

The Impact of Brand Image and Product Quality on Purchasing Decisions

by Ahmad Firman

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The Impact of Brand Image and Product Quality on Purchasing Decisions

Dirwan^{1*} Ahmad Firman²

^{1,2} Institut Teknologi dan Bisnis Nobel Indonesia, Makassar City, South Sulawesi, Indonesia

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Correspondence Email:

dirwan@stienobel-indonesia.ac.id

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ABSTRACT

This study aims to test and analyze the effect of brand image and product quality on purchasing decisions for Lenovo brand laptops at the Nobel Institute of Technology and Business in Indonesia. Sampling in this study used non-probability sampling techniques because the chances of an element being selected as a subject are unknown. So the researcher set 198 samples. The data source of this research is primary data, namely data obtained from the results of distributing questionnaires to all respondents. The statistical method used to test the hypothesis uses the help of the SPSS application. The results showed that brand image influences purchasing decisions for Lenovo brand laptops at the Nobel Institute of Technology and Business in Indonesia, so it is stated that the first hypothesis is accepted. And product quality affects purchasing decisions for Lenovo brand laptops at the Nobel Institute of Technology and Business in Indonesia. This identifies that product quality is essential for purchasing decisions for students.

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh citra merk dan kualitas produk terhadap keputusan pembelian laptop merek Lenovo di Institut Teknologi dan Bisnis Nobel Indonesia. Pengambilan sampel dalam penelitian ini menggunakan teknik sampling non probabilitas (nonprobability sampling), karena besarnya peluang elemen untuk terpilih sebagai subjek tidak diketahui. Sehingga peneliti menetapkan 198 sampel. Sumber data penelitian ini adalah data primer, yaitu data yang diperoleh dari hasil penyebaran kuesioner kepada seluruh responden. Metode statistik yang digunakan untuk menguji hipotesis menggunakan bantuan aplikasi SPSS. Hasil penelitian menunjukkan bahwa citra merk berpengaruh terhadap keputusan pembelian laptop merek Lenovo di Institut Teknologi dan Bisnis Nobel Indonesia, maka di nyatakan hipotesis pertama di terima. Serta kualitas produk berpengaruh terhadap keputusan pembelian laptop merek Lenovo di Institut Teknologi dan Bisnis Nobel Indonesia. Hal ini mengidentifikasi bahwa kualitas produk sangatlah penting untuk keputusan pembelian bagi mahasiswa.



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INTRODUCTION

The advancement of technology in various fields requires every person or corporate institution to consistently compete to achieve predetermined goals, namely obtaining maximum profit with minimum expenditure. The number of existing business support facilities and infrastructure has made the company's main focus more on improving marketing aimed at satisfying consumers (Prasastiningtyas & Djawoto, 2016). Marketing is one of the strategic functions of a company in carrying out its business activities. Marketing is the spearhead for the company's existence in the long term; even many companies fail and go bankrupt because they fail to carry out their marketing activities effectively (Mahanani, 2018). With a marketing process, the market will know about the products or services we have made.

Purchasing decisions are actions of consumers to buy or not a product or service; therefore, consumer purchasing decisions are a process of choosing one of several alternative problem-solving with accurate follow-up. The decision to buy a product or service arises because of an emotional urge from within or the influence of others. Kotler & Armstrong (2016) defines purchasing decisions as follows. Purchasing decisions are part of consumer behavior,

namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and wants.

Brand image is the consumer's perception of the product's brand image to be consumed or used (Pradana, 2017). There are three dimensions of Brand Image: maker, user, and product (Agustina et al., 2018). The quality provided is one of the essential factors in creating a positive college brand image, but it will also create customer satisfaction. Yustiawan (2016) defines brand image as a name or symbol associated with a product or service and creates psychological meanings or associations and is formed from information and past experiences with the brand. Consumers accustomed to using certain brands tend to have a consistent brand image. The brand image itself means an image of a product in the minds of mass consumers. The stronger the brand image in customers' minds, the stronger the customer's confidence to remain loyal or loyal to the products they buy, so this can lead a company to continue to benefit from time to time. Research conducted (Amilia, 2017; Anastasia & Nurendah, 2019; Wulandari & Iskandar, 2018) shows that brand image positively and significantly influences purchasing decisions. In contrast, research (Farisi, 2018) shows a positive but insignificant influence between brand image and purchasing decisions.

