

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASING DECISION OF THE SANTRI BRAND BOTTLED DRINKING WATER IN SIDOARJO REGENCY, EAST JAVA PROVINCE

Syifa Faizah Nirmala¹, Suranto²

^{1,2} Accounting Education, Universitas Muhammadiyah Surakarta

¹syifanrml30@gmail.com, ²sur122@ums.ac.id

Abstract

This research aims to determine the influence of product quality and brand image on purchasing decisions of Santri brand bottled drinking water in Sidoarjo Regency. This is survey research using a quantitative approach. The sample of this research consisted of 100 consumers of Santri bottled drinking water selected through the purposive sampling method. The inclusion criteria were the consumers who regularly purchased this brand product. Data were collected through a questionnaire. To analyze the data, multiple regression analysis, t-test, F-test, coefficient of determination (R^2), effective contribution, and relative contribution were used. The results showed that there was a partial and simultaneous relationship between product quality and brand image variables on purchasing decisions. These two variables contributed 56.8% to purchasing decisions.

Keywords: product quality, brand image, purchasing decision

1. Introduction

The development of the bottled drinking water industry has accelerated in recent years. This is marked by the emergence of various brands of bottled drinking water companies, each with its own set of advantages. According to the Chairperson of the Association of Bottled Drinking Water Companies (ASPADIN), demand for bottled drinking water has increased significantly since the beginning of this year. Data from ASPADIN show national bottled water sales in 2020 were in the range of 29 billion liters. The increase was in the 1% to 2% range compared to the previous year (Elvira, 2021). Consumer demand for bottled drinking water products will continue to grow and show a positive response. This condition necessitates that every company strive to innovate, creatively create, and develop various products, sizes, and packaging in response to consumer needs (Ronitua, 2017). If the companies aspire to achieve these goals, they are expected to have reliable managers who can control the organizations and ensure that the expected goals are met (Wahyudi, 2015).

Kotler (2016) opined that consumer behavior is how an individual or a group selects, purchases, uses, and positions goods and services to satisfy and fulfill their needs. Consumer behavior holds a significant role in the acceptance of a particular product (Sutrisno, 2021). The purchasing decision-making process is an important component of consumer behavior (Nasir, 2015). Purchasing is a consumer decision about what product to purchase, whether to purchase it or not, when to purchase it, where to purchase it, and how to pay for it (Rohmah, 2021). A purchasing decision is a process of combining knowledge in order to evaluate two or more alternative behaviors and select one of them (Gain, 2017).

One of the advantages that businesses can have in competition is the quality of their products. If the product does not meet the specifications, the consumer will reject it. The consumers' access to the information regarding the quality of a product forces the company to be able to maintain and improve the quality of its products to avoid consumer dissatisfaction. Kotler and Keller (2009) defined a product as anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas.

Product quality and brand image are two factors that can influence consumer purchasing decisions. Product quality refers to a set of characteristics of goods and services that enable them to meet needs (Putro, 2014). Kotler and Armstrong (2008) stated that product quality is closely related to the product's ability to perform its

functions, including the overall value of a product, reliability, accuracy, ease of operation and repair, and other valuable attributes.

Product quality is an important consideration for businesses when developing a product. Quality products are the primary criterion for consumers when selecting a company's products. Kotler and Armstrong (2012) opined that product quality is a potential strategic weapon for beating competitors. As a result, only companies with the highest product quality will grow rapidly, and these companies will be more successful in the long run than others. To meet consumer demands, the company is expected to always be able to maintain and improve product quality.

Aside from product quality, a product's brand image is also an important concern for businesses and it becomes the consumer's main consideration in product selection. The influence of a brand image is related to consumer beliefs and preferences of a specific product. Consumers who have a positive image of a particular brand are more likely to make repeat purchases of products manufactured by the company's brand (Supriyadi, 2017).

Brand image shows consumer perceptions or views of a specific brand based on comparisons with several other brands on the same type of product (Arjuna, 2020). A product's brand is crucial for the company as a tool for introducing the product to customers or as an identity of the company (Jamal, 2021). As mentioned by Kotler and Armstrong (2008), a brand image is a name, term, sign, symbol, design, or a combination of these, that indicates the identity of a product or service and can differentiate it from competing products. A company will work hard to improve and maintain its brand image. This is done to create a positive impression or image in the minds of consumers about a product.

Previous research indicated that product quality and brand image variables influence purchasing decisions. Segoro (2021) found that product quality and brand image have a positive and significant effect on consumer purchasing decisions for J.CO Donuts & Coffee products. Meanwhile, Arjuna (2020), argued that product quality and brand image variables have a significant influence on consumer decisions to purchase Xiaomi mobile products in Yogyakarta. Based on the findings of those studies, it is reasonable to assume that those two variables will have the same impact on bottled drinking water products.

The purpose of this research is to determine the extent to which product quality and brand image influence customer decision to purchase Santri brand bottled water in Sidoarjo regency. The findings of this research can serve as a policy foundation for bottled drinking water entrepreneurs, as well as literature sources to strengthen the theory, particularly in the marketing field.

