

# THE INFLUENCE OF BRAND IMAGE AND PRODUCT DESIGN ON PURCHASE DECISIONS FOR BUAHVITA THROUGH PRODUCT QUALITY

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## THE INFLUENCE OF BRAND IMAGE AND PRODUCT DESIGN ON PURCHASE DECISIONS FOR BUAHVITA THROUGH PRODUCT QUALITY

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### Abstract

Through product quality, this study examines how brand perception and product design affect consumers' decisions to buy Buahvita. The purchase decision is the study's dependent variable, and brand image and product design are its independent factors. On the other hand, product quality serves as a moderating factor. One hundred questionnaires from residents of one of Kediri City's housing complexes were gathered and processed. Using the convenience sampling approach, which selects people who are available and in place throughout the research period, the researcher selects the closest person to serve as a research sample until the target sample size is reached. This study was carried out in phases. Finding hypotheses in the literature or by employing descriptive statistics and gathering information from the items under study is the first step. The second stage is to test the feasibility of the data using the Validity Test and Reliability Test. The third stage is the hypothesis testing stage both partially and simultaneously. Furthermore, the adjusted determination coefficient and regression equation from the research data are calculated. The results of this study indicate that product design has a significant effect on purchasing decisions, brand image has a significant effect on purchasing decisions. Product design and brand image together have a significant influence on purchasing decisions. Product quality as a moderating variable is not able to strengthen (weaken) product design on purchasing decisions

Keywords: Brand Image, Buying Decision, Design Product, Product Quality

JEL Classification: M0, M2, M3

INTRODUCTION

The increasingly busy society has resulted in a shift in consumption patterns, with the increasing number of activities and high levels of busyness in society, making people need food that can be consumed practically, they no longer have much time to make their own food or drinks (Chaerudin & Syafarudin, 2021). Efficiency and effectiveness are the main things needed by society, including liking instant things. This is what makes manufacturers or companies develop ready-to-drink products, especially packaged drinks.

Indonesia is ranked 8th as one of the countries that is included in the largest soft drink market in the world. The Soft Drink Industry Association (Asrim) reported that soft drink industry sales grew by 3.1% (year-on-year/yoy) in 2023, driven by demand for bottled mineral water (AMDK) products.

Fruit juice drinks are one of the drinks that are quite popular with various groups of people, because they are practical, delicious and refreshing, and beneficial for health considering the vitamin content which is generally high (RAYI & ARAS, 2021). According to the Indonesian National Standard, fruit juice drinks are soft drinks made from fruit juice and drinking water with or without the addition of sugar and permitted food additives (Hengboriboon et al., 2022). Buahvita is one of the brands of ready-to-drink fruit juice drinks produced by PT. Unilever Indonesia Tbk.

Table 1. Top Brand Index of Ready-to-Drink Fruit Juice Beverage Category

Brand		TBI
Buahvita		36,70%
Floridina		16,20%
Nutrisari		10,50%
Minute	Maid Pulp	10,20%
Orange		
Ale-Ale		5,20%

Source : TopBrandIndex, 2024

LITERATURE REVIEW

A. Brand Image

Brand image is a prerequisite for a strong brand and image is a relatively consistent perception in the long term (enduring perception)(Lin et al., 2021). Brand image is able to form positive perceptions and consumer trust in products or services which will strengthen brand loyalty(Dam & Dam, 2021). Brand loyalty can form a good, appropriate image and in accordance with consumer tastes for the products and services it produces (Dada, 2021). An image is a picture, a likeness of the main impression or outline, even a shadow that someone has about something, therefore the image can be maintained (Eklund, 2022).

B. Product Design

Product design is the totality of features that affect how a product can be seen, felt, and functioned by customers. Product design is the value contained in a product and is in the form of a distinctive and attractive product appearance and becomes a differentiator from competing products (Hardianti et al., 2024). Product design is a distinctive feature that distinguishes one product from another, and affects the utility value and appearance of the product (Akao, 2024). This can help companies become creative and have exclusive product designs, thus becoming a distinctive feature of their unique brand.

C. Purchase Decision

Purchasing decision is a selection of two or more alternative choices, in other words, choices/alternatives must be available to someone when making a decision (Hanaysha et al., 2021) . Conversely, if consumers do not have alternatives to choose from and are really forced to make a purchase, then this situation is not a decision (Al-Azzam & Al-Mizeed, 2021). Purchasing decision is a process in which consumers recognize their problems, seek information about certain products or brands (Anwar & Andrean, 2021). Purchasing decision is an action from consumers to buy or not buy a

product. Based on the explanation above, it can be concluded that purchasing decision is an action taken by consumers to make a purchase of a desired product or service. Therefore, purchasing decision is a process of selecting from several alternative solutions to problems with real follow-up (Hanaysha, 2022). After that, consumers can make choices and then determine the attitude that will be taken next.

