

The Influence of Brand Image, Product Quality, and Customer Service on Purchase Decision at Current Jaya Store in Madiun City

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Abstract

The purpose of this study is to ascertain whether Lancar Jaya Stores customers in Madiun City made a purchase of PVC ceiling based on brand image, product quality, and service quality. This study employs a quantitative approach to research. in studies employing multiple linear regression methods. Utilizing the Purposive Sampling method for sampling. There were 96 respondents in the sample. It is demonstrated by statistical tests that product quality has a positive and significant impact on decisions about what to buy, service quality has a positive and significant impact on decisions about what to buy, and the brand image has a partial effect on purchasing decisions. Purchase Decision are influenced simultaneously.

Keywords: Brand Image, Product Quality, Service Quality, Purchase Decision

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui apakah pelanggan Toko Lancar Jaya di Kota Madiun melakukan pembelian plafon PVC berdasarkan citra merek, kualitas produk, dan kualitas pelayanan. Penelitian ini menggunakan pendekatan penelitian kuantitatif. dalam penelitian yang menggunakan metode regresi linier berganda. Memanfaatkan metode Purposive Sampling untuk pengambilan sampelnya. Sampel berjumlah 96 responden. Uji statistik menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan membeli apa, kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan membeli apa, dan citra merek berpengaruh parsial terhadap pembelian. keputusan.. Keputusan pembelian dipengaruhi secara simultan.

Kata kunci: Citra Merek, Kualitas Produk, Kualitas Pelayanan Dan Keputusan Pembelian

INTRODUCTION

In today's era, there is a lot of competition among mature businesses. All businesses have to compete in the international market because they have been affected by the global economy. This means expanding to maintain its competitiveness in this dynamic future. On a global scale, international business can even develop. International business is gaining prominence among major corporations around the world. Companies that compete not only in their own region but also globally (Yusuf *et al.*,

Article info

Received (29/04/2024)

Revised (20/05/2024)

Accepted (19/06 /2024)

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2020) . In order not to compete with other businesses, businesses must comply with these provisions. To ensure the continued existence of a business, fast and precise decision making is essential (Rahyono & Alansori, 2021).

To survive or dominate the industry, more and more PVC ceiling manufacturers are pushing for the development of PVC ceilings so that there are more and more competitors in the production and marketing of their products. Businesses make every effort to compete with rivals, make targeted profits, and achieve desired goals. (Fristy, *et. al.* , 2021) . In constructing a building, there needs to be systematic scheduling, so that the building will be built on time. The scheduling in question is the scheduling of work such as the initial preparation of activities up to the final stage of implementation activities (Munandar & Rezeki, 2017) . In the preparatory stage of work up to the end, of course there is something called the ceiling installation stage.

The high purchase decision rate is due to the high quality of service and trustworthy promotions. In this regard, the level of service, the attentiveness of the sales staff in keeping track of customer orders, and good communication between employees and customers all contribute to customer loyalty and ensure that customers receive excellent service and are always satisfied. As evidenced by the increase in sales over the last three years, high-quality service encourages repeat purchases. The problem with the Lancar Jaya PVC Ceiling shop, Madiun City, is because consumers prefer to use PVC Ceiling products because of the attractive commodities and high product quality for the products offered there.

The phenomenon of the problem in the Lancar Jaya Plafon PVC store in Madiun City is the attractive design of PVC ceiling products and the quality of the products offered at the Lunar Jaya shop to consumers is very good, and consumers are also more interested in buying repeated products at the Luncius shop in Madiun. This will affect consumer purchasing decisions at the smooth jaya store in the city of Madiun. Currently there are 60 employees working in the shop. There are 7 teams for the installation of PVC ceilings and 5 contractor teams. So if there is concurrent work on the same day, there is no difficulty. Pak Sam added, in one delivery there are an average of 12 boxes while in one day there are around 5 times of delivery. The following is a sales table at the Lancar Jaya Plafon PVC store in Madiun City.

