



# The Influence Of Brand Image, Perceived Quality & Price On Purchasing Decisions For Dunkin Donuts Products In Bekasi

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## ABSTRACT

Purchasing decisions are in the stage of the buyer decision-making process in which consumers actually buy. Some of the factors that influence consumer purchase decisions are brand image, product quality and price. There has been a decline in sales in March and in April that caused the decline in the number of customers who buy products Dunkin Donuts. The decline is due to the emergence of new competitors that produce similar products so that some consumers switch to a competing product. This study aimed to determine the effect of brand image, product quality and price on consumer purchasing decisions in Dunkin Donuts Bekasi. This study used a sample of 100 respondents drawn through slovin method. The data analysis technique used is the multiple regression analysis previously tested with classical assumption. The results showed that simultaneous brand image, product quality and price significantly influence consumer purchasing decisions. Partially brand image and product quality are significantly influence consumer purchase decisions and price variable is not significant influence on consumer purchasing decisions. Product quality and brand image has contributed greatly to the consumer purchasing decisions, then the parties should consider factors Dunkin Donuts product quality and brand image in company

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## 1. Introduction

Today's business has grown very rapidly and is changing continuously. One example of this change is in terms of changes in technology and people's lifestyles where this cannot be separated from the influence of globalization that is now happening. In this era of globalization, the number of brands, products, and services as well as competitive prices in the market has become very large so that consumers have many choices and alternative products and services that can meet their needs and have the right to choose what consumers want.

Buyers are individuals or organizations in obtaining goods or services first considering many factors that affect these goods and services and usually purchases are made with a medium of exchange. Purchasing Decision is the stage in the buyer's decision-making process where consumers buy an item or service. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Dunkin Donuts is a limited liability company and is a fast food industry. Besides donuts and coffee, Dunkin Donuts also sells frozen yogurt. Dunkin Donuts Donuts in Indonesia and several countries in Asia are 99 branches and one of the branches is Dunkin Donuts Bekasi Town Square. Dunkin Donuts Donuts & Coffee is present in the community with several types of products offered.

Several factors that influence consumer purchasing decisions are brand image, product quality and price. Brand Image or Brand Image is the identity of the goods or services. A well-known and trusted brand is an invaluable asset. Brands have developed into the largest source of assets and are an important factor in the company's marketing activities. The most unique skill of a professional marketer is his ability to create, maintain, and protect and enhance brands. Products with a well-known brand image will invite consumers to try or make a repeat purchase decision. One of the advantages in this competition, especially the quality of products that can meet consumer desires. If it does not meet the specifications, the product will be rejected. Likewise, consumers in buying a consumer product always hope that the goods they buy can satisfy all their wants and needs. For this reason, companies must be able to understand consumer desires, so that companies can create products that meet consumer expectations. Good product quality is a consumer expectation that must be met by the company, because good product quality is the key to the development of company productivity.

Price is a determining element in the company making a profit. Price is one of the elements that affect the activities within the company that serves to create advantages for the company. However, it often collides with pricing policies. Pricing by the company must be adjusted to the environmental situation and changes that occur, especially at a time of increasingly fierce competition and limited demand developments. The longer a customer stays with a company, the more valuable that customer. The purpose of this study was to determine the effect of Brand Image, Product Quality, and Price simultaneously have a significant effect on Purchase Decisions at Dunkin Donuts Bekasi, Brand Image partially has a significant effect on Purchase Decisions at Dunkin Donuts Bekasi, Product quality partially has a significant effect on purchasing decisions at Dunkin Donuts Bekasi, Price partially has a significant effect on Purchase Decisions at Dunkin Donuts Bekasi

Schiffman and Kanuk (2004) state that purchasing decisions are the selection of two or more alternative purchasing decision choices, meaning that a person can make a decision, there must be several alternative choices. Purchasing decisions are actions taken by consumers due to perceived impulses or motives that generate interest or encouragement to meet needs.

