

INFLUENCE OF PRODUCT QUALITY AND *BRAND IMAGE* ON PURCHASE DECISIONS ON TOLITOLI DISTRICT BATA SHOP

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Abstract

Influence of Product Quality and Brand Image on Purchase Decisions at Tolitoli Regency Bata Shops. This study aims to determine the effect of product quality and brand image on purchasing decisions at the Bata Shop, Tolitoli Regency. This study uses an associative research design. Sources of data in the form of primary and secondary data. Data analysis techniques are observation, questionnaires, and documentation. The data analysis method is multiple linear regression, t test, F test, and coefficient of determination. The results of the t-test on the product quality variable obtained that $t_{count} = 0.456$ is greater than the value of $t_{table} = 1.663$, then the product quality variable has no significant effect on purchasing decisions. While the results of the t-test on the brand image variable obtained $t_{count} = 4.795$, which is greater than the value of $t_{table} = 1.663$, the brand image variable has a positive and significant effect on purchasing decisions at the Bata Shop, Tolitoli Regency. Based on the results of the F test, it is found that the calculated F value $> F_{table}$ ($25.977 > 3.11$), because the F count is greater than F table, the product quality and brand image variables together (simultaneously), affect purchasing decisions at the Bata Shop Tolitoli district.

Keywords— Product Quality, Brand Image, Purchase Decision

INTRODUCTION

Background

At this time sandals and shoes are no longer seen as tools to protect the feet but have become products that can describe a person's social status, the development of the shoe sandal industry is also growing in the Indonesian market, especially in Tolitoli Regency. There are many brands of shoe sandals that are sold, both from domestic products and imported or foreign products, shoe sandals already have various types, both sandals that are used for everyday use, and sandals that are used for official events.

The quality of the bata brand products in the Tolitoli district bata shop, apart from being durable, also has many different *sizes* and *variants*. The *brand image* is also well known nationally in Indonesia, especially in the Tolitoli district community. Bata store is the largest shoe store in the Tolitoli district that sells branded products made in Indonesia and was established in 2010. Consumer purchasing decisions at Bata stores usually increase at certain moments such as holidays and the beginning of a new academic year, also sometimes Consumer purchases are somewhat lacking and there are even no purchase transactions at the Tolitoli Regency bata shop.

Formulation of the Problem

From the background of the problem above, the formulation of the problem in this research is:

1. Does product quality have a significant effect on purchasing decisions at the Tolitoli Regency Bata Shop?
2. Does *Brand Image* have a significant effect on purchasing decisions at the Tolitoli Regency Bata Shop?
3. Do product quality and *Brand Image* together have a significant effect on purchasing decisions at the Tolitoli Regency Bata Shop?

Purpose

The objectives of this research are:

1. To find out whether product quality has a significant effect on purchasing decisions at the Bata Shop, Tolitoli Regency.
2. To find out whether Brand Image has a significant effect on purchasing decisions at the Tolitoli Regency Bata Shop.

To find out whether product quality and Brand Image have a significant effect on purchasing decisions at the Tolitoli Regency Bata Shop.

Product Quality

According to Assauri in Arumsari (2012:45), product quality is the factors contained in an item or result that cause the goods or results to be following the purpose for which the goods or results are intended.

Brand Image

According to Kotler (2011: 32) *brand image* is the beliefs, ideas, and impressions obtained by consumers of a brand because consumer attitudes and actions are determined by the *brand image*. Meanwhile, according to Kotler and Keller (2012:10) that all companies strive to create a good and strong brand image by creating a unique brand that can be profitable.

Buying Decision

The purchasing decision is a process of making a purchase decision which includes determining what to buy or not to make a purchase and the decision is obtained from previous activities. (Sofian Assauri in Pratiwi: 2014)

