

## The Influence of Brand Image (Image Merek) on Case Study Consumer Buying Interest in the Saladbros Restaurant, Bali

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### ABSTRACT

The more developed the economy of a nation, the higher the competition between business actors in controlling the market. Unique and creative branding can build a positive brand image and is one strategy to compete. Promotion is an important factor in realizing a company's sales goals. In order for consumers to be willing to become customers, they must first be able to try and research the products manufactured by the company, but they will not do this if they are not sure about the product. Before deciding to buy a product, consumers will compare the price of one product from one company with another company. The appropriate product price will encourage consumer decisions to buy the product. Saladbros is one of the most popular healthy food restaurants in Bali and in the end it is hoped that this brand image will influence consumer buying interest. The author uses quantitative methods with associative descriptive analysis. This study describes how much influence brand image has on consumer buying interest. It can be concluded that the researcher has determined 5 variables to be studied, namely promotion, product image, price, product quality and consumer purchase intention to describe how much influence the brand image has on consumer purchase interest in case studies at the Bali saladbros restaurant.

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## 1. INTRODUCTION

Business competition in the current era of globalization is so fast, causing major changes in the economy, especially the market. The more developed the economy of a nation, the higher the competition between business actors in controlling the market. Where each company is required to be able to meet consumer needs and strive to create products that have different advantages from business competitors. Therefore, companies need special marketing strategies in order to face this competition. One of the important assets in a company is a brand.

According to the American Marketing Association (in the journal Soebakir, et al., 2018: 3844) brands are as follows: a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors, which means that a brand is a name, term, sign, symbol, design or a combination thereof, which is expected to identify goods or services from a group of sellers and is expected to distinguish these goods or services from the products. competitor.

Unique and creative branding can build a positive brand image and is also a strategy to compete. According to Aaker (in Sangadji and Sopiah, 2016: 327) states that a brand image is a unique set of associations that marketers want to create or manipulate. Brand image can be positive or negative, depending on one's perception of the brand.

According to Solihin (in the journal Evita, 2017: 438) brand image is everything about the brand of a product that is thought, felt and evaluated by consumers ".

According to Kotler and Keller quoted (in the journal Amalia, 2019: 97), brand image is a public thought that provides their perception (view or personal judgment) of a company or its product.

Sitinjak and Situmpal (in Hesty's thesis, 2018: 3) improving the quality of a product is one of the company's strategies in attracting consumer attention. Brand image is a person's perception of a brand which is a reflection of one's memory of their association with the brand. Developing a strong brand image is one way to make consumers familiar with the product.

A positive brand image can increase brand equity as measured by purchase intensity and the willingness to pay for consumer attitudes towards premium brands. Through a good brand image, it can create emotional value in consumers, where there will be positive feelings when buying or using a brand. Conversely, if a brand has a bad image in the eyes of consumers, it is unlikely that consumers will buy the product. Increasingly fierce competition encourages companies to increase brand popularity through promotions so that their brands are better known and remembered by consumers.

Promotion is an important factor in realizing a company's sales goals. In order for consumers to be willing to become customers, they must first be able to try and research the goods produced by the company, but they will not do this if they are not sure about the goods. This is where it is necessary to hold targeted promotions, because it is expected to have a positive effect on increasing sales, Sugiyono (in Subhannallah thesis, 2019: 5). With promotion, the advantages of a product can be known by consumers and can make consumers interested in the product.

According to Alma (in the journal Armayani, 2018: 5224) promotion is a type of communication that provides explanations and convinces potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential consumers. According to Tjiptono (in the journal Juhari, 2018: 291) also states that promotion is a supporting factor for the success of a marketing program. Even though a product is of good quality, the consumer doesn't know that the product is useless, so consumers don't necessarily want to buy it. Margiyanto (in the journal Armayanti, 2018: 5227) states that the more often a product is promoted, it is possible that the product will encourage consumers to try.

According to Firmansyah (2019: 2) a product is something that can be offered to the market to be noticed, used, owned, or communicated so that it can satisfy wants or needs. Talking about the product, the aspect that needs to be considered is product quality. Product quality is the understanding that the products offered by the seller have more selling value than competitors' products do not have. Kotler and Keller (in the journal Satria, 2017: 46) product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

Assauri (in the journal Anggraini, et al., 2019: 50) product quality is a major concern for companies / producers, considering that the quality of a product is closely related to consumer satisfaction, which is the goal of the company's marketing activities. To achieve the desired product quality, a quality standardization is needed. This is to maintain that the products produced meet the predetermined standards so that consumers will not lose confidence in the product in question. Marketers who do not pay attention to the quality of the products offered will bear the disloyalty of consumers so that sales of their products will tend to decline. According to Kotler and Armstrong (in Labiro's thesis, 2017: 15) if marketers pay attention to quality, even reinforced by advertising and reasonable prices, consumers will not think long about making purchases of products.

