Brand image, price, and product quality On the purchasing decisions of swallow products PT. Garuda Mas Perkasa

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ABSTRACT
The methods of collecting data with interviews, questionnaires, and documentation studies. The analysis method is multiple linear regression with classical assumption testing, namely normality, multicollinearity, and heteroscedasticity. The research population was 230 customers, the sample with simple random sampling was 146 respondents and 30 respondents were tested for validity and reliability. The method used is descriptive quantitative, the research nature is explanatory research. The conclusion of the effect of the brand image, price, and product quality simultaneously (Test F) has a positive effect on purchasing decisions of Fount 111.892 > F Fable 2.67 with a sig. of 0.000 < 0.05. Partially (test the brand image of t count 0.756 < table 1.655 and a sig. of 0.451 > 0.05, the price of count 3.561 > table 1.655 and a sig. of 0.001 < 0.05, the product quality of count 11.223 > table 1.655 and a sig. of 0.000 < 0.05. The results of the determination coefficient test of Adjusted R Square of 0.696, means that the brand image, price, and product quality affect purchasing decisions with a level of 69.6%, while the remaining 30.4% are ot

Keywords : Brand image, Product Quality, and Price

INTRODUCTION

Shoes and sandals are products made and designed _ to cover human feet from conditions environment that is not conducive for man in operating activity daily. Condition this is what causes needs those shoes and sandals important worn in operate activity human. Shoes and sandals can also be used for fashion that can influence the appearance and style of life, of someone. There are several models made by the company such as flip-flops, sandals, *sneakers, flat shoes (loafers)*, and *high heels*. Product shoes and sandals in Indonesia when seen progress always follow development *fashion* moment this. There are many designs sold in Indonesia starting at a level low price _ until the level high price, from quality standard until level super quality Development industry relative shoes and sandals stable in Indonesia. Based on statistical data from the Ministry of Industry year 2020 value export the industry experience enhancement of USD 4.8 billion compared to the year 2019. In the same period year previously score export month January 2021 grades export amounted to USD 490 million, an increase of 15.54%. For the Indonesian sales market to America and the six largest market countries other to China, Belgium, Germany Japan, Canada, and Italy. In Thing decision defender every product by consumer influenced by behavior purchases each one has something different because it's seen nature from each consumer and angle look the segment that they go. With thereby what is needed also varies from person to person. The producer must know the behavior of consumers on the product/brand that will be they create and market with various methods company makmakensumers _ interested in the resulting product. Assume the brand

from the opinion of others and experience alone describe image brand about something product. When from corner look to brand ok then the consumer will buy. The price given to consumers will be one consideration to purchasing them. In the eyes, consumer prices have influenced different opinions. Price becomes the reason consumers in influence the evaluation consumer to something productive. When a company set the price more expensive than the competitor kind of or makes very cheap price compared with competitors with low quality.

Quality products _ are products that can fulfill the needs and wants of consumers. Quality product the company is very much determined by the customer based on experiencing those who have used product/service company. PT. Garuda Mas Perkasa Medan is one of the company makers of rubber shoes and sandals with the brand "Swallow" trade. Office address on Jl. Kol.Yos Sudarso Km 6.5 Medan. Established company 1984 in the form of UD to now has bodily PT (Limited Liability Company) law. A company processing ingredients half so from *crumb rubber* Becomes a product so in the form of sandals. Production results company to Medan, Semarang, Surabaya, and Jakarta area. In a study, this researcher only limits study, especially in the Medan area. Based on the results Interview researcher obtained information that problem with the image brand is the perception Swallow brand that had time famous in the market, feeling consumers proud to use Swallow products already reduced and the attitude of people who wear no footwear must swallow the brand. The problem with the price is the price and quality of sandals that tend to be more competitive than other brands on the market today this, power competitive price between brand and model of sandal design already the more height and society already clever in Thing see suitability price with the function of their sandals buy Problems with a quality product are products produced by the company not yet ensure quality more good from brand other, many appear other brands in the market with highlight superiority the quality of each and the more Up machine's production make other companies produce more sandals reliable. Problems with decisions purchase where consumer moment this already more careful and smart choose Thing product based on type, shape, brand, seller and quantity distribution existing products _ marketed.

