

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND IMAGE ON PURCHASING DECISION OF AS32CHICKEN GEPREK

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Abstrak—The purpose of this study was to determine the relationship between product quality, price, and brand image on purchasing decisions at AS32 Ayam Geprek. The population in this study were consumers of AS32 Ayam Geprek. This study uses a survey method using quantitative analysis. Collecting data using 97 questionnaires. The sampling technique used was purposive sampling. The data testing technique used in this study includes validity, reliability and determination coefficient to test and prove the hypothesis of this study using SPSS v 26.0 For Windows. The results of this study indicate that partially the quality of the product has a significant effect on purchasing decisions by 56.5%. The effect of price on purchasing decisions is 84% and significant and the effect of brand image on purchasing decisions is 78.8% and significant. The result of determination shows that the product quality, price, and brand image on the purchase decision is 90.3%. This result shows simultaneous significance, while 9.7% is influenced by other factors.

Keywords : *Product Quality, Price, Brand Image and Purchase Decision*

I. INTRODUCTION

The creative economy sector is now a sector that is increasingly promising, its development is quite rapid, both in terms of economic value and labor absorption. This is in line with the trend of the world economy which is beginning to shift to an economy based on ideas, creativity and innovation. Based on a survey by the Central Statistics Agency (BPS) in collaboration with the Creative Economy Agency (BEKRAF), in 2018 the creative economy in Indonesia grew by 5.16% with an export value of US \$ 20.60 billion. In this case, the government continues to encourage its development to advance Micro, small and medium enterprises (MSMEs) and domestic products (Mahardika, 2019). More than 55.2 million UMKM units are able to absorb around 101.7 million people. This figure has increased to around 57.8 million MSME units with a total workforce of 114 million people. Data from the Ministry of Cooperatives and MSMEs in 2017 shows that the high foreign exchange of MSMEs players reached Rp. 88.45 billion (Putri, 2019). The culinary industry has a big contribution. In 2017, it even contributed 41 percent of the total revenue of the tourism sector and the creative economy. The culinary industry's growth has

been quite stable in recent years. In fact, it absorbs a workforce of up to 8.8 million people and until now there are million culinary industry players (Suryana, 2019).

In the midst of the development of MSMEs that have not been too good in early 2020, MSMEs in Indonesia were again tested with the emergence of the Covid-19 outbreak in the midst of the Indonesian people, to prevent the spread of the Covid-19 virus, Social Distancing (social distancing) or also known as Lockdown (quarantine) The spread of the Covid-19 virus has an impact on MSME actors in Indonesia (Nurhidayat, 2020). Food and beverage industry (food and beverage / F & B) become the industry most affected by the virus Covid-19. Competition in the business world is getting higher which causes entrepreneurs to get various opportunities and threats from inside or outside the company. So to overcome opportunities and threats, entrepreneurs must produce products that are in accordance with what is happening in the market and what the needs of consumers so that products can develop. In the development of the culinary business, the type of food that produces similar products causes every company to innovate its products. These innovations arise due to the very diverse needs and desires of consumers, so that entrepreneurs are required to be able to create a product that is different from other competing products . Some culinary businesses that are currently trending include cake, frozen food, foreign-style fried foods, and unique food businesses. In addition, various Indonesian culinary delights are equally promising. The various culinary offerings are always in demand, especially culinary delights. Like geprek chicken, ramen and udon that have been modified with an image of a distinctive Indonesian taste (Ferdiani, 2020). One of the most popular food products by consumers at this time is Geprek chicken. Ayam Geprek refers to a dish in the form of crispy fried chicken which is ground together with chili sauce (Agmaris, 2018). Geprek chicken is served with spicy chili sauce so that it can arouse the appetite of consumers who like spicy food culinary and have a very diverse variety of chili sauce and its own characteristics. Geprek chicken is arguably a fast food dish with Indonesian flavors. Flour fried chicken is known to come from the United States, added with typical Indonesian chili sauce. Quality is one of the factors that influence consumer purchasing decisions in making purchases. Therefore the quality of the product should not be neglected. Product quality is the most important thing that must be considered by every entrepreneur, if the resulting product can compete in the market to meet the needs and desires of consumers. Therefore entrepreneurs need to control the quality of the products produced, in quality control there is the PDCA (Plan-Do-Check-Act) method, which is to determine a safe process, collect basic data about the course of the process, interpret the results of implementation and make changes (Sutiah, 2016 : 31). With a price that is affordable for all people, the geprek chicken is bought by many consumers. This is one of the reasons why many have opened a food business with a menu of geprek chicken. The different appearance and characteristics of each product are expected to attract consumer buying interest. A good brand image can make an impression on consumers in consuming these products. The brand image of a product in the market has a major influence on purchasing decisions. There is a tendency for consumers in the market to choose products that are already known compared to new products on the market.

Based on the description that has been stated above, the main problem of this research is whether the product quality, price, and brand image affect the purchasing decision of AS32 Ayam Geprek. The purpose of this study was to determine the relationship between product quality, price, and brand image on purchasing decisions at AS32 Ayam Geprek.