The application of price is one of the most important factors in marketing a product. Price helps consumers determine whether someone will buy an item or not, because the price will tend to explain the quality of the product. According to Peter and Olson (in the journal Anggraini, et al., 2019: 50) price is something that must be given by consumers to get goods or services.

Before deciding to buy a product, consumers will compare the price of one product from one company with another company. Product prices that are considered reasonable or reasonable will encourage consumer decisions to buy these products. As time goes by, today's consumer knowledge skills are increasingly developing. Consumers will still consider the greatest benefits they will receive, then they are willing to pay more for the quality of products that they feel are good for consumption. Consumers who have limited knowledge about a product will use references such as family, co-workers, friends whom they consider knowledgeable and trusted as sources of information and a basis for consideration for choosing a product.

In the process of searching for this information, it will indirectly affect consumer buying interest in buying a product. The process of searching for information is carried out by collecting all information related to the desired product. Various information obtained by consumers, then a selection is made of the available alternatives.

According to Kinner and Taylor (in Fikasari's thesis, 2018: 16) buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented. Purchase interest is attention, liking (inclination of the heart) to something desire.

When consumers decide to buy a product, they actually have certain reasons for choosing a product, for example, they are satisfied with the quality and service offered by the product. There are also consumers who buy products based on the need for a product and not a few consumers who buy a product spontaneously, meaning that consumers buy the product without any prior purchase plans. Purchase interest arises because of a learning process that creates motivation in consumers to meet their needs and is a psychological aspect that affects consumer attitudes and behavior to buy a product that is influenced by the information it receives.

The product that will be discussed in this research is Saladbros brand. Saladbros is one of the most popular healthy food restaurants in Bali and in the end it is hoped that this brand image will influence consumer buying interest. Saladbros products are increasingly favored by consumers apart from the price point which is not classified as expensive, but in terms of taste which is the consumer's taste. The various strategies that have been implemented by Saladbros are expected to strengthen Saladbros' positive image and maintain leadership

From the background explanation above, the writer became interested in conducting research on "The Influence of Brand Image on Consumer Purchase Intention in Case Studies at Saladbros Bali Restaurant.

## **2. RESEARCH METHOD**

### **2.1 Research Design**

According to Sugiyono (2017: 7) the research design is to record planning from a way of thinking and designing a strategy to find something. The type of research in this research is quantitative with associative descriptive analysis, because it is to determine the relationship between variables.

### **2.2 Population**

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2017: 80). The population of this research is the consumers of Saladbros Bali, who have already bought Saladbros Bali.

Samples According to Sugiyono (in Siregar's thesis, 2018: 42), the sample is part of the number and characteristics possessed by the population. According to Mahadewi (2018: 165), the sample is part of the population that has the same properties of the object which is the source of the data. The sample is taken in the study as a consideration of efficiency and leads to the centralization of the problem by focusing on a portion of the population.

In this study, because the population is unknown, determining the sample uses the following assumptions (Sugiarto, 2004: 70).

Information:

$n$  = Sample

$e$  = amount of time span or interval range (0,1)

$pq$  = Size of population distribution (0.25)

So the minimum number of respondents taken as a sample is as many as 97 respondents, but in this study the number of samples taken is 100 respondents with the consideration that the number of samples is representative enough to represent the population.

### 2.3 Teknik Pengumpulan Data

#### a. Observation

Siregar (2017: 19) defines direct observation or observation as data collection activities by conducting direct research on the environmental conditions of the research object that supports research activities, so that a clear picture of the condition of the research object is obtained.

#### b. Questionnaire

Sugiyono (2017: 142) defines a questionnaire as a data collection technique which is done by giving a set of questions or written statements to respondents to answer. To obtain information using this questionnaire, researchers do not have to meet directly with the subject, but simply ask questions or statements in writing to get a response.

#### c. Documentary

The technique of collecting data through documentation studies is an effort to obtain data and information in the form of written notes / images that are stored related to the problem under study. Documents are facts and data stored in various materials in the form of documentation (Indrawan, et al., 2017: 139).

