

BRAND IMAGE AND PRICE AGAINST CONSUMER PURCHASE DECISION ON KARAWANG GACOAN MIE

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Abstract

The purpose of this study was to determine and analyze the effect of brand image and price on purchasing decisions at Mie Gacoan Karawang. The approach used in this study is an associative approach. The method used in this research is quantitative. The population used was all consumers who had purchased Mie Gacoan Karawang, and the sample used was all consumers who filled out Google form, a total of 54 people. The data analysis technique in this study is Multiple Linear Analysis, Classical Assumption Test, F Test and t Test, and Coefficient of Determination Test. The results showed that partially and simultaneously Brand Image and Price had a significant effect on consumers' purchasing decisions of Mie Gacoan Karawang.

Keywords: Brand image, Price, Purchase decision

INTRODUCTION

In the fast-growing modern era, many businesses in Indonesia use this as a business opportunity in opening businesses, especially culinary businesses. Because with the lifestyle of Indonesian people who are very fond of spending time while eating and drinking with friends dengan friends, couples, and families, culinary businesses are the right choice to open a business, one of the popular businesses is noodle processing which has a spicy level that varies from one of the major businesses. until very spicy. As for culinary businesses or businesses that offer noodle processing with varying degrees of spicy, including bento noodles, bangcad noodles, brokadek noodles, devil noodles, kober noodles, etc.

In addition to the noodle processing business that has been mentioned, there are noodle processing businesses that offer noodles with various levels of concern, namely Gacoan noodles, gacoan noodles are a noodle restaurant that has been established since 2016 and currently stands in various cities in Indonesia, gacoan noodles are becoming a popular noodle restaurant today. By offering noodle

processing with its super-sense noodle variant, many people were curious and wanted to try to eat gacoan noodles so that the line of visitors who came to gacoan noodles was almost never deserted.

In running the culinary business, there are several factors that must be considered in getting consumers to make purchasing decisions, including, brand image. With a brand image that is easy to remember and unique will make consumers easily remember it so that they will make the consumers make the purchase decision of the products that have been offered. In addition to the brand image factor, there are other factors including price factors, if the price offered according to the wishes and benefits received by the consumer then it will make the consumer decide to buy the product that has been offered.

Based on this background, researchers are interested in trying to see the relationship between porters over service and price with consumer purchase decisions by conducting a study entitled "The Influence of Brand Image And Price on Consumer Purchase Decisions on Gacoan Karawang Mie".

LITERATURE REVIEW

Marketing Management

Marketing management is the process of determining marketing objectives, analyzing marketing processes and controlling marketing in order to achieve a target company or organization. According to Sumarni (Sunyoto, 2014:221) in the script of Renie Sugianto Munggara (2021) the understanding of marketing management is "a study of preparation, implementation, and management of programs created to deliver, build and enforce profitable exchanges with the organization's target customers".

Brand Image

A brand image is a person's perception or view of a brand based on their experience. According to (Simamora and Lim, 2012) brand image is an accumulated interpretation of various information received by consumers. This information is a view of the logo or symbols used by companies in representing the products offered. The more interesting and easy to remember a brand will be a plus point in attracting consumers to buy products that will be offered.

Price

Price is the exchange rate or amount of money a person must spend in acquiring a desired item or service at a given time and place. According to Dr. Meithiana Indrasari (2019:36) Price is "the value of an item or service that is measured by the amount of money spent by the buyer to obtain a number of combinations and goods or services and services". If the price offered corresponds to the benefit received by the consumer, the consumer will make the consumer purchase the goods or services offered.

Purchase Decision

A purchase decision is a decision that is made in purchasing goods or services in order to experience their benefits or

personal consumption. According to Dr. Meithiana Indrasari (2019:70), the purchase decision is "individual activities that are directly involved in decision-making to purchase products offered by sellers".

Previous Research

According to yanto (2019) under the title "the brand image effect and price of consumer purchase decisions on chicken KFC products." Stating that the brand image has a significant bearing on the decision of purchasing chicken at the Kentucky fried chicken (KFC) and the price has a significant impact on the chicken purchase decisions at Kentucky fried chicken (KFC).

According to Khumairo (2018) titled "The Influence of Brand Image And Price on the Decision to Purchase Kopi Kapal in Lumajang". It states that in part the brand image has a significant effect and has a positive relationship with the decision to purchase a fireboat coffee in Lumajang while for the price it does not have a significant effect on the decision to purchase a fireboat coffee in Lumajang. Simultaneously, the brand image and price had a significant influence on the decision to purchase a Kopi Kapal in Lumajang.

