PURCHASING DECISIONS ARE SEEN FROM PRODUCT QUALITY AND BRAND IMAGE ON CV. RIMA BAKERY IN PADANG CITY

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ABSTRACT

CV Rima bakery is a home-based bread company or can be referred to as UKM (small and medium-sized businesses) that produce bread with various types and flavors that are marketed throughout Padang City, this study aims to determine the effect of product quality, and consumer brand image on purchasing decisions bread Cv. Rima Bakery in Padang City. In testing this hypothesis using the t test. Product Moment and Cronbach Alpha consumer choice is used to measure validity and reliability, testing has been done that all variables show valid and reliable. Partial test results (t test) that the quality of the product is at the t-test value is greater than t-table then it can be interpreted Ho is rejected and Ha is accepted and has a positive and significant influence on purchasing decisions, brand image has a t-test is greater from the t-table, it means that Ho is rejected and Ha is accepted and hasa positive and significant influence on purchasing decisions.

Keywords: product quality, brand image, purchasing decisions.

INTRODUCTION

Marketing is one of the most important functional areas in a business organization, which is the main support for the survival of a business. According to (Magdalena, 2015) Marketing is a process where companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return. Excellence in maintaining consistent product quality will be more promising than companies creating cheap but high quality products. which is not optimal.

Consumers also have perceptions about product quality and before consumers decide which product to consume, they usually compare one product with other similar products. The definition of product quality according to (Ratnasari, 2016) is a form of product or service that is based on its ability to satisfy customer needs that are stated or distributed directly.

All companies strive to produce a brand that is good in the eyes of consumers and strive to meet consumer desires for the products they make. (Supangkat, 2017) consumers with a positive view of the brand, it is easier to make purchases. (Supangkat, 2017) before consumers make a purchase there are several decisions, namely identifying the problem, finding out information about the product, evaluating alternatives, purchasing decisions, and post-purchase behavior.

Quality has two measures of consistency. In product development, marketers must choose a quality level that will support the product's position in the target market (Sudirjo, 2018). Defines a product as everything offered by marketers to consumers to fulfill their needs and desires, including physical

goods, experiences, services, events, people, places, organizations, property, ideas and information, while the quality of a product is the ability of an item to provide and fulfill results that match or even exceed what consumers want (Oktavianto, 2017).

Consumers' decisions in purchasing a product are influenced by the quality of a product and service. It is not uncommon for many manufacturers to ignore the quality of their products. Sometimes producers only think about profits without thinking about the quality of their products. This can result in consumers not being loyal to the products purchased. However, if manufacturers pay more attention to the quality of their products, then of course buyers will be loyal to the products they buy.

Consumers usually need something interesting and distinctive related to the brand they buy. A mismatch between brand image and consumer ambitions can provide opportunities for competitors. That buyers may have other responses to the company's brand image (Manoppo, 2011). A good image has an influence on three things, namely: 1. Perfecting the product form and value proposition. 2. Convey the form in another way so that it is not disturbed by competitors' products. 3. Provides the full power of more than just a mental image.

In the current market conditions, bread producers are competing to win the competition by offering a product with various types of bread. This has made many consumers think that consumers will feel comfortable if they buy bread that is well known because consumers feel safer than on new bread whose quality is still debated. Based on theory, buyers' decisions can be a reason for producers to improve the quality of their products so that they can increase sales and profits for producers.

The Influence of Product Quality on Purchasing Decisions

Product quality is one of the factors that can stimulate purchasing decisions by improving or offering product quality according to what consumers expect. This is in accordance with the research results presented by Praba (Ratnasari, 2016) which concluded that product quality influences purchasing decisions.

According to research conducted by (Ratnasari, 2016) regarding marketing adaptation to the decision to purchase a fungicide product, the price influences the decision to purchase a fungicide product. The influence of product quality on purchasing decisions is 0.323 or 32.2%. This shows that product quality has a positive and significant effect on purchasing decisions. Product quality is the main factor in purchasing decisions by improving product quality in accordance with consumer desires. This is in accordance with the research results presented by (Ratnasari, 2016) which concluded that product quality has a positive and significant effect on purchasing decisions.

This is also proven by the value of product image on purchasing decisions of 6.849>2 with sig.***<α=0.05. According to Angipora (2002), a product is a collection of tangible and intangible attributes which include color, price, packaging, factory prestige, retailer prestige and services from factories and retailers that may be accepted by buyers as something that can satisfy their desires. If someone needs a product, first imagine the benefits of the product, then consider other factors apart from the benefits. These factors make consumers decide to buy or not.

