sourced from questionnaires. The number of respondents for this research was 100 respondents. The results of this research show that product quality, price perception and brand image influence purchasing decisions.*

**Keywords:** Brand Image, Price Perceptions, Product Quality, Purchase Decisions.

#### **ABSTRAK**

Sidomuncul merupakan salah satu industri jamu yang saat ini sangat berkembang. Konsumen dalam menentukan pilihan dipengaruhi oleh berbagai faktor. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, persepsi harga dan citra merek terhadap keputusan pembelian. Studi kasus untuk penelitian ini adalah konsumen produk tolak angin Sidomuncul. Metode penelitian ini adalah kuantitatif dengan menggunakan data primer yang bersumber dari kuesioner. Jumlah responden untuk penelitian ini sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa kualitas produk, persepsi harga dan citra merek berpengaruh terhadap keputusan pembelian.

**Kata Kunci:** Citra Merek, Persepsi Harga, Kualitas Produk, Keputusan Pembelian.

### **1. Pendahuluan**

Business competition is increasingly tight and competitive in this modern era. All companies need good skills and strategies in the market to survive and even win existing business competition (Yuliaty et al., 2020). To achieve a competitive advantage over their competitors. This is done to enable companies to generate and obtain profits for their business, to compete in the market companies need to be wise in maintaining market prey and maximizing performance, and must also have a marketing plan, which is a central instrument for directing and coordinating marketing efforts.

Sidomuncul is a company in the field of herbal medicine that was founded in 1940 where the Sidomuncul company is the first largest traditional herbal medicine manufacturing company in the city of Semarang, which until now is well known throughout Asia and has herbal factories and entrepreneurs spread throughout Asia where the factories always maintain the consistency of ingredients so that creating good and quality products and making Sidomuncul a traditional herbal medicine known to audiences in various countries and even spread and famous throughout Asia. The largest herbal medicine entrepreneur in Asia has been around for 82 years. Sidomuncul was taken as the object of this research because currently the trend in the halal medicine industry is very interesting (Al Umar et al., 2021).

It can be seen from one of the interesting factors that makes customers decide to purchase one of them. This is supported by research by Ariella (2018) which states that product quality can increase purchasing decisions. According to Hastoko & Stevany (2022), price perception is related to how consumers value and fully understand price information. In addition to factors related to product quality, which is an important factor in making decisions about which product to buy. Price perception is very important because it is one of the customer's assessments of what they sacrifice for what they get, be it quality or the product provided so that they can feel satisfied when consuming it. Previous research shows that Because of the attention paid to the price by Meilinda and Ratnasari, the level of persistence significantly increased (2017).

Brand image is defined as consumer perception of a brand; Brand image is the brand perception that consumers have about it. This is the only factor that is not as important as the others (Kotler, 2012). This is supported by previous research by Suwarsih et al., (2021) which states that brand image functions as a mediator between brand identity and preferences which encourages customers to make purchases. .

Purchasing decisions are a person's ability to make decisions and must have several alternatives to choose from (Arfah, 2022). All of these factors can influence product purchasing decisions. The results of previous research show that purchasing decision analysis has a very positive and significant influence in the long run, both in terms of product quality and brand image. According to Dewi et al., (2022), customers' perceptions of how much they are willing to give up to get a product are influenced by previous research findings which found that price perceptions have a significant influence on customer satisfaction. Based on this explanation, this research aims to determine the influence of product quality, price and brand image on product purchasing decisions. The case study taken was the Sidomuncul product.

## **2. Tinjauan Pustaka**

### **Product Quality**

The capabilities of a product, such as being durable, reliable or advanced, strong, easy to package, and repairable, are all aspects of product quality (Kaihatu, 2014). If customers like the product, it can satisfy their needs, and customers will decide to buy the product. Lalu Tjiptono (2015) stated that customer satisfaction is a comparison between hopes or expectations before purchase and perceived performance after purchase.

