

"MARKETING STRATEGY AS AN EFFORT TO MAINTAIN THE SUSTAINABILITY OF THE COMPANY THROUGH PRODUCT QUALITY, PRICE, AND BRAND IMAGE"

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DOI: <https://doi.org/10.37178/ca-c.23.1.294>

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Abstract

This research was conducted to maintain the sustainability of the company through brand image, price, and product quality on Roti Zouka Bakery in Margaasih District, Bandung Regency. The respondents of this research were 150 consumers who were taken by convenience sampling. The data was accumulated using a survey and was examined by employing the SPSS application. The results of this study shows that consumers' perceptions of the brand affect repurchase intentions. This implies the positive impact of brand image on repurchase intention. Price also shown to have a significant effect on the repurchase decision. Therefore, it can be said that if the price is perceived as good, it will encourage consumers to buy bread at the Bakery. In addition, product quality, or in this case food quality, has a significant influence on repurchase intention at Zouka Bakery. Furthermore, the variable holds the greatest impact on the repurchase intention.

Key words : Product Quality, price, brand image, repurchase intention

Introduction

Competition for national and international companies is increasing day by day in connection with the development of the times. For this reason, companies must be able to adapt to the progress of the times and the desires of consumers to have the ability to compete in the industrial world, both products and services. Economic development in Indonesia is strongly supported by the development of industries. One of the industries experiencing the highest development is food and beverage. In Indonesia, there are industries that make food and beverages, one of which is an industry that produces ready-to-eat foods such as bread, cakes, instant noodles. West Java is one of the areas that has a fairly large population with a total number of men and women of 47,379,389 people. This is reinforced by the data on average consumption per capita per week by type of food commodity and category of

expenditure per capita per month in West Java in 2015, which is presented in Table 1.

Table 1

Average Weekly Per capita Consumption

No	Jenis Komoditi	Satuan	Golongan Pengeluaran per kaita Sebulan Rp							Rata rata perkaoit
			100,000	150,000	200,000	300,000	500,000	750,000	1000,000	
		s/d	s/d	s/d	s/d	s/d	s/d	s/d	s/d	
			149,999	199,999	299,999	499,999	749,999	999,999	lebih	
103	Roti	potog	0.4741	0.5658	0.7981	0.7981	1.0400	1.2499	1.7682	

(Sorce: Badan Pusat Statistik Provinsi Jawa Barat, 2015)

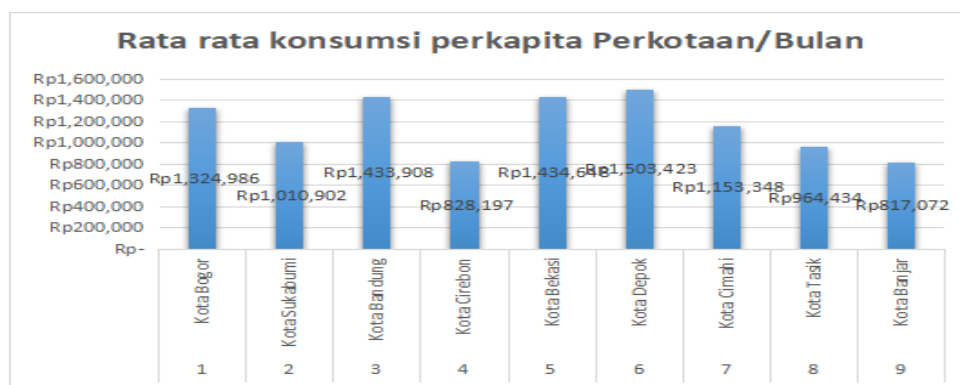


Figure 1. 1 Average Per capita Urban Consumption in West Java

A business is said to be growing and able to survive if it has an initial indicator, namely good sales, or in other words sales that increase from time to time. This is reflected on consumers' repurchase intentions.