Purchasing Decisions…..(Winardi)

H1: It is suspected that product quality has a positive and significant effect on purchasing decisions for CV bread. Rima Bakery in the city of Padang.

The Influence of Brand Image on Purchasing Decisions

States that company image is a depiction of the various activities of a company in the eyes of its audience based on their own knowledge and experience (Margaretha Fiani S. 2012). If a company has a positive image in the eyes of consumers, it will form loyalty in purchasing its products. Consumers not only look at the quality of the product, but also consider the image of the company that makes the product.

The influence of the brand on purchasing decisions is at a value of 0.550 or 55.0%. This shows that brand image has a positive and significant effect on purchasing decisions. And this is in line with the results of research stated by (Ratnasari, 2016) entitled brand image on the decision to purchase Bango brand sweet soy sauce (case study of housewives in the Villa Mutiara Johor II and Taman Johor Mas complex) which found a positive and significant influence between brand image and purchasing decisions.

Brand image on purchasing decisions is at a value of 0.639 or 63.9%. This shows that product quality and brand image have a positive and significant effect on purchasing decisions. Meanwhile, 0.369 are other factors not examined in this research which also influence purchasing decisions. This is in line with the research results presented by Praba Sulistyawati (2010) which concluded that brand image has a positive and significant effect on purchasing decisions.

H2: It is suspected that brand image has a positive and significant effect on purchasing decisions for CV bread. Rima Bakery in the city of Padang.

RESEARCH METHODS

This research uses quantitative data, namely through the results of a series of observations (measurements) which can be expressed in numbers. The quantitative data in this research is the scoring of respondents' answers to the questionnaire given by the interviewer. A research object is a form of problem that is used as writing material in compiling a research report with the aim of obtaining accurate data according to existing facts, and regarding problems related to the object of research carried out at CV. Rima Bakery is located at Jala Utama II Phase VI by the Rail, Mata Air Village, Padang City. The population of this research is consumers who consume CV Roti. Rima Bakery with a number of consumers of 230 people from August to October 2019 in the city of Padang in the South Padang area and its surroundings, namely consumers who only consume and who buy Rima bread. A sample is a portion of the population whose form will be studied, and is considered to represent the entire population or a smaller number than the total population (Risna, 2016). The samples studied here were 146 consumers who had consumed CV Roti. Rima Bakery in Padang City.

Operational Definition of Variables

This research involves 3 research variables, where there are two independent variables and one dependent variable, these three variables will be described as follows:

Table 1
Operational Variable

No	Variabel	Understanding	Indicator	Measuring instrument
1.	Product Quality (X1)	According to (Supangkat, 2017) product quality is the basic form of a product or service that depends on its ability to satisfy stated or implied customer needs.	1. Performance, Features 2. Conformance to Specifications (Durability), 3. Aesthetics (Esthetica) Perceived quality (Perceived 4. Quality)	1. Very satisfied 2. Satisfied 3. Enough 4. Dissatisfied 5. Very dissatisfied
2.	Brand Image (X2)	According to (Supangkat, 2017) brand image is a set of values about a particular brand.	1. Company Image (Corporate Image) What is the view Consumers towards companies. 2. Product Image: Consumer perception of goods or services includes the attributes of a product. 2. User Image, the perception produced by consumers	1. Very satisfied 2. Satisfied 3. Enough 4. Dissatisfied 5. Very dissatisfied
3.	Purchase Decision (Y)	According to (Supangkat, 2017) purchasing decisions are the sum of all processes that consumers have carried out through certain alternative paths.	1. Product choice, Brand choice 2. Choice of dealer, time of purchase, 3. Number of purchases, repeat purchases, 4. Steadiness in a product, Sharing information	1. Very satisfied 2. Satisfied 3. Enough 4. Dissatisfied 5. Very dissatisfied

The variables in this research are generally about something in a form that has been determined by the researcher so that it can be understood so that information can be obtained about these things and a conclusion can be drawn. This research contains three variables, namely the purchasing decision variable as the dependent variable while the product quality variable and brand image as an independent variable.

Data analysis techniques use research instrument tests, normality tests, multicollinearity tests, heteroscedasticity tests, descriptive analysis, regression analysis and hypothesis testing (T test).