II. LITERATURE REVIEW

2.1. Previous Reviews

The first research was conducted by Sunarti E. Silaban, Elisabeth, and Roslinda Sagala, in the JRAK (Financial Accounting Research) . P enelitian is bert Objective is to determine the effect of promotion, pricing and product innovation to the purchasing decision KFC Simpang Mataram Medan, either simultaneously or partially. The number of samples taken in this study were 100

people. Sampling using *accidental sampling* technique, namely the technique of determining the sample based on the coincidence of anyone who happens to be met by the researcher and has the appropriate criteria will be used as a sample. The data analysis technique used by researchers in this study is Multiple Linear Regression. The results of this study indicate that the promotion, price and product innovation simultaneously have a significant influence on the purchasing decision of KFC Simpang Mataram Medan. This means that Promotion, Price and Product Innovation simultaneously and significantly influence the purchasing decision of KFC Simpang Mataram Medan. H_0 was rejected and H_1 accepted. That is, promotion has a partial and significant effect on the purchasing decision of KFC Simpang Mataram Medan.

The second research was conducted by Ines Saraswati Machfiroh, in the Journal of Humanities and Technology. This study aims to determine the relationship between brand image and price on purchasing decisions at EMAK DI Fried chicken. The population in this study were all consumers of EMAK DI Fried chicken but the exact number was not known. Data collection using observation and questionnaire methods. The sample taken was 50 people based on the random sampling method. The data analysis used was qualitative and quantitative methods. The results of this study indicate that consumers tend to be more sensitive to price than brand image when deciding to make a purchase. It can be concluded that there is a close relationship between brand image, price and decision factors. Improving the brand image and charging consumers with low prices will have a positive impact on purchasing decisions.

The third research was conducted by Muhammad Maksum and R. Budhi Satrio in the Journal of Management Science and Research. This study aims to examine the effect of price, product, location and promotion on purchasing decisions at the Intiland Surabaya Branch Wingstop. The population in this study were visitors to the Wingstop Intiland Surabaya branch. Sampling using purposive sampling technique. The sample used in this study was 100 respondents. The analysis technique used is multiple linear regression analysis. The results of the study show that using the model's feasibility test shows that the variable price, product, location and promotion model is feasible for purchasing decisions, the price offered has a competitive price, the product produced is better, it can improve purchasing decisions, location is an important consideration for consumers in choosing an outlet, lastly, they often hold promotions in introducing their products.

The fourth research was conducted by Shabrina Dea Ikhtiasari and Suwitho, in the Journal of Management Science and Research. This study aims to determine the effect of price, product quality and brand image on purchasing decisions of the Richeese Factory at Rungkut Madya. The population used in this study is the consumers of Richeese Factory in Rungkut Madya Surabaya. The number of samples used was 97. Sampling using purposive sampling. The analytical method used is multiple linear regression analysis. The results of this study concluded that price has a positive and significant effect on purchasing decisions. Product quality has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions.

The fifth research was conducted by Rizka Nur Fauziah, in the journal Hexagro. This study aims to determine the simultaneous and partial effect of brand image and product quality on purchasing decisions of IAm Geprek Benu consumers in Tasikmalaya City. The number of samples taken in this study were 100 people. The method used in this research is descriptive analysis method with a survey approach. The data analysis technique uses multiple regression equations. The results of this study show that consumers do not really pay attention to the quality of their products but see the brand image of the company so that consumers feel proud because they have consumed a product from one of these famous artists.

The sixth research was conducted by Yuli Harwani and Shindy Ramadiyani Pradita, in the Journal of Marketing and Counselors. The purpose of this study was to examine and analyze the effects of brand image and price which are considered important on purchasing decisions at fried chicken (KFC) Kisamaun Tangerang branch. The number of samples taken in this study were 100 respondents. Sample collection using Saturated sample. The analysis technique uses the Structural Equation Model (SEM) with analysis tools using Smart-PLS. The results of this study indicate the T-statistic of 6,389 which is greater than the T-table at the 0.05 level which has been used 196 and can also be seen at a P-value of 0.000 which is less than 0.05. Hypothesis H1 in this study can be concluded that brand image has a significant effect on purchasing decisions at KFC Kisamaun Tangerang branch. The t-statistic of 5,129 which is greater than the T-table at the level of 0.05 which amounts to 1.96. In addition, it is also seen at the P-value of 0.000 which is less than 0.05, therefore the H2 hypothesis in this study can be concluded that the price which is considered important influences purchasing decisions at KFC Kisamaun Tangerang branch.

The seventh research was conducted by Nafisah Mohammed and Abdul Ghafar Ismail. The purpose of this study was to analyze the relationship between product quality and service quality on purchasing decisions for A&W Batu Road Malaysia products. The statistical tool used is the correlation coefficient. The partial correlation value of product quality on purchasing decisions is 0.590 which means that there is a moderate relationship. Partial correlation of service quality to purchasing decisions is 0.619, there is a strong relationship. The multiple correlation between product quality and service quality on purchasing decisions is 0.658 which means that jointly influence the purchase decision for A&W products at Batu Road Malaysia.