## 3. RESULTS AND DISCUSSION

### 3.1. Results

#### 1. Analysis and Discussion of Respondent Characteristics

This study describes how much influence the brand image has on consumer buying interest, as an example of the case at the Bali salad restaurant. This aims to determine how much influence the brand image has on consumer buying interest. Respondents in this study as many as 100 people who are consumers of broccoli. Taking respondents in this study is accidental sampling technique or sampling based on coincidence or who is the consumer who buys salad. From the questionnaires that have been distributed to respondents, several characteristics of respondents were generated

a. Total most respondents are aged 31-35 years were 52 people with a percentage of 52%, then the second highest percentage is 20% at the age of 26-30 years with a number of 20 people. Furthermore, respondents aged 18-25 years were 14 people with a percentage of 14%, respondents aged 36-40 years were 10 people with a percentage of 10%. While the smallest number of respondents was 4 people with a percentage of 4% at the age of 41-50 years.

The largest number of respondents is 52 people aged 31-35 years, here it can be seen that at the age of 31-35 years people are starting to concentrate more on a healthy lifestyle by maintaining healthy food consumption that is needed by the body. While the smallest number of respondents is 4 people, this is due to the lack of influence from the surrounding environment or even from the closest people to maintain a healthy diet such as increasing consumption of vegetables or in other words most people aged 41-50 years do not really like consuming foods with ingredients. raw (raw vegetables).

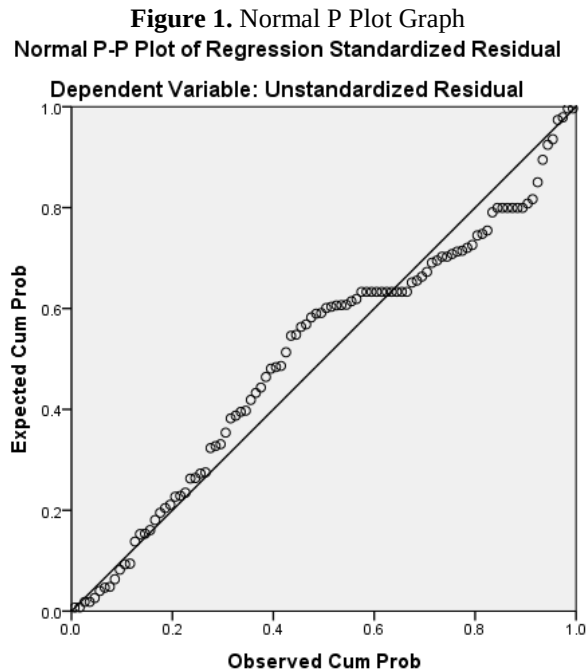
Respondents women more than male respondents, women were 69 people (69%) while men are 31 people (31%). Based on the data above, it can be concluded that the majority of consumers who are respondents in this study are women. This is because women have higher concentration or self-awareness in terms of maintaining health or body immunity to stay healthy, and because of that women are always more concerned with maintaining a healthy diet pattern that they will consume.

Based on the category of respondents based on repeat purchases, as many as 72 people (72%) made repeat purchases  $\geq 1$  and 28 people (28%) only made one-time purchases. Based on the data above, it can be concluded that the majority of consumers who became respondents in this study were consumers who made repeat purchases  $\geq 1$ .

#### 2. Uji Normalitas

Ghozali (2016: 154) states that the normality test aims to test whether in the regression model, the residual variables have a normal distribution. A good regression model is one that has normal or

near normal data distribution. In this study, the normality test used is the Normal Probability Plot test.



The image shows that the dots spread out around the diagonal line and follow the direction of the line. This shows that the regression model is feasible because it meets the assumption of normality.

### 3. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables (Ghozali, 2016: 103). To find out whether there is multicollinearity in the regression model, it can be seen from the tolerance value and the variance inflation factor (VIF) value with the following analysis:

If the tolerance value is  $> 0.10$  and  $VIF < 10$ , it means that there is no multicollinearity between the independent variables in the regression model.

Conversely, if the tolerance value is  $< 0.10$  and  $VIF > 10$ , then there is multicollinearity.