### **Price Perceptions**

The reason why prices are higher is because consumers are more likely to understand and interpret price information. Conversely, how consumers perceive prices as high or low, or reasonable will have a significant impact on purchase intention and satisfaction. The positioning value of a company's product or brand is also communicated to the market through price. Then, Tjiptono (2015) said that the comparison between customer perceptions of performance after purchase and hopes or expectations before purchase is what defines customer satisfaction. Previous research shows that due to people's perceptions of price, there are significant differences between the two (Meilinda and Ratnasari, 2017).

### **Brand Image**

According to Kotler & Armstrong, brand image is a verbal and visual expression that influences consumers' psychology or emotions (Arfah, 2022). Perceptions of various brand associations that exist in consumers' minds are referred to as brand image, performance and image in relation to brand benefits and attributes (Wiranata et al., 2021). According to Kotler & Armstrong a consumer's decision to buy an item they want to own is called a purchasing decision (Arfah, 2022). The most important factor is consumers' perception of the brand and

price they will choose. The final factor is the situation the customer does not want and the product the customer wants to use.

### Purchase Decision

The ability to make a purchase is referred to as a purchasing decision, which implies that in order for someone to be able to make a decision, they must have several options to choose from Wiranata et al., (2021). There is an evaluation stage in purchasing decisions, where customers make brand preferences and may also intend to buy the preferred brand. When implementing their purchasing intentions, customers can make five sub-decisions (Philip Kotler, 2008:188). Customer satisfaction with the product will determine whether they will buy it again or not. According to (Peter & Olson, 2010) explains that the process of carrying out a comprehensive combination of considerations in deciding to purchase a product.

### Research Hypotesis

The hypotheses in this research are constructed as follows:

H1: Product quality has a significant effect on purchasing decisions.

H2: Price perception has a significant effect on purchasing decisions.

H3: Brand image has a significant effect on purchasing decisions.

### 3. Research Methods (Metode Penelitian)

This research is quantitative research. The population of this study are people who use Tolak Angin products from Sidomuncul. The sample for this research is customers who have purchased Sidomuncul products at least twice. The number of respondents in this research was 100 respondents. This research data was collected using primary data derived from questionnaires. The data from the questionnaire was then tested for the validity of the data using validity and reliability tests. Data analysis uses multiple linear regression tests and correlation tests using SPSS tools.

### 4. Hasil dan Pembahasan

#### Validity test

The findings in Table 1 illustrate that several indicators that can be used to determine various prices in a sample of 20 respondents from Tolakangin Sido buyers appear significant with an r scale of 0.468. Specifically, the calculated r is observed to be greater than the r-scale at the significance level  $\alpha = 5\%$  with valid results.

**Table 1. Validity Test**

Variabel	Number of Statements	Not Valid	Valid
Product Quality	7	-	7
Price Perception	4	-	4
Brand Image	7	-	7
Purchase Decision	7	-	7

Source: Data processed 2023

#### Reliability Test

**Table 2. Reliability Test**

Variabel	Cronbach's Alpha	Information
Product Quality ( $X_1$ )	0,970	Reliable
Price Perception ( $X_2$ )	0,943	Reliable
Brand Image ( $X_3$ )	0,971	Reliable
Purchase Decision (Y)	0,925	Reliable

## Data Source Processed 2023

This study used a sample size of 20 participants and used Cronbach Alpha statistical analysis with a threshold of 0.6 to assess the internal consistency and reliability of the variables described in the questionnaire. As a result, the alpha coefficient for all variables exceeds 0.6, meaning it shows a high level of reliability.

## Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test

Coefficients <sup>a</sup>			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	7,352	1,506	
1 Product Quality	0,111	0,109	0,125
Price Perception	0,576	0,238	0,389
Brand Image	0,296	0,153	0,333

a. Dependent Variable: Purchase Decision

Source: Data processed 2023

The model is represented by the equation: purchasing decision = 7.352 + 0.111 (product quality) + 0.576 (price perception) + 0.296 (brand image).

## F test

Tolakangin Sidomuncul's brand image and its product quality, as well as its price, were analyzed with F-Test to show how the derived model regression line can be used as an important tool to measure product quality and price performance in the market. consumer demand context.

