

## **The Effect of Perceived Quality and Brand Image on Lifebuoy Soap Purchase Decisions That Have an Impact on Consumer Loyalty (Case Study of Lifebuoy Soap Consumers in Bandung)**

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### **ABSTRACT**

This study aims to determine the effect of perceived quality and brand image on consumer purchasing decisions for Lifebuoy soap which has an impact on consumer loyalty in Bandung. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study that perceived quality has a significant effect on purchasing decisions by 36.2%, hypothesis testing obtained a significance of  $0.000 < 0.05$ . Brand image has a significant effect on purchasing decisions by 47.8%, hypothesis testing obtained a significance of  $0.000 < 0.05$ . Perceived quality and brand image simultaneously have a significant effect on purchasing decisions by 53.4%, hypothesis testing obtained a significance of  $0.000 < 0.05$ . Purchase decisions have a significant effect on consumer loyalty by 32.5%, hypothesis testing obtained a significance of  $0.000 < 0.05$ .

Keywords: Perceived Quality; Brand Image; Purchase Decision; Consumer Loyalty

### **INTRODUCTION**

A company will be wise in measuring customer satisfaction regularly because one of the keys to increasing customer satisfaction is customer satisfaction because the quality of a product is as expected and at an affordable price (Gumilar & Sunarsi, 2020; Susanti et al., 2020). A consumer who is satisfied at a high level after consuming a product, in general, the consumer lasts to fulfill his loyalty longer, or if the consumer is satisfied, the consumer will show a higher probability of repurchasing the product and offering to others about the current product (Jasmani et al., 2020; Jasmani & Sunarsi, 2020; Suprpto & Sunarsi, 2020; Sutrisno & Sunarsi, 2019). he uses.

According to Leritt in (Kotler, 2000, 2017; Kotler et al., 1993; Kotler & Zaltman, 1971), the new competition is not between what companies produce in their factories, but between what they add to the factory output in the form of packaging, service, advertising, consulting, for consumers, funding, shipping unions and other things. -other things that people find valuable. A good product for consumers is not only a quality product but also a product that has added value.

The company's competition for consumers is no longer limited to the functional attributes of the product, but has been associated with brands that are able to provide a special image for

the wearer. In other words, the role of the brand has shifted.

Consumers are always looking for a product that is approximately reliable, or in this case quality. Perceived quality is the consumer's perception of the quality of the service product as a whole with respect to the expected purpose, which is relative to alternatives (Aaker, 1997). Perceived quality is influenced by two dimensions, namely in the form of product and service quality

In this study, the things that have been described above will be discussed by following the things that have been discussed earlier into a case that occurs in a product on the market. Soap, indeed is not a product that can be categorized as a primary product, but along with the development of the era and the demands of people to always look clean, soap has become one of the sought after body care commodities.

Brand image is the totality of consumers' perceptions of the brand or how they perceive it, which may not be similar to brand identity (Matiza & Slabbert, 2020; Panda et al., 2019; Wood, 2000; Zavattaro & Fay, 2019). Companies must work towards the consumer experience to ensure that everything consumers see and hear is indeed what they want. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. (Kanten & Darma, 2017) states that consumers with a positive image of a particular brand are more likely to make a purchase.

At a low level of competition, the brand only distinguishes between one product and another or the brand is just a name, while at a high level of competition, the brand contributes to creating and maintaining the competitiveness of a product. The brand will be associated with a special image that is able to provide certain associations in the minds of consumers. Brands make buying decisions easier. A person may not know much about a product they are interested in, but a brand can make it easier to choose. Humans can find out the product faster, if they know the brand. In addition to strengthening the image, it is necessary for companies to instill awareness in consumers.

Brand value (brand performance) of several soap brands that are well-known and well-known by Indonesian consumers. Brand value is the overall result of brand popularity (Tom/brand awareness). Popularity of advertising, level of acceptance of brand quality (perceived quality), level of customer satisfaction and loyalty (satisfaction and loyalty index), market share (market share) and the brand's ability to add consumers in the future (gain index)

Market share is the size of a competitor's share of sales in the relevant (Kotler, 2000). The company's market share can increase or decrease. The decline in market share is caused by products that are no longer liked by consumers and do not meet consumer tastes and increasingly fierce competition (Kotler et al., 2016).

Customer loyalty is important for businesses because good relationships with consumers can make a company's business last long and strong. Developing a business is not easy, especially if you want to become a true entrepreneur, you must focus on customer loyalty or loyalty. This is important to maintain considering that loyalty is a commitment that is fully held by consumers to continue to make continuous purchases of the goods and services of a company and recommend the company's products to others. More broadly, the effects of increasing consumer loyalty to a company include: Increased accumulation of long-term and sustainable profits from individual consumers. Reduced marketing costs as a result of familiarity with existing products and services.

This study focuses more on residents of Bandung city who use Lifebouy soap products.

The selection was based on the consideration that the residents of Bandung City use soap in their daily lives, another consideration because Bandung is a heterogeneous community that comes from various backgrounds, characteristics, habits, regions, cultures and economies. Based on these data and based on several explanations at the beginning of this introduction, this research takes the title: "The Influence of Perceived Quality and Brand Image on Purchase Decisions of Lifebuoy Brand Soaps That Have an Impact on Consumer Loyalty" (Study of Lifebuoy Soap Consumers in Bandung).