D. Product Quality

Product quality is a product's ability to perform its functions, the ability includes durability, reliability, accuracy, which is obtained by the product as a whole (Hanaysha et al., 2021). Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase the product (Hardianti et al., n.d.). Product quality is the conformity of needs and desires for each product to product specifications, product quality is a condition that relates to products, human services and the environment to meet consumer expectations (Wowling et al., 2022).

In order to achieve the desired product quality, a quality standardization is required (Zhang, 2022). This aims to ensure that the products produced can meet the established standards so that consumers will not lose confidence in the products concerned.

METHOD, DATA, AND ANALYSIS

Table 2. Operational Variables

Variable	Indicator	Scale
Brand Image (X1)	a. Packaging	Ordinal
	b. Color	
	c. Characteristics	
	d. Model	
	e. Durability	
Product Design (X2)	a. Product Brand	Ordinal
	b. Brand Strength	
	c. Brand Uniqueness	

	d. Brand Quality	
Purchase Decision (Y)	a. Price b. Easy to Get c. Well Known d. Quality e. Brand	
Kualitas Produk (Z)	a. Taste b. Aroma c. Texture d. Menu Variants e. Cleanliness	Ordinal

Source: Processed data, 2024

The population in this study were students of Universitas PGRI Jombang who had purchased Buahvita drinks at minimarkets. While the determination of the sample was determined by the sampling method using convenience sampling, namely 100 respondents of Universitas PGRI Jombang students. Data analysis techniques using SPSS (Statistic Program for Social Science). Data analysis methods using validity tests, reliability tests, partial tests (t tests), simultaneous tests (F tests), and moderation tests.

To measure respondents' opinions, a Likert scale is used, namely measuring the subject's response into 5 (five) points as listed in Table 2.

RESULT AND DISCUSSION

The population of this study were students at Universitas PGRI Jombang with a sample that had met the criteria of 100 respondents. The tests conducted in this study were validity and reliability tests. While for hypothesis testing is a partial test (t test), simultaneous test (F test), validity test, reliability test and moderating test.

To prove the formulated hypothesis, the following are the results of data processing from the SPSS program which are attached in the table below:

**Table 3. Hypothesis Test of Brand Image on Purchasing Decisions.**

Independent Research	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
X1 = Brand Image	.374	.118	.306	3.178	.002

Source : Processed data, 2024

The results of data processing using the SPSS program in the Coefficient Table show that the significant value is 0.002 < 0.05 with a standardized beta coefficient of 0.306. Based on the table above, the results of the t count are 3.178 and the t table (df = 99) is 2.01 for  $\alpha$  of 0.025 (0.05 / 2). Because the t count is smaller than the t table (3.178 < 2.01), it can be concluded that the Brand Image variable (X1) has a significant effect on the Purchase Decision variable (Y).

**Table 4. Hypothesis Test of Product Design on Purchasing Decisions.**

Independent Research	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
X2 = Product Design	.268	.076	.338	3.550	.001

Source: Processed data, 2024

Based on the table above, the t count result is 3.550 and the t table (df = 99) is 2.01 for  $\alpha$  of 0.025 (0.05 / 2). Because the t count is greater than the t table (3.550 > 2.01), it can be concluded that the Product Design variable (X2) has a significant effect on the Purchase Decision variable (Y).

**Table 5. Anova Output Results**

Model	Sum of Squares	Df	Mean Square	f	Sig.
1. Regression	64.138	2	32.069	8.101	.001a
Residual	383.972	97	3.958		
Total	448.110	99			

Source: Processed data, 2024

The results of the simultaneous proof of the third hypothesis can be seen in the multiple regression test table in the Sig. column. 0.001 < 0.05, which means that the Product Design and Brand Image variables together have a significant effect on the Purchase Decision. The second way is to compare the calculated F with the F table. The calculated F column is 8.101 > F table 2.82, which means that the Product Design and Brand Image variables together have a significant effect on the Purchase Decision.

it is known that the moderation stage 1 is significant (0.015 < 0.05) and table 4.25. moderation stage 2 is non-significant (0.938 > 0.05) because moderation stage 1 is significant and moderation stage 2 is non-significant, then product quality as a moderating variable brand image has no significant effect on purchasing decisions. The beta value shows a positive value of 0.087 which means that the product quality variable weakens the influence of brand image on purchasing decisions. So the moderator product quality weakens the influence of brand image on purchasing decisions.