Kotler & Armstrong (2016) say that product quality is a potential strategic weapon to beat competitors. So only companies with the best product quality will grow rapidly, and in the long term, the company will be more successful than other companies; good product quality will increase consumer satisfaction with the product. According to Wilson (2016), product quality, namely, consumers, will feel satisfied if their results show that the products they use are of quality. Customer assessments of product performance depend on many factors; consumers often form a more favorable perception of a product quality that they already consider positive. Research conducted (Fatmaningrum et al., 2020; Rizan et al., 2015; Wulandari & Iskandar, 2018) shows that product quality positively and significantly influences purchasing decisions. In contrast, research (Anastasia & Nurendah, 2019) found that product quality does not affect purchasing decisions.

In general, the purpose of establishing a company, among others, is to get the desired profit. The company's goals can be achieved through marketing activities to sell its products. Marketing activities have a significant meaning and can even be said to be the company's spearhead (Erida & Rangkuti, 2017). The process of consumers making purchasing decisions must be understood in the development of strategic applications based on this theory; purchases are thought to be influenced by the quality of the products provided by the company to its consumers; if the quality of a company's products is good and can satisfy consumers, then consumers will become loyal to the company so that the purchase rate increases and is a strategy for the long term (Arjuna & Ilmi, 2019).

Assauri (2011) explains that marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers profitably for the company. Meanwhile, marketing management plans, directs and supervises all marketing activities (Foster, 2016). Marketing results from the work performance of business activities related to the flow of goods and services from producers to consumers (Amron, 2018).

According to the American Society in the book Kotler and Keller (2016), quality is as follows: "Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied stated needs." A product can be offered to the market

to satisfy desires, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas (Rizan et al., 2015). According to Farisi (2018), product quality benefits are as follows: a. Strive to produce goods to achieve predetermined standards. b. Strive for inspection costs to be as small as possible. c. Strive for the design costs of specific products to be as small as possible. d. Endeavor to make production costs as small as possible. Strive for production costs to be as low as possible.

Kotler defines purchasing decisions as a study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas, or experiences satisfy their needs and wants (Anastasia & Nudinding, 2019). The entire customer purchase decision is a process that comes from all their experiences in learning, choosing, using, and even getting rid of a product (Wulandari & Iskandar, 2018). According to Maulana (2021), purchasing decisions are based on how consumers perceive prices and what the current actual prices are that they consider, not prices stated by marketers. Thus, good product quality, reasonable price, and high trust can influence consumers' purchases. Kotler & Armstrong (2016) stated that purchasing decisions have the following dimensions: 1) Product choice Consumers can make decisions to buy a product or use their money for other purposes. In this case, the company must focus on people interested in buying a product and the alternatives they are considering. 2) Choice of brand Consumers must decide the brand name to be purchased; each brand has its differences. In this case, the company must know how consumers choose a brand. 3) Choice of dealers Consumers must decide which dealer to visit. Every consumer is different in determining a dealer, which can be due to factors such as close location, low prices, complete inventory, convenience in shopping, breadth of places, and so on. 4) When to buy Consumer decisions in choosing when to buy can vary; for example, some buy every day, once a week, once every two weeks, and so on. 5) Number of purchases Consumers can decide how much product to spend at a time. Purchases made may be more than one. In this case, the company must prepare the number of products according to different wishes. 6) Payment methods. Consumers can make decisions about payment methods that will be made using products or services.