Brand Image, brand is a distinguishing name and/or symbol (such as a stamp, logo, or packaging) with the intention of identifying the goods or services of a particular seller or group of sellers with the intention of distinguishing them from the goods or services produced by competitors. A brand shows the customer the origin/source of the product and protects both, the producer and the customer, from competitors who present products that look similar Aaker (2006).

Product quality, Kotler (2005) states that product quality is the overall characteristics of a product or service on the ability to satisfy stated/implicit needs. According to Lupiyoadi (2001) states that consumers will be satisfied if the results of their evaluation show that the products they use are of high quality. Kotler and Armstrong (2001) state that price is the amount of money charged for a product or service. More broadly, price is the amount of value that consumers exchange for the benefits of having or using a product or service. Meanwhile, according to Simamora (2003). Price is the amount of money charged or charged for a product or service.

Previous research, Sagita (2013) examines the effect of brand image and price on the decision to repurchase Kentucky Fried Chicken (KFC) products at the Grand Mall meatball branch by Padang State University students. The research method used is multiple regression analysis. The results showed that Brand Image and Price had a significant effect on purchasing decisions. Liwe (2013) examines Brand Awareness, Product Diversity, and Product Quality Influence on Consumer Decision Making Buying at Kentucky Fried Chicken Manado. The research method used is multiple linear regression analysis. The results showed that partially independent variables had a significant effect on purchasing decisions. Fiani and Japariato (2012) examined the effect of capital structure on earnings per share. The research method used is multiple regression analysis. The results of the study show that the t test and F test prove that all independent variables have a significant effect on purchasing decisions.

H<sub>1</sub> : Allegedly Brand image, product quality and price simultaneously have a significant effect on the purchase decision of Dunkin Donuts Bekasi.

- H<sub>2</sub> : It is suspected that brand image partially has a significant effect on the purchase decision of Dunkin Donuts Bekasi. H<sub>3</sub>: It is suspected that product quality partially has a significant effect on J.Co purchasing decisions Manado.  
 H<sub>4</sub> : It is suspected that the price partially has a significant effect on the purchase decision of Dunkin Donuts Bekasi.

## 2. Research Methods

### 2.1 Types of research

The type of research used in this study is associative where this study aims to test hypotheses and is a research that explains phenomena in the form of relationships between variables (Sugiyono, 2009). In this type of research, associative is intended to examine the effect of brand image, product quality and price on purchasing decisions. This research was conducted in February 2014 and took place at Dunkin Donuts Bekasi. The population in this study were customers from Dunkin Donuts Bekasi in April 2014 amounting to 10,224. The number of samples was determined by using the Slovin formula, totaling 100 respondents

### 2.2 Analysis Method

The analytical method used is validity test, reliability test, classical assumption test, multiple linear regression analysis, complete with partial hypothesis testing with t test and simultaneously with F test. Validity test is used to measure the validity or validity of a questionnaire (Ghozali, 2005). Reliability is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable over time. (Ghozali, 2005). Normality test aims to test whether in the regression model, the independent variable and the dependent variable both have normal data distribution or not. A good regression model is to have a normal or close to normal data distribution.

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance from the residual of one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. To detect the presence or absence of heteroscedasticity, you can look at the graph plot between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity (Ghozali, 2009).

This test aims to test whether the regression model found a correlation between the independent variables (independent). A good regression model should be free of multicollinearity or there should be no correlation between the independent variables. This analysis method is carried out using quantitative data to calculate or estimate quantitatively the variables used, either partially or simultaneously that affect purchasing decisions. The statistical t test or partial test aims to determine how far the influence of the independent variables individually in explaining the dependent variable (Ghozali, 2009).