Frame of Mind

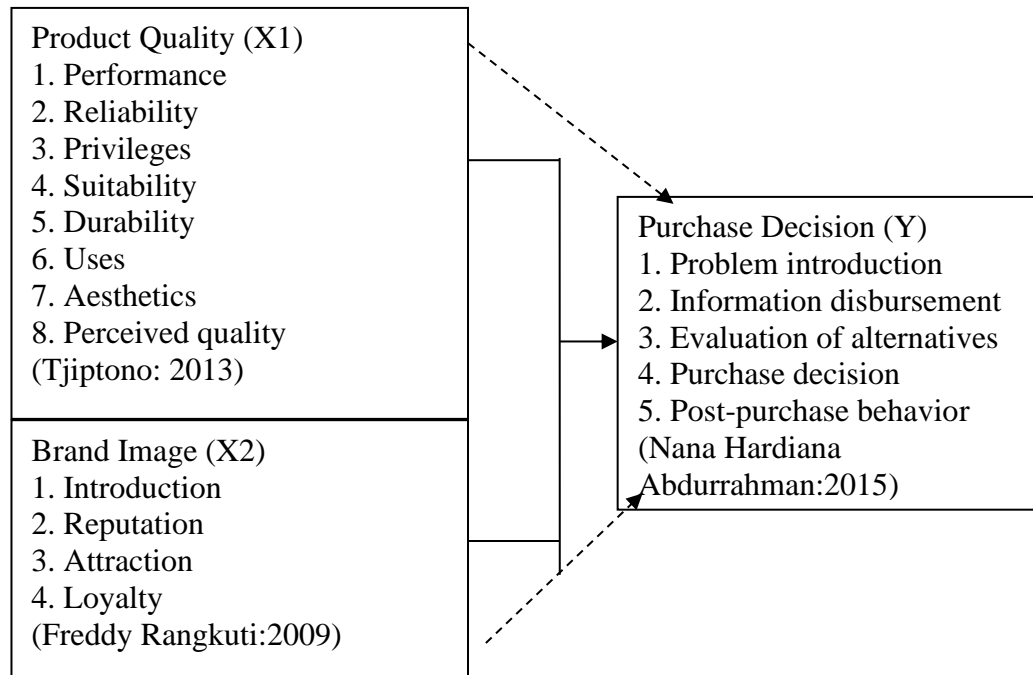


Image 2.3
Frame of Mind

Hypothesis

1. Product quality has a significant effect on purchasing decisions at the Bata Shop, Tolitoli Regency.
2. *Brand Image* has a significant effect on purchasing decisions at the Bata Shop, Tolitoli Regency.
3. Product quality and *Brand Image* together have a significant effect on purchasing decisions at the Tolitoli Regency Bata Shop.

RESEARCH METHODS

Types of Research

The type of research used in this study is associative research, which is research that seeks between one variable and another. In this type of associative research, this research is included in a causal relationship. A causal relationship is a causal relationship. Here there are independent variables and dependent variables (Sugiyono, 2010:56).

Research Location and Time

This research was conducted at the Tolitoli bata Shop in the Tolitoli Regency area, which is located at Jalan. Usman Binol and approximately 3 months, from April to June 2021.

Collecting Data Method

1. Observation

That is to make direct and indirect observations on the object of the Tolitoli Regency bata Shop.

2. Questionnaire
That is done by providing a list containing a set of questions and statements to research respondents to be answered.
3. Documentation
Namely collecting data or documents that support research.

Data Types and Sources

1. Data Type
 - a. Qualitative data, namely data in the form of an explanation of the research object data variables, qualitative data in research in the form of explanations.
 - b. Quantitative data, namely data in the form of numbers related to research.
2. Data Source
 - a. Primary Data, namely data obtained from observations
 - b. Secondary Data. Namely, data obtained from collecting documents related to this research.

Data Analysis Method

1. Instrument Test
 - a. Validity test
For each variable three statements are presented in the questionnaire, the test results show that the statement items in each variable have a calculated r value that is greater than r table. These results indicate that the statement score correlation of each variable is valid
 - b. Reliability test
All variables have Cronbach alpha which is greater than r ktitis which means reliable. These results show that the respondents' answers from time to time are always consistent or stable. So these results are suitable for use as a measuring tool.
2. Hypothesis Testing
 - a. T-test
This t-test aims to determine the effect of each independent variable on the dependent variable
 - b. F test
The F test aims to influence the effect of the independent variables together on the dependent variable.
 - c. Coefficient of Determination (R²)

The coefficient of determination (R²) test is used to measure how far the model's ability to explain the related variables is.

