



The Influence of Brand Image on Consumer Purchase Decisions for Class Mild. Cigarettes

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received Oct 17, 2020 Revised Nov 14, 2020 Accepted Dec 21, 2020</p> <hr/> <p>Keywords:</p> <p><i>Influence, Brand Image, and Purchase Decision.</i></p>	<p>This study aims to determine the effect simultaneously and partially between the variable brand image and purchasing decisions, as well as the dominant variables influencing consumer purchasing decisions for Clas Mild Cigarettes. This research is included in the type of explanatory research, where this research is designed to explain the causal relationship that occurs between the brand image variables of the Clas Mild brand cigarettes which consist of the image of the maker (X1), user image (X 2), product image (X 3) with consumer purchasing decisions (Y).</p> <p>To determine the number of respondents, the researcher used Sri Rahayu's opinion, with a sample of 80 respondents. While the sampling technique used purposive sampling. The data analysis technique used is multiple regression, F test, and t test. From the results of t-test, F-test and multiple regression, it can be seen that the three variables, namely the image of the maker/corporate image (X1), the image of the user/user image (X2), and the image of the product/product image (X3) have a significant influence on purchasing decisions. Class Mild cigarettes. From the results of the analysis, it is known that the product image variable (X1) is the dominant variable influencing purchasing decisions. Based on this research, it can be seen that the contribution of the brand image variable to purchasing decisions is 61.4%, while the remaining 38.6%.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p>



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1. INTRODUCTION

The world of the cigarette industry in Indonesia has grown rapidly, this has caused the conditions of business competition to become increasingly fierce today. One category of cigarettes that is currently in great demand is the mild machine-rolled cigarette (SKM) with a slim rod diameter (7 millimeters). Currently, there are many brands of mild SKM Cigarettes in the market that compete with each other. The large number of product choices available makes consumers more likely to make choices according to consumer perceptions of certain brands that are consumer favorites. The cigarette brands that are in high demand by consumers for the Low Tar Low Nicotine or SKM mild cigarette categories include A Mild, Class Mild, LA Mild, Djarum Super Mezzo, Star Mild, X Mild, Surya Slim, Djarum Black and U mild.

In modern times like today, the brand has a very important role in marketing strategy, the brand is not only considered as a name, logo, or symbol. More than that, a brand is the value that a product offers to consumers who use it. A brand is a name, term, sign, symbol, design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (American Marketing Association in Kotler, 2002: 460). From the above definition, the brand is a strategy that distinguishes the product of a company or seller from competing products.

To build a brand and introduce it to consumers is not easy and cannot be done in a short time but must go through a process and requires a long time. Consumers who feel comfortable and happy to use a product with a certain brand will create its own value for consumers. This value is called brand value (brand equity).

Brand value (brand equity) is a set of brand assets and liabilities associated with a brand, name, symbol, which can increase or decrease the value provided by a product or service both to the company and to customers (Durianto, et.al 2004:4). Kapferer in Rangkuti (2004:16) states that if a strong brand concept can be well communicated to the right target market, then the brand will create a brand image that can reflect a clear brand identity. So, to create a strong brand value in the minds of consumers, brand image is a key component.

The researcher chose Brand Image as the title because Brand Image is one of the strong brand requirements. Brand image is a set of brand associations that are formed and embedded in the minds of consumers (Freddy Rangkuti, 2004: 244). Through a strong brand image, consumers will have positive assumptions about the brand of the products offered by the company so that consumers will not hesitate to buy or use the products that will be offered by the company.

Companies that want to survive in the market for a long time should allocate costs for the formation of a brand image. This is because having a strong brand that is widely known by consumers is a long-term investment for the company. One company that is trying to strengthen the brand image in Indonesia for its products is PT Nojorono Tobacco Indonesia. This company is a company based in the city of Kudus that produces cigarettes. At first PT Nojorono Tobacco Indonesia was just an ordinary small-scale cigarette company that used to produce ordinary hand-rolled kretek cigarettes (SKT). However, since PT Nojorono Tobacco Indonesia launched Class Mild in early 2003, the company has continued to experience a significant spike in sales performance.