The eighth study was conducted by Veronica Desideria and I Made Wardana, in the American Journal of Humanities and Social Sciences Research (AJHSSR). The purpose of this study was to examine the role of brand image in mediating the promotion of purchasing decisions. The number of samples taken in this study were 85 McDonalds consumer respondents. The sample collection uses saturated sampling. The results of this study indicate that the promotion variable positively and significantly affects the purchasing decision variable. This result means that the better the promotion is done, the more purchasing decisions will increase. This shows that the promotion variable positively and significantly affects the brand image variable. This result means that the better the promotion is carried out, the more the brand image will increase. The effect of brand image on purchasing decisions, the positive beta coefficient value is 0.313 with a significance level of 0.001 (less than 0.05), which means H1 is accepted. This shows that the brand image variable positively and significantly affects the purchasing decision variable. This result means that the better the brand image that is owned, the purchase decision will increase.

2.2. Theoretical basis

2.2.1. Product quality

The term quality itself contains various interpretations, because quality has a number of levels: universal (the same everywhere), cultural (depending on the cultural value system), social (formed by socio-economic class, group, ethnicity, family, friends, associations) and the press (depending on the cultural value system). preferences or tastes of each individual). Quality can simply be interpreted as a defect-free product (Tjiptono, 2019: 232). According to Firmansyah (2019: 15) product quality is the ability of a product to move its function, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

The above is an understanding of product quality in general, in this research product quality refers to the quality of food to determine the quality contained in a food produced.

Food Quality is an important thing that must be considered by restaurants because food is the main product offered by restaurants to their consumers, so restaurants must maintain consumer expectations regarding the quality of the products offered (Walter et al in Haryanto, 2017: 3).

Essinger and Wylie in Haryanto (2017: 3) they divide products, especially dishes or food into several categories, namely:

1. Taste

The quality of taste is well maintained according to the taste desired by consumers

2. Serving quantity

In each serving of food, the standard portion is determined which is called the standard portion size. Standard portion size is defined as the quantity of an item that must be served each time that item is ordered

3. Menu variations

The menu variations are various

4. Distinctive taste image

A distinctive and unique taste image that is different and only exists in that place. Hygiene or cleanliness. Cleanliness in the presentation of food and quality is always maintained

5. Innovation

The innovation of the new products offered makes consumers not bored with monotonous products so that consumers have many choices.

2.2.2. Price

Wati and Hidayat (2019: 46) state that price is the only element of the marketing mix that generates sales revenue. From a marketing point of view, price is a monetary unit or other measure that is exchanged in order to obtain ownership or use rights for goods and services.

In a narrow sense, Indrasari (2019: 36) states that price is the amount of money charged for a product or service. More broadly, price is the sum of all the value a customer provides for the benefits of owning or using a product or service. Historically, price has been the main factor influencing buyer choice.

There are five indicators that characterize prices. The five indicators are:

1. Affordability of Prices

Prices that can be reached by all people according to the selected target market segment.

2. Price Match With Product Quality

The quality of the product determines the price that will be offered to consumers.

3. Price Competitiveness

The price offered is higher or below average than competitors.

4. Price Match with Benefits

Consumers will feel satisfied when they get benefits after consuming what is offered according to the value they spend

5. Price Can Influence Consumers In Taking

When the price does not match the quality and consumers do not get benefits after consuming, consumers will tend to make a decision not to make a purchase. Conversely, if the price is appropriate, consumers will make a decision to buy.

2.2.3. Brand Image

Firmansya (2019: 60) defines Brand Image as a perception that appears in the minds of consumers when remembering a brand of a particular product. Brand identity is a series of brand associations in which the company aspires to create or maintain an aspirational external brand image. Tjiptono (2019: 187) states that brands are beneficial for producers and consumers, for pen

brands play an important role as a means of identifying products and companies, forms of legal protection, quality assurance signals, suggestions for creating associations and unique meanings (differentiation), means of competitive advantage and financial resources. returns. Meanwhile, brand consumers play a crucial role as identification of product sources, assigning responsibility to specific producers or distributors, reducing risk, reducing internal and external search costs, special promises or ties with producers, symbolic tools that project self-image, and quality signals.

Brand Image Indicator according to Firmansya (2019: 60) as follows:

1. Favorability of brand association

The advantages of brand association can make consumers believe that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers so as to create a positive attitude towards the brand. The ultimate goal of each consumer is to get satisfaction with their needs and wants. The existence of needs and desires in consumers creates hope, where these expectations are attempted by consumers to be fulfilled through the performance of the products and brands they consume.

2. Strength of brand association

The strength of brand association depends on how the information enters the memory of consumers and how that information is managed by sensory data in the brain as part of the brand image. When consumers actively think about and describe the meaning of information on a product or service, it will create stronger associations in consumers' memories.

3. Uniqueness of brand association

A brand must be unique and attractive so that the product is distinctive and difficult for competing manufacturers to imitate. Through the uniqueness of a product, it will give an impression that is quite imprinted on the customer's memory that differentiates it from other similar products. A brand that has distinctive characteristics must be able to generate customer desires to know more about the dimensions of the brand contained therein.

