

Analysis of Product Quality, Price, Brand Image on The Purchase Decision of Kenzler Products

Raydinata Izam Pratama¹, Jumai Jumai²

^{1,2}Department of Management, University of Muhammadiyah Semarang
Correspondence Email: raydinataizam@gmail.com

ARTICLE INFORMATION

ABSTRACT

Publication information

Research article

HOW TO CITE

Pratama, R.I., & Jumai, J. (2024). Analysis of Product Quality, Price, Brand Image on The Purchase Decision of Kenzler Products. Economics and Business International Conference Proceeding,1(2), 840-850.



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Received: July 20, 2024
Accepted: July 25, 2024
Published: August 1, 2024

This study aims to find out how much influence Product Quality, Price, and Brand Image have on the purchase decision of Kenzler products in S1 Management students of the 2020-2023 batch. The study was conducted at the University of Muhammadiyah Semarang with a sample population of S1 Management students for the 2020-2023 batch of 93 respondents who had bought or consumed Kenzler products with a minimum purchase of 2x purchases. Sampling using the Accidental sampling technique. The data analysis techniques used include Descriptive Analysis, Validity Test, Reliability Test, Classroom Assumption, Multiple Linear Regression Analysis and Hypothesis Testing. In this study, results were found where there was a positive and significant influence of Product Quality, Price, and Brand Image on Purchase Decisions.

Keywords: Product Quality, Price, Brand Image, and Purchase Decision

INTRODUCTION

In this instant era, people tend to like basic practical needs, including in choosing food consumption. They prefer food that is served quickly and easily obtained to overcome their busyness. Ready-to-eat food that many people like is frozen food, which can last for a long time. The fast serving process and the ability to store make frozen food very popular, especially among boarding children or college students.

Many frozen food companies in Indonesia compete to innovate their products, with different qualities ranging from taste, raw materials, to processing techniques. One of them is Kenzler sausage produced by PT. Macroprima Panganutama (Cimory Group), created by Bambang Sutantio and Hans Reusch, with a name inspired by the German word "chancellor" meaning "head of state".

Based on sales data from compas.co.id, Kenzler products rank second among the top 10 frozen food brands, capturing 17.7% of the market, slightly behind Just Fry at 18.9%. Despite this, Kenzler maintains strong competitiveness in market share.

Price also affects purchasing decisions because consumers can choose and buy products at affordable prices. Price is the amount of value that the buyer exchanges to get goods or services that will be useful later. (Kotler P., 2001). Price is an important thing that customers will pay attention to to get goods or services by carrying out a purchase process.

Customers also see the brand as part of a product, and the brand itself can increase the selling value of a product. Brands tell customers about the quality of a good product. Brand image is the customer's perception of a brand as a reflection of the quality of a product in the customer's mind (Kotler & Keller, 2016). Brand image is a memory in the buyer's mind about a brand.

Maintaining quality and customer purchase decisions is not easy for the company because there are many similar products that also have good product quality. In order to overcome this problem, companies need to develop the level of product quality, price and brand image to improve purchasing decisions. This means that suitability to a product provides an increase in purchase decisions by customers, is willing to recommend, and is less likely to submit complaints by customers.

Research on purchase decisions has been carried out, but it still leaves a problem. The problem can be seen from the results of previous research where Atwal Arifin, Faculty of Economics and Business, University of Muhammadiyah Surakarta (2022) In his study, it was stated that there were price variables and brand image had a significant positive effect while halal labeling, taste promotion did not have a positive effect on purchase decisions.

The general purpose of this study is to find and understand whether or not there is an impact of product quality, price, and brand image on the purchase decision of Kenzler products in S1 Management students of the University of Muhammadiyah Semarang. In connection with the expected research objectives, the following procedures are used in this study. First, by collecting research articles that discuss purchase decisions in the 2018-2023 range. Second, collecting data by conducting a survey through the distribution of questionnaires to consumers of Kenzler products at the University of Muhammadiyah Semarang, precisely in S1 Management 2020-2023 which will be disseminated through social media platforms. Third, the data that has been collected will be analyzed using the SPSS20 application and presented with a descriptive narrative.