According to (Kotler & Armstrong, 2010; Sejati & Yahya, 2016), the decision-making process is: 1) Need recognition stage The buying process starts with need recognition. The buyer perceives a difference between the actual situation and several desired states. Internal stimulants can trigger the need when one of the everyday needs, such as hunger, thirst, and sex, rises to a level high enough to become a driver. External stimuli can also trigger needs. 2) Information search stage: The motivated consumer may or may not seek additional information. If the consumer's drive is strong and a product that satisfies a need is within reach, he is likelier to buy it. If not, the consumer will store those needs in memory or perform an information search related to those needs. 3) Evaluation of alternatives, namely the stage of the buyer's decision process in which the consumer uses the information to evaluate various alternative brands in a series of choices. How consumers evaluate purchase alternatives depends on the individual consumer and the buying situation. Consumers use careful calculations and logical thinking. 4) Purchase decision Namely, the stage of the decision process in which the consumer purchases the product. In the evaluation stage, consumers rank brands and form purchase intentions. In general, consumer purchasing decisions will buy the most preferred brand. 5) Post-purchase behavior, Namely the stage of the consumer decision process, consumers take further action after purchase based on their satisfaction or dissatisfaction. After buying a product, consumers

will feel satisfied or dissatisfied and will enter into post-purchase behavior. The more significant the difference between expectations and performance, the greater consumer dissatisfaction. Sellers must provide promises that are indeed by product performance to satisfy buyers.

Two factors can influence purchase intention and purchase decision. According to (Ariella, 2018; Kotler & Armstrong, 2010), these factors are as follows: 1. Attitude or stance factors of other people How far the other party's attitude will reduce a person's preferred alternative depends on two things; first, the intensity of the other party's negative attitude towards alternative consumer choices and secondly consumer motivation is subject to the wishes of others. The stronger the negative attitude of other people and the closer the other person is to the consumer; the consumer will adjust his purchase intention. 2. Unanticipated situational factors Consumers form an intention to buy based on factors such as family income, price, and quality expected of the product. These factors can appear and change consumer purchase intentions. When consumers want to act, situational factors arise; for example, consumers lose their jobs, thereby changing consumer buying intentions.

A product is anything offered to the market or consumers to get attention, purchase, use, or consumption that fulfills a need. Products in good conditions will satisfy consumers, and vice versa; if the product is in bad condition, it will cause dissatisfaction. The higher the product quality, the higher the consumer satisfaction (Harjuno, 2018). Product quality is how a product can meet consumer expectations. This will affect consumer satisfaction, which will feel satisfied if the product offered has good product quality and vice versa. Product quality is a benchmark in determining consumer satisfaction with a quality product, so the decisions of many consumers will have a positive impact because product quality provides added value to consumer satisfaction.

H₁: Brand Image has a positive and significant effect on purchasing decisions for Lenovo brand laptops.

H₂: Product quality has a positive and significant effect on purchasing decisions for Lenovo brand laptops.

RESEARCH METHOD

This type of research is quantitative research. The population in this study were all students majoring in Management and accountancy at the Nobel Institute of Technology and Business Indonesia. The sampling technique is to use Non-Probability Sampling; that is, all elements in the population do not have the same opportunity to be selected as a sample. The number of samples in this study was 198 people obtained using the Slovin formula. The data source used in this research is primary data. Primary data is data obtained directly from the object of research using a questionnaire instrument and other relevant data. The statements in the questionnaire for each variable in this study were measured using an ordinal scale. This scale is designed to see how strongly the subject agrees or disagrees with the statements on a 5-point scale, where score 5 (SS = Strongly Agree), score 4 (S = Agree), score 3 (KS = Less Agree), score 2 (TS = Disagree) and score 1 (STS = Strongly Disagree). The data that has been collected will be analyzed through several stages of testing. The first stage is to conduct a descriptive statistical test. The second stage is the data quality test which consists of (a validity test and a reliability test). The third stage is the classical assumption test (normality test, heteroscedasticity test). The

fourth stage is to test all hypotheses proposed in this study which will be proven through partial tests (t-tests), simultaneous tests, and coefficient of determination tests.