Marketing holds a strategic position in an effort to lead the company to be ahead of the game in an increasingly difficult business competition. Realizing the importance of marketing in determining the success of a business, Zouka Bakery, which is a home industry company in Indonesia, continues to strive to increase sales of bread and be able to compete with its competitors. At the beginning of 2016 since the establishment of the Zouka Bakery Home industry until 2020, the profit earned by Zouka Bakery did not experience a significant difference in numbers or it can be said that the Zouka Bakery Home industry profit for the last 5 years the profit obtained has decreased sales figures which can be found in figure 1.2



Figure 1. 2 Graph of Sales Turnover for 5 Years

Therefore, it is necessary to formulate the best company steps or strategies to guide the company to move forward through the competition and the progress of the existing industry. In addition, to create a profitable and customer satisfaction-oriented company, reliable and dynamic management is needed. Strong, reliable and dynamic management is required to be able to take advantage of opportunities and anticipate internal and external threats that affect the sustainability of the company. Many factors influence someone in buying bread, including the quality of bread, price and brand image [1, 2]. Based on this, the authors are interested to investigate how food quality, price and brand image influence the purchasing decision of Zouka bread.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Brand Image

Brand image is a list of ascriptions to a brand existing in consumers' minds, usually assembled into a meaning. The associations with the brand will be more powerful with the accumulation of experiences and information [3] Brand Image is a depiction of the brand on the whole and is shaped from knowledges and past experiences relating to the brand. The image of the brand is linked to attitudes in the form of beliefs and selection for a brand. Favorable conceptions of a brand increase the likelihood of purchase decisions [2, 4]. Meanwhile, [5, 6] describes brand image as a series of opinions, conceptions, and apprehensions about a brand. Image is the result of an evaluation in a person based on understanding and understanding of stimuli that have been processed, organized, and stored in a person's mind with the aim of knowing exactly what is in each individual's mind about an object. The image of an object can be viewed differently depending on the perception. Research [7] the results state that the brand image variable positively influence customer satisfaction. This research is also supported by [2, 8] whose results state that brand image significantly influence customer satisfaction.

Price

Price is one of the most significant variables in influencing consumer behavior as consumers often perceive that price reflects the quality of a product or service. [3] defines price as a monetary unit or other measure (including other goods and services) that are trade-off as a means to attain the right to own or use certain goods and services at a certain time and a certain place so as to lead to consumer satisfaction [9, 10]

Pricing strategies that affect consumer psychology are: 1) prestige pricing (prestige prices) setting high prices in order to form an image of high product quality which is generally used for shopping and specially products; 2) odd pricing (odd price) setting the price odd or slightly below the predetermined price with the aim that buyers psychologically think the product to be purchased is cheaper; 3) multiple-unit pricing (rebate prices) giving certain discounts if consumers purchase products in sizeable quantities; 4) price lining provides different price ranges for different product lines.

[5, 11] state that there are four main indicators to measure prices, namely: price affordability, price compatibility with product quality, price compatibility with benefits, price competitiveness, and price discounts.

Product Quality

Product quality is very important for companies in maintaining competitive advantage. [5] describes product quality as an attribute of a product or service that depends on its capability to appease declared or implied customer needs. While [1] defines product quality as a forcible state linked to products, services, people,

processes, and the environment that conform or go beyond consumers' predictions. Quality is usually considered as a comparative measure of the performance of a product or service, consisting of design and compliance quality.

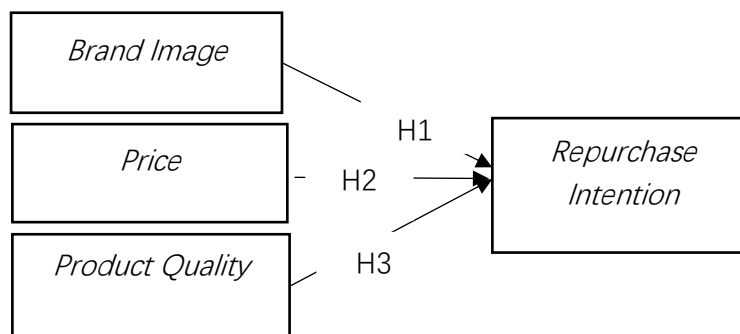
With respect to the food industry, product quality is quality related to the food offered by the company. Food quality plays a significant role for consumers in making purchasing decisions. Food quality is the key attribute on the whole service quality and a determiner if the products can satisfy the consumers and thus make them loyal consumers ([1, 2, 12] states that providing food quality in accordance with customer expectations can have a positive influence on the relationship between the company and the consumer. Food quality is a characteristic of quality and food that wins consumers' acceptances, including external elements such as size, appearance, color, consistency, texture. [1] defines food quality as a characteristic of food quality that is acceptable to customers. Food quality is a major food production precondition as the consumers are liable to all forms of contamination that can take place in the process. As has been stated, food quality is highly considered by consumers in buying food, and this will affect satisfaction and desire to repurchase.

