

# ANALYSIS OF THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON PRODUCT PURCHASE DECISIONS

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## Abstract

*In line with the times, many manufacturers or companies are increasingly improving the quality of production and increasing product sales as much as possible. Currently, companies or manufacturers continue to improve and are committed to influence consumer decisions in choosing products. This study aims to determine the influence of brand image, product quality and service quality on consumer purchasing decisions in Aspa.id. This research method uses quantitative approach using associative and causal techniques. The number of samples studied was 150 respondents. The data obtained from this study, then analyzed using statistics with Instrument Test, Classic Assumption Test, Multiple Linear Analysis, Hypothesis Test, and Determination Coefficient.*

**Keywords:** Brand Image, Product Quality, Service Quality, Purchase Decision

## Introduction

Following the times, manufacturers or companies are now increasing the quality of production and increasing product sales as much as possible. Currently, companies or manufacturers continue to improve and are committed to influencing consumer decisions to choose a product. This study aims to determine the effect of brand image, product quality and service quality on consumer purchasing decisions. In order to increase the purchase of its products, the company uses various strategies, including providing various advantages to its products, strength in competition depends on the ability of producers to provide higher satisfaction than their competitors. According to [1, 2] before making a purchase, consumers will identify problems, seek and filter alternative evaluation information, purchase decision making, and post-purchase

attitudes. Brand Image is one of the factors that influence consumers in making purchasing decisions. [3] assumes that consumers who get and feel a positive brand image are more likely to make a purchase. Each producer tries to build a good image for consumers and strives to meet consumer needs. [4] states that product quality is a strategic weapon that has the potential to beat competitors. In today's global market environment, producers who win the competition are producers that display products of various types and brands and always innovate and adjust to market demand. Consumers will choose brands that are more popular than new brands, especially if the quality is still questionable, so consumers will feel comfortable and safe. This makes it difficult for new producers to expand their business.

## **Literature Review**

### ***Brand Image***

Brand Image is a representation of the perception of the brand based on the information obtained and past experiences on a brand. Brand image is associated with attitudes in the form of conferences and brand preferences. Consumers who get a positive image of a brand will be more likely to make a purchase [5, 6]. Information received by consumers affects a consumer's decision to make a purchase, for example, a well-known brand in the community has a perception of good quality, so without realizing it this will lead to the opinion of other consumers to buy the product. The brand image that is built can be in the form of identity and reflection of vision, commitment, quality standards, service and involvement of company or producer actors [7, 8].

### ***Product Quality***

According to [1, 3, 9, 10] in [11] interpreting product quality, namely "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" where the capacity of the product indicates its functionality, also includes durability, reliability, accuracy, ease of use, product repair as well as other product attributes. Dimensions of product quality based on Mullins, Orville, [12-14] in [15, 16] include: performance, which is related to the basic operating characteristics of a product. Durability which means how long the product lasts before the product must be replaced or damaged. Conformance of specifications, i.e. the extent to which the product fulfills a given function. Features, are product features designed to enhance product functionality. Reliability is the probability that the product will work satisfactorily or not within a certain period of time. Aesthetics, related to the appearance of a product, including the packaging of the product. The impression of quality is often said to be the result according to the use carried out and without realizing it because there is a possibility that consumers do not understand or lack information about a product.

### ***Service Quality***

According to [12, 17] quality of service or service can be interpreted as something that is perceived by consumers. Consumers will evaluate the brand through the service received or perceived for what they think in their minds. Consumers will switch to other brands that can better meet their needs and provide better services. The quality of service is an important issue for companies, regardless of the products produced. Service quality can be interpreted as a measurement of the level of service quality based on customer expectations [18, 19]. There are five dimensions of service quality by [5] including: physical evidence, reliability, and empathy.

### **Buying Decision**

According to [9, 16] a decision can be defined as the selection of two or more other options. Meanwhile [11] consumer decision making is a problem solving process that is directed to the target. Purchasing decisions can be considered as a person's activities in making decisions to buy the products offered. Buying behavior usually occurs when consumers are satisfied with the products they consume. However, it is possible that consumers are not completely satisfied with the purchase. According to [3] satisfaction is divided into two types, namely functional and psychological satisfaction. Functional satisfaction is satisfaction obtained from the function of the product used while psychological satisfaction is satisfaction obtained from attributes that are not physical or product.