### 2.3 Conceptual Framework

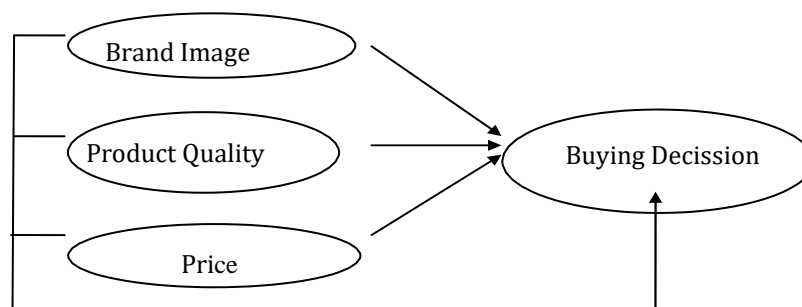


Image 1. Conceptual Framework

### 3. Results and Discussion

#### 3.1 Validity and Reliability Test

Table 1 can be seen that the significant value for each statement is  $< \alpha$ , which is 0.05, so it can be concluded that each statement is valid. Cronbach's alpha value for each statement  $> 0.6$ , it can be concluded that each statement is said to be reliable

**Table 1.**  
Validity and Reliability Test Results

Variabel	Pernyataan	Sig	Status	Cronbach Alpha	Status
Brand Image (X <sub>1</sub> )	X1.1	0,000	Valid	0,666	Reliabel
	X1.2	0,004	Valid		Reliabel
	X1.3	0,000	Valid		Reliabel
	X1.4	0,004	Valid		Reliabel
	X1.5	0,000	Valid		Reliabel
	X1.6	0,000	Valid		Reliabel
Product Quality(X <sub>2</sub> )	X2.1	0,000	Valid	0,626	Reliabel
	X2.2	0,000	Valid		Reliabel
	X2.3	0,002	Valid		Reliabel
	X2.4	0,000	Valid		Reliabel
	X2.5	0,000	Valid		Reliabel
	X2.6	0,000	Valid		Reliabel
Price (X <sub>3</sub> )	X3.1	0,000	Valid	0,651	Reliabel
	X3.2	0,039	Valid		Reliabel
	X3.3	0,044	Valid		Reliabel
	X3.4	0,000	Valid		Reliabel
	X3.5	0,000	Valid		Reliabel
	X3.6	0,000	Valid		Reliabel
Purchase Satisfaction (Y)	Y1.1	0,000	Valid	0,726	Reliabel
	Y1.2	0,005	Valid		Reliabel
	Y1.3	0,000	Valid		Reliabel
	Y1.4	0,000	Valid		Reliabel
	Y1.5	0,000	Valid		Reliabel
	Y1.6	0,000	Valid		Reliabel

#### 3.2 Multicollinearity Test

**Table 2.**  
Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Brand Image	0,925	1.078
Kualitas Produk	0.933	1.072
Harga	0.971	1.030

The results of Collinearity Statistics can be seen in the output coefficient model, it is said that there are no symptoms of multicollinearity if the VIF value  $< 10$ . The calculation results produce VIF values for Brand Image (X<sub>1</sub>), Product Quality (X<sub>2</sub>), and Price (X<sub>3</sub>) below number 10, so it can be concluded that there is no symptom of multicollinearity in the regression model.

### 3.3 Multiple Linear Regression Analysis

**Table 3.**  
Multiple Linear Regression

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	4.991	3.511
Brand Image	0.224	0.090
Product Quality	0.609	0.093
Price	-0.057	0,097

The results of the table above, the multiple linear regression equation is obtained as follows:

$$Y = 4.991 + 0.224 X1 + 0.609 X2 - 0.057 X3$$

The regression model  $Y = 4.991 + 0.224 X1 + 0.609 X2 - 0.057 X3 + e$  illustrates that the independent variables (independent) Brand Image (X1), Product Quality (X2), and Price (X3) in the regression model can be stated if one independent variable changes by 1 (one) and the other is constant, then the change in the dependent variable (dependent) of Purchase Decision (Y) is equal to the value of the coefficient (b) of the value of the independent variable. The constant (a) of 4.991 gives the understanding that if the Brand Image (X1), Product Quality (X2), and Price (X3) simultaneously or together do not change or are equal to zero (0) then the amount of Purchase Decision (Y) of 4,991 units.