The dimensions of Food Quality according to various studies are as follows: Portion, Taste, Freshness, Texture, Aroma, Color, Temperature, Presentation[9, 13, 14].

Repurchase Intention

According to [5] repurchase is very important for companies. Repurchase can be defined as a repurchase activity carried out by consumers for a product with the same brand without being followed by significant feelings for the product [10] Repurchase is very important for the company because it can affect the sustainability of the company's life. Companies must try to make consumers repurchase their products with various marketing strategies, among others, by creating a positive brand image, developing pricing strategies, and improving product quality.

In the framework of the theoretical study, the examination model is as follows:



Hypothesis:

H1: Brand Image affects repurchase intention

H2: Price affects repurchase intention

H3: Product quality affects repurchase intention

Research Model and Hypotheses

This study is an associative quantitative research that is asking the relationship between two variables or more. The unit of analysis studied is the purchase of Zouka Bakery in almost all circles of society. Based on the type of research, this examination is classified as explanatory research. Explanatory research is used to determine the relationships between a variable and another or how a variable influence other variables through hypothesis testing

Population can be defined as a collection of subjects, variables, concepts, or phenomena. Each member of the population can be examined to ascertain the nature of the population in question [12]. The population in this study is everyone who has purchased Zouka Bakery almost in the Bandung City area. The sample is a member of the entire as well as the attributes of a population. The sample was determined by applying the accidental sampling method and 150 Zouka Bakery customers were obtained. The data accumulation techniques in this study were interviews and surveys. Furthermore, the data was measured by employing a Likert scale of 1 to 5.

To find out whether the instrument that has been compiled has validity or not, then a test is carried out using Construct Validity, namely the concept of measuring validity by testing whether an instrument measures Construct as expected. To calculate the validity of this instrument, the help of the SPSS program is used. The reliability of this research instrument was measured using the Cronbach Alpha (α) technique. Cronbach Alpha interprets the correlation between the created scale and all existing variable scales. The reliability measure is considered reliable based on an alpha coefficient of 0.60. If the degree of data reliability is greater than the alpha coefficient (α), the research instrument is considered to have a good level of accuracy and consistency of thought. Measurements were conducted using the SPSS program. Furthermore, to test the hypothesis used multiple regression measuring instrument (multiple regression).

Research Results and Discussion

Respondent Profile

According to the outcome of the survey, the respondents' profiles were obtained as follows. Based on gender, female consumers were 56.3%, male was 43.7%, so most of the respondents in this study were women. This is understandable because usually those who buy food, or in this case bread, are women. Meanwhile, based on age, most of the responders are 20 - 30 years old. Most respondents work in the private sector (45%), followed by civil servants and entrepreneurs. The average monthly income of the respondents is mostly between 3,000,000 to 6,000,000 rupiah. The income level belongs to the middle class group.

Table 2

Criteria		Percentage
Gender	Male	43.7%
	Female	56.3%
Age	< 20	14.6%
	21 - 30	58.9%
	31 – 40	8%
	41 - 50	18.5%
Income	< IDR 3 Million	43.7%
	IDR 3 – 6 Million	44.4%
	IDR 6.1 – 9 Million	9%

	IDR 9.1 – 12 Million	1.3%
	> IDR 12 Million	2%
Job	Students	28.5%
	Public Service employee	6%
	Private Employee	45%
	Entrepreneur	12.2%
	Housewife	8.3%

Descriptive Analysis

To find out how the respondent's response to each research variable, a descriptive analysis was conducted. From the results of the investigation, it was found that the respondents gave good responses to the brand image variable, with an average value of 4.5 while for the price the respondents gave good responses with an average of 4.4. Product quality also got a very good 4.5 from the respondents.

Table 3

Descriptive statistic

Variable	Mean	N	Description
Brand Image	4.5	150	Very good
Price	4.4	150	Very good
Product quality	4.5	150	Very good
Repurchase Intention	4.4	150	Very good

Source: data processed 2021

Table 3 shows the respondents' answers to each variable and indicates that the outcomes of the descriptive analysis are classified to be in a very good category.