2. Method

This is survey research using a quantitative research design. Quantitative research is a method to gain knowledge or solve a problem carefully and systematically, where data are in the form of a series or collection of numbers (Nasehudin, 2012). The population in this research was consumers of Santri, a brand of the bottled drinking water company in Sidoarjo regency, and the sample consisted of 100 consumers selected through purposive sampling. The inclusion criteria were the consumers who regularly purchased this brand product and lived in Sidoarjo regency, East Java. The data were collected through a questionnaire which was tested using validity and reliability tests. The prerequisite analysis test was performed using the classical assumption test, including the normality test, multicollinearity test, heteroscedasticity test, and linearity test. Data analysis was done using multiple linear regression analysis, t-test, F-test, coefficient of determination (R²), effective contribution (SE), and relative contribution (SR).

3. Results and Discussion

a. Multiple Regression Analysis

Table 1. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a			T	Sig.
	Unstandardized	Std. Error	Standardize		
	Coefficients		d Coefficients		
B	Beta				
1	(Constant)	1,480	1,866	,793	,430
	Product Quality	,397	,078	,540	,000

Brand Image	,177	,074	,253	2,397	,018
-------------	------	------	------	-------	------

Based on the results of the calculation of the regression analysis, the regression equation PKA = 1.480 + 0.397 (X₁) + 0.177 (X₂). This means that the purchasing decision constant in the multiple linear regression equation has a value of 1.480. If the values of product quality and brand image are both zero, the purchase decision is 1.480.

b. t Test (Partial)

Table 2. Result of t Test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error				
	(Constant)	1,480	1,866		,793	,430
1	Product Quality	,397	,078	,540	5,119	,000
	Brand Image	,177	,074	,253	2,397	,018

Based on the table, it can be concluded that :

1. The $t_{\text{statistic}}$ product quality variable was 5,119, while the t_{table} was 1,985. This means that $t_{\text{statistic}} > t_{\text{table}}$, so it can be concluded that product quality variable have a positive and significant effect on purchasing decision.
2. The $t_{\text{statistic}}$ brand image variable was 2,397, while the t_{table} was 1,985. This means that $t_{\text{statistic}} > t_{\text{table}}$, so it can be concluded that brand image variable have a positive and significant effect on purchasing decision.

c. F Test (Simultaneous)

Table 3. Results of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	699,954	2	349,977	63,716	,000 ^b
1	Residual	532,796	97	5,493		
	Total	1232,750	99			

Based on the table, it can be seen that $F_{\text{statistic}}$ is 63,716 $>$ F_{table} is 3,09, while for the significant value of 0.000 $<$ the alpha value is 0.05. it can be concluded that product quality variable and brand image variable simultaneously have a positive influence on purchasing decision.

Discussion

a. Product Quality

The results of the study indicate that product quality influences purchasing decisions, with product quality being one of the factors considered by customers when purchasing Santri bottled drinking water products in Sidoarjo. Several factors contribute to the above conditions, which cause product quality to

have a positive and significant impact on purchasing decisions. The people of Sidoarjo considered that the Santri brand is a product category with features, durability, and consistency in its products.

The results of this research show that product quality is closely related to consumer satisfaction. When a product is of high quality, it can meet the expectations of consumers. Anastasia (2014) argued that when developing a quality product, the company must consider the product's value, also known as "the offer." As a result, the company should produce a high-quality products. Companies that manufacture high-quality goods will be able to compete in the market. As a result, the higher the quality of a bottled drinking water product, the greater the consumer purchasing decisions for the product.

b. Brand Image

The results of this research indicate that brand image influences purchasing decisions, with the brand image becoming a factor for consumers when making purchasing decisions for Santri bottled drinking water products in Sidoarjo. Several factors contribute to the above conditions, which have a positive and significant impact on purchasing decisions. The Santri brand bottled drinking water company has a good corporate image as well as a good product image. As a result, this company received a favorable response from the people of the Sidoarjo.

It is possible to conclude that a product with a positive brand image is one of the most important factors in improving consumer purchasing decisions. Consumers are more likely to reevaluate purchasing a product with a negative brand image. Sudirman (2021) suggested that brand image is a representation and overall perception of the brand that is formed from information and past experiences with the brand. Image and brand are linked to attitudes in the form of beliefs and brand prioritization to persuade customers to make a purchase. Thus, the higher the positive brand image of a bottled drinking water product in the eyes of the public, the higher the level of consumer purchasing decisions on the product.

c. The Influence of Product Quality and Brand Image on Purchasing Decision

The results of this research show that all three variables have a positive and significant relationship. There are several factors a company must consider when influencing purchasing decisions. First, the company must provide high-quality products to its consumers. Second, the company must have a good corporate image and product image so that they have a positive brand image in the eyes of consumers. To influence purchasing decisions, Santri brand bottled drinking water company must continue to improve product quality and brand image. As a result, consumers are more likely to purchase this brand product.