LITERATURE REVIEW

Purchase Decision

A purchase decision is a response that arises to an answer, it is done deliberately by investigating the prospect of further choices where the result of each choice we take is an assumption and a step we take. From Marlius in Osak (2020) and Mahreni (2021).

Product Quality

Product quality is a characteristic of a service or product that has an influence that can meet the needs of customers that are stated or felt (Kotle & Armstrong, 2008). The biggest challenge that every company faces is the problem of growing or improving a product.

Price

Price is the amount that must be paid for a product or the value handed over. The value of a product can be determined by its price (Goenadhi, 2011). Consumers in exchange for the benefits of owning the product (Kotler & Armstrong, 2008).

Brand Image

Brand image is the consumer's thinking of a brand as a form of association that exists in the consumer's mind (Kotler & Kevin Lane Keller, 2014).

Theoretical Framework

This research model consists of 3 independent variables and 1 dependent variable; Product quality (X1), Price (X2), Brand image (X3), and Purchase decision (Y) following the proposed research outline image:

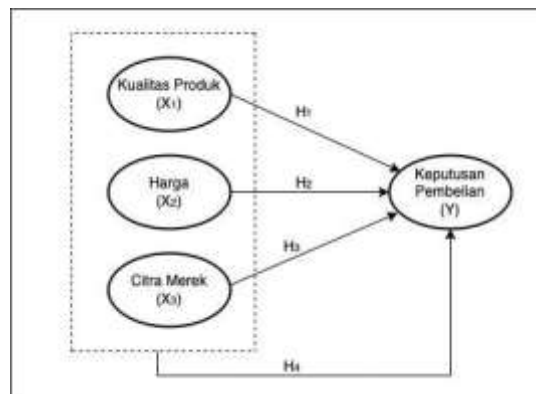


Figure 1. Theoretical Framework

Hypothesis

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

H2: Price has a positive and significant effect on the purchase decision.

H3: Brand Image has a positive and significant effect on purchasing decisions.

H4: Product quality, price, brand image simultaneously have a positive and significant effect on the Purchase Decision.

RESEARCH METHOD

In this study, a quantitative method will be used by calculation using the SPSS20 application, where this study will see and discuss how high the influence of independent variables namely: Product Quality (X1), Price (X2), Brand Image (X3) on the dependent variable of Purchase Decision (Y).

This study used a sample from S1 Management students of the University of Muhammadiyah Semarang. The researcher used the Accidental Convenience Sampling sample technique, where respondents were selected based on predetermined criteria, namely: (1) students of the University of Muhammadiyah Semarang, (2) students of the Management study program class of 2020-2023, (3) Kenzler consumers who have purchased Kenzler products at least twice. After the sample calculation, the number of respondents was 93 people who met these criteria.

RESULTS

Table 1. Respondent Data

Gender	Frequency	Percentage
Man	23	24,7%
Woman	70	75,3%
Total	93	100%
Age	Frequency	Percentage
<19	3	3%
20-22	89	96%
23	1	1%
Total	93	100%
force	Frequency	Percentage
2020	68	73,1%
2021	7	7,5%
2022	5	5,4%
2023	13	14%
Total	93	100%

Source: Primary Data processed (2024)

SPSS20 Results

The following are the results of the SPSS20 test in this study:

Table 2. Validity Test Results

Variable	Question Item	R Count	R Table	Information
Product quality (X1)	X1.1	0,680	0,203	Valid
	X1.2	0,725	0,203	Valid
	X1.3	0,715	0,203	Valid
	X1.4	0,815	0,203	Valid
	X1.5	0,822	0,203	Valid
Price (X2)	X2.1	0,856	0,203	Valid
	X2.2	0,748	0,203	Valid
	X2.3	0,868	0,203	Valid

	X2.4	0,748	0,203	Valid
Brand	X3.1	0,798	0,203	Valid
Image	X3.2	0,833	0,203	Valid
(X3)	X3.3	0,816	0,203	Valid
Purchase	Y.1	0,720	0,203	Valid
Decision(Y)	Y.2	0,697	0,203	Valid
	Y.3	0,850	0,203	Valid
	Y.4	0,721	0,203	Valid