Class Mild, which exists in this market, has been able to contribute 2/3 of the total sales of PT Nojorono Tobacco Indonesia. Moreover, Class Mild plays in the mild cigarette segment which is touted as the cigarette of the future, the prospects are clearly promising. Class Mild is one of the mild machine-rolled cigarettes (SKM) products that are most in demand by consumers. Class Mild is targeted at young people, both young executives and students, with an age range of 19-35 years. The current positioning of Class Mild is as a white collar cigarette, with a lower price but the average consumer is educated. Class Mild strives to present a unique selling point, through an image slogan (tag line): "Yesterday is Gone, Class Mild is Today" (2003). Then on various occasions also campaigned: "Class Mild for today's generation". The philosophy of this advertising jingle emphasizes that the era of other cigarette brands has passed, now is the era of Class Mild. And in 2008, Class Mild changed its slogan with a new slogan, namely: "Talk Less Do More".

2. RESEARCH METHOD

2.1 Types of research

Based on the formulation of the problem and research objectives, the type of research used is explanatory research. The reason for choosing this model is to make an explanation of the causal relationship obtained between the variables obtained with facts, characteristics and to find out how much the variables contribute. -the independent variable on the dependent variable and the direction

of the relationship. So the research conducted here is an explanatory research to examine the effect of Brand Image on Consumer Purchase Decisions of Clas Mild brand cigarettes. The research location is at the Faculty of Economics, Brawijaya, which is located at Jalan MT Haryono 165 Malang - East Java.

2.2 Measurement of Research Variables

In this study, the variables to be studied are: independent variable (X) : Brand Image, dependent variable (Y) : purchase decision.

2.3 Population and Research Sample

The population in this study is the students of the Faculty of Economics, Brawijaya University, Malang, totaling 3539 people (table 3.1), while the target population is the students of the Faculty of Economics, Brawijaya University, Malang who consume Clas Mild cigarettes and the number is unknown. The number of samples taken in this study were 80 respondents. Meanwhile, the respondents who became the research population were spread in three different majors.

2.4 Data Types and Sources

Research or research is a systematic, directed, and purposeful scientific activity. So the data or information collected is relevant to the problem under study. In this study, the data collection methods used were Questionnaires, Interviews.

Based on how to obtain it, the data in this study are: Primary Data, Secondary Data.

2.5 Method of collecting data

In this research, data collection is done by collecting secondary data in the form of annual reports of food and beverage companies that are published and listed on the Indonesia Stock Exchange (IDX) by downloading through the www.idx.co.id site.

2.6 Data analysis technique

a. Descriptive statistics

Descriptive statistics provide an overview or description of a data seen from the average value (mean), median, mode, standard deviation, maximum and minimum.

b. Classic assumption test

The classical assumption test has the aim of knowing and testing the feasibility of the regression model used in this study. The conditions that must be met are that the data must be normally distributed, multicollinearity and heteroscedasticity.

c. Multiple Linear Regression Analysis

In this study, multiple regression analysis was used to determine the effect of Brand Image which was reflected in three variables, namely: Maker Image, User Image, and Product Image on consumer purchasing decisions of Clas Mild brand cigarettes.

d. Hypothesis testing

Testing this hypothesis is useful for checking or testing whether the regression coefficient obtained is significant or statistically its value is not equal to zero. Hypothesis tests include testing the coefficient of determination R², simultaneous testing (F test) and individual parameter significant tests (t-test).