2.2.4. Purchasing decision

Kotler and Armstrong (2018: 177) Consumer purchasing decisions are buying the most preferred brand, but two factors can arise between purchase intention and purchase decision. The first factor is the attitude of the other person. If someone important to you thinks you should buy the lowest priced car, then the chances of you buying a more expensive car are reduced.

Buyer Decision Process

1. Problem Introduction

The buying process begins with an introduction to the needs of the buyer to identify the problem or need. Needs can be triggered by internal stimuli when one of the person's normal needs. Needs can also be triggered by external stimuli.

2. Information Search

An interested consumer may or may not seek further information. If the consumer's drive is strong and a satisfactory product is near, he is likely to buy it later. If not, consumers can store their needs in memory or search for information related to their needs.

3. Alternative Evaluation

Marketers need to know about the evaluation of alternatives, that is, how consumers process information to choose between alternative brands. Unfortunately, consumers do not use a simple and singular evaluation process in all purchasing situations. Instead, several evaluation processes are at work. How consumers evaluate alternative purchases depends on the individual consumer and the particular buying situation. In some cases, consumers use careful calculation and logical thinking. Other times, the same consumers do little or no evaluation. Instead, they buy on impulse and rely on intuition. Sometimes consumers make their own buying decisions; sometimes they turn to friends, online reviews, or salespeople for advice.

4. Purchasing decision

At the evaluation stage, consumers rank brands and form purchase intentions. In general, consumer purchasing decisions are buying the most preferred brand, but two factors can arise between purchase intention and purchase decision. The first factor is the attitude of the other person.

5. Post Purchase Behavior

The marketer's job does not end when the product is purchased. After buying a product, consumers will feel satisfied or dissatisfied and will engage in attractive post-purchase behavior to marketers. What determines whether a buyer is satisfied or dissatisfied with a purchase? The answer lies in the relationship between consumer expectations and perceived product performance. If the product does not meet expectations, consumers are disappointed; if it meets expectations, the consumer's alternative is satisfied; if it exceeds expectations, consumers are happy. The bigger the negative gap between expectations and performance, the greater the consumer dissatisfaction. This suggests that sellers should promise only what their brand can deliver so that buyers are satisfied.

2.3 Hypothesis Development

Based on the theory and results of previous research, the hypothesis in this study are:

1. It is suspected that there is an effect of product quality on purchasing decisions of AS32 Geprek Chicken.
2. It is suspected that there is a price influence on the purchasing decision of AS32 Geprek Chicken.
3. It is suspected that there is an effect of brand image on purchasing decisions for AS32 Geprek Chicken.
4. Allegedly product quality, price, and brand image jointly affect the purchasing decision of AS32 Geprek Chicken.

III. RESEARCH METHODS

This study uses associative clauses. The research method used is a survey method. Where this survey uses a quantitative approach. The target population in this study are consumers who buy AS32 Geprek Chicken in 2020. The sample criteria that are considered in this study are consumers who buy AS32 at Geprek Chicken, sampling is carried out in AS32 Geprek chickens in the period June - July 2020. used in this research is primary data, data collection techniques using a questionnaire. The data testing techniques used in this study include validity, reliability and determination coefficient to test and prove the research hypothesis using SPSS v 26.0 For Windows.

IV. RESULTS AND DISCUSSION

4.1 . Descriptive Statistical Analysis

4.1 .1. Respondent Description

Respondents in this study were consumers who made purchases at AS32 Chicken Geprek and in accordance with the criteria set by the researcher. The results presented in the table used in

this study were obtained by distributing questionnaires. The number of questionnaires given to respondents to be filled in was 97 and conducted in June-July 2020 and obtained as many as 97 respondents.

Table 1 . Description Based on Respondent Characteristics

GENDER		
WOMEN	57	59%
MEN	40	41%
AMOUNT	97	100%
AGE		
13-24	42	43%
25-36	16	16%
37-48	21	22%
49-60	18	19%
AMOUNT	97	100%
STATUS		
Student	28	29%
IRT	23	24%
Employees	32	33%
Entrepreneur	14	14%
AMOUNT	97	100%

Source: Primary data processed, 2020

1. Characteristics of respondents according to gender:

Respondents in this study were 97 people consisting of 57 women (59%), and 40 men (41%). This shows that most respondents are women with a percentage of 59%.

2. Characteristics of respondents by age:

Respondents aged 13 years to 24 years were 42 people (43%), ages 25 to 36 years were 16 people (20%), ages 37 years to 48 years were 21 people (22%), and those aged 49 years to 60 years as many as 18 people (19%). This shows the majority of respondents aged 13 years to 24 years with a percentage of 43%.

3. Characteristics of respondents according to status:

A total of 97 students work as students (29%), 23 housewives (24%), 32 employees (33%), and 14 self-employed people (14%). This shows that most of the respondents work as employees with a percentage of 33%.