If the value of b1 which is the correlation coefficient of Brand Image (X1) is 0.224, which means it has a positive influence on the dependent variable (Y), it means that if the Brand Image variable (X1) increases by 1 unit, then the Purchase Decision (Y) will also increase. of 0.224 units assuming other variables are fixed or constant. If the value of b2 which is the correlation coefficient of Product Quality (X2) is 0.609, which means it has a positive influence on the dependent variable (Y), it means that if the Product Quality variable (X2) is increased by 1 unit, then the Purchase Decision (Y) will increase by 1 unit. 0.609 units assuming other variables are fixed or constant.

If the value of b3 which is the correlation coefficient of Price (X3) is -0.057, which means it has a negative effect on the dependent variable (Y), it means that if the Brand Image variable (X4) is increased by 1 unit, then the Purchase Decision (Y) will decrease by 1 unit. 0.057 units assuming other variables are fixed or constant. Thus it can be seen that every time there is a change in the Brand Image Factor (X1), Product Quality (X2) and Price (X3) it will affect the Purchase Decision (Y).

**Table 4.**  
Relationship Between Variables

Model	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	0.622	0.387	0.368	1.79913

The results of calculations using the help of the SPSS 20 program as shown in the table above can be seen that the value (R) generated is 0.622, meaning that it has a fairly strong relationship. The value of adj R square is 0.368 or 36.8%. This means that the influence of all independent variables: Brand Image (X1), Product Quality (X2) and Price (X3) on the independent variable Purchasing Decision is 36.8% and the rest is 63.2 % influenced by other variables

### 3.4 Hypothesis test

The formulation of the tested hypothesis has been stated in the previous chapter with the significance level used in this study of 5% or = 0.05, the results of testing the hypothesis are as follows:

#### a. F Uji test

In the table below, you can see the F test to test all independent variables for the influence of Brand Image

(X1), Product Quality (X2) and Price (X3) which will affect the Purchase Decision variable (Y).

**Table 5.**  
Linear Relationship Between Independent Variables and Non-Independent Variables

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196.419	3	65.473	20.227	.000 <sup>b</sup>
	Residual	310.741	96	3.237		
	Total	507.160	99			

The results of regression analysis using SPSS 20.0 obtained Fcount = 20.227 > Ftable = 2.47 with a significant level of p-value = 0.000 < 0.05, it can be concluded that H0 is rejected or Ha is accepted which means that Brand Image (X1), Product Quality (X2), and Price (X3) together have a significant effect on Purchase Decision (Y) t test. The t test is used to test the significance of the effect of the independent variable on the dependent variable in the regression model that has been generated. Then the t test is used to test each independent variable on the dependent variable.

**Table 6.**  
Results of Regression Analysis

Model		T	Sig.
1	(Constant)	1.421	0.000
	Brand Image	2.498	0.014
	Kualitas Produk	6.543	0.000
	Harga	-0,589	0.557

The results of the t-test in the table above can be seen that Brand Image (X1) tcount = 2.498 > ttable = 1.98525 and significance p-value = 0.014 < 0.05, it can be concluded that Ha is accepted and rejected H0 or Brand Image (X1) significant effect on Purchase Decision (Y). The results of the t-test in the table above can be seen that Product Quality (X2) tcount = 6.543 > ttable = 1.98525 and significance p-value = 0.000 < 0.05, it can be concluded that Ha is accepted and rejected H0 or Product Quality (X2) significant effect on Purchase Decision (Y). The results of the t-test in the table above can be seen that Price (X3) tcount = -0.589 < ttable = -1.98525 and significance p-value = 0.557 > 0.05, it can be concluded that Ha is rejected and accepts H0 or Price (X2) no significant effect on Purchase Decision (Y)

### 3.5 Discussions

A brand is a distinguishing name and/or symbol (such as a stamp, logo, or packaging) with the intent of identifying the goods or services of a particular seller or group of sellers with the intention of distinguishing them from the goods or services produced by competitors. A brand shows the customer the origin/source of the product and protects both, the producer and the customer, from competitors who present similar looking products. A brand is something that consumers look for when it comes to buying, this is not just an item but also a perception of quality and prestige achieved. Because the brand image and reputation are maintained, a product can become a product of high value and sought after by consumers so that the value of the company can increase above the real value of its assets. This means that Brand Image or Brand Image can influence consumer purchasing decisions.

