

# The Effect of Brand Image and Quality Product Towards Purchase Decision (Empirical Study on CV Bone Engineering Retail)

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## Abstract

*In this research revealed that there is a gap between the good of brand image and quality product from water heater product of CV.Bone Engineering Bandung and the lower Purchase Decision for water heater product of CV.Bone Engineering Bandung. This research aims to determine whether the brand image and quality product of water heater CV.Bone Engineering Bandung affect to the Purchase Decision for water heater product of CV.Bone Engineering Bandung. The factors tested in this study are brand image and quality product as independent variables, while Purchase Decision is the dependent variable. The research method used is descriptive method, with data collection techniques through observation and questionnaires. The population in the study were user or consumers of water heater in Bandung city particularly user or consumer that come to retail of CV.Bone Engineering Bandung with a sample of 100 respondents. Data analysis used multiple linear regression analysis at a significant level of 5 percent The program used is SPSS 25 and Lisrel 8.80. The results showed that the two independent variables which is brand image and quality product had a significant effect on the Purchase Decision for water heater product of CV.Bone Engineering Bandung. But it does not make user or consumer of water heater want to use the product of water heater CV.Bone Engineering Bandung. CV.Bone Engineering Bandung can make some change of the brand image and quality product so that can make more benefit to user or consumer of water heater.*

**Keywords:** Brand Image, Quality Product and Purchasing Decision.

## INTRODUCTION

In this time the most energy source that is used is electricity energy, Electricity energy is very helpful to all of our activities. Because development the technology in this time it makes a lot of new tools to facilitate people or human in to make easy their activities in order to be more practical and one of that is Water Heater. Water Heater is an example of a product that currently has many people need for house hold, hotels shopping centers or restaurants. Water Heater complements modern lifestyle and makes a comfort for daily life The user of electrical water heaters has been developed in this country or other countries. Many famous companies of water heaters are selling his products in this country one of that companions are superior factor of products in the business industry, consumers who want to make decisions about which products they want to buy will see from what the brand that is used and what benefits

they will get from that product. Nowadays there are many consumers who are selective in buying a product, this is caused by various brands that are break down in the same product category. The Product brand is a feature and that is the feature of the product or service requested at the Purchase Decision to choose the product to be used. Because many brands of water heaters that are offered in the market will affect the position index of the brand of water heaters in Indonesia.

## LITERATUR REVIEW

### Brand Image

Kapferer (2014: 11) (2) says “Brand image is an interconnected system of mental associations which affects the power of a brand to influence buyers.” In Kotler & Keller (2013: 51), “Brand image is customers” perceptions about a brand as reflected by the brand association shield in consumer memory. In Harris & Lafferty (2013: 110), “The transfer of brand image is viewed as the process by which the meanings and symbols associated with one entity become associated with another entity.”

### Quality Product

In American Society (2016:156), “Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs”. In Kotler & Armstrong (2015:253), “Product quality is the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs”. In Herviana and Anik. (2018: 2), Product Quality as the totality of features and characteristics of a product or service that depends on the ability it has to satisfy expressed or implied needs”.

### Purchase Decision

Amirullah in Sedho [7] says that Decision making can be interpreted as a process of evaluation and selection of various alternatives in accordance with certain interests by determining a choice that is considered most beneficial.

According to Hsu in Adiwidjaja [8], the purchasing decision indicators are as follows:

1. The desire to use the product
2. The desire to have a product
3. Interest in the product
4. Take the time to get the product
5. Know the function of the product well

### The Relation Between Brand Image and Quality Product Towards Purchase Decision

In Daniel Adhi Satria & Helena Sidharta (2017), Brand image has a significant effect on purchasing interest of Porkball consumers, which means that brand image is an important factor influencing the purchase interest of Porkball products. Product quality has a significant effect on purchasing interest of Porkball consumers, which means that product quality is the second important factor in addition to brand image which affects the purchase interest of Porkball products. Based on the above exposure, the research paradigm is as follows:

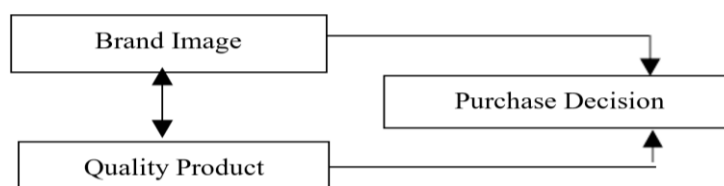


Figure 1. Research Paradigm

**HYPOTESIS**

Hypothesis in this research is as follows:

- Brand Image affected the Purchase Decision at Retail CV.Bone Engineering Bandung
- Quality Product affected the Purchase Decision at Retail CV.Bone Engineering
- Bandung Brand Image and Quality Product affected the Purchase Decision at Retail CV.Bone Engineering Bandung

**METHODOLOGY**

This research is conducted in one of private user of water heater at Pasar Elektronik Cikapundung Bandung, West Java, Indonesia and used its user of water heater as the respondents. The number of user of water heater at Pasar Elektronik Cikapundung this can be known. But the number of whole user water heater in Bandung cannot be known. Therefore, the population of this study is unknown. Based on iteration method, this survey requires to gather data minimum of 150 data. This survey succeeds in gathering 150 data and data were analyzed. The pilot study was done to first 30 respondents and the result showed that the questionnaire was reliable based on the Cronbach’s Alpha value that is more than 0.5 It means that the questionnaire was understandable and targeted the right audience. For the data collection, random sampling was done. It means that all user of water heater has the same chance to participate in the research.