## METHOD

The population in this study amounted to 96 respondents PT. Brilliant in Jakarta. The sampling technique in this study is a saturated sample, where all members of the population are used as samples. Thus the sample in this study amounted to 96 respondents. The type of research used is associative, where the aim is to find out the relationship between. In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

## RESULT AND DISCUSSION

### Instrument Test Results.

From the test results, it was obtained that all questionnaire items on the perceived quality variable obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid. From the test results, it was obtained that all questionnaire items on the brand image variable obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid. From the test results, it was obtained that all questionnaire items for purchasing decision variables obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid. From the results of reliability testing, the following results were obtained:

**Table 1**  
**Reliability Test Results**

Variabel	<i>Cronbach's Alpha</i>	Standard Crisis Alpha	Description
Preceived Quality (X1)	0,628	0,600	Reliable
Brand Image (X2)	0,636	0,600	Reliable
Purchase Decision (Y)	0,624	0,600	Reliable
Consumer Loyalty (Z)	0,621	0,600	Reliable

Based on the results of the above test, the overall variables perceived quality (X1), brand image (X2), purchasing decisions (Y) and consumer loyalty (Z) obtained a Cronbach alpha value greater than 0.600. Thus it is declared reliable.

### Descriptive Analysis

In this test, it is used to determine the minimum and maximum scores, the highest score, the rating score and the standard deviation of each variable. The results are as follows:

**Table 2**  
**Results of Descriptive Statistics Analisis Analysis**

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Preceived Quality (X1)	96	30	46	37.87	3.793
Brand Image (X2)	96	31	46	38.06	3.445
Buying Decision (Y)	96	32	46	39.00	3.397
Consumer Loyalty(Z)	96	31	50	39.27	3.646
Valid N (listwise)	96				

The perceived quality obtained a minimum variance of 30 and a maximum variance of 46 with a rating score of 3.787 with a standard deviation of 3.793. Brand Image obtained a minimum variance of 31 and a maximum variance of 46 with a rating score of 3,806 with a standard deviation of 3,445. Buying Decision obtained a minimum variance of 32 and a maximum variance of 46 with a rating score of 3,900 with a standard deviation of 3,397. Consumer Loyalty obtained a minimum variance of 31 and a maximum variance of 50 with a rating score of 3.927 with a standard deviation of 3.646.

### Hypothesis testing

Simultaneous hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. The third hypothesis: There is a significant effect between perceived quality and Brand Image on Buying Decision.

**Table 3**  
**Results of Simultaneous Perceived Quality and Brand Image Hypothesis Testing on Buying Decisions.**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	585.793	2	292.896	53.389	.000 <sup>b</sup>
	Residual	510.207	93	5.486		
	Total	1096.000	95			

a. Dependent Variable: Buying Decision (Y)

b. Predictors: (Constant), Brand Image (X2), Preceived Quality (X1)

Based on the test results in the table above, the calculated F value > F table or (53.389 > 2,700), thus the fourth hypothesis proposed that there is a significant influence between quality and Brand Image simultaneously on Buying Decision is accepted.

## Discussion

The perceived quality has a significant effect on purchasing decisions with a coefficient of determination of 36.2%. Testing the hypothesis obtained the value of t arithmetic > t table or (7.298 > 1.986). Thus the hypothesis proposed that there is a significant effect between perceived quality on purchasing decisions is accepted. Brand image has a significant effect on purchasing decisions with a coefficient of determination of 47.8%. Testing the hypothesis obtained the value of t arithmetic > t table or (9.287 > 1.986). Thus the hypothesis proposed that there is a significant effect between brand image on purchasing decisions is accepted.

Perceived quality and brand image have a significant effect on purchasing decisions with the regression equation  $Y = 9.625 + 0.263X_1 + 0.510X_2$ , with a coefficient of determination of 53.4% while the remaining 46.6% is influenced by other factors. Hypothesis testing is obtained by the calculated F value > F table or (53.389 > 2,700). Thus the hypothesis proposed that there is a significant effect between perceived quality and brand image simultaneously on purchasing decisions is accepted. Purchase decisions have a significant effect on consumer loyalty with a coefficient of determination of 32.5%. Testing the hypothesis obtained the value of t arithmetic > t table or (6.732 > 1.986). Thus the hypothesis proposed that there is a significant effect between purchasing decisions on consumer loyalty is accepted.

## CONCLUSION

The perceived quality has a significant effect on Buying Decision with an influence contribution of 36.2% and hypothesis testing is obtained by the value of t count > t table or (7.298 > 1.986). Brand Image has a significant effect on Buying Decision with an influence contribution of 47.8% and hypothesis testing is obtained by the value of t count > t table or (9.287 > 1.986). Perceived quality and Brand Image simultaneously have a significant effect on Buying Decision with a contribution of 53.4% influence while the remaining 46.6% is influenced by other factors. Hypothesis test obtained value F arithmetic > F table or (53.389 > 2,700). Buying Decision has a significant effect on Consumer Loyalty with an influence contribution of 32.5%. Hypothesis test obtained value of t count > t table or (6,732 > 1,986).

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