Table 1. PVC ceiling sales data from Lancar Jaya Store

Month	Years		
	2020	2021	2022
January	Rp18.000.000	Rp20.000.000	Rp22.600.000
February	Rp18.000.000	Rp21.400.000	Rp22.400.000
March	Rp19.000.000	Rp19.600.000	Rp20.100.000
April	Rp19.000.000	Rp20.100.000	Rp23.100.000
May	Rp19.000.000	Rp21.100.000	Rp22.900.000
June	Rp18.000.000	Rp18.500.000	Rp19.700.000
July	Rp19.000.000	Rp19.900.000	Rp20.800.000
August	Rp21.000.000	Rp22.000.000	Rp23.700.000
September	Rp18.000.000	Rp19.000.000	Rp19.600.000
October	Rp19.300.000	Rp20.300.000	Rp23.900.000
November	Rp19.000.000	Rp22.100.000	Rp23.900.000
December	Rp20.000.000	Rp21.900.000	Rp24.900.000
Total	Rp227.300.000	Rp245.900.000	Rp267.600.000

Source: Lancar Jaya Store, Madiun City, 2022

Based on the table above, it can be seen that the revenue of the Lancar Jaya store in Madiun City has increased significantly every year. This can be seen in 2020 - 2022 monthly income from sales at the Lancar Jaya store in Madiun City has increased. Based on the sales data above, consumer decisions on PVC ceiling products in Madiun City have experienced a rapid increase. This is influenced by several factors such as brand image, product quality and service quality provided by the Lancar Jaya Plafon PVC store in Madiun City.

LITERATURE REVIEW

A process known as a buying decision involves the consumer identifying a problem, searching for specific product or brand information, and evaluating the problem and how well each alternative addresses the problem before making a purchase decision (Cape, 2020). Brand image is a representation of how people perceive the brand as a whole, as well as information about the brand and information about their previous interactions with it (Yuniati & Santoso, 2018). The brand image of a product is what customers think about it (Sianipar, 2019). This includes and perceptions based on sensory responses and stimuli associated with the company. Meanwhile, Amalia (2019) explains that brand image is an overview of the wrong response about the brand based on information and previous experience. against the brand.

The physical conditions, functions and characteristics of competing products that are able to satisfactorily satisfy the tastes and needs of consumers in accordance with the value for money spent is called product quality (Choir, 2018). Product quality is the capacity of an item to perform its role, it combines general strength, dependability, precision, simplicity of activity, and improvement of goods and other product attributes (Haris, 2018). Product quality can affect purchasing decisions in a company.

The measure of service quality is how well the service level meets customer expectations (Muctharom, 2019). Quality of service is conformity to specifications, where manufacturers provide certain tolerances specified for critical dimensions and each part produced. These three variables can be described in a diagram as follows:

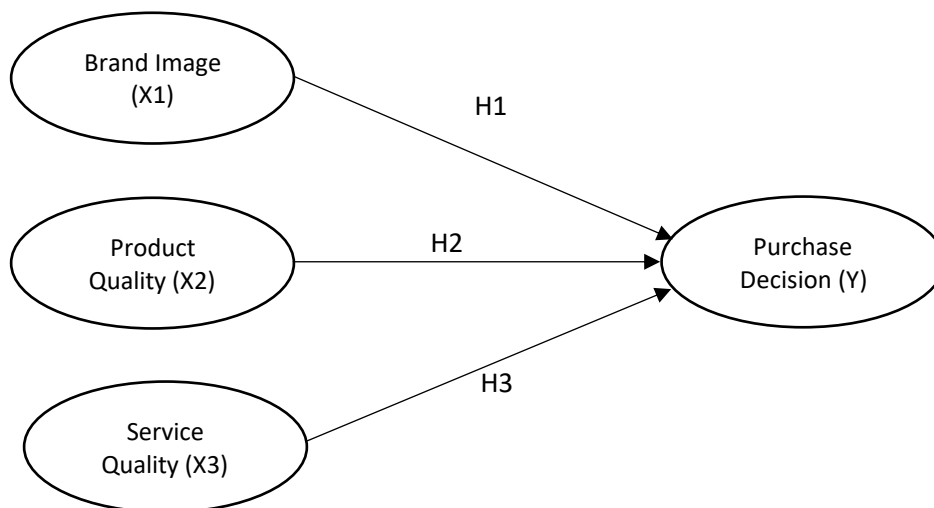


Figure 2. Conceptual Framework

H₁ : There is a significant influence between Brand Image and Purchase Decision

H₂ : There is a significant influence between Product Quality on Purchase Decision

H₃ : There is a significant influence between Service Quality and Purchase Decision

H₄ : There is a significant influence simultaneously between Brand Image, Product Quality, and Service Quality on Purchase Decision

RESEARCH METHOD

Quantitative approach taken in this research. Purposive sampling was used as the sampling method in this study. According to Sugiyono (2018) Purposive Sampling is a sampling strategy with special considerations. The type of data and data sources used in this study are primary data. Primary data is data directly collected by the researcher from the first source. This study used a questionnaire as a data collection method. Questionnaires are more efficient data collection when the researcher knows with certainty what variables will be measured or what can be expected from the respondent. The data measurement used in this study is using a Likert scale.

