The Effect of Brand Image and Price on Purchasing Decisions at Samase Bandung

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ARTICLEINFO	ABSTRACT
Keywords: Price, Brand Image, Purchase Decision	The purpose of this research is to discover whether or not consumers at Samase Bandung take brand image and price into consideration concurrently or in part when making selections about which products to buy. Methods of quantitative research were utilized throughout the course of this investigation. The method of research that is carried out is known as field research. In this study, the methods of analysis that were applied were descriptive analysis of the respondents and variables, descriptive statistical analysis of the variables, a test of the precondition assumption, multiple linear regression analysis, and testing of the hypothesis. The findings of the study indicate that the significance value for the simultaneous test (Test F) is 0.000 < 0.05, which indicates that brand image and price concurrently have an effect that is both positive and significant on product purchasing decisions made at Samase Bandung. According to the findings of the partial test (t test), the significance value of brand image is 0.000 < 0.05, which indicates that brand image has a positive and significant effect on the decisions that customers make regarding the products that they purchase at Samase Bandung. In spite of the fact that the price significance value is 0.000 < 0.05, this indicates that the price has a favorable and significant impact on the consumer's decision to buy Samase Bandung products.
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INTRODUCTION

The pattern of consumers is usually formed due to environmental influences. Both from family experience, friendship circles, and the opinion of the general public can build a potential buyer's personal opinion about the things that should be considered before purchasing a product (Miati, 2020). In the broad decision-making process (extended decision making), many considerations will arise due to the many alternative products of the same kind, such as the problem of choosing price, brand, quality, model, product usability, and so on (Simarmata et al, 201).

When deciding to buy and use a product, consumers will, of course, first think about the decisions that need to be made regarding the items themselves, including what products are needed, when, how, and where to buy the products, and what consumers plan to do with these things. Customers will decide to purchase a product based on whether or whether it satisfies their requirements, allows them to experience its benefits, or simply helps them maintain the lifestyle they want (Lestarie et al, 2020). When it comes to making consumer purchases, various factors, both personal and environmental, might play a role in influencing a buyer's decision. Purchasing decisions are influenced by a variety of environmental factors, including cultural factors, social factors, personal factors, and psychological factors. On the social side, there are family, reference

groups, roles, and status; on the personal side, there are lifestyle, age, work, and personality; and on the cultural side, there are countries and their cultures (Subianto, 2007).

Muslim clothing and the hijab today, aside from being a means of covering the nakedness, have also become *a fashion trend* that continues to experience development. There have been many hijab creations to support the appearance of Muslim women so that they look attractive and neat by wearing the hijab (Rohmawati, 2020). Muslim fashion and hijab are growing and changing according to existing *trends* . The development of existing *trends* will increase competition between stores, with many shops continuing to emerge competing to make various products with various advantages and disadvantages of each (Soliha, 2008). Many shops sell Muslim clothing with various types, shapes, and brands from the lower economic class to the upper economic class to meet different consumer needs (Damayanti, 2014).

The development of Muslim clothing and hijab with various brands is a good opportunity for entrepreneurs when their companies can follow market *trends* . One of the shops taking advantage of this opportunity is the Samase Bandung store. Samase is a Muslim fashion and hijab shop that stands with its own brand. Samase is located at Jalan Buahbatu No. 69 Turangga Lengkong, Bandung City. The products made by Samase are very varied, some of which are superior products. Some of the superior products of the Samase brand include kemko, kurta, robes, ghamis, caps, sirwal and many more. Some of the advantages of the Samase store include Samase products made from quality materials, the products seem exclusive because they are limited to a number of series, the models made by Samase are so modern and up to date, and Samase strives to provide complete service.

Consumers base their purchasing decisions on their views of several aspects of a product, including its quality, value, and cost (Setyarko, 2016). Consumers look to pricing not just as an indicator of the product's quality but also as an indicator of the costs that have been exchanged for the product or the advantages that the product provides. This is the point at which we witness the degree to which brands can affect the judgments that consumers make with regard to these products based on their brand images (Gofur, 2019).

Many consumers in making purchasing decisions usually consider the brand image, they will choose products that are known and reliable than products that are less well known. the decision to buy Samase because the product is of good quality and is well known by people (Suciningtyas, 2012). According to Tjiptono (2010), "Brand Image is a description of associations and consumer confidence in certain brands". An image of a product has a significance in the minds of mass customers that is connected to the brand's image of the product. The perception of a brand will be uniform across the board. In the meantime, according to Freddy Rangkuti (2010), a company's image is comprised of a collection of brand associations that are generated in the minds of customers and remain there. Customers who are accustomed to purchasing a particular brand are more likely to have a consistent impression of that brand. Therefore, what is meant by "brand image" in this study is the perception that arises in the minds of consumers when consumers remember product brands at Samase Bandung. This perception is both based on knowledge and responses from consumers as well as consumer experience with the product that is in question.