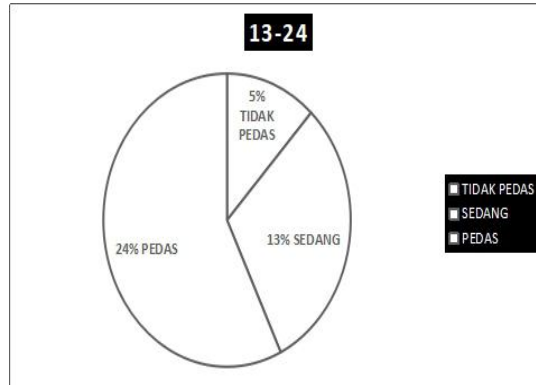


Figure 1. Respondents aged 13-24 by level of sambal

Source: Primary data processed, 2020

From the picture above, it shows that for the group of respondents aged 13 years to 24 years, there are 42 people. Of these age groups, the most ordered levels of non-spicy chili sauce are 5%, moderate levels of chili sauce are 13%, and levels of hot chili sauce are 24%.

Table 2. Respondents status based on chili level

LEVEL OF SAME	STATUS			
	STUDENT / STUDENT	IRT	EMPLOYEES / EMPLOYEES	ENTREPRENEUR
NOT SPICY	3	2	4	1
MEDIUM	8	8	14	8
SPICY	17	13	14	5
TOTAL	28	23	32	14

Source: Primary data processed, 2020

From the table above shows the respondent's status based on the selected chili sauce level, that the highest status is 32 people with employee / employee status with various kinds of chili sauce chosen, 4 people choose the level of chili sauce is not spicy, 14 people choose the level of chili sauce is medium and 14 people choose spicy chili level.

4.1.2. Description of Respondents' Answers

By using the three box method, the range of 80 is divided into three parts, resulting in a range for each portion of 26, which will be used as a list of the following interpretations:

20 - 46 = Low

47 - 73 = moderate

74 - 100 = High

Table 3. Respondents' Perception Index of Product Quality

INDICATOR	CODE	FREQUENCY ANSWER					AMOUNT	INDEX	CATEGORY
		1	2	3	4	5			
TASTE	KM1	1	0	2	48	46	97	85.8	HIGH
		1	0	6	192	230	429		
PORTION QUANTITY	KM2	0	0	3	54	40	97	85	HIGH
		0	0	9	216	200	425		
MENU VARIATION	KM3	1	7	12	40	37	97	79.2	HIGH
		1	14	36	160	185	396		
SPECIAL TASTE	KM4	0	0	3	48	46	97	86.2	HIGH
		0	0	9	192	230	431		
INNOVATION	KM5	0	0	5	52	40	97	84.6	HIGH
		0	0	15	208	200	423		
AVERAGE							84.2	HIGH	

Source: Primary data processed, 2020

On average, respondents' perceptions of the quality of AS32 Chicken Geprek 84.2 are in the high category. Based on the sub-indicators of product quality, the highest is 86.2 (KM4) with the statement that AS32 Chicken Geprek sauce is very distinctive. This indicates that the chili sauce served is a unique product and according to consumer tastes. While the lowest sub indicator is 79.2 (KM3) with AS32 Geprek chicken available in various flavors.

Table 4. Respondents' Perception Index of Price

INDICATOR	CODE	FREQUENCY ANSWER					AMOUNT	INDEX	CATEGORY
		1	2	3	4	5			
PRICE AFFORDABILITY	H1	0	3	10	39	45	97	83.4	HIGH
		0	6	30	156	225	417		
PRICE FITNESS WITH PRODUCT QUALITY	H2	1	1	10	45	40	97	82.6	HIGH
		1	2	30	180	200	413		
PRICE COMPETITIVENESS	H3	1	7	12	43	34	97	78.6	HIGH
		1	14	36	172	170	393		
PRICE FIGHTING BENEFITS	H4	1	3	15	45	33	97	79.4	HIGH
		1	6	45	180	165	397		
PRICE CAN AFFECT CONSUMERS IN TAKING DECISIONS	H5	1	7	12	40	37	97	79.2	HIGH
		1	14	36	160	185	396		
AVERAGE							80.64	HIGH	

Source: Primary data processed, 2020

It is known that the respondent's perception of the price of AS32 Chicken Geprek 80.64 is in the high category. Based on the sub-indicator the highest price is 83.4 (H1) with the AS32 price statement for Geprek Chicken is affordable. While the lowest sub indicator is 78.6 (H3) with the AS32 Geprek Chicken price statement being cheaper.

Table 5. Respondents' Perception Index of Brand Image

INDICATOR	CODE	FREQUENCY ANSWER					AMOUNT	INDEX	CATEGORY
		1	2	3	4	5			
FAVORABILITY OF BRAND ASSOCIATION	CM1	1	1	10	48	37	97	82	HIGH
		1	2	30	192	185	410		
STRENGTH OF BRAND ASSOCIATION	CM2	1	0	2	49	45	97	85.6	HIGH
		1	0	6	196	225	428		
UNIQUENESS OF BRAND ASSOCIATION	CM3	1	7	12	40	37	97	79.2	HIGH
		1	14	36	160	185	396		
AVERAGE							82.3	HIGH	

Source: Primary data processed, 2020

It is known that the average respondent's perception of the AS32 brand image of Ayam Geprek 82.3 is in the high category. Based on the sub-indicator, the highest brand image is 85.6 (CM2) with the AS32 Ayam Geprek brand statement that is easy to remember. While the lowest sub-indicator is 79.3 (CM3) with the statement that the AS heart logo is the AS32 Ayam Geprek logo.