Validity and Reliability Test

The results of the examinations of the survey which contains the variables of brand image, price, product quality, and repurchase intention show the mean value of the validity test of above 0.3. The standard value of validity of > 0.3 implies the validity of the queries in the questionnaires. Specifically, the results of the reliability test is shown in Table 4.

Table 4

Reliability Test

Variable	Reliability value	r-critical	Information
Brand Image	0.893	0.6	Reliable
Price	0.893	0.6	Reliable
Product Quality	0.892	0.6	Reliable
Repurchase Intention	0.813	0.6	Reliable

Source: Processed data (2021)

The outcomes the table above suggest the reliability of all variables in this study. As presented in the table, the reliability coefficient value of each variable is larger than the critical *r* of 0.6. Consequently, all the variables are reliably and thus meet the precondition be employed for farther examination.

Data Normality Test

Testing is a test conducted to measure the data distribution on a group of variables, specifically to determine the normality of the data distribution. The outcomes of the test are presented in Table 5.

Table 5

one-sample Kolmogorov-Smirnov test

		Unstandardized Residual
N		150
Normal Parameters a,b	Mean	0.0000000
	Std. Deviation	2,53813853
Most Extreme	Absolute	0.086
Differences	Positive	0.070
	Negative	-0.086
Test Statistic		0.086
Asymp. Sig (2-tailed)		0.095
a. Test distribution is Normal		
b. Calculated from data		

Table 5 shows the Asymp value. Sig (2-tailed) of 0.095. The value of Asymp. Sig (2-tailed) is more than the enumerated significance level ($0.095 > 0.05$). This implies that the unstandardized residual data is normally distributed.

Multicollinearity Test

Ghozali (2016) states that multicollinearity test aims to investigate intercorrelation or collinearity between variables can be found in the regression model. The results of the examination in this study is as follows:

Table 6

Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image (X1)	.557	2,687
	Price (X2)	.437	3,466
	Product quality (X3)	.453	3,331
a. Dependent Variable: Repurchase Intention (Y)			

Source: Processed data (2021)

Table 6 presents that the three independent variables, namely Brand Image (X1), Price (X2), and Product Quality (X3) have tolerance values of 0.557; 0.437; and 0.453. Furthermore, VIF values of 2,687; 3,466; and 3,331 can be respectively observed. These imply that no multicollinearity can be found between independent variables in this study. The results meet the preconditions of the classical assumption of multicollinearity with the tolerance value > 0.10 and the VIF < 10.00.

Multiple Linear Regression Test

Regression analysis is carried on to explicate the impact of brand image, price, and product quality on repurchase intention. The outcomes are presented in Table 7.

Table 7

Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.	
	B	Std. Error	Beta			
1	(Constant)	10.452	1.838		5.686	0.000
	Brand Image	0.183	0.097	0.080	0.853	0.005
	Price	0.172	0.093	0.201	1.846	0.007
	Product Quality	0.252	0.064	0.417	3.928	0.000

A. Dependent Variable: Repurchase Intention (Y)

As indicated in the outcomes in the table, it can be seen that the intercept value and regression coefficient can be shaped. Consequently, multiple linear regression can be equated as follows:

$$Y = 10.452 + 0.183 X1 + 0.172 X2 + 0.252 X3 + e$$

The elaborations are as follows:

a = 10,452 shows that granted that the price, brand image, and product quality variables are 0, then the customer's repurchase intention will be in the value of 10,452 units. Consequently, the regression lines intersect the Y axis at the point 10,452

b1 = 0.183 illustrates that on the occasion that the brand image escalates by one unit throughout the time the other variables remain unchanging, the repurchase intention will rise by 0.183

b2 = 0.172 indicates that if the price variable increases by one unit while the other variables are constant, then the repurchase intention will increase by 0.172

b3 = 0.252 reflects on the assumption that the food quality variable ascent by one unit in the time the other variables are invariable, then the repurchase intention will increase by 0.172.