Table 4. F test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2852.054	3	950.685	65.922	.000 <sup>b</sup>
	Residual	1384.456	96	14.421		
	Total	4236.510	99			

a. Dependent Variable: Y1

b. Predictors: (Constant), X3, X1, X2

Source: Data processed 2023

## T test

The SPSS test was formulated to conclude the results regarding the influence of the independent and dependent variables. The impact on the t-test can be observed through a comparison of the significance level < 0.05.

Table 5. T test

Coefficients <sup>a</sup>			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	t	sig
(Constant)	7,352	4,880	.000
1 Product Quality	0,111	1,109	0,311

Price Perception	0,576	2,421	0,017
Brand Image	0,296	1,934	0,056

a. Dependent Variable: Kepuasan Pelanggan

Source: Data processed 2023

From examining the table above, the data can be concluded as follows:

### Product Quality Variables

Based on the statistical results of the t test, a calculated t value of 1.109 with a significance level of 0.311 was found. In this case, the variable X1, which reflects price perception, exceeds the critical t value of 1.98 according to the t table. Therefore, hypothesis one (H1) is accepted because the significance level is above 0.05 and the t-score exceeds the critical t-value. Thus, it can be concluded that variable X1 (Product Quality) has a significant influence on variable Y (Purchasing Decision) so that H1 is not accepted. These results support research by Wulandari & Iskandar (2018).

### Price Perception Variable

According to the statistical analysis of paper quality variables, the number of hits is 2,421, which is a significant number. 0.017 which is smaller than 0.05. This indicates that H2 can be accepted based on a statistical significance level of less than 0.05, as well as a t-count that exceeds the t-table value. Thus, it can be concluded that variable X2 (Price Perception) has a significant influence on variable Y (Purchase Decision) so that H2 is accepted. The results of this research support research by Darmansah & Yosepha (2020).

### Brand Image Variable

In statistical analysis, the calculated t value for variable X3 is 1.934, which exceeds the t table value of 1.98 at a significance level of 0.056. Therefore, hypothesis three (H3) is because the t-count is lower than the t-table and has a significance of less than 0.05. Thus, it can be concluded that the accepted hypothesis, namely H3, indicates that the variable X3 (Brand Image) has significant influence on variable Y (Purchasing Decision) so that H3 is not accepted. The results of this research support research by Arianty & Andira (2021) and Sari et al., (2022).

### Correlation Analysis (R) and Coefficient of Determination (R<sup>2</sup>)

**Table 6. Correlation Analysis (R) and Determination Coefficient (R<sup>2</sup>)**

Variable	r	Category	Koefisien Determinasi (%)	r tabel	Information
Simultan	0.820	Strong	67,3%	0,196	Significant

a. Dependent Variable: Y1

Source: Data processed 2023

The results of SPSS version 20 show that there are significant differences between the partial coefficient and the coefficient of determination, both in the same way and in different ways. The correlation coefficient is 0.82 between product quality, price perception, and purchasing brand image indicating that purchasing decisions are a significant force for Tolakangin Sidomuncul. The construct can be operationally defined as a statistical measure of the degree of relationship between various variables, including but not limited to product quality, price perception, and brand image. The results of this research show that the coefficient of determination has a value of 67.3%. The metrics mentioned above show that

purchasing decisions are influenced by the quality of the product provided, their perception of price, and brand image views. This study did not include certain additional variables or factors.

## 5. Penutup

Based on the results of the research conducted, it can be concluded that the variables of product quality, price perception and brand image partially have an influence on purchasing decisions. Apart from that, these three variables also simultaneously influence purchasing decisions. Customers who buy Tolakangin Sidomuncul with a coefficient of determination of 67.3% tend to be consumers who consider product quality when choosing a product, at a price that is affordable for them. Apart from that, a visible brand image becomes an attraction that successfully attracts consumers' attention. Based on the research results, it is recommended that aspects that influence purchasing decisions be maintained, while continuing to improve existing quality, so as to improve purchasing decisions for Tolakangin Sidomuncul.

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