Consumer purchasing decisions are strongly influenced by product quality and brand image because there are regulations that must be followed by companies in market competition. According to Fatmaningrum (2020), product manufacturing should be more oriented to market desires or consumer tastes. The company's products must be of high quality, and consumers must be kept informed at all times. This must be done for it to become the primary choice of consumers and to remain in their minds. A strong brand is the only character that is difficult to imitate. A stronger brand is also the foundation for developing a positive corporate image. It can be said that consumer purchasing decisions for a product are affected by the product quality and positive brand image.

4. Conclusion

The results of the research show that there is a partial and simultaneous relationship between product quality and brand image variables in purchasing decisions. Product quality and brand image are both factors that influence purchasing decisions. The results of this research imply that if the company can improve product quality and brand image, it will increase product purchases.

This research suggests that maintaining product quality and brand image through customer surveys, regular product quality evaluations, and promotions is necessary to strengthen the company's positive image. Further research can be done by examining other factors that influence consumer purchasing decisions.

5. Acknowledgement

The authors would like to thank the University of Muhammadiyah Surakarta and the Accounting Education study program as the media organizing the International Conference on Education Innovation and Social Science. The authors also thanks reviewers for feedback and comments regarding this article.

6. References

- Anastasia, U., & Nurendah, Y. (2014). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Konsumen. *Jurnal Ilmiah Manajemen Kesatuan*, 2(2), 181-190.
- Arjuna, H., & Ilmi, S. (2020). Effect of Brand Image, Price, and Quality of Product on The Smartphone Purchase Decision. *Jurnal Ekonomi dan Bisnis*, 3(2), 294-305.
- Elvira, V. (2021, April 11). *Industri AMDK optimis catatkan pertumbuhan penjualan hingga 5% di tahun ini*. <https://industri.kontan.co.id/news/industri-amdk-optimistis-catatkan-pertumbuhan-penjualan-hingga-5-di-tahun-ini>
- Etta, M. S., & Sopiah. (2013). *Perilaku Konsumen*. Yogyakarta: Andi Offset.
- Fatmaningrum, S. R. (2020). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Minuman Frestea. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 4(1), 176-188.
- Gain, R. H. (2017). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Konsumen Vodkasoda Shirt. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis*, 2(2), 143-150.
- Jamal, F. N., Othman, N. A., Shaleh, R. C., Nurhana, A. H., & Rohmah, W. (2021). Evaluating Information Credibility Toward Green Marketing in Indonesia. *Journal of Asian Finance, Economics, And Business*, 2(8), 0427-0438.
- Kotler, P., & Amstrong, G. (2012). *Prinsip-Prinsip Pemasaran Jilid 1*. Jakarta: Erlangga.
- Nasehudin, T. S. (2012). *Metode Penelitian Kuantitatif*. Bandung: Pustaka Setia.
- Nasir, M. (2015). Analisis Pendekatan Internal dan Eksternal Konsumen Terhadap Keputusan Pembelian Produk Batik Di Kampoeng Batik Laweyan Surakarta. *Jurnal Manajemen dan Bisnis*, 1(19), 1-11.
- Putro, S. W. (2014). Pengaruh Kualitas Layanan dan Kualitas Produk Terhadap Kepuasan Pelanggan dan Loyalitas Konsumen Restoran Happy Garden. *Jurnal Strategi Pemasaran*, 2(1), 1-9.
- Rohmah, W. (2021). Keputusan Pembelian Online Konsumen Shopee dan Faktor Yang Mempengaruhi. *Journal Competency of Business*, 5(1), 89-105.
- Ronitua, A. B. (2017). Pengaruh Brand Image Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Merek Le Minerale. *Jurusan Administrasi Niaga*, 14(2), 113-120.
- Segoro, W., & Nurlita, D. (2021). The Effect Of Quality Product, Brand Image, And Price Towards A Purchase Decision Of J. Co Donuts & Coffee In Tangerang. *International Journal of Science, Technology & Management*, 2(5), 1702-1704.
- Sofjan, A. (2014). *Manajemen Pemasaran*. Jakarta: PT Raja Grafindo Persada.
- Sudirman, S. (2019). The Effect Of Branding, Product Quality, And References Group On Purchasing Decisions Through Promotion As Intervention Variables (Case Study Of Samsung Customer At Meteor Cell Store Malang). *Jurnal Ilmu Manajemen*, 4(2), 170-184.
- Supriyadi, S. W. (2017). Pengaruh Kualitas Produk dan Brand Image Terhadap Keputusan Pembelian. *Jurnal Bisnis dan Manajemen*, 4(1), 74-85.
- Sutrisno. (2021). Sikap dan Perilaku Konsumen Rumah tangga Terhadap Produk Ramah Lingkungan. *Jurnal Pendidikan Ilmu Sosial*, 2(31), 120-133.
- Wahyudi, T. N. (2015). Analisis Faktor Yang Mempengaruhi Kinerja Manajer Pada Perusahaan Manufaktur Di Jawa Tengah. *Jurnal Pendidikan Ilmu Sosial*, 2(25), 46-57.