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Influence of product quality and brand image on purchasing decisions for ABC Ground coffee products in South Tangerang

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ABSTRACT

This research aims to examine the influence of product quality and brand image on purchasing decisions for ABC ground coffee in South Tangerang. Type of associative research method with a quantitative approach, with a sample of 97 respondents and with analysis using analytical tests, namely validity test, reality test, linear regression test, correlation coefficient test, determination test, t test and f test also using the classic test, normality test, multicollinearity test, autocorrelation test and heteroscedasticity test. Results of research carried out. Influence Product Quality on Purchasing Decisions obtained by the regression equation value Y = 12.666 + 0.683X1. hypothesis testing obtained tcount> table (8.856> 1.986). Thus ho is rejected and accepted, this shows that there is a partially positive and significant influence between Product Quality on Purchasing Decisions on ABC Ground Coffee in South Tangerang. Meanwhile, brand image on purchasing decisions obtained a regression equation value of Y = 49.423 + 0.253X2. Hypothesis testing obtained a tabet t value or ((-2.065 < 1.986). Thus Ho was rejected and H2 was accepted, this shows that there is a partially positive and significant influence between Brand Image on Purchase Decisions for ABC Ground Coffee in South Tangerang. then, the influence of Product Quality and Brand Image on Purchasing Decisions is obtained by the regression equation Y = 24.298 + 0.693 Simultaneous positive and significant influence between Product Quality and Brand Image on Purchasing Decisions on ABC Ground Coffee in South Tangerang.

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1. INTRODUCTION

In line with current business developments, there are many promising business opportunities and challenges for a company. Companies are competing with each other to meet consumer needs. A company must be able to compete with other changes so that the company can survive, from the other hand the company must also understand what consumers want, so that consumers will feel satisfied (Mulyana, 2022).

The company must spread its wings to expand the market to get a place in the hearts of consumers (Tijjang & Rahmawati, 2021). Consumers are the benchmark for the company's success,

for a marketer must be able to satisfy consumer needs (Noralarai et al., 2023) Where consumer needs will move dynamically according to the times, so marketers must be sensitive to reading every change in consumer tastes (Zuliansyah, 2021). To gain a competitive advantage, every company is required to be able to satisfy its customers (Sholehah, 2022).

According to (Darim, 2020) Management is the process of cooperation between employees to achieve organisational goals in accordance with the implementation of the functions of planning, organising, personnel, directing, leadership, and supervision. This process can determine the achievement of predetermined goals by utilising human resources and other resources to achieve more efficient and effective results (Syafruddin et al., 2022).

According to (Sastrohadiwiryo & Syuhada, 2021) said that management is the core of administration because management is an administrative implementing tool and acts as a tool to achieve results through processes carried out by members of the organisation.

Definition of Management according to (Jannah, 2021) argues that management is the science and art of managing the process of utilising human resources and other resources effectively and efficiently to achieve a certain goal.

The purpose of this study was to determine the effect of product quality on purchasing decisions for ABC ground coffee products in South Tangerang, to determine the effect of Brand Image on purchasing decisions for ABC ground coffee products in South Tangerang, to determine the effect of product quality and Brand Image simultaneously on purchasing decisions for ABC ground coffee products in South Tangerang.

2. METHOD

2.1 Type of Research

This research is a type of quantitative research and uses qualitative descriptive methods. Quantitative Research quoted from (Sugiyono (2020:203), 2018) quantitative research methods can be interpreted as research methods based on the *philosophy of positivism*, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses.

While the qualitative descriptive method according to (Sugiyono, 2018) is a research method based on the *philosophy of postpositivism* used to research on natural object conditions (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out in triangulation (combined), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalisation.

2.2 Operational Research Variables

In this study there are two variables, namely the dependent variable and the independent variable. The dependent variable in this study is the purchase decision, and the independent variable consists of Product Quality and Brand Image. The operational definitions for each variable are as follows:

2.2.1 Dependent variable (Related Variable)

This variable is often referred to as the output variable, criterion, consequent. In Indonesian it is often referred to as the dependent variable. The dependent variable is the variable that is influenced or that becomes the result of the independent variable (Sugiyono, 2018: 69) The dependent variable in this study is l (one), namely: Purchase Decision.

Purchasing decisions are the decision-making process and physical activities carried out by individuals when evaluating, acquiring, using or not using products and services (Qazzafi, 2019).