LITERATURE REVIEW
Brand Image
Brand image is a collection of association images and consumer views of the brand of a product. Brand image (*brand image*) is the analysis and beliefs that consumers have of a product. (Tjiptono, 2015:49). Brand image is the perception of consumers about a brand as a collection of images that exist in the minds of consumers. (Kotler and Keller, 2016:322) Brand image is all assumptions about the product or brand received from information and experience of the product or brand (Sutisna, 2003:83). Indicators: Perception, Cognition, Attitude (Tjiptono and Diana, 2016:149)

Price
Price is value for money that has been approved by candidate buyers and sellers for exchange with goods or services in transaction normal business (Tanjung, 2004:78). Price is the amount of money (unit monetary) and or other (non-monetary) aspects that have the utility certain required to get something services (Tjiptono and Chandra, 2014:198). Price is

something that scores guidelines on what to do given consumer for buying something goods or usual service _ use value for money (Morissan, 2010:78). Indicators: Price affordability, Price compatibility with product quality, Price competitiveness, Price compatibility with benefits (Kotler and Armstrong, 2008:278)

Product quality

Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs (Kotler and Armstrong, 2008: 272). Product quality is a stable situation related to the number of products, services, people, processes, and the environment that meet or exceed expectations (Tjiptono, 2009: 51).   Product quality is the similarity of expectations between consumer needs and desires for products in product specifications produced by the company (Purnama, 2006:11). Indicators: Product durability, product features, product reliability (Kotler and Keller, 2012:347)

Buying decision

Purchasing decisions are stages that are usually used by consumers in combining knowledge to evaluate two or more alternative behaviors before they choose one of them (Sangadji and Sopiah, 2013:121). Purchasing decisions are the stages where consumers recognize what problems they are facing, seek information about certain products or brands, and evaluate how well the alternatives are taken can solve the problem which then leads to purchasing decisions (Kotler and Armstrong, 2008: 129). A purchase decision is a decision of a person or group where they make one choice from several choices (Schiffman and Kanuk, 2010: 485). Indicators: Decisions about the type of product, Decisions about product form, Decisions about brands, Decisions about the seller, Decisions about the number of products, Decisions about time purchase, and Decisions about the method of payment (Donni, 2018;92-93)

Research Method

Study this implemented at PT. Garuda Mas Perkasa Medan (GMP) J.L. _ Col. _ Yos Sudarso KM 6.5 Village Cape Glorious Medan Deli District . Research time conducted from September 2021 to February 20 2 2. In research this use method *quantitative*. This research _ uses the *explanatory research* method. The popular taken from the average outlet purchase data IDR 5 million / month to the company started from month January 2020 to with December 2020 as much 230 outlets customer. In a study, the researcher used *random sampling* with the used formula *Slovin* got sample study 146 outlet customers, for validity and reliability test are taken from 30 outlets in outside the outlet used sample.

RESULTS OF STUDY AND DISCUSSION
Results study
Analysis statistics descriptive

Table 1: Descriptive Statistics

	N	Minimum	Maximum	mean	Std. Deviation
Brand image	146	13	30	23.88	4,515
Price	146	21	38	30.49	5.204

Quality product	146	16	30	24.01	4.768
Purchase decision	146	27	50	39.65	7.563
Valid N (listwise)	146				

On image brand $(X1_{)}$, sample 146 respondent score minimum 13 unit on number respondents 3 2 and a maximum value of 30 units on respondent numbers 6, 13, 14, 21, 25, 33, 41, 43, 44, 49, 53, 58, 62, 70, 87, 91, 94, 98, 103, 106, 111, 114, 118, 123, 126, 133, 138 and 141, mean value 23.88 and standard deviation 4,515 .

At the price (X_2), a sample of 146 respondents with a minimum value of 21 units in the number respondents 78 and a maximum value of 38 units on respondent numbers 2, 13, 14, 21, 25, 33, 37, 43, 49, 58, 62, 68, 70, 71, 91, 94, 98, 106, 118, 122, 128, 130, 131 and 140, mean value 30.49 and standard deviation 5.204 .