### **Relevant Research**

[5] conducted a similar study with the title of analyzing the influence of service quality, location, brand image that attracts a purchase made by consumers. This study aims to determine how to influence service quality, location, brand image and facilities for Levi Auto Semarang's consumer interests. The results showed that the independent variables of this study had the same effect on the dependent variable, namely for repurchase interest. [17] conducted a study entitled Analysis of Brand Image, Product Quality and Brand Image Strategy on Purchase Decisions at Daihatsu Manado Ayla. This study has a main objective, namely whether brand image, product quality and brand image strategy have an influence on the decision to buy Daihatsu Ayla at the Manado branch. This study uses accidental sampling technique. The results of the study simultaneously state that brand image, product quality and brand image have influenced purchasing decisions. Partially, Brand Image does not influence purchasing decisions

### **Conceptual Framework**



### **Hypothesis**

Based on the framework of thinking that can be seen above, the proposed research hypotheses are as follows:

H<sub>1</sub>: Brand Image, Product Quality, and Service Quality have a positive and significant impact on product purchasing decisions

H<sub>2</sub>: Brand Image has a positive and significant influence on product purchasing decisions

H<sub>3</sub>: Product quality has a positive and significant influence on Aspa.id product purchasing decisions.

H<sub>4</sub>: Service Quality has a positive and significant effect on product purchasing decisions

### **Research Methodes**

This type of research is quantitative research, focusing on causal associative relationships. [3] states that associative research is research that asks the relationship between two or more variables. A causal relationship is an interaction that is cause and effect. So in this study there are variables that influence (independent variables) in this case consisting of brand image, product quality, and service quality and the affected variable (dependent variable) which is purchasing decisions. The population in this study are consumers who buy Aspa.id products. Sampling in this study was carried out using non-probability sampling technique and by using purposive sampling method. According to [3] purposive sampling is a technique for determining the sample of data sources by taking into account certain criteria, these criteria are consumers who have purchased Aspa.id products, and consumers who have confidence in product quality and service quality from Aspa.id. [4] quoted in [16] said that the number of samples was the result of the number of indicators multiplied by 5 to 10. In this study, there were 15 research indicators. So the number of samples is 75-150 respondents. Researchers will take a sample of 150 respondents. The research was conducted on the clothing brand Aspa.id by distributing structured questionnaires that have been prepared for research and distributed through social media accounts from Aspa.id. This research started from April to May 2021. Furthermore, the data analysis of this research consisted of several tests, including Instrument Test, Classical Assumption Test, Multiple Linear Analysis, Hypothesis Testing, and Coefficient of Determination assisted by SPSS 26 software for Windows. Measurement of data carried out in this study using a Likert scale. The Likert scale is a scale used to measure and calculate perceptions, attitudes and behaviors as well as the opinions of a person or group towards events or phenomena [9]. The Likert scale used is an ordinal scale consisting of a five-level preference level. The Likert scale can be assumed to be ordinal because the statement strongly agrees has a higher value than agrees.

There are five levels indicated in the questionnaire which can be seen as follows:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Doubtful or Neutral
- 4 = Agree
- 5 = Strongly Agree

## Results and Discussion

Based on data from 150 respondents, the characteristics of respondents in this study were divided into Gender, Age and Profession. The following is a description of the characteristics of the respondents used in this study:

### Description of Respondents Characteristics

#### Characteristics of Respondents by Gender

Based on the data obtained in this study, the characteristics of respondents based on gender are presented in Table 1 below:

Table 1

Characteristics by Gender

1	Man	86	57 %
2	Women	64	43 %
total		150	100 %

Source: Data Processing Results (2021)

Based on Table 1 above, it shows that from 150 respondents there were 86 or 57% male respondents and 64 or 43% female respondents. It is known that buyers of Aspa.id products are dominated by male gender.

Characteristics of Respondents Based on Age Based on the data obtained, the characteristics of respondents based on age are presented in the following table:

*Table 2*

**Characteristics by Age**

No	age	Number of Respondents (Frequency)	Percentage (%)
1	17-19 year	73	49
2	20-24 year	54	36
	>24 year	23	15
total		150	100

Source: Data Processing Results (2021)

Based on table 2, it can be concluded that from 150 respondents, 73 people or 49% of respondents aged 17-19 years, 54 people or 36% of respondents aged 20-24 years, as many as 23 people or 15% of respondents aged >24 years. This shows that the respondents who are more dominant in buying Aspa.id products are those aged 20-24 years.

**Characteristics of Respondents Based on Occupation**

Based on the data obtained, in this study the characteristics of respondents based on work can be seen in the following presentation:

*Table 3*

**Characteristics by Occupation**

No	work	Number of Respondents (Frequency)	Percentage (%)
1	Student	49	33%
2	Private Employees	26	17%
3	Govt Employees	11	7%
4	Entrepreneur	27	18%
5	Etc	37	25%
	Total	150	100%

Source: Data Processing Results (2021)

Based on table 3, it can be seen that the majority of respondents who become consumers of Aspa.id have jobs as students, as many as 49 people (33%), then other respondents have jobs as Private Employees 26 people (17%), Entrepreneurs as many as 27 people (18%), then some respondents have other jobs as many as 37 people (25%), and then there are only 11 people (7%) Aspa.id consumers who have jobs as Civil Servants.