3. RESULTS AND DISCUSSIONS

3.1 Classic assumption test

One of the requirements to be able to use multiple regression equations is the fulfillment of classical assumptions. To get the estimation parameters of the dynamic model used, in this study using the OLS (Ordinary Least Square) estimation method. The use of this method is accompanied by the underlying assumptions.

a. Normality test

The method used to test normality is to use the Kolmogorov-Smirnov Goodness of Fit Test on each of the variables used in this study, namely Maker Image (X1), User Image (X2), Product Image (X3), and Purchase Decision. Consumer (Y). From these tests, it is known that the model used is normal, so regression can be done with Multiple Linear Models.

**Table 1. Normality Test
One-Sample Kolmogorov-Smirnov Test**

Variable	Kolmogorov Smirnov Test	asympt. Sig. 2-tailed
Maker Image (X1), User Image (X2), Product Image (X3), and Consumer Purchase Decision (Y).	0.698	0.715

In table 1. above proves that the label is normal. The results of the Kolmogorov-Smirnov Test obtained a value of 0.698 which means it is greater than 0.05 ($\alpha = 5\%$). This proves that the label is normal in the model used, so that multiple linear regression can be performed.

b. Multicollinearity Test

To be able to detect the presence or absence of multicollinearity in the regression model is to look at the value of Tolerance and VIF (Variance Inflation Factor) through the SPSS 11.5 for Windows program. If the tolerance value is < 0.1 and the VIF value is > 10 , multicollinearity occurs. And vice versa if the tolerance value > 0.1 and VIF < 10 then there is no multicollinearity.

Table 2. Value Inflation Factor (VIF) Multicollinearity Test Results

Independent Variable	VIF value	Description
Image Maker (X1)	1,281	there is no multicollinearity
User Image (X2)	1,298	there is no multicollinearity
Product Image (X3)	1.111	there is no multicollinearity

From table 2. above, it can be concluded that all independent variables (X1, X2, and X3) have a VIF value < 10 . This proves that all tested variables are free from multicollinearity.

c. Heteroscedasticity Test

Heteroscedasticity was tested using the Spearman Rank correlation coefficient test, which correlates the absolute residuals of the regression results with all independent variables. If the probability of the correlation result is less than 0.05 (5%) then the regression equation contains heteroscedasticity and vice versa means non-heteroscedasticity or homoscedasticity.

Table 3. Heteroscedasticity Assumption Test Results

Variable	Coefficient	Probability	Description
	Correlation (r)	(p)	
Image Maker (X1)	1.252	0.214	Homoscedasticity
Image Maker (X2)	0.661	0.551	Homoscedasticity
Image Maker (X3)	-1,376	0.173	Homoscedasticity

From table 3. above, it can be seen that all independent variables consisting of Maker Image (X1), User Image (X2), and Product Image (X3) have a correlation probability greater than 0.05 (5%), so it can be concluded that all the variables tested were free from heteroscedasticity..

d. Multiple Regression Analysis

Multiple regression method was used to see the effect of variable X on variable Y.

Table 4. Multiple regression analysis

Variable	Unstandardized		Standardized	t	Sig
	B	Std. Error	Coefficients Beta		
constant	5,969	1,129		-5,288	0.000
Image Maker (X1)	0.189	0.050	0.301	3,810	0.000
Image Maker (X2)	0.134	0.061	0.176	2,217	0.030
Image Maker (X3)	0.379	0.050	0.563	7,641	0.000

The dependent variable in this regression is Purchase Decision (Y) while the independent variables are Maker Image (X1), User Image (X2) and Product Image (X3). The unstandardized multiple linear regression model based on the results of regression analysis is as follows:

$$Y = 5.969 + 0.189X1 + 0.134X2 + 0.379X3$$

e. Research Hypothesis Testing Analysis

• R2 Test (Coefficient of Determination)

The coefficient of multiple determination (R2) can be used to determine the contribution or contribution of the entire independent variable to the dependent variable (Y). Based on table 4.14 above, it can be seen that the coefficient of determination (R2) or Adjusted R Square is 0.614 or 61.4%. This means that the variable Y is explained by 61.4% by the Image Maker variable (X1), the User Image variable (X2), the Product Image variable (X3) while the remaining 38.6% is explained by other variables not examined in this study.