RESEARCH RESULTS AND DISCUSSION

This research is to produce empirical evidence of the influence of product quality and brand image on purchasing decisions at Roti CV. Rima Bakery in Padang city. To prove a statement, a process of collecting information and data is first carried out. Based on respondent categories, based on age, gender, highest level of education, and monthly income, namely from people who are currently pursuing their education to those who are already working. Test the research instrument using the method:

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Validity test

According to (Sugiyono, 2013), the validity test of a questionnaire is said to be valid or there is a significant relationship if the Corrected Item-Total Correlation is ≥ 0.30 and if it is ≤ 0.3, it means that the data or questionnaire being measured is invalid or there is no significant relationship. . The Corrected Item-Total Correlation value for each statement item was generated by processing the data using the SPSS program. Complete validity testing can be seen in the following table

Table 2
Product Quality Variable Validity Test Results (X1)

	Item-Total Statistics			
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if ItemDeleted**
item1	31.22	23.662	.561	Valid
item2	31.37	24.373	.392	Valid
item3	31.31	22.077	.732	Valid
item4	31.07	25.113	.378	Valid
item5	31.73	21.121	.589	Valid
item6	30.87	26.776	.344	Valid
item7	31.73	21.121	.589	Valid
item8	31.31	22.077	.732	Valid
item9	31.31	22.077	.732	Valid

Source: processed SPSS data

Table 2 shows the results of the validity test for product quality items which are declared valid because they can be seen in the Corrected Item-Total Correlation value ≥ 0.30.

Table 3
Research Variable Validity Test ResultsBrand Image (X2)

	Item-Total Statistics			
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if ItemDeleted**
item1	30.99	22.014	.392	Valid
item2	31.32	19.528	.690	Valid
item3	31.31	20.104	.578	Valid
item4	31.47	19.506	.608	Valid
item5	31.49	19.493	.598	Valid
item6	31.29	20.402	.600	Valid
item7	31.71	18.027	.596	Valid
item8	31.49	21.314	.392	Valid
item9	31.29	20.899	.488	Valid

Source: processed SPSS data

Table 3 shows the results of the validity test for brand image items which are declared valid because they can be seen in the Corrected Item-Total Correlation value ≥ 0.30.

Table 4
Purchasing Decision Research Variable Validity Test Results (Y)
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if ItemDeleted
item1	43.99	41.138	.616	Valid
item2	43.57	43.985	.579	Valid
item3	44.08	41.345	.662	Valid
item4	44.08	40.663	.723	Valid
item5	44.29	40.954	.542	Valid
item6	44.07	41.581	.619	Valid
item7	43.90	43.701	.570	Valid
item8	43.84	44.069	.546	Valid
item9	43.76	43.659	.544	Valid
item10	44.07	41.581	.619	Valid
item11	43.90	43.701	.570	Valid
item12	43.99	41.138	.616	Valid

Source: processed SPSS data

Table 4 shows the results of the validity test of brand image items which are declared valid because they can be seen in the Corrected Item-Total Correlation value ≥ 0.30.

Reliability Test

The reality test is the stability and consistency of respondents in answering questions related to a list of questions which are the dimensions of a variable and are arranged in a question form. According to (Nugroho, 2005) reliability testing is carried out using Cronbach Alpha. A Cronbach Alpha coefficient that is > 0.60 shows the reliability of the instrument (if a repeat study is carried out using different time and dimensions it will produce a conclusion that can be said to be the same) and a Cronbach Alpha coefficient that is < 0.60 shows a lack of reliability. instrument (if this variable is re-researched using different time and dimensions it will produce a different conclusion).

Tabel 5
Uji Reliabilitas Variabel Penelitian
Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Product quality	.841	Reliabel
Brand Image	.836	Reliabel
Buying decision	.890	Reliabel

Source: processed SPSS data

Based on table 5 above, it can be seen that for each variable between product quality, brand image and purchasing decisions, the Cronbach Alpha value was > 0.60, so it can be concluded that all variables are reliable.

Multiple Linear Regression Analysis

Based on the multiple regression calculation between Product Quality (X1), Purchasing Decision Image (Y) with the help of the SPSS program in the calculations, the following results can be obtained:

Purchasing Decisions…..(Winardi)

Table 6
Multiple Regression Coefficients for Research Variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17.633	4.370		4.035	.000
	Product quality	.251	.098	.190	2.565	.011
	Brand Image	.609	.105	.432	5.813	.000

a. Dependent Variable: Buying decision

Source: processed SPSS data

Based on the list of multiple regression analysis tables, a constant of 17,633 is obtained, the coefficient of the product quality variable is 0.251 and the coefficient of the brand image variable is 0.609. From the results of this analysis, the following regression equation model can be obtained:

$$Y = 17.633 + 0,251X_1 + 0,609X_2 + e$$

The equation model above can be explained as follows:

Based on the multiple linear regression above these values, the constant is 17,633, meaning that if the variables studied, in this case product quality and brand image, are zero, the purchasing decision will be worth 17,633 units. The product quality variable coefficient is 0.251, the product quality regression coefficient shows a positive direction. This means that if product quality increases by one unit, it will result in purchasing decisions increasing by 0.251 units. The brand image variable coefficient is 0.609, the brand image regression coefficient shows a positive direction. This means that if the brand image increases by one unit, it will result in purchasing decisions increasing by 0.609 units.