On quality product (X3), sample 146 respondents score a minimum of 16 units on numbers respondents 7 and 8, the maximum value is 30 units on the respondent numbers 2, 13, 14, 21, and 25, and the mean value is 24.01 and standard deviation 4.768.

On decision purchase (Y), sample 146 respondent score minimum 27 unit on number respondents 7 and 8, score maximum 50 units on the number respondent 2, 13, 14, 25, 33, 37, 43, 44, 49, 54, 58, 59, 62, 70, 71, 87, 91, 94, 98, 106, 111, 113, 117, 123, 124, 129, 134, 138, 139 and 142 and score mean 39.65 and standard deviation 7,563.
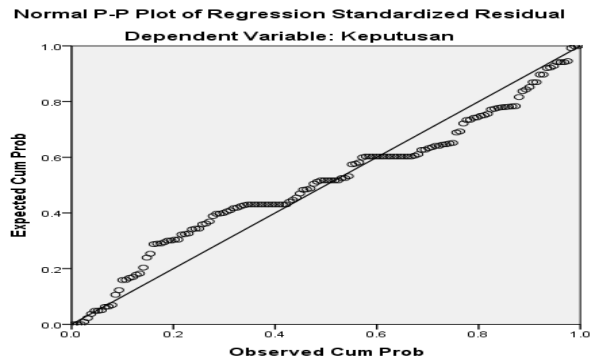
Test n normality
Test chart

a. Chart *histogram*
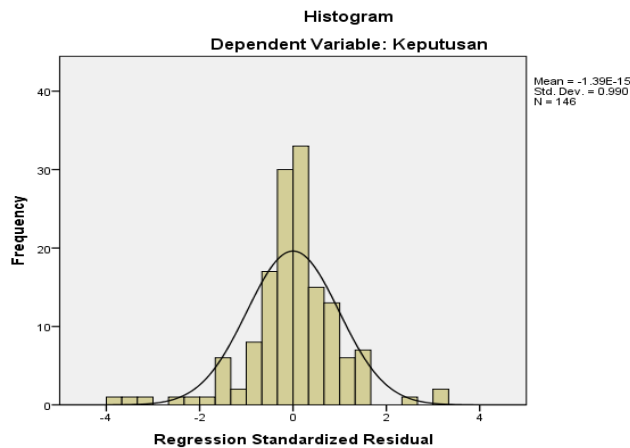
look line from bell no m accompanying to left or even to right with so it can be called data test result distribute normally.

b.   Chart *probability _ p lot* (*Normal P-plotRegression standardized*)

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan

In the figure the data is spread between the diagonal lines, the data is partially scattered big approach line diagonal with thereby the data said distribute normally.

Test m multicollinearity

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand image	.453	2.206
	Price	.523	1,912
	Quality product	.605	1,654

a. Dependent variable: Purchase decision

Variable *tolerance* value image brand 0.453, price 0.523, and quality _ _ product 0.605 _ is above 0 . 10. Value VIF variable image brand = 2206, price = 1,912 and quality product = 1.654 is below 10. So the results of the multicollinearity test do not look atoccur correlation between independent variables (image brand, price, and quality product).

Test h heteroscedasticity

Test g rafik Scatterplot

Scatterplot
Dependent Variable: Keputusan
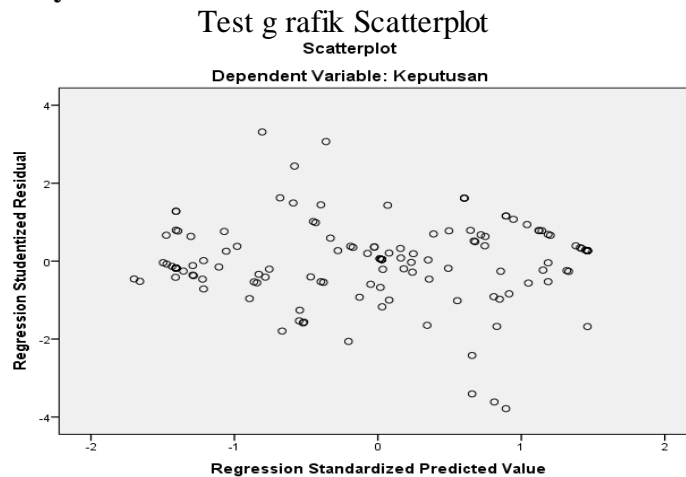
From the *scatterplot* graph, it can be seen that the distribution points of the pattern are

irregular is at on nor is at on lower number zero (0) on-axis Y, pattern no collected in one place only, so the *scatterplot graph* can be concluded not to occur heteroscedasticity.
Test *glacier*