Partial Hypothesis Test

The t-test was carried out to explicate how much an explanatory or independent variable individually explains the variation in the dependent variable. The findings are as follows:

Table 8

Partial Hypothesis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	10.452	1.838		5.686	0.000
	Brand image	0.183	0.097	0.080	0.853	0.005
	Price	0.172	0.093	0.201	1.846	0.007
	Product Quality	0.252	0.064	0.417	3.928	0.000

B. Dependent Variable: Repurchase Intention (Y)

As implied in the value above, it can be seen that the significant value <0.05 obtained by the brand image variable. In accordance with hypothesis criteria, the rejection of Ho and the acceptance of Ha can be stated. This implies that partially, the brand image variable significantly affect repurchase intention. The significant value of the price variable is also <0.05, implying that Ho is denied and Ha is approved. This suggests that partly, the price variable significantly impact repurchase intention. Finally, the significant value of product quality is also less than 0.05. In the framework of hypothesis criteria, Ho is thus refused and Ha is acknowledged. This signifies that by degrees, product quality variables have a significant influence on repurchase intention.

Coefficient of Determination

Ghozali (2012: 97) regards the determinant coefficient (R2) as a means to calculate the model's capability to define the alteration in the dependent variable.

Table 9

Coefficient of Determination

Model	R	Square
1	.875 ^a	.714

Table 9 shows the coefficient of determination of 0.714. The value indicates that the impact of the three independent variables (brand image, price, and product quality) on the dependent variable (repurchase intention) is 71.4%. While 28.6% of the variation is influenced by other uninvestigated variables [15-17].

Discussion

The effect of brand image on repurchase intention at Zouka Bakery

The answers to the queries regarding brand image in this investigation were categorized as good. As seen in the calculation results of respondents' responses presented previously, every one of the proposed indicators are categorized as agree. Following the findings of partial hypothesis testing or t-test, the rejection of H0 and the acceptance of the H1 regarding the brand image variable can be inferred. This implied that Zouka brand image positively affect repurchase intention.

In addition, the examination shows that brand image affects repurchasing intention. The finding is in line with studies from previous researchers [7, 10]. In light

of these results, Zouka Bakery should develop an image as a quality bakery shop. Image enhancement must always be done in order to continue to attract consumers. For instance, Zouka Bakery can give a friendly impression by making advertisements on various social media highlighting the hospitality of the employees, the quality of their products, and the affordability of the prices.

The effect of price on repurchase intention at Zouka Bakery

In this examination, the responses regarding the price variable were categorized as good. As observed in the previous presentation of the results of respondents' responses, every indicators proposed is subsumed in the very good category. Following the outcome of partial hypothesis testing or the t-test on the price variable, H₀ is denied and H₁ is acknowledged. This implies that price positively affects repurchase intention.

The result is in congruence with research conducted which concluded that the price variable partially and simultaneously has a significant influence on decisions. [2]prove that price influences food purchasing decisions. The findings suggest that consumers consider price as one of the elements in making a purchase decision. Consequently, Zouka Bakery should pay attention to the price strategy to make sure the bakery doesn't set the prices that hinder consumers from buying.

The Effect of product quality on repurchase intention at Zouka Bakery

The responses to the queries regarding product quality, or in the case food quality, in this study were categorized as good. As identified in the results of calculation of respondents' responses presented previously, each of the indicators proposed is constituted in the good category. The findings of the partial hypothesis testing on Product Quality variable lead to the rejection of H₀ and the acceptance of H₁. This suggests that price positively affects repurchase intention.

The outcome is consistent with the research who examined the effect of food quality on purchasing decisions at Cranhaus Salads. Other researchers also found that price affects food purchasing decisions. These results indicate that food quality has a major role in food purchasing decisions. Therefore, Zouka Bakery needs to continue to develop products quality. For instance, by creating a variety of breads that are attractive in terms of appearance, made from fresh and healthy ingredients and delicious in taste.

Conclusion

This investigation was carried out to explicates the influence of brand image, product quality and price on repurchase intention. The conclusions from the research that has been done are as follows:

1. Consumers' perceptions of brands are shown to influence repurchase intention. The outcomes of this research support that brand image affects repurchase intention. Thus, company should always try to improve their brand image for the better.
2. According to the results of the study, it can be observed that price significantly influence repurchase intention at Zouka Bakery. Therefore, it can be said that if the price is perceived as good, it will encourage consumers to buy bread at Zouka Bakery. The company should then provide various price incentives to motivate consumers to buy their products.
3. The findings of this research also show that product quality, or in this case food quality, has significantly influence repurchase intention at Zouka Bakery. Furthermore, the variable has the greatest effect on repurchase intention. The finding suggests that the improvement of product quality will increase consumers' likelihood to make purchases. Thus, in an effort to increase

sales, Zouka must develop various bakery products with good taste, healthy ingredients, and attractive appearances.

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