RESULTS AND DISCUSSION

Data on respondent characteristics based on gender of the 100 respondents, the majority of respondents aged 35-45 years is the age of someone who is mature and ready financially to build their own house so that it has the highest percentage. Can be seen in the following table:

Table 2. Characteristics by Age

Age	Number of Respondents	Percentage
< 25 years	14	14, 6 %
25-35 Years	30	31.3 %
35-45 Years	40	41.6 %
> 45 Years	12	12.5 %
Total	96	100%

Source: Data Processed, 2023

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Standard Value	Information
Brand Image (X ₁)	0.8 73	0.6	Reliable
Product Quality (X ₂)	0.791	0.6	Reliable
Quality of Service (X ₃)	0.781	0.6	Reliable
Purchase Decision (Y)	0.862	0.6	Reliable

Source: Data Processed, 2023

Based on table 3, it is known that all variables are > 0.6. This shows that the instrument used can be said to be reliable or consistent from time to time.

Table 4. Multiple Linear Regression Test Results

Coefficients ^a	
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Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	std. Error	Betas			
constant ,	3,829	3,269			,311	,757
Brand Image	,564	,328	,228		8,245	,000
Product quality	,728	,273	,394		7,821	,000
Service quality	,483	,201	,068		7,780	,000

Source: Data Processed, 2023

The multiple linear regression equation can be formulated as follows from the results of the multiple linear regression test in the table above:

$$Y = 3.829 + 0.564 X_1 + 0.728 X_2 + 0.483 X_3 + e$$

From the regression equation above, the conclusions that can be explained are, The value of the constant (*a*) is 3.829, indicating that the purchase decision will be worth 3.829 if the variable brand image, product quality and service quality is constant. Brand image variable (*X*₁) indicates a positive influence of brand image variables on purchasing decisions. If the brand image (*X*₁) increases by one unit, then the purchase decision at the Lancar Jaya Store in Madiun City will also increase. Product quality variable (*X*₂) indicates a positive influence on product quality to purchasing decisions. If product quality (*X*₂) increases, then purchasing decisions at Toko Lancar Jaya in Madiun City will also increase. Service quality variable (*X*₃) indicates a positive influence of service quality on purchasing decisions. If the quality of service (*X*₃) increases by one unit, then the purchase decision at the Lancar Jaya Store in Madiun City will also increase.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		96
Normal Parameters ^{a,b}	Means	,0000000
	std. Deviation	2.62716251
Most Extreme Differences	absolute	,175
	Positive	,175
	Negative	-.075
Test Statistics		,125
asymp. Sig. (2-tailed)		,341 ^{c,d}

Source: Data Processed, 2023

The results obtained using the *Kolmogorov test* which represents the value of *Asymp.Sig (2-tailed)* of 0.341 higher than $\alpha = 0.05$. It can also be said that the data is still average.

Table 6. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	std. Error	Betas	t	Sig.	tolerance	VIF
1 (Constant)	-,501	1,050		-,477	,634		
Brand Image	1.317	,072	,378	11.323	,019	,273	4,928
Product quality	1,634	,097	,855	16,763	,000	,437	5,655
Service quality	,220	,083	,135	2,655	,009	,817	7,315

Dependent Variable: Purchase Decision

Source: Data Processed, 2023

The calculation results show that each of the three variables has a Variance Influence Factor (VIF) value of less than 10. Brand image variable (X1) has a VIF value of 4.928, product quality variable (X2) has a VIF value of 5.655, and service quality variable (X3) has a VIF value of 7.315, all of which are below 10. This variable indicates that there are no independent variables that are strongly correlated with each other. Multicollinearity between all independent variables, in particular, remains an acceptable problem. Meanwhile, with a value greater than 0.1, the tolerance value for brand image variable (X1) is 0.273, product quality variable (X2) is 0.437, and service quality variable (X3) is 0.817. That is, the independent variable does not show multicollinearity. As a result, a multicollinearity test can be performed with significant results.