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,004	1.568		1,916	.057
	Brand image	.099	.080	.149	1,237	.218
	Price	-178	.065	-.309	-2,749	.007
	Quality product	.120	.066	.190	1,823	.070

a. Dependent variable ABS_RES

From the *Glejser test, it* can be seen that the significant value of the variable c i tra brand 0 .218 > 0 . 05, price variable 0.007 > 0 . 05 and quality variable product 0.070 > 0 . 05 then the test result *Glacier* there is no heteroscedasticity problem.

Results an analysis d or research _
Model study

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2,470	2.229	
	Brand image	.086	.114	.051
	Price	.327	.092	.225
	Quality product	1.047	.093	.660

a. Dependent variable: Purchase decision

K decision purchase = 2,470 + 0 0.086 images brand + 0 .327 price + 1,047 quality product +5%

Explanation :
1. constant as big as 2,470 states that if image brand, price, and quality product no there is so decision purchase as big as 2,470 unit.

2. Coefficient regression image brand of 0.086 and is worth positive, thing this state that every increase image brand 1 unit will increase decision purchase of 0.086 _ unit with assumption variable other fixed.

3. Coefficient regression price as big as 0 .327 and worth positive, Thing this state that every increasing price 1 unit will increase the price as big as 0 .327 unit with assumption variable other fixed.

4. Coefficient regression quality product as big as 1,047 and worth positive, thing this state that every increase quality product 1 unit will raise quality product by 1,047 unit with assumption variable other fixed.

Coefficient d termination (R ^{2})

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.838 [a]	.703	.696	4.167

a. Predictors: (Constant), Product quality, Price, Brand image

b. Dependent variable: Purchase decision

The results of the coefficient of determination of the *Adjusted R square value* of 0.696 means 69.6 % obtained from the variation of the dependent variable (decision purchase) which can be explained by variations variable independent (image brand, price, and quality product) whereas the rest as big as 30.4 % (100% - 69.6 %) could be explained by variable other like quality service, promotion, and distribution.

(Test simultaneous)

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5827,844	3	1942,615	111.892	.000 [b]
	Residual	2465,340	142	17,362		
	Total	8293.185	145			

a. Dependent variable: Purchase decision
b. Predictors: (Constant), Quality product, Price, Brand image

F test (simultaneous test) obtained the $_{calculated\ F\ value}$ 111.892 > F $_{table}$ 2.67 with probability level significance 0.000 < 0.05. Then Ha is accepted and Ho rejected so that the brand image, price, and product quality simultaneously take effect positive and significant buying decision.

Test t (Test partial)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,470	2.229		1,108	.270
	Brand image	.086	.114	.051	.756	.451

Price	.327	.092	.225	3.561	.001
Quality product	1.047	.093	.660	11.223	.000

a. Dependent variable: Purchase decision

1. Based on the t-test by Partial got score image brand t_{count} $0.756 < t_{table}$ 1 . 6 55 dan score significant 0. 451 more big from 0. 05. Then H 0 accepted and H 1 rejected which means image brand by Partial no take to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan (GMP), with thereby hypothesis H 1 rejected. _

2. Based on the t-test by Partial got score price t_{count} $3.561 > t_{table}$ 1 . 6 55 dan score significant 0.001 _ smaller from 0. 05. then H2 is accepted and H0 is rejected. it means price by Partial take to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan (GMP), with thereby hypothesis H2 _ accepted.

3. Based on t-test by Partial got score quality product t_{count} $11.223 > t_{table}$ 1 . 6 55 dan score significant 0. 000 more small from 0. 05. Then H3 is accepted and H0 is rejected which means quality product by Partial take to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan (GMP), with thereby hypothesis H 3 accepted.