2.2.2 Independent Variable (Free Variable)

This variable is often discbut as a stimulus variable, *predictor, antecedent*. In Indonesian, it is often disclosed as an independent variable. Independent variables are variables that affect or cause changes or the emergence of dependent variables (Sugiyono, 2018: 69). There are 2 (two) independent variables in this study, namely:

a. Product Quality

Product quality according to Yan, Segupta, & Wyer Jr is a product performance that is desired by customers, both in terms of *package size, perceived quality, performance, and design* which is really good from the customer's point of view.

According to (Kotler et al., 2017) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole.

Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products.

b. Brand Image

Brand image is a clue used by consumers to evaluate products when they do not have sufficient knowledge about a product. There is a tendency that consumers will choose products that are well known either through experience using the product or based on information obtained through various sources.

Brand image according to (Kotler, P., & Keller, 2016) is consumers' perceptions of a brand as a reflection of the associations that exist in consumers' minds. Brand image is an association that appears in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts and images associated with a brand.

2.3 Population and Sample

2.3.1 Population

Population is a generalisation area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. According to Sugiyono, 2018 Population is not only people, but also objects and other natural objects. The population that arises is the number of people who use ABC coffee products in South Tangerang. because the number is not known with certainty, the population is unknown.

2.3.2 Samples

According to Sugyiono (2018) the sample is part of the number and characteristics of the population. In this research, the technique of withdrawing or taking samples is taken using the *Probability Sampling* technique*. Probability sampling* technique is that all elements in the population have the same opportunity to be selected as a sample. The sampling method used is *Purposive Sampling,* because researchers use their own judgement by deliberately selecting members of the population who are considered to be able to provide information, where

2.4 Descriptive Statistical Analysis

Descriptive statistics are statistics used to analyse data by describing or describing the data that has been collected as it is without intending to make general conclusions and generalisations (Sugiyono, 2019: 206). Descriptive analysis is intended to determine the frequency distribution of respondents' answers to the results of the questionnaire distributed, which includes the Product Quality variable (X1), the Brand Image variable (X2) and the Purchasing Decision variable (Y).

2.4.1 Classical Assumption Test

The use of classical assumption tests aims to determine and test the feasibility of the regression model used in this study. Another goal is to ensure that the regression model used has normally distributed data, free from auto correlation and heterocysticity.

a. Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. There are two ways to detect the normality test whether the residuals are normally distributed or not. namely by graph analysis and statistical tests (Ghozali, 2017). The test tool used is to use histogram graph analysis and normal *probability* plot graphs, as for graph analysis and statistical tests as follows: A reliable graphical method to test the normality of data is to look at the normal *probability plot* so that almost all computer statistical applications provide this facility. Normal *probability plot* is comparing the actual cumulative distribution of data with the normal distribution (*hypothetical distribution*), where:

a. If the data spreads around the diagonal line or follows the direction of the diagonal line, the regression model fulfils the assumption of normality.
b. If the data spreads and moves away from the diagonal line or does not follow the diagonal line, then the regression model does not fulfil the assumption of normality.

b. Multicollinearity Test

The multicolonierity test aims to test whether the regression model finds a correlation between *independent* variables (Ghozali & Ratmono, 2017). A good regression model should not have a correlation between the independent variables. If the independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between fellow independent variables is equal to zero. According to (Ghozali &

Ratmono, 2017), to detect the presence or absence of *multicollinearity* in the regression model is as follows:

1. If the Tolerance value <0.10 and the VIF value> 10, it can be concluded that there is *multicolonierity* between the independent variables in the regression model.
2. If the Tolerance value > 0.10 and the VIF value < 10, it can be concluded that there is no *multicolonierity* between the independent variables in the regression model.

2.5 Hypothesis Testing

2.5.1 Partial Regression Test (t Test)

The t statistical test is used to determine how far the influence of one independent variable individually in explaining the variation in the dependent variable (Ghozali, 2017). To determine whether there is an influence of each independent variable on the dependent variable, it can be done in the following way:

1. If the significant value <0.05 then H, is accepted and Ho is rejected, meaning that the independent variable has an effect on the dependent variable.
2. If the significant value> 0.05 then H, is rejected and Ho is accepted, meaning that the independent variable has no effect on the dependent variable.