RESEARCH RESULT

1. Validity Test Results

Table 4.56 Testing the Validity of X1

No Item	R Count	R Table	Description
Statement 1	0,599	0,444	Valid
Statement 2	0,683	0,444	Valid
Statement 3	0,536	0,444	Valid
Statement 4	0,616	0,444	Valid

Statement 5	0,579	0,444	Valid
Statement 6	0,668	0,444	Valid
Statement 7	0,658	0,444	Valid
Statement 8	0,501	0,444	Valid
Statement 9	0,631	0,444	Valid
Statement 10	0,471	0,444	Valid
Statement 11	0,466	0,444	Valid
Statement 12	0,585	0,444	Valid
Statement 13	0,686	0,444	Valid
Statement 14	0,732	0,444	Valid
Statement 15	0,756	0,444	Valid
Statement 16	0,5	0,444	Valid
Statement 17	0,47	0,444	Valid
Statement 18	0,489	0,444	Valid
Statement 19	0,469	0,444	Valid
Statement 20	0,667	0,444	Valid
Statement 21	0,466	0,444	Valid
Statement 22	0,496	0,444	Valid
Statement 23	0,721	0,444	Valid
Statement 24	0,732	0,444	Valid

Based on the results of data processing in table 4.56, all instrument items are declared valid, this can be proven from the calculated r-value which is greater than r table.

Table 4.57 Testing the Validity of X2

No Item	R Count	R Table	Description
Statement 1	0,563	0,444	Valid
Statement 2	0,702	0,444	Valid
Statement 3	0,766	0,444	Valid
Statement 4	0,688	0,444	Valid
Statement 5	0,753	0,444	Valid
Statement 6	0,574	0,444	Valid
Statement 7	0,763	0,444	Valid
Statement 8	0,576	0,444	Valid
Statement 9	0,665	0,444	Valid
Statement 10	0,475	0,444	Valid
Statement 11	0,527	0,444	Valid
Statement 12	0,521	0,444	Valid

Based on the results of data processing in table 4.57, all instrument items are declared valid, this can be proven from the calculated r-value which is greater than the r table value.

Table 4.58 Testing the Validity of Y

No Item	R Count	R Table	Description
Statement 1	0,525	0,444	Valid
Statement 2	0,494	0,444	Valid
Statement 3	0,547	0,444	Valid
Statement 4	0,581	0,444	Valid
Statement 5	0,656	0,444	Valid
Statement 6	0,735	0,444	Valid
Statement 7	0,533	0,444	Valid
Statement 8	0,574	0,444	Valid
Statement 9	0,484	0,444	Valid
Statement 10	0,446	0,444	Valid
Statement 11	0,493	0,444	Valid
Statement 12	0,527	0,444	Valid
Statement 13	0,462	0,444	Valid
Statement 14	0,449	0,444	Valid
Statement 15	0,643	0,444	Valid

Based on the results of data processing in table 4.57, all instrument items are declared valid, this can be proven from the calculated r-value which is greater than the r table value

2. Reliability Test

Table 4.59 Reliability Test Results

Variable	Cronbach's Alpha	N of item	Description
Product Quality (X1)	0,916	24	Reliable
Brand Image (X2)	0,860	12	
Purchase Decision (Y)	0,815	15	

Source: Primary Data Management Through SPSS Version 25

Based on table 4.59 shows that the value of each variable is greater than the critical value of reliability. Thus it can be concluded that all statement items in the questionnaire can be trusted because the measurement results are relatively consistent even though the statement is given twice or more to different respondents so that this questionnaire can be used for further research.

3. T-Test Result

Table 4.64 T-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,682	5,644		2,956	,004
	Product Quality	,037	,082	,055	,456	,650
	Brand Image	,739	,154	,583	4,795	,000

a. Dependent Variable: Purchase Decision

Primary Data Management Through SPSS Version 25

The influence of each variable can be explained as follows:

1. Hypothesis testing The effect of product quality on purchasing decisions

Hypothesis :

The results of the t-test on the product quality variable (X1) obtained $t_{count} = 0.456$ which is smaller than the value of $t_{table} = 1.663$ ($0.456 < 1.663$) or $ssig \alpha 0,650 > 0,05$) which means that product quality has no significant effect on purchasing decisions at the bata Shop Tolitoli District

2. Hypothesis testing The influence of *brand image* on purchasing decisions

Hypothesis :

The results of the t-test on the *brand image variable* (X2) obtained $t_{count} = 4.795$ which is greater than the value of $t_{table} = 1.663$ ($4.795 > 1.663$) or $\alpha (0,000 < 0.050)$, which means that the *brand image variable* has a significant effect on purchasing decisions.