Consumers' choices are also influenced by prices in many ways. The price is the total amount of money (potentially in addition to numerous other items) that must be paid in order to acquire various configurations of a product along with the supplementary services (Cahyono, 2018). The amount of money required to purchase specific goods and services or a mix of the two is referred to as the price. Consumers tend to choose products with quality that are comparable to the price or at affordable prices but get products with good quality (Nasution, 2014). So that price can be used as a consideration besides the brand image of a product before making a purchasing decision. The prices of Muslim fashion products in Bandung are also competitive from shop to shop. Some consumers feel that the price of a product is expensive, but there are also those who feel that the product is affordable. Even so, Samase products are still in demand by consumers and many consumers buy Samase products.

The writer is interested in doing research with the working title The Influence of Brand Image and Price on Product Purchase Decisions in Samase Bandung. This interest is based on the explanation that was stated in the backdrop of the problem that was presented earlier. It is hoped that this research will become a reference for Samase Bandung in the process of generating products and analyzing the firm's marketing strategy. This would allow the company to continue to expand and attract more customers to make purchases, as well as academics. This study can serve as a point of reference and a source of information for other researchers who are interested in doing additional studies on the influence of pricing and brand image on consumer decisions on the purchase of various products.

METHODS

This study utilizes a quantitative research methodology. The quantitative approach is a statistical method including parameter estimate, hypothesis testing, and the relationship between two or more characteristics (variables) for parameters whose distributions are known (normal distribution) (Sugiyono, 2011). This study's participants were all Bandung city residents who had made purchases at Samase Bandung. This study's sample consisted of 100 individuals selected using the Simple Random Sampling technique, i.e., sampling without respect to the stratification of the community. Using a Google form to collect information via a questionnaire. Utilizing the SPSS 25.0 for Windows software, this study employs the prerequisite assumption test, multiple linear regression analysis, and hypothesis testing.

RESULTS AND DISCUSSION

Validity test

A validity test is used to assess the reliability and validity of a questionnaire. The questionnaire is deemed to be valid if the questions on it can reveal something that the questionnaire will measure. By comparing the rcount and rtable values, we can tell whether it is valid or not. If rcount exceeds rtable, the question/statement is said to be legitimate. Table R = 0.168. The correlation coefficient r count is greater than r table based on the test findings for each statement on all study variables. In other words, the study instruments are regarded valid for all variables.

Reliability Test

Assessing a questionnaire's reliability is similar to evaluating a car's reliability as an indicator of a certain variable or concept. If a respondent consistently provides the same responses to different questions or assertions, we can say that the item in issue has high reliability. When the Cronbach Alpha value for a construct or variable is greater than 0.60, we say that it is dependable.

Table 1 Reliability Test Results

Variable	Cronbach Alpha	N	Information
Brand Image (X1)	0.827	14	reliable
Price (X2)	0.776	13	reliable
Purchase Decision (Y)	0.875	24	reliable

The findings of calculations for each variable in this study, including brand image (X1), price (X2), and purchase decisions (Y), have a reliability coefficient (reliability) greater than 0.6, indicating that the measuring instrument utilized in this study is reliable.

Multiple Linear Test

The objective is to evaluate whether the relationship is positive or negative based on the regression direction coefficient designated by the letter b; if b is positive, the relationship is also

positive. In other words, the greater the value of X, the greater the value of Y, and vice versa. Listed below are the outcomes of numerous linear tests.

Table 2 Multiple Linear Test results

Model		Unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8.835	6.380		1.383	.167
	Citra_Brand	.686	.140	.402	4.824	.000
	Price	.762	.156	.403	4.840	.000

a. Dependent Variable: Purchase_Decision

From the table above, the regression equation is obtained:
$$Y = 8.836 + 0.686X1 + 762X2X2 + e$$
From these equations can be interpreted as follows:
a) The constant value (α) of 8.836 shows that the purchasing decision is 8.836 if the price and brand image variables are regarded constant or equal to zero (0).
b) The price regression coefficient (X1) of 0.686 indicates a positive link between the price variable and the purchase decision value. This demonstrates that each unit price increase increases the value of the buying choice by 0.686.
c) The Brand Image Regression Coefficient (X2) of 0.76 indicates a favorable link between the Product Quality Variable and the purchase decision value. This demonstrates that a one-unit increase in Product Quality increases the value of the buying decision by 0.762.