Conceptual Framework

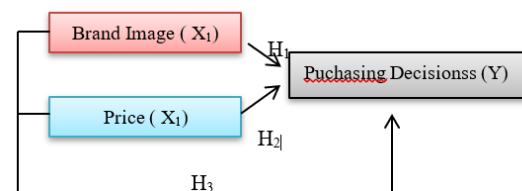


Figure 1. Conceptual Framework

Source: Theoretical study, 2022

Research Hypothesis

H₁ : Brand image is suspected to have influenced Mie Gacoan Karawang's consumer purchase decision

H₂ : Price is suspected to have influenced Mie Gacoan Karawang's consumer purchase decision

H₃ : Brand image and price are suspected to have influenced Mie Gacoan Karawang's consumer purchase decision

METHODS

This type of research is associative research aimed at understanding the relationship and influence between independent variables and dependent variables. The approach used by researchers in this study was a quantitative approach. According to Sugiyono (2017:8) the quantitative approach is a method of research based on the philosophy of positivity, used to study populations or exclusive samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing hypotheses that have been established. This study was conducted at the Karawang Mie Gacoan Restaurant, in the form of a questionnaire. The questionnaire in this study was distributed to respondents who had purchased Gacoan Karawang Mie with the help of google form. The time of the study was from September 2022 to December 2022. The population in this study is all the people who have purchased Karawang Gacoan Mie and have completed a questionnaire that has been distributed through google from. The number of samples used is all consumers who have Google from filling out, which is 54 respondents.

RESULTS AND DISCUSSION

A. . Results

Validity and Reallibility Test

Table 1. Validity and Reallibility Test Results

Variabel	Pernyataan	Sig	Status	Cronbach Alpha	Status
Brand Image (X1)	X1.1	0.000	Valid	0,907	Reliabel
	X1.2	0.000	Valid		Reliabel
	X1.3	0.000	Valid		Reliabel
	X1.4	0.000	Valid		Reliabel
	X1.5	0.000	Valid		Reliabel
Harga (X2)	X2.1	0.000	Valid	0,908	Reliabel
	X2.2	0.000	Valid		Reliabel
	X2.3	0.000	Valid		Reliabel
	X2.4	0.000	Valid		Reliabel
	X2.5	0.000	Valid		Reliabel
Keputusan Pembelian (Y)	Y.1	0.000	Valid	0,907	Reliabel
	Y.2	0.000	Valid		Reliabel
	Y.3	0.000	Valid		Reliabel
	Y.4	0.000	Valid		Reliabel

Source: SPSS data processing results 26, 2022

Table 1. Indicates that the significant value for each statement is < alpha (0.05), so it can be concluded that all statements are valid because they have a significant value of < 0.05. The value of Cronbach's Alpha is >0.6 so that it can be concluded that all statements are relevant.

Classic Assumption Test

Test the Classic Assumption of Normality

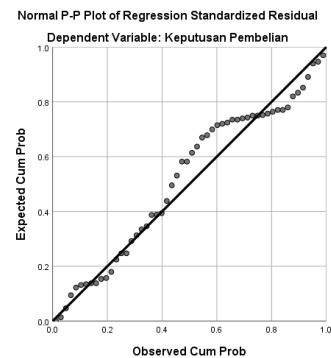


Figure 2. Test the classic assumption of normality

Figure 2. shows that the normal P.P. Plot Regression Standardized Residuals graph represents the spread of data around the diagonal line and the spread follows the direction of the diagonal line of the graph. So it can be said that the regression model used satisfies the normality assumption test.

Multicoliniery Test

Table 2. Multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
1		
	(Constant)	
	Brand Image	.445 2.247
	Price	.445 2.247

Source: SPSS data processing results 26, 2022

Table 2. shows the output of spss, a data is said to show no multicollinearity symptoms if the value of VIF < 10. Based on the output, all variables have a value of VIF < 10 so it can be concluded that there are no multicollinearity symptoms in the regression model.

Heteroscedasticity Test

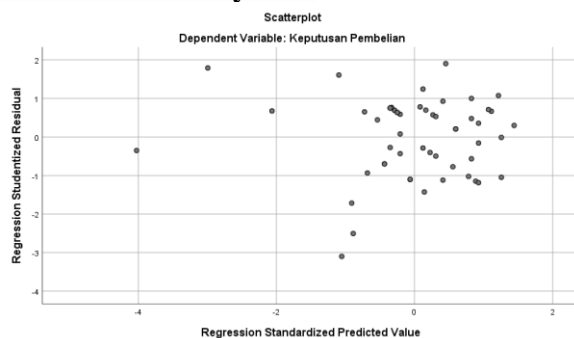


Figure 3. Heteroscedasticity Test

Figure 3. shows that the scatterplot graph shows a point titik that spreads randomly and does not form a particular pattern and that point titik that point spreads below and above 0 on the Y-axis. Thus it can be concluded that there is no heteroscedasticity in the regression model and the regression model is worth using.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	.840	1.858
	Brand Image	.403	.134
	Price	.313	.117

Source: SPSS data processing results 26, 2022

Table 3. shows the multiple linear regression equations as follows:

$$Y = 0.840 + 0.403 X_1 + 0.313 X_2 + e$$

Regression equation $Y = 0.840 + 0.403 X_1 + 0.313 X_2$, illustrates that

illustrates that Brand Image (X1), and Price (X2), in that regression model, can be expressed if one independent variable changes by 1 (one) and another is constant, then the change in the bound variable (dependent) The purchase decision (Y) is the sum of the coefficient value (b) of the value of the independent variable the enden. The constant (α) of 0.840 gives the understanding that if the Brand Image (X1), and Price (X2) simultaneously or together do not change or equal to zero (0), then the size of the Purchase Decision (Y) is 0.840 units.