Source: Primary Data processed (2024)

Table 3. Reliability Test Results

Variable	Cronback Alpha	Kesimpulan
Product quality (X1)	0,804	Reliable
Price (X2)	0,811	Reliable
Brand Image (X3)	0,737	Reliable
Purchase Decision (Y)	0,765	Reliable

Source: Primary Data processed (2024)

1. From the table above, it is explained that the Cornbach alpha value >limit value., which is $0.804 > 0.60$ which shows that the variable (X1 Product quality) is reliable.
2. From the table above, it is explained that the Cornbach alpha value >limit value., which is $0.811 > 0.60$ which shows a reliable variable (X2 Price).
3. From the table above, it is explained that the Cornbach alpha value >limit value., which is $0.737 > 0.60$, which shows that the variable (X3 Brand Image) is reliable.
4. From the table above, it is explained that the Cornbach alpha value >limit value., which is $0.765 > 0.60$, which shows that the variable (Y Purchase decision) is reliable.

Table 4. Normality Test

		Unstandardized Residual
N		93
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.67365049
	Absolute	.120
Most Extreme Differences	Positive	.060
	Negative	-.120
Kolmogorov-Smirnov Z		1.162
Asymp. Sig. (2-tailed)		.135

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary Data processed (2024)

Interpretation:

From the table above, the data can be said to be normal because the Sig value is 0.135 > 0.05.

Table 5. Multicollinierity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Brand Image	0.619	1.615
Price	0.765	1.307
Product quality	0.740	1.351

Source: Primary Data processed (2024)

Interpretation:

It can be concluded that there is no multicollinearity symptom because each variable has a VIF value below or <10 and a tolerance value above >0.1.

Table 6. Heterocdacity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.932	.771		2.505	.014
1 X2	-.036	.036	-.119	-1.002	.319
X3	-.073	.069	-.138	-1.053	.295
X1	.020	.033	.073	.608	.545

a. Dependent Variable Purchase Decision

Source: Primary Data processed (2024)

Interpretation:

Based on the presentation of the data above, it is concluded that the data is free from heterosexuality because the Sig value is > 0.05 where the product quality (X1) is 0.545, the price (X2) is 0.295, and the brand image (X3) is 0.319.

Table 7. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.398	2.138		-.186	.853
1 Product quality	.244	.110	.217	2.215	.029
Price	.299	.094	.291	3.189	.002
Brand image	.554	.189	.310	2.937	.004

Source: Primary Data processed (2024)

$$Y=a+B_1X_1+B_2X_2+B_3X_3$$

$$= -0.398+ 0.244 +0.229 +0,554$$

Table 8. Test Results T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.398	2.138		-.186	.853
1 Product quality	.244	.110	.217	2.215	.029
Price	.299	.094	.291	3.189	.002
Brand image	.554	.189	.310	2.937	.004

a. Dependent Variable Purchase Decision

Source: Primary Data processed (2024)

Table 9. Test Results F

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	277.670	3	92.557	22.715	.000 ^b
Residual	362.653	89	4.075		
Total	640.323	92			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image ,Price Product Quality .

Source: Primary Data processed (2024)

In the ANOVA F Test, the result of f calculation = 22.715 > f table 2.70 and the significant level of calculation was 0.000 < 0.05, H₀ was rejected and H₄ was accepted.

Interpretation:

In the data above, it can be concluded that the independent variables of product quality, price, and brand image together have a positive and significant effect on purchasing decisions on Kenzler products.

Table 10. R2 (Coefficient of Determination) Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.434	.415	2.01860

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

Source: Primary Data processed (2024)

The adjusted r square value is used to find out how the independent variable explains the dependent variable, if the study uses more than two independent variables.

Interpretation:

The adjusted r square value is 0.415 or 41.5%. The value of the determination coefficient shows that the variables of product quality (X1), price (X2), and brand image (X3) have a positive effect simultaneously on the purchase decision variable (Y) of 41.5%.