2.5.2 Simultaneous Test (F Test)

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable (Ghozali, 2017). The F test or often called the Fisher test is a simultaneous test that aims to determine the effect of the independent variables tested together or as a whole on the dependent variable. The significant level *(significan level)* that is often used is 5% or 0.05. Because it is considered quite strict in testing the relationship of the variables being tested or showing that the correlation between the two variables is quite real. A significant level of 0.05 means that it is likely that the results of the conclusion have a probability of 95% or an error tolerance of 5%.

3. RESULTS AND DISCUSSION

3.1 Instrument Test

3.1.1 Validity Test

a. Product Quality (X)$_1$

Table 1. X1 Validity Test Results

Statement Item	r-count	r-table	Description
X1_1	0,470	0,1975	Valid
X1_2	0,439	0,1975	Valid
X1_3	0,399	0,1975	Valid
X1_4	0,640	0,1975	Valid
X1_5	0,664	0,1975	Valid
X1_6	0,675	0,1975	Valid
X1_7	0,642	0,1975	Valid
X1_8	0,640	0,1975	Valid
X1_9	0,421	0,1975	Valid
X1_10	0,522	0,1975	Valid

Source: Processed Research Results (2023)

Based on the table above, if rcount> rtable, it is declared valid and vice versa, if rcount < rtable, it is declared invalid. In this study, the number of samples (n) to be tested was 97 respondents with a two-way significant level of 0.05 with an r-table of 0.1975. provided that df = n - 2, then df = 97 - 2 = 95, then r table is obtained at 0.1996. From the table above, it shows that the statements on the Product Quality variable can be said to be valid because all questions have a significant value below 0.05.

The criteria that can be used if the measuring instrument shows stable results, it is called a reliable measuring instrument. In this study, the measurement used is to compare the *Cronbach's Alpha* value with 0.60. *The Cronbach's Alpha* method will produce an alpha value on a scale of 0-1, which can be grouped into five classes, as shown in the table below:

Table 2. Alpha Value with Level of Reliability

Level of Reliability	Alpha
Less Reliable	0,00-0,20
Somewhat Reliable	0,21-0,40
Moderately Reliable	0,41,0,60
Reliable	0,61-0,80
Very Reliable	0,81-1,00

Source: Taniredja (2016:43)

3.2 Linear Regression Test

Regression analysis is used to determine how the dependent variable can be predicted through independent or predictor variables. The impact of regression analysis can be used to decide whether the increase or decrease in the state of the dependent variable is done by increasing or decreasing the state of the independent variable. The calculation of simple linear regression and multiple linear regression models was carried out using the SPSS 25 programme.

3.2.1 Multiple Regression

According to Sugiyono (2018: 277), multiple linear regression analysis intends to predict how the state (rise and fall) of the dependent variable, when two or more independent variables as predictor factors are manipulated (increased and decreased in value) Multiple linear regression methods are carried out to find out the correlation between the independent variable and the dependent variable. In this analysis, the number of independent variables studied is more than one. In this study, the independent variables are Product Quality (X_1) and brand image (X_2), the dependent variable is Purchase Decision (Y). The regression equation used is: Y = a + b1xx1 + b2x2

3.3 Hypothesis Test

3.3.1 Partial T Hypothesis Test

The t test was conducted to determine the magnitude of the influence of each independent variable on the dependent variable. As a comparison to see the significant effect, the criteria for a significant level of 5% (0.05) is used and compares tcount with ttable. The provisions for finding the t table value are obtained by means of:

Df = α : 2 ; n - k

Description:

α = Sign value (0.05)

n = Number of Samples

k = Number of research variables

Df = (0.05: 2) ; 97 - 3, then Df = 0.025 ; 94

When viewed from the distribution of t table values (attached t table), the t table value is 1.986. With the following criteria:

a. If tcount < ttable means H0 is accepted and Ha is rejected.
b. If tcount> ttable means H0 is rejected and Ha is accepted.