Table 6. Respondents' Perception Index of Purchasing Decisions

INDICATOR	CODE	FREQUENCY ANSWER					AMOUNT	INDEX	CATEGORY
		1	2	3	4	5			
PROBLEM INTRODUCTION	KP1	0	0	18	45	34	97	80.8	HIGH
		0	0	54	180	170	404		
SEARCH INFORMATION	KP2	1	7	11	40	38	97	79.6	HIGH
		1	14	33	160	190	398		
PROBLEM EVALUATION	KP3	1	7	12	40	37	97	79.2	HIGH
		1	14	36	160	185	396		
BUYING DECISION	KP4	0	0	3	56	38	97	84.6	HIGH
		0	0	9	224	190	423		
POST PURCHASE BEHAVIOR	KP5	1	1	10	45	40	97	82.6	HIGH
		1	2	30	180	200	413		
AVERAGE							81	HIGH	

Source: Primary data processed, 2020

On average, respondents' perceptions of the purchasing decision for AS32 Chicken Geprek were highlighted, which was 81 in the high category. Based on the sub-indicator of the highest purchase decision of 84.6 (KP4), I like AS32 Geprek Chicken the most compared to other Geprek chickens. Meanwhile, based on the lowest sub-indicator of 79.6 (KP2) with a statement that I am interested in buying after receiving information about AS32 Ayam Geprek.

4.2 . Statistical Analysis of Data

1. Validity test

To determine whether or not each statement of the research instrument is valid, a validity test will be carried out per statement item. Testing using the product moment formula, with the help of the SPSS program version 26.0. The following are the results of data processing for all statements in the product quality instrument consisting of five statement items, as follows:

Table 7. Instrument validity per item for product quality (KM)

Item	r _{count}	Sig.	Decision
KM1	0.680	0,000	VALID
KM2	0.819	0,000	VALID
KM3	0.624	0,000	VALID
KM4	0.803	0,000	VALID
KM5	0.821	0,000	VALID

Source: SPSS output processed, 2020

Based on the validity test in the table above, the instrument per item for product quality (KM) shows that the rcount of KM1 is 0.680, KM2 is 0.819, KM3 is 0.624, KM4 is 0.803, and KM5 is 0.821. It can be concluded that the data is valid, because rcount is greater than rtable (0.1975), or if it is seen from its significance, it is obtained sig. (0.000) < α (0.05). This shows that all indicators of product quality can be used in this study.

Table 8. The Instrument Validity Per Item for Price (H)

Item	r _{count}	Sig.	Decision
H1	0.782	0.000	VALID
H2	0.776	0.000	VALID
H3	0.875	0.000	VALID
H4	0.722	0.000	VALID
H5	0.886	0.000	VALID

Source: SPSS output processed, 2020

Based on the table above, the instrument validity per item for the price (H) shows that the rcount of H1 is 0.782, H2 is 0.776, H3 is 0.875, H4 is 0.722, and H5 is 0.886. It can be concluded that the data is valid, because rcount is greater than rtable (0.1975), or if it is seen from its significance, it is obtained sig. (0.000) < α (0.05). This shows that all price indicators can be used in this study.

Table 9. Instrument Validity Per Item for Brand Image (CM)

Item	r _{count}	Sig.	Decision
CM1	0.801	0.000	VALID
CM2	0.737	0.000	VALID
CM3	0.844	0.000	VALID

Source: SPSS output processed, 2020

Based on the table above, the instrument validity per item for brand image (CM) shows that the R count of CM1 is 0.801, CM2 is 0.737, and CM3 is 0.844. It can be concluded that the data is valid, because rcount is greater than rtable (0.1975), or if it is seen from its significance, it is obtained sig. (0.000) < α (0.05). This shows that all indicators of brand image can be used in this study.

Table 10. Validity of Instruments Per Item for Purchasing Decisions (KP)

Item	r _{count}	Sig.	Decision
KP1	0.579	0.000	VALID
KP2	0.901	0.000	VALID
KP3	0.901	0.000	VALID
KP4	0.387	0.000	VALID
KP5	0.707	0.000	VALID

Source: SPSS output processed, 2020

Based on the table above, the instrument validity per item for purchasing decisions (KP) shows that the KP1 count is 0.579, KP2 is 0.901, KP3 is 0.901, KP4 is 0.387, and KP5 is 0.707. It can be concluded that the data is valid, because rcount is greater than rtable (0.1975), or if it is seen from its significance, it is obtained sig. (0.000) < α (0.05). This shows that all indicators of purchasing decisions can be used in this study.

1. Reliability Test

The reliability test was carried out by the one shot method with the cronbach's alpha statistical test using the help of SPSS 26.0 software, with the provisions that stated that the reliability test was significant with degrees of freedom (α = 0.05)

Table 11. Reliability test results for product quality, price, brand image and purchase decisions

VARIABLES	CRONBANCH'S ALPHA	DECISION
PRODUCT QUALITY (KM)	0.783	RELIABLE
PRICE (H)	0.808	RELIABLE
BRAND IMAGE (CM)	0.822	RELIABLE
PURCHASE DECISION (KP)	0.785	RELIABLE

Source: SPSS output processed, 2020

From the test results in table 4:11 it is stated that all reliable variables or all Cronbach's alpha have met the significant test criteria of 0.06. From the results of the product quality

cronbach's alpha is 0.783, the price of cronbach's alpha is 0.808, the brand image of cronbach's alpha is 0.822 and the purchase decision for cronbach's alpha is 0.785.