If the value of b1 which is the regression coefficient of Brand Image (X1) is 0.403 which means that it has a positive effect on the dependent variable (Y) has a meaning that if the Brand Image (X1) variable increases by 1 unit, then the purchase decision (Y) will also increase by 0.403 units assuming other variables remain or constantn. And if the value of b2 which is the regression coefficient of Price (X2) is 0.313 which means that it has a positive effect on the dependent variable (Y) has a meaning that if the variable of Price (X2) is reduced by 1 unit, then the decision of purchase (Y) will decrease by 0.313 units assuming that other variables remain or are constant.

Determination Coefficients (R²)

Table 4. Determination Coefficients (R²)

Model	R	R Square	Adjusted R Square
1	.745 ^a	.555	.537

Source: SPSS data processing results 26, 2022

Table 4. shows that the resulting value (R) is 0.745, meaning it has a strong relationship. The adjusted R square value of 0.537 or equal to 53.7% has the meaning that the influence of all free variables consisting of: Brand Image (X1), and Price (X2) on the dependent variable of purchase decision (Y) is 53.7% and the rest is 46.3% influenced by other variables.

Hypothesis Testing

Table 5. Test hypothesis F

	Model	F	Sig.
1	Regression	31.774	.000 ^b
	Residual		
	Total		

Source: SPSS data processing results 26, 2022

Table 5. shows the results of a simlutant test analysis (F test) with a significant p-value of $0.000 < 0.05$, so it can be concluded that Ho refused or accepted Ha so that it can be interpreted that Brand Image (X1), and Price (X2) together sama have a significant effect on the purchase decision (Y).

Hypothesis test

- a) Brand Image Variable (X1) against Purchase Decision (Y)

Table 6. Hypothesis Test (X1)

Model		T	Sig.
1	(Constant)	.882	.382
	Brand Image	7.099	.000

Source: SPSS data processing results 26, 2022

Table 6. shows the test results of the Brand Image (X1) variable have a significant value of $0.000 < 0.05$, so it can be concluded that Ha was accepted or Ho was rejected so that it could be said that the Brand Image (X1) variable had a partial significant effect on the purchase decision (Y).

- b) Price Variable (X2) against Purchase Decision (Y)

Table 7. Hypothesis Test (X2)

Model		T	Sig.
1	(Constant)	2.200	.032
	Price	6.865	.000

Source: SPSS data processing results 26, 2022

Table 7. shows the test results of the Price variable (X2) having a significant value of $0.000 < 0.05$, so it can be concluded that Ha was accepted or Ho was rejected so that it could be said that the Price variable (X2) had a partial significant effect on the purchase decision (Y).

B. Discussion

The Effect of Brand Image on Purchase Decisions

Brand image is the perception or view of a person or consumer of a brand based on their experience, if the brand image of a product has a good view of the consumer, it will encourage the consumer to purchase the product rather than buy a similar product but have a different brand. The results of this study showed that brand image had a significant effect of 0.000 on consumer purchasing decisions on Mie Gacoan Karawang. The results of this study are supported by the research results of Yanuar Firmanto (2019) under the title "The Influence of Brand Image and Price on Consumer Purchase Decisions on Chicken Kfc Products". It states that the Brand image has a significant effect on purchasing decisions.

The Effect of Price on Purchase Decisions

Price is the exchange rate or amount of money a person must spend in acquiring a desired item or service at a given time and place. If the offered price is as desired by the consumer, then the consumer will purchase the product or suit. The results of this study showed that Price had a significant effect of 0.000 on consumer purchasing decisions on Karawang's Mie Gacoan. So it can be said that the price offered by Mie Gacoan Karawang can be accepted and reached by consumers. The results of this study were supported by Albari's 2018 research "The Influence of Product Price on Consumers' Purchasing

Decisions". It states that prices have a significant simultaneous and partial effect on purchasing decisions.

CONCLUSION

The conclusions of this study are as follows:

1. Brand Image and Price simultaneously have a significant effect on consumer purchasing decisions. Mie Gacoan Karawang's purchase decision was influenced by Brand Image and Price.
2. Brand image partially affects consumer purchasing decisions. A good brand image in the consumer's eyes will affect consumer buying decisions.
3. Price partially affects consumer purchasing decisions. If the price is offered according to the consumer's wishes, then the price will greatly affect the consumer's purchase decision.

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