Partial Regression Coefficient Test (T Test)

To determine the influence of product quality and brand image on purchasing decisions, hypothesis testing was carried out via the t test with the following results:

Table 7
Summary of Testing Independent Variables Against Dependent Variables (Partially)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	17.633	4.370		4.035	.000
	Product quality	.251	.098	.190	2.565	.011
	Brand Image	.609	.105	.432	5.813	.000

a. Dependent Variable: Buying decision

Source: processed SPSS data

Based on the table above, it shows the results of the t test calculation so that the results of the t test calculation for product quality (X1) on purchasing decisions have a calculated t-value of 2.565 with a significant value of 0.011 when compared with the t-table of 1.97669, Ho is rejected and Ha is accepted. This means that the product quality variable hypothetically has a positive and significant effect on purchasing decisions. This means that H1 is accepted. The

results of the brand image t test calculation (X2) on purchasing decisions have a calculated t value of 5,813 with a significance of 0.000 < 0.05 with a t-table of 1.97669, Ho is rejected, Ha is accepted. This means that the t-count is greater than the t-table. Thus, H2 is accepted, meaning that brand image on purchasing decisions hypothetically has a positive and significant effect on employee performance.

Discussion

The Influence of Product Quality on Purchasing Decisions

Based on the first hypothesis, the estimated results of the product quality variable have a t-count value greater than the t-table value, which means that it shows that the product quality variable has a significant effect on purchasing decisions.

Product quality is one of the factors that can stimulate purchasing decisions by improving or offering product quality according to what consumers expect. This is in accordance with the research results presented by (Ratnasari, 2016) which concluded that product quality has a positive influence on purchasing decisions.

According to research conducted by Retnaningsih (2011) regarding marketing adaptation to the decision to purchase a fungicide product, the price influences the decision to purchase a fungicide product. The influence of product quality on purchasing decisions is 0.323 or 32.2%. This shows that product quality has a positive and significant effect on purchasing decisions.

This is also proven by the value of product quality on purchasing decisions of 6.849 > 2 with sig. ***< α = 0.05. According to Angipora (2002), a product is a collection of tangible and intangible attributes which include color, price, packaging, factory prestige, retailer prestige and services from factories and retailers that may be accepted by buyers as something that can satisfy their desires.

The Influence of Brand Image on Purchasing Decisions

Based on the second hypothesis, it was found that the estimated results of the brand image variable had a t-calculated value smaller than the Alpha value, which means that the t-calculated value was greater than the t-table value. This shows that the brand image variable had a significant influence on the purchasing decision to purchase CV bread. Rima bakery.

States that company image is a depiction of the various activities of a company in the eyes of its audience based on their own knowledge and experience (Margaretha Fiani S. 2012). If a company has a positive image in the eyes of consumers, it will form loyalty in purchasing its products. Consumers not only look at the quality of the product, but also consider the image of the company that makes the product.

The influence of the brand on purchasing decisions is at a value of 0.550 or 55.0%. This shows that brand image has a positive and significant effect on purchasing decisions. And this is in line with the research results stated by Nurlisa (2012). "Brand image on the decision to purchase Bango brand sweet soy sauce (case study of housewives in the Villa Mutiara Johor Li and Taman Johor Mas complexes)" which found a positive and significant influence between brand image on purchasing decisions.

Purchasing Decisions…..(Winardi)

Brand image on purchasing decisions is at a value of 0.639 or 63.9%. This shows that product quality and brand image have a positive and significant effect on purchasing decisions. Meanwhile, 0.369 are other factors not examined in this research which also influence purchasing decisions. This is in line with the research results presented by Praba Sulistyawati (2010) which concluded that brand image has a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the research results and discussions processed using SPSS, several research conclusions can be conveyed as follows:
1. Product quality has a significant influence on purchasing decisions. Where the product quality has a calculated t-value greater than the t-table with a sign value of 0.00 which is small from the Alpha value of 0.05. Thus, product quality statistically has an influence on purchasing decisions.
2. Brand image has a significant influence on purchasing decisions. Where the brand image has a t-count value greater than the t-table with a sign value of 0.00, which is smaller than the Alpha value of 0.05. Thus, brand image statistically has an influence on purchasing decisions

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