**Instrument Test Results**

The validity test is calculated by means of a significance test, which is to compare the value of  $r_{count}$  with the value  $r_{table}$ . For  $n = 25$  (trial sample) the  $r_{table}$  value is 0.381. If  $r_{count}$  is greater than  $r_{table}$  and the value of  $r_{count}$  is positive, then the question item is said to be valid. Based on the results of the validity test, it can be seen that each question item for the variables  $X_1$  (brand image),  $X_2$  (product quality),  $X_3$  (service quality), and Y (purchase decision) has a value of  $r_{count} > r_{table}$  (0.381) and has a positive value. Thus, all statement items for research variables submitted for research can be said to be valid. Based on calculations using Cronbach Alpha, it is concluded that each variable has a Cronbach Alpha value  $> 0.60$ . Therefore, all variables (brand image, product quality, service quality, and purchasing decisions) can be said to be reliable. In other words, the questionnaire used is a proper questionnaire because it is able to give results that are not different if calculated again on the same subject at another time.

**Classic Assumption Test Results**

Based on the histogram graph, a perfect bell-shaped curve is obtained and shows that the residual data has followed a normal distribution. On the normal graph P-P Plot also describes the distribution of data following the normal line (diagonal line). The two graphs show that the regression model is feasible to use because it has met the normality assumption. Based on the output results, the Kolmogorov-Smirnov value is significant at  $0.316 > 0.05$ . Therefore, the residual data is said to be normally distributed and the regression sample has met the normality assumption. After the multicollinearity test, it is known that the variance inflation factor (VIF) value of all variables, namely brand image is 1.171, product quality is 1.079, service quality is 1.109. The three VIF values of brand image, product quality, and service quality variables are less than 10, so it can be assumed that between independent variables



it can be concluded that there is no multicollinearity problem. It can be concluded that the independent variables in this study resulted in the absence of multicollinearity symptoms. So that all independent variables in this study are independent variables, then it can be continued in multiple linear regression testing. Based on the results of the heteroscedasticity test and using the Glejser method and produces a value of  $t_{count}$  for the brand image variable -2.074, the product quality variable is 0.183, and the service quality variable is 1.348, the calculated t values are smaller than  $t_{table}$ , which is 1.97635, then it can be drawn conclusion that in the data there is no heteroscedasticity problem.

**Multiple Regression Analysis Results**

The results of the regression analysis can be arranged into a multiple regression equation as follows:

$$Y = 10,488 + 0,275X_1 + 0,168X_2 + 0,335X_3$$

**Hypothesis Test Results**

t test results

Table 4

**Coefficients<sup>a</sup>**

Model	Unstandardized coefficients		standardized coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	10.488	2.505		4.186	.000		
Brand Image	.275	0.060	.283	4.552	.000	.854	1.171
Product Quality	.168	0.041	.246	4.13	.000	.927	1.079
Service Quality	.335	0.043	.475	7.853	.000	.902	1.109

a. Dependent Variable: Buying decision  
Source: Data Processing Results (2021)

The  $t_{table}$  number with the provisions of  $\alpha = 0.05$  and  $dk (n-4)$  or  $(150-4) = 146$  then obtained a  $t_{table}$  value of 1.97635. From the table above, it can be seen that the influence of each variable is as follows:

Brand Image Variables on Aspa.id Product Purchase Decisions.

The coefficients table obtained the value of  $t_{count} = 4.552$  where  $t_{count} > t_{table}$  ( $4.552 > 1.97635$ ) with a significance value of  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. So that partially found a significant positive influence between brand image for purchasing decisions of Aspa.id products, hypothesis 1 is proven.

Product Quality Variables on Aspa.id Product Purchase Decisions.

The results of the coefficients table are found that the value of  $t_{count} = 4.130$  where  $t_{count} > t_{table}$  ( $4.130 > 1.97635$ ) with a significance value of  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. So that partially found a significant positive influence between product quality for purchasing decisions for Aspa.id products. So that hypothesis 2 is proven.

Service Quality Variables on Aspa.id Product Purchase Decisions

The results of the coefficients table obtained a value of  $t_{count} = 7.853$  where  $t_{count} > t_{table}$  ( $7.853 > 1.97635$ ) with a significance value of  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. So that partially found a significant positive influence between service quality for purchasing decisions for Aspa.id products. So that hypothesis 3 is proven.