**DISCUSSION**

**Demographic Profile the Respondents**

From 150 data that is analyzed, were male and were female. Most of the respondent is around 36 – 65 old. That using water heater and still have many activity or purpose and work around the Pasar Cikapundung Elektronik Market.

**Information About Brand Image**

The Brand Image of Bone Engineering water heaters have of less of knowledge category, where the respondents in this research are consumers of water heaters who have given real answers in questions about the brand image of Bone Engineering water heaters. The majority of consumers who use water heaters in the Cikapundung electronic center market area in Bandung do not know about the brand of Bone Engineering water heater products.

Table 1. Information about Brand Image

Indicator	Score	Category
How much do you think the value given by the water heater brand CV.Bone Engineering Bandung for the money you will spend to buy the product	442	Compatible
How do you know about water heater products from CV.Bone Engineering Bandung	415	Do not know
How good is the reputation of the water heater company CV.Bone Engineering Bandung in your opinion	371	Not very good
How big is your reason for choosing and using CV.Bone Engineering Bandung water heater products compared to choosing and using competitor products	529	Big
Average	1.757	Less Knowledge

**Information About Quality Product**

The quality of products Bone Engineering water heaters have the less durable category, where the respondents in this study are consumers of water heaters who have given real answers in questions about the quality of Bone Engineering water heater products. The majority of consumers who use water heaters in the Cikapundung Electronics Center area of the city of Bandung say that Bone Engineering water heater products are less durable.

**Table 2. Information about Quality Product**

Indicator	Score	Category
How comfortable and easy is it for you to operate a water heater product in CV. Bone Engineering Bandung, according to the information you have heard from consumers who have used the product.	470	Less comfortable & easy
How efficient are the resources used when you use CV.Bone Engineering Bandung water heater products, according to the information you have heard from consumers who have used these products.	465	Less Efficient
How big is the chance that the CV.Bone Engineering Bandung water heater product will work for a long time, according to the information you have heard from consumers who have used the product	478	Less Big
How appropriate is the performance of the water heater product CV.Bone Engineering Bandung with what you expect and want when deciding to buy this product, according to the information you have heard from consumers who have used the product	492	Appropriate
How durable is the water heater product from CV.Bone Engineering can be used, according to the information you have heard from consumers who have used the product	416	Less Durable
How easily can the water heater product from CV.Bone Engineering be repaired / corrected, according to the information you have heard from consumers who have used the product	458	Easy
How big is the attraction of the water heater product CV.Bone Engineering Bandung for you.	448	Less Big
How good is the image and reputation of the water heater product CV.Bone Engineering Bandung in your opinion	521	Good
Average	3.748	Less Durable

**Information About Purchase Decision**

Consumers who use water heaters in the Cikapundung Elektronik market, Bandung city center, less have the attention and interest in the products that Bone Engineering water heater offers. Consumers who use heater were not impressed when they first saw the product from Bone Engineering which was shown by the researcher when distributing the questionnaire. This shows that consumers have no interest in the products offered by Bone Engineering water heater.

**Table 3. Information about Purchase Decision**

Indicator	Score	Category
How interested are you in searching information on the internet about CV.Bone Engineering ?	426	Not Attention
How easily do you get information about CV.Bone Engineering?	428	Less Interested

How easy do you find CV.Bone Engineering in Bandung?	442	Less Want
When looking at CV.Bone Engineering products, how steady are you to buy CV.Bone Engineering distributions?	424	Less Sure
Average	1.720	Less Intention

### Hypothesis Testing

Hypothesis testing was performed using Lisrel. The results can be seen in the following table:

**Table 4. Results of Hypothesis Testing**

Hypothesis	Fcount	Ftable	Result	Statistical Conclusion
Brand Image and Quality Product have no significant effect on Purchasing Decision	220,5	1,65	Fcount > Ftable H0 Rejected Significant	Brand Image and Quality Product have a significant effect on Purchasing Intention
Brand Image has no significant effect on Purchasing Decision	15.761	1,65	Tcount > ttable H0 Rejected Significant	Brand Image has a significant effect on Purchasing Intention
Quality Product influences the Purchasing Decision	8.000	1,65	Tcount > ttable H0 Rejected Significant	Quality Product has a significant effect on Purchasing Decision

The results from the table above state that both of these variables affect the Purchasing Decision. the table and the correlation results show that the two variables are closely related.