The results showed that Brand Image had a significant positive effect on consumer purchasing decisions for Dunkin Donuts. This means that every time the quality of brand image increases, consumer purchasing decisions in buying Dunkin Donuts products will increase. This means that consumers buy a product by seeing whether the brand of the product is already known to many people or not. The results of this study support Sagita's research which found that Brand Image has a positive and significant effect on consumer purchasing decisions. Product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience,

operation and repair as well as other attributes. Most products are supplied at one of four quality levels, namely: low quality, average quality, good quality and very good quality. Some of the attributes above can be measured objectively. However, from a marketing point of view, quality must be measured in terms of buyer's perception of the quality of the product. Product quality is an important thing that must be sought by every company if they want their products to compete in the market. Today, due to the increasing economic capacity and education level of the community, some people are increasingly critical in consuming a product. Thus the quality of the product can be said to be able to influence consumer purchasing decisions. The better the quality of a product, the consumer's purchase decision will experience an increase and vice versa if the product offered is of poor quality then the consumer's purchase decision for a product will decrease. The results show that product quality has a regression coefficient of 6.543 with a significance of 0.000 which means that product quality has a significant positive influence on Dunkin Donuts product purchasing decisions. Any increase in product quality will increase consumer purchasing decisions and vice versa if product quality decreases, consumer purchasing decisions will increase. decrease. The results of this study are supported by research from Liwe (2013) which shows that product quality has a positive and significant effect on consumer purchasing decisions.

Price is the amount of money charged or charged for a product or service. The policy regarding prices is only temporary, meaning that producers must follow price developments in the market and must know the company's position in the overall market situation. Simamora (2003:574) Price is directly related to income and profit. Price is the only element of the marketing mix that generates revenue for the company, which in turn affects the size of profits and market share gained. Consumers choose a product, of course, considering the price of the product. Consumers choose a product because they really want to feel the value and benefits of the product, because they see the opportunity to have the product at a cheaper price than usual so it is more economical. The higher the price of a product, the purchasing power or consumer purchasing decisions will decrease and conversely with a lower price, the purchasing power of consumers will increase and consumer purchasing decisions will increase. The results showed that price had an insignificant negative effect on consumer purchasing decisions for Dunkin Donuts Bekasi. This means that every time there is an increase in prices, consumer purchasing decisions will decrease, but the decrease is not significant. In this case, Dunkin Donuts consumers will discourage their intention to buy Dunkin Donuts products if there is a price increase. The results of this study are supported by the research of Purwati, Heri Setiawan and Rohmanawa (2012) who found that price has a negative effect on purchasing decisions

#### **4. Conclusion**

Brand Image, Product Quality, and Price simultaneously have a significant effect on the Purchase Decision of Dunkin Donuts Bekasi Town Square Products. Brand Image partially has a significant effect on Purchase Decisions for Dunkin Donuts Bekasi Town Square Products. Product quality partially has a significant effect on purchasing decisions for Dunkin Donuts Bekasi Town Square products. Price partially has no significant effect on Purchase Decisions for Dunkin Donuts Bekasi Town Square Products. Product quality has a significant positive influence and contributes significantly to the Purchase Decision of Dunkin Donuts Bekasi Town Square. So Dunkin Donuts must pay attention to the Product Quality factor. The results of the research can be used for the development of marketing management science, especially for Brand Image, Product Quality and Price and Purchase Decisions. In this research, the research is limited to the influence of Brand Image, Product Quality, Price of Dunkin Donuts Mantos Purchase Decision. While other factors that also affect the Purchase Decision have not been disclosed how much influence, hopefully in future research can discuss other factors that have not been studied in this study.

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