4. 3. Hypothesis Testing

a. Hypothesis Test Partially

The results of data processing with the help of the SPSS version 26.0 program. Based on previous descriptions and research, the following hypothesis development is assumed that product quality has an effect on purchasing decisions, it will be explained in detail in the table below.

Table 12. Results of the partial correlation coefficient of product quality (KM) on purchasing decisions (KP).

Correlations			
		Product Quality	Purchasing Decision
Product Quality	Pearson Correlations	1	.752**
	Sig. (2-tailed)		.000
	N	97	97
Purchasing Decision	Pearson Correlations	.752**	1
	Sig. (2-tailed)	.000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output, 2020

The results of data processing obtained the correlation coefficient between product quality (KM) on purchasing decisions (KP), the value of r is 0.752 and the significance value of t is 0.000, so that Ho is rejected. According to the criteria if t_{sig} < 0.05 then Ho is rejected and if t_{sig} > 0.05 then Ho is accepted. From these data it can be concluded that there is a strong relationship between product quality and purchasing decisions, because the correlation coefficient interval is 0.60 - 0.79 with a strong level of relationship.

To measure the contribution of the influence of product quality on purchasing decisions, the coefficient of determination with the formula (KD) will be used as follows:

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= (0.752)^2 \times 100\% \\
 &= 0.565 \times 100\% \\
 &= 56.5\%
 \end{aligned}$$

The result of the partial determination coefficient of product quality on purchasing decisions is 56.5%, so it can be interpreted that the effect of product quality on purchasing decisions is 56.5%, and the remaining 43.5% is influenced by other variables. In line with Shabrina Dea Ikhtiasari and Suwitho (2019), product quality has a positive and significant effect on purchasing decisions. Product quality proves that Richesse Factory Rungkut Madya in Surabaya is able to maintain standardization of quality of presentation which will have a positive impact on consumer purchasing decisions. Next, partial hypothesis testing between product quality (KM) on purchasing decisions (KP). With the development of the hypothesis that it is suspected that price has an effect on purchasing decisions, it will be described in detail in the table below

Table 13. The results of the partial correlation coefficient of price (H) on purchasing decisions (KP).

Correlations			
		Price	Purchasing Decision
Price	Pearson Correlations	1	.917**
	Sig. (2-tailed)		.000
	N	97	97
Purchasing Decision	Pearson Correlations	.917**	1
	Sig. (2-tailed)	.000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output, 2020

The results of data processing obtained the correlation coefficient between price (H) on purchasing decisions (KP), the value of r is 0.917 and the significance value of t is 0.000, so that Ho is rejected. According to the criteria if $t_{sig} < 0.05$ then Ho is rejected and if $t_{sig} > 0.05$ then Ho is accepted. From these data it can be concluded that there is a very strong relationship between price and purchase decisions, because the correlation coefficient interval is 0.08 - 1.00 with a very strong level of relationship. The results of this study are in line with those stated by Sunarti E. Silaban, Elisabeth, and Roslinda Sagala (2019), namely that price has a simultaneous and significant effect on the purchase decision of KFC Simpang Mataram Medan.

To measure the contribution of the effect of price on purchasing decisions, the coefficient of determination using the formula (KD) will be used as follows:

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= (0.917)^2 \times 100\% \\
 &= 0.840 \times 100\% \\
 &= 84\%
 \end{aligned}$$

The result of the partial determination coefficient of price on purchasing decisions is 84%, so the contribution of brand image to purchasing decisions is 84%, while the remaining contribution from other factors is 16%. To test the hypothesis partially between price (H) on purchasing decisions (KP), with the development of the hypothesis that it is assumed that prices have an effect on purchasing decisions, it will be explained in detail in the table below.

Table 14. Results of the partial correlation coefficient of brand image (CM) on purchasing decisions (KP).

Correlations			
		Brand Image	Purchasing Decision
Brand Image	Pearson Correlations	1	.888**
	Sig. (2-tailed)		.000
	N	97	97
Purchasing Decision	Pearson Correlations	.888**	1
	Sig. (2-tailed)	.000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output, 2020

The results of data processing obtained the correlation coefficient between brand image (CM) on purchasing decisions (KP), the value of r is 0.856 and the significance value of t is 0.000, so that Ho is rejected. According to the criteria if $t_{sig} < 0.05$ then Ho is rejected and if $t_{sig} > 0.05$ then Ho is accepted. From these data it can be concluded that there is a very strong relationship between price and purchase decisions, because the correlation coefficient interval is 0.08 - 1.00 with a very strong level of relationship. The results in this study are in line with those stated by Veronica Desideria and I Made Wardana (2020) which show that the brand image variable positively and significantly affects the purchasing decision variable. This result means that the better the brand image that is owned, the purchase decision will increase.