Table 1. Operational Variable

Variable	Item	Indicator	Reference
Brand Image (X1)	X1.1	strength of brand association	(Hapsoro & Hafidh, 2018; Rosanti & Salam, 2021)
	X1.2	Favourability of brand association	
	X1.3	Uniqueness Of brand association	
Product quality (X2)	X2.1	Performance	(Fatmaningrum et al., 2020; Suhaily & Darmoyo, 2017)
	X2.2	Features	
	X2.3	Reliability	
	X2.4	Conformance to Specifications	
	X2.5	Durability	
	X2.6	Serviceability	
	X2.7	Esthetics	
	X2.8	Perceived Quality	
Purchasing Decision (Y)	Y1.1	Product Selection	(Farisi, 2018; Rizan et al., 2015; Suhaily & Darmoyo, 2017)
	Y1.2	Brand Selection	
	Y1.3	Place Selection	
	Y1.4	Purchase Time	
	Y1.5	Purchase amount	
	Y1.6	Payment method	

RESULTS AND DISCUSSION

Based on the data collection results obtained, each student's characteristics are known, which are grouped by gender and major.

Table 2. Respondent Demographic Data

Variable	Measurement	n	%
Gender	Man	120	60.4%
	Woman	78	39,6%
Departement	Management	110	55,5%
	Accountancy	88	44,5%

Source: Output SPSS 26.0 for Windows

Based on table 2, the most gendered respondents are female, with 120 people or 60.4%, then male respondents are 78 people or 39.6%. Based on the department, management majors with 110 respondents with a percentage of 55.5%, and accounting majors with 88 respondents with 44.5%.

The second stage is the research data instrument test which consists of validity and reliability tests. The instrument is said to be good if the research instrument meets the main requirements, namely valid (valid) and reliable (reliable). If $r\text{-count} > r\text{-table}$, then the question is said to be valid. Moreover, a variable is declared to have a consistent questionnaire answer if it has a Cronbach Alpha value greater than 0.60. The analysis results can be seen in table 3.

Table 3. Validity and Reliability Test Results

Variable	Instrument	r-calculated	Cronbach Alpha	Info
X1	X1.1	0.852	0.766	Valid dan reliable
	X1.2	0.842		Valid dan reliable
	X1.3	0.852		Valid dan reliable

	X2.1	0.785		Valid dan reliable
	X2.2	0.712		Valid dan reliable
	X2.3	0.686		Valid dan reliable
X2	X2.4	0.734	0.832	Valid dan reliable
	X2.5	0.700		Valid dan reliable
	X2.6	0.772		Valid dan reliable
	X2.7	0.769		Valid dan reliable
	X2.8	0.700		Valid dan reliable
	Y1.1	0.814		Valid dan reliable
	Y1.2	0.714		Valid dan reliable
Y	Y1.3	0.822	0.892	Valid dan reliable
	Y1.4	0.845		Valid dan reliable
	Y1.5	0.796		Valid dan reliable
	Y1.6	0.816		Valid dan reliable

Source: Output SPSS 26.0 for Windows

Table 3 shows that all indicators used to measure the variables used in this study have a correlation coefficient or corrected item-total correlation value greater than 0.30. so, all indicators of this research variable are valid. The reliability test results in table 3 show that all variables in the study have a reasonably significant alpha coefficient of > 0.600 , so it can be said that all concepts measuring each variable from the questionnaire are reliable, which means that the questionnaire used in this study is reliable.

The third stage is the classical assumption test used to assess the normality of the research data, assessing the difference in the variance of the residuals from one observation to another. This analysis consists of a normality, multicollinearity, and heteroscedasticity test. The normality test results using the Normal P-P Plot show that the dots (dots) spread around the diagonal line and follow the diagonal direction; this indicates that the model has met the requirements of the normality assumption. Thus regression testing for the effect of work environment and motivation on employee performance can be continued.