• Simultaneous Significant Test (F-Test)

The F test is carried out by comparing the Fcount value with the Ftable value and also comparing the Sig F value with a significance level of 0.05 or 5%.

Table 5. Simultaneous Effect Test with F . Test

Number of Items	Sig	Fcount	Ftable
3	0.000	42,968	2,275

Based on table 4.15 above, it can be seen that the Fcount value of 42,968 is greater than the Ftable value of 2.275 or the value of $42,968 > 2.275$. Based on the criteria for taking the hypothesis, if $F_{count} > F_{table}$ then H_0 is rejected and H_a is accepted. This means that there is a simultaneous significant effect between the variables of Maker Image, User Image and Product Image on Consumer Purchase Decisions for Clas Mild brand cigarettes.

• Partial Effect Significance Test (t Test)

The t-test was carried out by comparing the tcount value with the ttable value and also comparing the Sig t value with a significance level of 0.05 or 5%.

Table 6. Partial Test (t test)

Variable	tcount	Sig t	t table	Description
Image Maker (X1)	3,810	0.000	1,990	H_a accepted / H_0 rejected
Image Maker (2)	2,217	0.000	1,990	H_a accepted / H_0 rejected
Image Maker (X3)	7,641	0.000	1,990	H_a accepted / H_0 rejected

In this study, researchers used three variables consisting of Maker Image (X1), User Image (X2) and Product Image (X3) to determine the effect of Brand Image on the decision to purchase Clas mild

brand cigarettes. The policy implications of the three variables are as follows:

Brand is a prestigious asset for the company and is a component of marketing. Brands have a level of understanding, namely benefits and values. Consumers buy more than just products but also benefits. Some of the benefits of the brand include those related to PT Nojorono Tobacco Indonesia as the image maker, namely that the company's image can be fostered by having a good name. By carrying the company name, these brands at the same time advertise the quality and size of the company, besides that the brand also increases the choice of buyers. The image of the maker of Class Mild cigarettes, namely PT Nojorono Tobacco Indonesia, which has high credibility and has a sales network spread across various cities in Indonesia.

Brands have several levels of understanding, namely personality and user. Personality, namely the brand reflects a certain personality. Users, namely the brand indicates the type of consumer who buys or uses the product. There are several benefits of brands, including brands that provide opportunities for sellers to group the market into segments. In addition, with the existence of certain brands, consumers can relate their status and prestige. In terms of user image, consumers of Class Mild cigarettes are portrayed as young people who have today's lifestyles, are creative and innovative. Therefore, it is hoped that in the future this image will remain in the minds of consumers, so that consumers will continue to make purchases and ultimately consumers will become loyal to Class Mild cigarettes.

A brand distinguishes a company's goods or services from those of its competitors. From the analysis that has been done, the results of the multiple linear regression model show that the standardized beta coefficient on the Product Image variable (X3) is the largest than the other X variable coefficients. This shows that the Product Image variable (X3) has a dominant influence on purchasing decisions compared to other independent variables studied in this study. The product image variable can be used as a reference in forming a strong brand image in order to influence consumer purchasing decisions. Through a strong brand image it will form a positive feeling in the minds of consumers towards the products offered by the company. Therefore, the company should implement policies in maintaining product quality. This policy can be carried out by conducting research on consumer tastes or market research continuously so that PT Nojorono Tobacco Indonesia is sensitive to consumer wants and needs.

4. CONCLUSION

Based on the results of hypothesis testing and referring to the formulation and objectives of this study, the following conclusions can be drawn:

- Brand is a prestigious asset for the company and is a component of marketing. Brands have a level of understanding, namely benefits and values.
- Brands have several levels of understanding, namely personality and user. Personality, namely the brand reflects a certain personality.
- A brand distinguishes a company's goods or services from those of its competitors.

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