Table 4.65 F-Test Results

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1919,623	2	959,812	25,977	,000 ^b
Residual	3029,789	82	36,949		
Total	4949,412	84			

a. Dependent Variable: Purchase Decision

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

Source: Primary Data Management Through SPSS Version 25

Based on table 4.62, the calculated F value $>$ F table ($25.977 > 3.11$), because F arithmetic is greater than F table, then testing the hypothesis of product quality and *brand image* together (simultaneously), affects purchasing decisions at the store. Tolitoli Regency Bata. *Product quality and brand image* variables together affect purchasing decisions.

4. Coefficient of Determination Test Results (R²)

Table 4.66
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,623 ^a	,388	,373	6,07854

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

b. Dependent Variable: Purchase Decision

Source: Primary Data Management Through SPSS Version 25

Based on table 4.62 above, it is obtained (R²) of 0.388 or (38.8%), this shows that the percentage of the influence of product quality and brand image variables on the purchasing decision variable is 38.8% or the variation of the dependent variable. while the rest are influenced by other variables that are not included in this research model. Other variables are not included in this research model.

Based on the results of the research, it can be seen that the number of male respondents is more than the number of female respondents, namely the percentage of men is 56% and women are 44%. So it can be concluded that the respondents who use brick products more are male respondents. Judging from the characteristics of respondents based on age, the most used at the age of 20-30 means that consumers are more concerned with style than quality. Based on occupation, the highest number of respondents were self-employed with a percentage of 25 respondents with a percentage of 29%, while the lowest respondents were other professions with a total of 10 respondents with a percentage of 11%, it can be concluded that brick product users are more self-employed. Meanwhile, based on the monthly income of the respondents, the researchers obtained respondents whose monthly income was 100,000-500,000 with a percentage of 38% and the lowest income was <5,000,000 with a percentage of 12%. So it can be concluded that respondents use brick products more with a monthly income of 100,000-500,000.

In the hypothesis test (t test) the results of the t test on the product quality variable have a significant effect on purchasing decisions, then the decision is that the product quality variable has no significant effect on purchasing decisions at the Tolitoli district bata shop. In line with the research conducted by Ulva Anatasia and Yulia Nurenda about the effect of product quality and brand image on consumer purchasing decisions. Where the results of his research variable product quality have a negative and insignificant influence on consumer purchasing decisions.

While the results of the t test on the *brand image variable* have a significant effect on purchasing decisions, the decision is that the *brand image variable* has a significant effect on purchasing decisions at the Tolitoli district bata shop. In line with research conducted by. Ni Made Dhani Rani Yalianti (2020) about the influence of brand image, green marketing strategy, and emotional desire on McDonald's product purchasing decisions. where the results of the research on the brand image variable state that brand image has a significant influence on the purchasing decision of KFC Kawi.

Based on the results of the f test, product quality and *brand image variables* together have a significant effect on purchasing decisions, meaning that product quality and brand image variables together (simultaneously), affect purchasing decisions at the Bata Shop, Tolitoli Regency. *Product quality and brand image* variables together affect purchasing decisions. In line with the research conducted by Supriyadi, et al (2017) about the effect of product quality and brand image on purchasing decisions.

CONCLUSION

In this study, researchers wanted to know whether product quality and brand image on purchasing decisions. Based on this research, the researcher completed all the tests and got the following results:

1. Product quality does not affect purchasing decisions at the Tolitoli Regency Bata Shop.
2. *Brand Image* has a significant effect on purchasing decisions at the Bata Shop, Tolitoli Regency.
3. Product Quality and *Brand Image* Together have a significant effect on purchasing decisions at the Tolitoli Regency bata Shop.

SUGGESTION

1. For the Public or Consumers
The Tolitoli Regency Bata Shop must improve its *brand image* because based on the results of respondents' answers related to the *brand image variable* with statements prioritizing buying brick products, it can be seen in table 4.40, where respondents or consumers who have chosen the category of answers that disagree on this dimension are more than other dimensions.
2. For the Bata Shop Owners
The owner or the bata shop must pay more attention to and improve product quality because these variables have no significant effect on purchasing decisions.
3. For the Next Researcher
Based on the results of this study, it is hoped that future researchers can look at other variables such as promotion, and service quality which can strengthen this research.

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