**Table 5. Variable Impact**

	Coefficient	Impact	Residual Factor
Brand Image of Purchasing Decision	0,65	52,48	26,65%
Quality Product of Purchasing Decision	0,33	20,87	

The table above can explain that the brand image variable affects directly by 42.25 percent and indirectly by 9.98 percent, which in this case can be explained by a total of 52.48 percent. This can be due to the good reputation that CV Bone Engineering has, this water heater is a determining factor and has a greater impact on increasing interest in buying a water heater at the CV Bone Engineering water heater Bandung retail store. The product quality offered by CV Bone Engineering water heater has a low direct effect, which only has an effect of 10.89 percent. It can be argued that water heater consumers in the Bandung cikapundung market like the effecient resources used when using the CV.Bone Engineering Bandung water heater products, but there are many brands and qualities that are more attractive to be a separate competitor to the CV Bone Engineering water heater. With this problem, it can be argued that the product quality variable CV Bone Engineering water heater has a low factor.

### CONCLUSION

From a sequence of information that has explained the gap in Brand Image and Quality Product affected Purchase Decision in water heater at retail store CV. Bone Engineering can be concluded in the following conclusions;

1. Brand Image Bone Engineering water heater shows a less knowledge image among Cikapundung Elektronik Center Bandung Market, because heater consumers in

Cikapundung Elektronik Bandung Market do not know about water heater products from Bone Engineering water heater.

2. Product quality Bone Engineering water heater shows the quality that is less durable or not strong enough to be used in the long term according to water heater consumers at the Cikapundung Electronic Center Bandung Market, because it can be seen from how the product's raw materials match the application of the water heater. alone.
3. Water heater consumers at the Cikapundung Elektronik Center Bandung Market showed that they less attention to buying from Bone Engineering water heater products because it can be seen from how unimpressed the water heater consumers were when they first saw the product from Bone Engineering water heater.
4. The influence of the relationship between Brand Image in influencing Purchase Decision water heater at the CV Bone Engineering Bandung retail store has a very strong influence. This is because consumers can easily hear and know the brands and products from the Bone Engineering water heater and the facilities provided for water heater consumers to find out about their products from Bone Engineering water heaters can increase buying interest.
5. The influence of the relationship of Product Quality in influencing Purchase Decision water heater at the CV Bone Engineering Bandung retail store has a strong influence. This is because the more appropriate the raw material for the product with the application of the water heater itself, it will cause the longevity of the product from Bone Engineering water heater when used, this can also increase buying interest.
6. There are also new findings that the influence of the relationship between brand image and product quality in Purchase Decision in retail stores CV Bone Engineering Bandung has a very strong influence. This can show that if the brand image can be easily recognized by heater consumers and the raw materials used can be used in various conditions, then buying interest will also increase.

## **SUGGESTIONS**

The suggestions that can be given in the study are divided in two-part practical and academic which have applicative uses. Below, describes the Brand Image and Product Quality for the interest in buying a water heater at the CV Bone Engineering Bandung retail.

### **Practical**

1. There are complaints about the lack of information that can hear and know about products from Bone Engineering water heater and consumers can only hear and know the brands and products when they come to retail from Bone Engineering water. This can be overcome by facilitating water heater consumers to find out about their products such as by uploading old and new products to the website and completing the product specifications so that everyone can know, read and can understand easily and quickly about their products.
2. There is also a complaint that the Bone Engineering water heater does not facilitate water heater consumers to find out about its products, this can and can be overcome by such as by way of Engineering starting to sell its products in the digital world, this can make it easier for consumers to know the product when they are looking for water heater products on search engines.
3. There is also a complaint that the lack of quality conformity of the product raw material with the application of the water heater itself, causing less durable product life from Bone Engineering water heater when used. This can be overcome by finding the main material that is better to use and can be applied according to the use of the water heater itself and

this can be overcome by explaining before consumers buy and use a water heater such as explaining the type of water heater the use of a water heater. and what kind of water heater specifications should be used if consumers want to use a water heater in certain cases, this can make the water heater last longer.

4. There are also complaints from consumers that the products from Bone Engineering water heater are not in accordance with the specifications of what they expect and need in their daily affairs and affairs, this can be overcome by making general water heater products so that everyone can use the water heater. , and this can be resolved by producing water heater orders in accordance with what consumers expect, need and design (Custom) this can make the possibility of product incompatibility that consumers expect less likely.

### **Academic**

1. Looking for sources of information that are more related to the factors that influence interest in buying a water heater.
2. Conducting further research related to brand image and product quality to influence water heater buying interest.
3. Looking for other factors that can influence interest in buying a water heater.
4. Conduct further research related to other factors that can influence the purchase interest of a water heater.

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