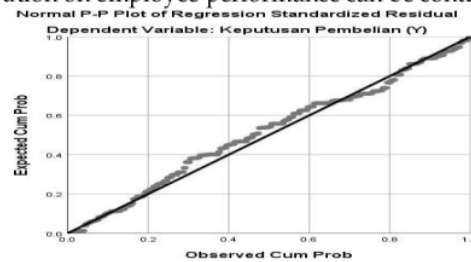


Figure 1. Normality Test Results

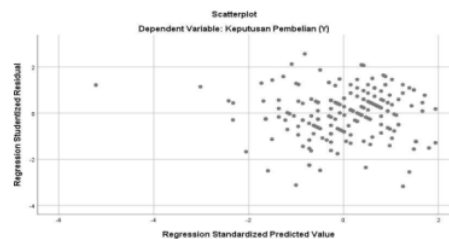


Figure 2. Heterocedasticity Test Results

The scatterplot graph in Figure 2 shows dots with patterns spreading randomly in positions above and below the number 0 on the Y axis. Based on these results, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

The fourth stage is testing all hypotheses through multiple linear regression analysis. This analysis shows the influence of brand image and product quality on purchasing decisions for Lenovo brand laptops at the Nobel Institute of Technology and Business Indonesia. The details of the regression analysis processed using the SPSS version 26 computerized program can be seen in table 4.

Table 4. Multiple Linear Analysis Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	3.976	1.404	
Brand Image (X1)	.636	.130	.316
Kualitas Produk (X2)	.388	.060	.456

a. Dependent Variable: Purchasing Decisions (Y)

Sumber: Output SPSS 26.0 for Windows

Berdasarkan tabel 5 dapat diketahui bahwa koefisien persamaan regresi adalah sebagai berikut:

$$Y = 3.976 + 0.636X1 + 0.388X2 + e$$

The constant value, namely $\alpha = 3.976$, means that if the Brand Image variable (X1) and the Product Quality variable (X2) are equal to 0. then the purchase decision (Y) is 3.976. The coefficient of the Brand Image variable (X1) is 0.636; this means that if X1 is increased by 1%, it will increase the Purchasing Decision by 63.6%. The coefficient of the Product Quality variable (X2) is 0.388; this means that if X2 is increased by 1%, it will increase the Purchasing Decision by 38.8%.

Furthermore, the t-test is used to see whether the independent variable affects the dependent variable. The criteria for this partial test (T-test) are if the t-count > t-table value and the significant level < 0.05 (5%), it can be stated that Ha is accepted, and Ho is rejected. The partial test results (t-test) can be seen in table 5.

Table 5. T Test Results (Partial)
Coefficients^a

Model	T	Sig.
1 (Constant)	2.832	.004
Brand Image (X1)	4.892	.000
Kualitas Produk (X2)	6.467	.000

a. Dependent Variable: Purchasing Decisions (Y)

Sumber: Output SPSS 26.0 for Windows

Table 5 shows the t-count value from the results of the SPSS calculation of the constant value obtained a t-count value of 2.832, the brand image variable obtained a t-count value of 4.892, and the product quality variable obtained a t-count value of 6.467. The Brand Image

Aspect variable has a significant level of 0.000 which is smaller than 0.05. This means that H1 is accepted, so the Brand Image Aspect positively and significantly affects Purchasing Decisions. The t value of 4.892 is positive, indicating a unidirectional relationship between the brand image aspect variable (X1) and the purchasing decision variable (Y). The higher the level of brand image aspects, the more purchasing decisions will increase.

The Product Quality Aspect variable has a significant level of 0.000, which is smaller than 0.05. H2 is accepted, so product quality aspects positively and significantly affect purchasing decisions. The t value of 6.467 is positive, indicating a unidirectional relationship between the product quality variable (X2) and the purchasing decision variable (Y). The higher the product quality aspects, the more purchasing decisions increase.

The simultaneous significance test or F test aims to see the effect of the independent variables on the dependent variable. Testing is carried out with a significant level of 0.05. The simultaneous test results can be seen in table 6.