To measure the contribution of the influence of product quality on purchasing decisions, the coefficient of determination with the formula (KD) will be used as follows:

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= (0.888)^2 \times 100\% \\
 &= 0.788 \times 100\% \\
 &= 78.8\%
 \end{aligned}$$

The result of the partial determination coefficient of brand image on purchasing decisions is 78.8%, so it can be interpreted that the effect of brand image on purchasing decisions is 78.8%, while the rest of the other factors is 21.2%. To test the hypothesis partially between brand image (CM) on purchasing decisions (KP), with the development of the hypothesis that it is suspected that price has an effect on purchasing decisions, it will be explained in detail in the table below.

b. Simultaneous Hypothesis Testing

Simultaneous test (F test) is used to test jointly whether or not the influence of the independent variables, namely product quality, price, and brand image on the dependent variable, namely the purchase decision can be determined using the F test. With the help of SPSS 26.0 Software it will be explained in a manner detailed in the table below.

Table 15. The coefficient of simultaneous determination of the variables of product quality, price, and brand image on purchasing decisions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952 ^a	.906	.903	.89478

- a. Predictors : (Constant), Brand Image (CM), Product Quality (KM), Price (H)
- b. Dependent Variable : Purchasing Decision (KP)

Source: SPSS output, 2020

Based on table 15 the results obtained from the coefficient of determination (Adj. R Square) 0.903, meaning that the effect of product quality, price, and brand image on purchasing decisions is 90.3% and the remaining 9.7% is influenced by other factors.

Table 16. Simultaneous results (F) of variable product quality, price, and brand image on purchasing decisions

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	718.449	3	239.483	299.118	.000 ^b
	Residual	74.459	93	.801		
	Total	792.907	96			

- a. Dependent Variable : Purchasing Decision (KP)
- b. Predictors : (Constant), Brand Image (CM), Product Quality (KM), Price (H)

Source: SPSS output, 2020

Based on table 16 shows that the value of Fcount 229,118 with a probability of 0,000. While F table with df1 of 3 and df2 97-3-1 = 93, then ftable 2.39. So Ho was rejected, because Sig. > α. In this case, it can be interpreted that the variables of product quality, price, and brand image together have an effect on purchasing decisions.

Table 17. Summary of Research Results

<u>Hypothesis</u>	<u>Conclusion</u>
<u>It is suspected that there is an effect of product quality on purchasing decisions for AS32 Ayam Geprek</u>	BE ACCEPTED
<u>It is suspected that there is a price influence on the purchasing decision of AS32 Ayam Geprek</u>	BE ACCEPTED
<u>It is suspected that there is an effect of brand image on purchasing decisions for AS32 Ayam Geprek</u>	BE ACCEPTED
<u>It is suspected that the product quality, price, and brand image together influence the purchasing decision of AS32 Ayam Geprek</u>	BE ACCEPTED

V. CONCLUSIONS AND SUGGESTIONS

5.1. CONCLUSION

Based on the results of the research that has been carried out and analyzed the data as described in the previous chapter, the results of the data analysis conclude as follows:

1. Product quality has a significant influence on purchasing decisions. With a product quality contribution of 56.5% to the purchasing decision variable. This means that product quality can influence consumer purchasing decisions to buy AS32 Ayam Geprek
2. Price has a significant effect on purchasing decisions with a price contribution of 84% to the purchasing decision variable. This means that the quality of the product can affect consumer purchasing decisions to buy AS32 Geprek Chicken.

3. Brand image has a significant influence on purchasing decisions. With a brand image contribution of 78.8% to purchasing decisions. This means that product quality can influence consumer purchasing decisions to buy AS32 Ayam Geprek.

4. Product quality, price, and brand image together have a significant influence on purchasing decisions. With a contribution of 90.3% to the purchasing decision of AS32 Ayam Geprek

5.2. SUGGESTION

Based on the results of existing research, the authors can provide the following suggestions:

1. Product quality is one of the consumer's considerations in choosing a product, in this study the product quality has the highest results. However, to meet the needs of consumers AS32 Ayam Geprek can provide innovations in the menu variations offered, such as adding various kinds of chili sauce with Indonesian flavors, or by innovating on the chicken, using grilled chicken that is grilled and served with typical chili sauce from AS32 Ayam Geprek.

2. Apart from product quality, price is also the most influential factor in making purchasing decisions, and seen from the price variable index on the indicator of price competitiveness, it has the lowest index. Therefore, to cover weaknesses in the price competitiveness of AS32 Ayam Geprek, you can give gifts for every purchase, and you can also give discounts to consumers when they buy fifteen portions so that consumers remain loyal to AS32 Ayam Geprek even though they do not guarantee the price of the product. cheaper than competitors' products.

3. Based on the perception index on the brand image variable, the uniqueness of brand association indicator gets the lowest index. AS32 Ayam Geprek should display a philosophy or funny words and memes or funny pictures about Geprek Chicken so that consumers can remember the AS32 Ayam Geprek brand.

4. For further researchers, it is hoped that this research will be able to complete with other variables that influence the purchase decision. You can add the latest variable as a moderating variable. This aims to provide broader insight and knowledge of the variables that affect purchasing decisions.

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