If the resulting significance value is 0.000 <0.05, it can be concluded that partially the independent variable has a significant effect on the dependent variable. The following are the results of the tcount test using the SPSS 25 statistical tool:

Table 3. Partial T Test Results

Coefficients[a]

Model	Unstandardised Coefficients B	Unstandardised Coefficients Std. Error	Standardised Coefficients Beta	T	Sig.
1 (Constant)	24.298	6.470		3.756	.000
product quality	.693	.078	.671	8.856	.000
brand image	-.336	.163	-.156	-2.065	.042

a. Dependent Variable: purchase decision

Source: Results of SPSS Data Processing version 25

Based on this table, it can be seen that product quality has a tcount value of 8.856> t table 1.986 with a significant 0.000 <0.05, so H_{02} is rejected and H_{a2} is accepted, indicating that product quality has a positive and significant effect on purchasing decisions on ABC ground coffee products.Meanwhile, brand image has a tcount value of -2.065 < t table 1.986 with a significant 0.042 < 0.05, so H_{02} is rejected and H_{a2} is accepted, indicating that brand image has a positive and significant effect on purchasing decisions on ABC ground coffee products.

3.3.2 Simultaneous Hypothesis Test (F Test)

The F test is used to determine whether there is a joint influence of the independent variables on the dependent variable. This test is carried out using the F distribution by comparing the Fcount value with the Ftable value. To determine the value of F, it is necessary to have a numerator free degree and a denominator free degree, with the following formula:

DF (numerator) = k - 1; DF (denominator) = n - k

n = number of research samples

k = number of research variables

DF (numerator) = 3-1 = 2; DF (denominator) = 97 - 3 = 94

So, Ftabel (2; 97) Ftabel value is 3.09 (attached F table). With the following criteria:

a. H03 is accepted and Ha3 is rejected if Fcount < Ftable, meaning that simultaneously the independent variables do not have a positive and significant effect on the dependent variable.
b. H03 is rejected and Ha3 is accepted if Fcount> Ftable means that simultaneously the independent variable has a positive and significant effect on the dependent variable.

The results of the simultaneous F test of product quality (X_1) and brand image (X_2) on purchasing decisions (Y) can be seen as follows:

Table 4. Simultaneous F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	662.539	2	331.270	40.422	.000[b]
	Residuals	770.347	94	8.195		
	Total	1432.887	96			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), brand image, product quality

Source: Results of SPSS version 25

Based on the above, the Fcount value is 40.422> Ftable 3.09 with a significance level of 0.000 <0.05, then H_{03} is rejected and H_{a3} is accepted, meaning that simultaneously product quality and brand image have a positive and significant effect on purchasing decisions on ABC ground coffee products.

Based on the results of statistical testing, it can be seen that the independent variables partially and simultaneously affect the dependent variable. The effect of the two variables is positive and significant, in other words, product quality and brand image will increase purchasing decisions on ABC ground coffee products in Tangerang Sealatan, partially or simultaneously. This is in accordance with the hypothesis proposed and the results of previous research. The effect of these variables will be explained as follows: The coefficient of determination is 0.462, which means that the product quality variable (X_1) contributes to the purchasing decision variable (Y) by 46.2%, while the remaining 53.8% is caused by other variables not examined in this study. As well as the tcount value of 8.856> t table 1.986 with a significant 0.000 <0.05 then H01 is rejected and Ha1 is accepted indicating that product quality has a positive and significant effect on purchasing decisions on ABC ground coffee products in South Tangerang.

The results of this study are supported by previous research conducted by Supriyadi, Wahyu Wiyani, and Ginanjar indra KN which states that product quality has a positive and significant effect on purchasing decisions (Rosanti & Salam, 2021) research states that product quality has a positive and significant effect on purchasing decisions.

The coefficient of determination is 0.462, which means that the product quality variable (X_1) contributes to the purchasing decision variable (Y) by 46.2%, while the remaining 53.8% is caused by other variables not examined in this study. As well as the tcount value -2.065 < t table 1.986 with a significant 0.042 < 0.05, H01 is rejected and Ha1 is accepted, indicating that Brand Image has a significant effect on purchasing decisions on ABC ground coffee products in South Tangerang. The results of this study are supported by previous research conducted by (Chaerudin & Syafarudin, 2021) which states that product quality has a positive and significant effect on purchasing decisions.