**F Test Results ( Simultaneous )**

Table 5

<b>ANOVA<sup>b</sup></b>					
Model	Sum of square	df	Mean square	F	Sig.
Regression	399.395	3	133.132		
Residual	371.698	146	2.546	52.293	.000
Total	771.093	149			

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

b. Dependent Variable: Buying decision

Source: Data Processing Results (2021)

In the Anova table, the results of the Fcount value on the brand image variable ( $X_1$ ), product quality ( $X_2$ ), and service quality ( $X_3$ ) to the purchasing decision variable (Y) of 52.293 and the value of sig. of 0.000. In this study  $f_{count} (52,293) > f_{count} (2,67)$ , then  $H_0$  is rejected and  $H_a$  is accepted, so that there is an influence of brand image, product quality and service quality and simultaneously influence the purchase decision of Aspa.id products. So that it can be concluded simultaneously that the hypothesis is proven.

**Coefficient of Determination Test Results**

Calculation of the coefficient of determination, the R Square value is 0.518 (51.8%), this figure can show that purchasing decisions (Y) are influenced by brand image ( $X_1$ ), product quality ( $X_2$ ), and service quality ( $X_3$ ) by 51.8%, then the remaining 48.2% are other factors and are not included in this study.

**Research Discussion**

**The Influence Of Brand Image On Product Purchasing Decisions Aspa.Id**

The results of hypothesis testing state that brand image has a significant and positive influence on purchasing decisions for Aspa.id products. It is said to be significant and positive because the significant value obtained is smaller than the a value ( $0.000 < 0.05$ ) and it is said to be positive because the  $t_{count}$  value is found to have a positive value and is greater than the  $t_{table}$  value ( $4.552 > 1.97635$ ). So that the better the brand image, the sense of trust gained, and giving a good impression, the more consumers' purchasing decisions on Aspa.id products will be.

**The Influence Of Product Quality On Product Purchase Decisions Aspa.Id**

The results of hypothesis testing found that product quality had a significant



positive effect on purchasing decisions for Aspa.id products. It is said to be significant positive because the significance value obtained is smaller than the  $\alpha$  value ( $0.000 < 0.05$ ) then it is said to be positive because the  $t_{count}$  value obtained has a positive value and is greater than the  $t_{table}$  value ( $4.130 > 1.97635$ ). So that if the products offered or sold have good quality, then there is always innovation and improvement in the quality of both products and packaging, which will further improve consumer purchasing decisions on Aspa.id products.

### **The Influence Of Service Quality On Product Purchase Decisions Aspa.Id**

Hypothesis testing shows that service quality has a significant positive effect on purchasing decisions for Aspa.id products. It is said to be significant positive because the significance value obtained is smaller than the  $\alpha$  value ( $0.000 < 0.05$ ) and it is said to be positive because the  $t_{count}$  value obtained has a positive value and is greater than the  $t_{table}$  value ( $7.853 > 1.97635$ ). So that the better the quality of service provided will further improve consumer purchasing decisions on Aspa.id products.

### **The influence of brand image, product quality, service quality on product purchasing decisions Aspa.id**

The results of data analysis obtained that the calculated F value for the brand image variable ( $X_1$ ), product quality ( $X_2$ ), and service quality ( $X_3$ ) on the purchasing decision variable (Y) was 52.293 with a sig value. of 0.000. The results of this study stated that  $F_{count}$  (52.293)  $>$  F table (2.67), then  $H_0$  was rejected and  $H_a$  was accepted, meaning that there was an influence of brand image, product quality, and service quality simultaneously for purchasing decisions of Aspa.id products. Therefore simultaneously the hypothesis is proven. Purchase decisions (Y) can be influenced by brand image ( $X_1$ ), product quality ( $X_2$ ), and service quality ( $X_3$ ) by 51.8%, then 48.2% is another factor not included in this study.

### **Conclusion**

The results of testing the first hypothesis can be concluded that there is a partially significant influence of brand image on the purchase decision of Aspa.id products. The results of testing the second hypothesis can be concluded that there is a partially significant effect of product quality on the purchase decision of Aspa.id products. The results of testing the third hypothesis are concluded that there is a partially significant influence of service quality on the purchase decision of Aspa.id products. Hypothesis testing resulted that brand image, product quality, and service quality had a significant simultaneous influence on the purchase decision of Aspa.id products. The coefficient of determinant obtained is 51.8% and can be explained by the independent variables, namely brand image, product quality and service quality. Then the remaining 48.2% can be concluded that purchasing decisions can be influenced by other variables that are not included in this study.

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