DISCUSSION

Product quality affects purchasing decisions on Kenzler products. This can be shown by the results of the t-test which shows that if t counts 2,215 > t table 1,662 with a sig of 0.000 < 0.05. Product quality is a characteristic of a service or product that affects its ability to meet the needs of the user that is stated or perceived (Kotler & Armstrong, 2008). which means according to research conducted by Fenny Krisna Marpaung, Markus Willy Simamarta, Asyifa Shofira, Silvia Aloyna, (2021) entitled "The Impact of Price, Promotion, Product Quality on Indomie PT. Almajaya Wirasentosa with the results of the Product Quality research has a significant positive effect on the purchase decision, then Hypothesis 1 where Product Quality partially has a positive and significant effect on the Purchase Decision is stated to be true.

The price has an impact on the purchase decision on the kenzler product where it is shown in the t test showing that t counts 3,189 > t table 1,662 with a sig of 0.000 < 0.05. Price is representative of the value that a product has (Goenandhi, 2011). So that in other words consumers can find out the advantages of the products they buy at a certain price point. In a study on the Impact of Price and Product Quality on Frozen Food Purchase Decisions on Gucci FrozenFood Cikarang Consumers (Indah Sumarna, Sobari Asra, Maulidah Farhah, 2020). There is a positive impact on price on the purchase decision, meaning that Hypothesis 2 is appropriate where the price partially has a significant positive effect on the purchase decision.

Brand Image affects the Purchase Decision on Kenzler products. The results of the t-test are shown when t is calculated 2,937 > t table 1,662 with a sig of 0.000 < 0.05. Brand image is a customer's perception of a brand to reflect the associations that exist in the customer's mind (Klotler & Keller, 2016). In a study on the Influence of Brand Image, Price, and Product Quality on Endess Noodle Purchase Decisions in the Bangkalan area (Nur Amalia, 2019). There is a positive impact of Brand Image on Purchase Decisions, which means that in accordance with Hypothesis 3 where Brand Image is partially positive and significantly affects Purchase Decisions.

Product Quality, Price, Brand Image have an impact on Purchase Decisions. based on the ANOVA F Test, the results of f calculation = 22.715 > f table 2.70 and the calculated sig level is 0.000 < 0.05. Simultaneous is something that is done simultaneously without waiting for each other (Mega, 2021). Simultaneous tests are used to find out whether there is a simultaneous influence between independent variables on dependent variables, from this study the author simultaneously combines product quality, price, brand image at the same time whether it can affect the purchase decision. This is strengthened using research from Nur Aulia Agustina, Seno Sumowo, Bayu Wijayanti. (2018), entitled "The Influence of Product Quality, Brand Image, and Price on the Purchase Decision of Aoka Bread in Gunung Kidul Housing". That there is a significant and simultaneous positive impact on Product Quality, Price Brand Image on Aoka Bread Purchase Decisions, it can be concluded that the independent variables of Product Quality, Price, and Brand Image simultaneously have a significant positive influence on Purchase Decisions on. This result proves that Hypothesis 4 is proven to be true.

CONCLUSION

1. Product quality affects the purchase decision on Kenzler products. This can be shown by the results of the t-test which is shown when t is calculated 2,215 > t table 1,662 with a sig of 0.000 < 0.05 which means that it is in accordance with Hypothesis 1.
2. Price affects the purchase decision on the product of Kenzler where shown through the t test shows that t calculated 3,189 > t table 1,662 with a sig of
3. < 0.05 means in accordance with Hypothesis 2.
4. Brand Image affects the Purchase Decision on Kenzler products. The results of the t-test are shown when t is calculated 2,937 > t table 1,662 with a sig of
5. < 0.05 which means that it is in accordance with Hypothesis 3
6. Product Quality, Price, Brand Image affect the Purchase Decision. from the ANOVA F Test, the result of f calculation = 22.715 > f table 2.70 and the calculated sig level is 0.000 < 0.05. It can be concluded that the independent variables of product quality, price, and brand image together have a significant positive impact on purchasing decisions on Kenzler products. This result proves that Hypothesis 4 is proven to be true.

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