Discussion
Influence image brand to a decision purchase
Based on the t-test by Partial got score image brand t_{count} $0.756 < t_{table}$ 1 . 6 55 dan score Sig. _ 0. 451 > 0 . 05. Then H 0 accepted and H 1 rejected which means image brand by Partial no take to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan, with thereby hypothesis H 1 rejected**.** _

By results study Desy Irana goddess Lubis and Rahmat Hidayat (2017), with the title " The Influence of Brand Image and Price on Purchase Decisions at the College of Science " Management Sukma Medan". Obtained results study that variable image brand count < table and value significant > from alpha 0.05, then H0 is accepted and H1 is rejected, with thereby by Partial variable image brand no take effect significant to decision purchase.

Brand image is something beliefs, ideas, impressions somebody to something object something goods/services. The existence image brand that is positive so will give an impact positive influence on the minds of consumer users (Kottler and Keller, 2009:553).

Influence price on decision purchase
Based on the t-test by Partial got score price t_{count} $3.561 > t_{table}$ 1 . 6 55 dan score Sign. _ 0.001 < 0 . 05. then H2 is accepted and H0 is rejected. A means price by Partial takes to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan, with thereby hypothesis H2 _ accepted.

As results of research by Yahya and Julistyono Widodo (2020) with the title " Influence " quality product and price to decision buy sandals shoes the Bata brand at the Tolitoli Bata

shop ". Influential price significant to decision purchase t $_{count}$ < t $_{table}$ and value significant > from alpha 0.05 means influence price to decision purchase is significant.

Price is very sensitive to people take decision options, so the price can stimulate the growth or demand of potential buyers as much as possible many (Sunyoto, 2015:174).

Influence quality product against _ decision purchase

Based on the t-test by Partial got score quality product t $_{count}$ 11.223 > t $_{table}$ 1 . 6 55 dan score Sign. _ 0. 000 < 0 . 05. Then H3 is accepted and H0 is rejected which means quality product by Partial take to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan, with thereby hypothesis H 3 accepted.

S by the results of the study Diah Ernawati (2019), with title " Influence " quality product, innovation products and promotions to decision purchase HI JACK Sandal Bandung products ". Quality products take effect positively and are significant to the decision to purchase Hi Jack Sandals Bandung products.

Quality product is how the ability of a product to demonstrate function, thing including whole *durability*, *reliability*, accuracy, convenient operation, and repair product, also attribute product others (Kotler and Armstrong, 2012:283).

Conclusion

1. S by partial (t-test) obtained score image brand t $_{count}$ 0.756 < t $_{table}$ 1 . 6 55 dan score significant 0. 451 > 0 . 05. Then H 0 accepted and H 1 rejected which means image brand by Partial no take to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan, with thereby hypothesis H 1 rejected.

2. S by partial (t-test) obtained score price t $_{count}$ 3.561 > t $_{table}$ 1 . 6 55 dan score significant 0.001 < 0 . 05. then H2 is accepted and H0 is rejected. it means price by Partial take to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan, with thereby hypothesis H2 _ accepted.

4. S by partial (t-test) obtained score quality product t $_{count}$ 11.223 > t $_{table}$ 1 . 6 55 dan score significant 0. 000 < 0 . 05. Then H3 is accepted and H0 is rejected which means quality product by Partial take to effect positive and significant to decision purchase PT. Garuda Mas Perkasa Medan, with thereby hypothesis H 3 accepted.

5. S by simultaneous (Test F) image brand, price, and the quality product obtained score F $_{count}$ 111,892 > F $_{table}$ 2.67 with level probability significance 0.000 < 0.05. Then Ha is accepted and Ho is rejected which means the image brand, price, and quality product simultaneously take to effect positive and significant on t h e decision to purchase.

6. Coefficient determination score Adjusted *R square* of 0.696 Thing this means 69.6 % obtained from variation variable dependent (decision purchase) that can be explained by

variation variable independent (image brand, price, and quality product) whereas the rest as big as 30.4 %   (100% - 69.6 %) can be explained by variable other like quality service, promotion, and distribution.

7. The most influential variable to decision purchase (Y) is variable quality product (X 3) t count = 11.223, variable price (X 2) t count = 3.561 and variable image brand (X 1) t count = 0.756 . _

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