**Table 6. F Test Results (Simultaneous)
ANOVA^b**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1484.320	2	742.160	96.841	.000b
Residual	1494.418	195	7.664		
Total	2978.738	197			

a. Predictors: (Constant), Product Quality (X2), Brand Image (X1)

b. Dependent Variable: Purchasing Decisions (Y)

Sumber: Output SPSS 26.0 for Windows

The simultaneous test results in table 6 show the Fcount value of 96,841 at a significant level of 0.000. While F-count is greater than Ftable and the probability is much smaller than 0.05, it means that brand image and product quality together affect purchasing decisions.

Furthermore, the coefficient of determination is used to determine the ability of the independent variable to explain the dependent variable. The coefficient of determination can be seen in r square and expressed in percentage. The results of the coefficient of determination can be seen in table 7.

**Table 7. Determination Test Results
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706a	.498	.493	2.767

a. Predictors: (Constant), Product Quality (X2), Brand Image (X1)

b. Dependent Variable: Purchasing Decisions (Y)

Sumber: Output SPSS 26.0 for Windows

The correlation coefficient (R) = 0.706 shows that the correlation between purchasing decisions is closely related to the two independent variables. The coefficient of determination (R²) = 0.498, which shows that the variation in purchasing decisions on the Lenovo Brand Laptop at the Nobel Institute of Technology and Business Makassar can be explained by the independent variable of 49.8%. In comparison, the remaining 50.2% is influenced by other variables not examined in this study.

Discussion

The analysis results show that brand image has a positive and significant effect on purchasing decisions of students of the Nobel Institute of Technology and Business Makassar buying Lenovo laptops. It can be interpreted that the brand image variable has a good influence. When the image of the Lenovo brand is good and increasing, there will be an indication that it can increase consumer buying decisions. Because consumers also often see the big name of the product first before deciding to make a purchase. The better and better the image of the brand, the more purchasing decisions will increase, and vice versa. This can happen because the brand image indicators in this study are positive toward Lenovo's purchasing decisions. This study's results align with research conducted by (Maulana et al., 2021), which states that brand image positively affects purchasing decisions. This can happen because the brand image is one of the essential factors in determining or deciding to make purchasing decisions for consumers. In contrast to this research (Lubis & Hidayat, 2019) state that brand image does not affect purchasing decisions.

The analysis results show that product quality has a positive and significant effect on the decision of the Nobel Indonesia Institute of Technology and Business Makassar students to buy a Lenovo laptop. When the quality of Lenovo laptop products increases, purchasing decision decisions will increase. This can happen because Lenovo laptop consumers are still concerned with product quality as one of the essential things before deciding to buy a product, and Lenovo has succeeded in showing the product quality of the laptops offered. The results of this study are in line with research conducted by (Maulana et al., 2021; Utami & Suhermin, 2016), which states that product quality has a significant and positive effect on purchasing decisions; this happens because the quality offered by the expectations and desires of consumers when they buy a product so that increasing product quality factors can increase purchasing decisions. However, in contrast, research (Anastasia & Nurendah, 2019) states that product quality has no positive effect on purchasing decisions. This can occur due to differences in the number of respondents, respondents' answers, time, and location, which do not allow the same results to be obtained.

CONCLUSIONS

Based on the results of testing and discussion, it can be concluded that Brand Image has a positive and significant effect on Purchasing Decisions for Lenovo brand laptops at the Nobel Institute of Technology and Business in Indonesia, so it is stated that the first hypothesis is accepted. Moreover, Product Quality positively and significantly affects Purchasing Decisions for Lenovo brand laptops at the Nobel Institute of Technology and Business in Indonesia. This identifies that product quality is essential for purchasing decisions for students.

There are suggestions from researchers related to this research. First, the brand image of the Lenovo brand laptop must be improved by introducing more Lenovo brand laptops in the broader community so that people are more familiar with Lenovo brand laptops, increasing consumer trust and confidence and providing advantages in facilities, comfort, and service to improve the brand image of the Lenovo brand laptop. Second, the company needs to improve the quality of Lenovo laptop products by conducting various product design tests, product features, and durability before reaching consumers and increasing product attractiveness to

consumers' five senses. Third, for further research, adding or using other independent variables that can potentially contribute to purchasing decisions is recommended.

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