So the moderator product quality weakens the influence of brand image on purchasing decisions.

**Table 6. Stage 1 Moderation (Z Against Y)**

Independent Research	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
X1 = Brand Image	.291	.199	.238	2.434	.017
Z = Product Quality	.206	.083	.242	2.479	.015

Source: Processed data, 2024

**Table 7. Moderation Stage 2 (Z\*X1)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
X1 = Brand Image	.233	.745	.191	.312	.755
Z = Product Quality	.154	.670	.230	.230	.818
Moderasi Z*X1	.033	.038	.087	.078	.938

Source: Processed data, 2024

Based on this, it can be concluded that one of them is significant. This means that product quality is pure moderating so that product quality can be placed as an independent variable.

It is known that the moderation of stage 1 is non-significant ( $0.144 > 0.05$ ) and Table 4.23. Moderation of stage 2 is non-significant ( $0.179 > 0.05$ ) because moderation of stage 1 and moderation of stage 2 are non-significant product quality as a moderating variable of product design has no significant effect on purchasing decisions. The beta value shows a negative value of 0.970, which means that the product quality variable weakens the effect of product design on purchasing decisions. So the moderator of product quality weakens the effect of product design on purchasing decisions.

Based on this, it can be concluded that both are not significant. This means that product quality is not a moderator. So product quality cannot be used as a moderator in strengthening product design on purchasing decisions.

**Table 8. Stage 1 Moderation (Z Against Y)**

Independent Research	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
X2 = Product Design	.190	.092	.239	2.062	.042
Z = Product Quality	.145	.099	.171	1.474	.144

Source: Processed data, 2024

**Table 9. Moderation Stage 2 (Z\*X2)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
X2 = product Design	.602	.318	.757	1.894	.061
Z = Product Quality	.627	.369	.735	1.700	.092
Moderasi Z*X2	-.022	.017	-.970	-1.354	.179

Source: Processed data, 2024

The summary model in the Non Moderate X1, X2 and Y columns shows the Adjusted R Square Determination Coefficient of 0.125 or 12.5%, which means that the ability of the Product Design and Brand Image variables to explain the Purchase Decision (Y) is 12.5%. While the remaining 87.5% is explained by other variables outside of this research variable.

**Table 10. Test of Determination Coefficient (R2)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.378a	.143	.125	1.98959

Source: Processed data, 2024

The model summary in the With Moderate X1, Z, X1 and Y columns is presented in the form of a table as follows:

**Table 11. Adjusted R determination coefficient**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387a	.150	.123	1.99236

Source: Processed data, 2024

The summary model in the With Moderate X1, Z, ZX1 and Y columns shows a determination coefficient of Adjusted R of 0.123 or 12.3%, which means that the ability of the Product Design variable to explain Purchasing Decisions (Y) is 12.3%. While the remaining 87.7% is explained by other variables outside the variables of this study.

**Table 12. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.384a	.148	.121	1.99481

Source: Processed data, 2024

The summary model in the With moderate X2, Z, ZX2 and Y columns shows the Adjusted R Determination Coefficient of 0.121 or 12.1, which means that the ability of the Brand Image variable to explain purchasing decisions (Y) is 12.1%. While the remaining 87.9% is explained by other variables outside the research variables.

## CONCLUSION

The following are the conclusions that are the answers to the problems of this study. And according to the data analysis that has been done, the conclusions are: 1) Brand image has a significant influence on purchasing decisions. 2) Product design has a significant influence on purchasing decisions. 3) Product design and brand image have a significant influence on purchasing decisions. 4) Product quality as a moderating variable does not strengthen (weaken) the influence of product design on purchasing decisions. 5) Product quality as a moderating variable strengthens the influence of brand image on purchasing decisions.

The following are some suggestions from the researcher as follows: 1) Further research is suggested to further improve and expand the research survey location so that the results of future research can be maximized and more complete. 2) Further research is expected to increase the sample of research respondents so that the quality of the results obtained is more optimal and broader with the objects studied. 3) Further research is also expected to add other variables that influence the Purchasing Decision in addition to the variables of Product Design, Brand Image and Product Quality.

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