Simultaneously, there is an influence between product quality and brand image on purchasing decisions, this can be proven from the multiple linear regression equation Y = 24.298 + 0.693 (X_1) - 0.336 (X)$_2$. Kostanta of 24.298 means that if the product quality variable and the brand image variable are zero or do not increase, the purchase decision will remain at 24.298. The regression value of 0.693 X_1 (positive) means that if the product quality variable (X_1) increases by 1 (one) unit

assuming the brand image variable (X_2) is constant, the purchasing decision (Y) will increase by 0.693 units. This shows that every increase in product quality will increase purchasing decisions. The regression value of -0.336 (negative) means that if the brand image variable (X_2) decreases by 1 (one) unit, assuming the product quality variable (X_1) is constant, the purchasing decision (Y) will decrease by -0.336 units. This shows that every increase in brand image will increase purchasing decisions. The coefficient of determination (R Square) value is 0.462, which means that the product quality and brand image variables simultaneously contribute to the purchasing decision variable (Y) by 46.2%, while the remaining 53.8% is caused by other variables not examined in this study. As well as the Fcount value of 40.422> Ftable 3.09 with a significance level of 0.000 <0.05 thus H03 is rejected and Ha3 is accepted, meaning that simultaneously there is a positive and significant influence between product quality and brand image on purchasing decisions on ABC ground coffee products in South Tangerang. The results of this study are supported by previous research conducted by (Amron, 2018) which states that product quality and brand image have a significant effect on purchasing decisions.

4 CONCLUSION

Based on the results of the analysis and discussion of the effect of product quality and brand image on purchasing decisions on ABC Ground Coffee in South Tangerang, the following conclusions are obtained: Product quality has a significant effect on purchasing decisions by obtaining a regression equation Y = 12.666 + 0.683 X1, a correlation value of 0.662 means that the level of relationship between product quality (X1) and purchasing decisions (Y) has a strong level of relationship.... The coefficient of determination is 46.2% and the hypothesis test obtained tcount> ttable or (8.856> 1.986). Thus H0 is rejected and H1 is accepted, meaning that there is a positive and significant effect of product quality on purchasing decisions on ABC Ground Coffee in South Tangerang.

Brand Image has a significant effect on purchasing decisions with the regression equation Y = 49.423 - 0.253X2 obtained, the correlation value is 0.118, meaning that the level of relationship between the Brand Image variable (X2) and purchasing decisions (Y) has a very weak level of relationship. The coefficient of determination is 46.2% and the hypothesis test obtained tcount> ttable or (-2.065 < 1.986). Thus H0 is rejected and H2 is accepted, meaning that there is a positive and significant effect of brand image on purchasing decisions on ABC ground coffee in South Tangerang.

Product quality and brand image simultaneously have a significant effect on purchasing decisions by obtaining the regression equation Y = 24.298 + 0.693X1 - 0.336X2. The correlation value of 0.680 means that the level of relationship between the variables of product quality (X1) and brand image (X2) on purchasing decisions (Y) has a strong level of relationship.... The coefficient of determination is 46.2%, while the remaining 53.8% is influenced by other variables not examined in this study. Hypothesis testing obtained Fcount> Ftabel or (40,422> 3.09). With a significance level of 0.000 <0.05, thus H03 is rejected and Ha3 is accepted, meaning that simultaneously there is a positive and significant influence between product quality and brand image on purchasing decisions in South Tangerang.

4.1 Research Limitations

The research realises that this research still has many shortcomings and limitations including the following: In this study, the factors that influence product quality variables in ABC Ground Coffee Products products only consist of two independent variables, namely Product Quality and Brand Image, while there are still many other factors that contribute to the resulting contribution. Research only focuses on purchasing decisions ` ABC Ground Coffee Products. The sample used was only 97 people and sometimes the answers given by respondents may not show the real situation.

4.2 Suggestions

Based on the research results obtained, the suggestions that the authors want to convey are as follows: In the product quality variable (X1), statement performance indicator number 1 (one) "I feel that ABC ground coffee products can provide maximum comfort" gets the lowest average value of other indicators, therefore ABC Ground Coffee Products, the company must pay attention again to the performance displayed on product quality, in order to compete with other coffee brands. In the brand image variable (X2), the indicator of the benefits and usefulness of the brand statement number 10 "I feel that the ABC ground coffee product brand is in accordance with the facilities provided". get the lowest average value of other indicators, it is necessary to increase the benefits

and usefulness of the brand in accordance with consumer needs so as to increase purchasing decisions. In the purchasing decision variable (Y), the product choice indicator statement number 8 "I bought ABC ground coffee products because of a need.". Getting the lowest average value of other indicators, ABC ground coffee products must pay more attention to consumers in the ease of product choice to make it easier for consumers to buy products to consumers, thereby increasing purchasing decisions. Further research is expected to be able to examine different variables because from the results of this study there are still other variables that influence purchasing decisions.

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