Hypothesis testing
   a) Partial Test (t test)
   The purpose of the results of the T test is to either test the significance of the constants and the dependent variable or to determine the effect of the individual variables (partially) of the independent variables (price and brand image) on the dependent variable (purchasing decision). Both of these objectives can also be accomplished by determining whether or not there is a relationship between the constants and the dependent variable. The following table illustrates how the results of the T test can be presented. These results were calculated using:

Table 3 t test results

Model		Unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8.835	6.380		1.383	.167
	Citra_Brand	.686	.140	.402	4.824	.000
	Price	.762	.156	.403	4.840	.000

With ttable value α = 5% with degrees of freedom (df) nk-1 or 100-2-1 = 97 (n is the amount of data and k is the number of independent variables). Then ttable (α = 0.05; df = 97) is obtained at 1.660. Using the statistically significant values, we can observe how much of an effect price and brand image have on the criterion variable (buying decision):
 1. According to the calculations in table 3, price has a substantial effect on purchase decisions because tcount> ttable or 4.824 > 1.660 and the resulting significant value is 0.000 < 0.05. As a result, the price variable has a substantial impact on purchasing decisions.
 2. According to the data computations in table 3, Brand Image has a substantial effect on purchase decisions since the value of tcount> ttable or 4.840 > 1.660 and the resultant

significance value is 0.000 < 0.05. As a result, the Brand Image variable has a considerable impact on purchasing decisions.

a) Simultaneous Test (Test f)

The F test's goal is to establish whether or not the independent variables (price and brand image) have a joint or additive impact on the dependent variable (purchasing decision). The tabulated findings of the F-test are presented below:

Table 4 F Test Results

ANOVA [a]

Model		Sum of Squares	df	Means Square	F	Sig.
	Regression	2116.946	2	1058.434	43.989	.000
1	residual	2334.014	97	24.052		[b]
	Total	4450.965	99			

a. dependent Variables: Buying decision
b. Predictors: (Constant), Price, Citra_Brand

Because fcount > ftable, or 43.989 > 3.09, the data processing results in table 4 show that price and brand image together have a significant influence on purchasing decisions. This is evidenced by the fact that the resulting significant value of 0.000 is less than the significant level of 0.05, indicating that the value is statistically significant. Because f arithmetic > f table, this indicates that price variables and brand image influence purchasing decisions simultaneously or simultaneously.

Coefficient of Determination (R2)

The impact of the two independent factors (price and brand image) on the dependent variable can be determined using the coefficient of determination (purchasing decision).

Table 5 Test Results for the Coefficient of Determination

Model	R	R Square	Adjusted RSquare	std. Error of theEstimates
1	.690 [a]	.476	.465	4.905

According to the preceding data, the magnitude of R square (R2) is 0.476. The effect of the price variable (X1) and brand image variable (X2) on the purchase decision variable (Y) is 47.6%, according to these data. While the remaining 52.4% of the value of purchase decisions is influenced or explained by factors outside the scope of this study.

Discussion

a) The Effect of Brand Image on Purchase Decisions

Companies are also increasingly aware of the importance of the marketing value of Brand Image, especially its appearance design. The results of the tests carried out based on the SPSS analysis of the questionnaire filled out by the respondents stated that the attractiveness of the Brand Image on the attractiveness of the Samase product design was classified as good including 4 indicators, namely: Overall product quality, Product durability, Additional features and Trust in the product from these results stated that the attractiveness of Brand Image has a positive and significant effect on purchasing decisions, meaning that it can be accepted or proven true, Ho is rejected or not significant towards Purchase Decisions of banana sale bungo family and Ha is accepted or significant towards Purchase Decisions at Samase Bandung. These results are consistent with research by Wulandari & Iskandar (2018), stating that brand image variables have a significant influence on purchasing decisions for Viva cosmetic products.

b) Effect of Price on Purchasing Decisions

According to the findings of the study's regression analysis, which was carried out in order to explain the findings of the study, the only component of the marketing mix that creates income is the price, while the remaining components represent costs. Price is also one of the factors of the marketing mix that has the most leeway for adjustment. The results of the test were carried out on the basis of a questionnaire that was filled out by respondents who stated that the price on the purchase decision was considered to be good. The questionnaire included indicators such as price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits. It can be concluded from these findings that price has a positive and significant effect on purchasing decisions, which indicates that it can be accepted or shown to be true. On the other hand, Ho was found to be unreliable or not significant for purchasing decisions at Somase Bandung Stores, while Ha was found to be reliable or significant for purchasing decisions at these stores. According to the findings of Amilia's research (2017), which states that prices play a key role in the decision to acquire Xiaomi brand telephones in Langsa City, Aceh, these results are consistent with those findings.

CONCLUSION

On the basis of the findings of the minor hypothesis test or t-test, a calculated significance value of 0.000 < 0.05 is achieved, hence it can be concluded that brand image has a positive and statistically significant effect on purchase decisions. Based on the results of testing the minor hypothesis or t test, a calculated significance value of 0.000 < 0.05 is achieved, hence it can be concluded that price has a positive and significant effect on purchasing decisions. Based on the results of testing the main hypothesis or the F test, a significance value of 0.000 < 0.05 is calculated, hence it can be stated that brand image and price have a positive and significant effect on purchase decisions.

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