**Table 1.** Multicollinearity Test Results

| Coefficients <sup>a</sup> |                         |       |
|---------------------------|-------------------------|-------|
| Model                     | Collinearity Statistics |       |
|                           | Tolerance               | VIF   |
| 1 (Constant)              |                         |       |
| Promosi                   | .656                    | 1.525 |
| Citra Produk              | .511                    | 1.956 |
| Harga                     | .443                    | 2.259 |
| Kualitas Produk           | .632                    | 1.583 |

a. Dependent Variable: Minat Beli

Based on the table above, the tolerance value for all independent variables (promotion: 0.656, product image: 0.511, price: 0.443 and product quality: 0.632) is greater than the specified value 0.1. For VIF value, it can be seen that all independent variables have a VIF value  $< 10$  (promotion: 1.525, product image: 1.956, price: 2.259, and product quality: 1.583). So it can be concluded that there are no symptoms of multicollinearity between variables in this study.

### 4. Uji Heteroskedastisitas

According to Ghazali (2016: 134) the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is one that does not occur heteroscedasticity. In this study, to detect the presence or absence of heteroscedasticity is to do the Glejser test. If sig.  $\alpha = 0.05$ , then there has been heteroscedasticity and if sig.  $\alpha = 0.05$ , then there is no heteroscedasticity.

**Table 2.** Heteroscedasticity Test Results  
Coefficients<sup>a</sup>Citra produk

| Model           | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
|                 | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)    | 2.134                       | 1.482      |                           | 1.440 | .153 |
| Promosi         | -.017                       | .022       | -.094                     | -.752 | .454 |
| Citra Produk    | -.017                       | .031       | -.080                     | -.560 | .577 |
| Harga           | .064                        | .052       | .187                      | 1.227 | .223 |
| Kualitas Produk | -.016                       | .025       | -.083                     | -.647 | .519 |

a. Dependent Variable: Abs\_RES

The results of the heteroscedasticity test in table 4.9 show that the significant value of the X 1 variable is  $0.454 > 0.05$ , X 2 is  $0.577 > 0.05$ , X 3 is  $0.223 > 0.05$  and X 4 is  $0.519 > 0.05$  so that heteroscedasticity does not occur.

### 3.2 Discussion

#### 1. Analysis and Discussion of Multiple Linear Regression

Linear regression analysis estimates the magnitude of the coefficients resulting from linear equations, which involve independent variables, used as a measuring tool to predict the value of the known dependent variable and dependent variable. Following are the results of data processing using SPSS 21.

**Table 3.** Multiple Linear Regression Analysis Test Results

Coefficients<sup>a</sup>

| Model           | Unstandardized Coefficients |            | Standardized Coefficients |
|-----------------|-----------------------------|------------|---------------------------|
|                 | B                           | Std. Error | Beta                      |
| 1 (Constant)    | 1.553                       | .400       |                           |
| Promosi         | .010                        | .096       | .012                      |
| Citra Produk    | .421                        | .106       | .455                      |
| Harga           | .001                        | .004       | .023                      |
| Kualitas Produk | .163                        | .095       | .170                      |

a. Dependent Variable: Minat Beli

$$Y' = 1,553 + 0,010X_1 + 0,421X_2 + 0,001X_3 + 0,163X_4$$

This equation explains that:

1. Promotion variables , product image, price, and product quality have a positive coefficient of purchase intention.
2. The promotion variable has a value of 0.010 (positive) for buying interest, meaning that every one unit increase in the value of the promotion will add to the buying interest .
3. The product image variable has a value of 0.421 to purchase interest, meaning that every one unit increase in the value of the product image will increase the buying interest.
4. The price variable has a value of 0.001 to purchase intention, meaning that every one unit increase in the price value will increase the buying interest.
5. The product quality variable has a value of 0.163 towards purchase interest, meaning that every one unit increase in the value of product quality will increase the buying interest.

### 4. CONCLUSION

Based on the results of the research conducted, it can be concluded that  $X_1 = t \text{ count } (0.104) < t \text{ Table } (1.986)$  and a significant value  $(0.917) > 0.05$ . Promotion does not have a partial effect on the purchase interest of Saladbros consumers, so  $H_1$  is rejected.,  $F \text{ count } (10.624) > F \text{ table } (2.47)$

and a significant value (0.000) <0.5. Then the promotional variables, product image, price, and product quality together or simultaneously have a positive and significant influence on the purchase intention variable., R square = 0.309 means that promotion, product image, price and product quality have a 30.9% effect on consumer buying interest. The appropriate product price will encourage consumer decisions to buy the product. Unique and creative branding can build a positive brand image and is one strategy to attract consumer buying interest.

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