Table 7. Heteroscedasticity Test Results

Variable	Sig.	Conclusion
Brand Image (X ₁)	.852 _	There is no Heteroscedasticity
Product Quality (X ₂)	0.892 _	There is no Heteroscedasticity
Quality of Service (X ₃)	0.671 _	There is no Heteroscedasticity

Source: Data Processed, 2023

It is known from table 7 that the probability of each variable is greater than 0.05 (alpha). After that, a decision was made to accept H₀, meaning that there were no signs of heteroscedasticity.

Table 8. Partial t test results (t test)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	3,829	3,269		,311	,757
Brand Image	,564	,328	,228	8,245	,000
Product quality	,728	,273	,394	7,821	,000
Service quality	,483	,201	,068	7,780	,000

Source: Data Processed, 2023

The t test requires H₀ to be considered accepted if: t count is less than t table is rejected if t table is bigger than t count. With a significance level of t = 5%, the critical value. to obtain a table using a two-tailed test (with a table value of 1.9860 or 1.986 and level of significance = 0.05 (5%) and *degrees of freedom* = n – k – 1 = 96 – 3 – 1 = 92).

Table 9. Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	307,774	4	76,944	7,860	,000 ^b
	residual	379,209	55	6,895		
	Total	686,983	59			

Source: Data Processed, 2023

Test F states that H_0 is accepted if: If $F_{\text{count}} < F_{\text{table}}$, and H_0 is rejected: $F_{\text{table}} \geq F_{\text{count}}$. With a significance level of $f = 5\%$, the critical value of 96 respondents is used as a sample in the study. The value of $df_1 = k - 1 = 4 - 1 = 3$ and $df_2 = 96 - 3 = 93$ corresponds to the fact that there are four independent and dependent variables. $Df (3) (93)$ obtained $F_{\text{table}} = 2.70$ from table $F_{0.05}$.

The test results obtained H_0 rejected and H_1 accepted. This means that the hypothesis is accepted. This means that brand image has a significant effect on purchasing decisions. This means that the brand image given by PVC ceiling products to consumers is in accordance with consumer expectations, and consumers are also satisfied with the brand image given by PVC ceiling products. This shows that the brand image of PVC ceilings is good because PVC ceilings provide various types of PVC ceilings, have the best image compared to their competitors, and have a design that gives a luxurious or classy impression. The results of research conducted by (Lesmana 2019) explain that there is an influence of brand image on purchasing decisions on Wardah cosmetics PT. Paragon Technology and Innovation.

In the results H_0 is rejected and H_2 is accepted. This means that the hypothesis is accepted. This means that product quality has a significant effect on purchasing decisions. Based on the results of descriptive analysis, the level of product quality owned by PVC ceiling products is in a good position, so that it can foster purchasing decisions from consumers. The results of research conducted by (Panget et al. 2018) explain that product quality is partially positive and has a significant effect on purchasing decisions for Honda Beat Motorcycles at CV. Lion Ternate.

The test results obtained H_0 rejected and H_3 accepted. This means that the hypothesis is accepted. This means that service quality has a significant effect on purchasing decisions. In this case, service quality has a very important role in fostering purchasing decisions for PVC ceiling products at the Lancar Jaya Store in Madiun City. Service must start from customer needs and end with customer satisfaction and positive perceptions of service quality. As a party who buys and consumes products/services, customers assess the level of service quality for PVC ceiling consumers. Similar to the results of research conducted by (Nasution & Lesmana 2018) explaining that service quality has a positive and significant effect on consumer purchasing decisions.

CONCLUSION

From the results of the research conducted and the testing of hypotheses regarding the influence of brand image, product quality, and service on purchasing decisions for PVC ceilings in the City of Madiun, the following conclusions can be drawn: At the Lancar Jaya Store in Madiun City, the purchase of PVC ceilings is positively and significantly influenced by brand image, product quality, and customer service. Additionally, the brand image, product quality, and customer service at Lancar Jaya Store directly affect purchasing decisions for PVC ceilings. Based on the research titled "The Influence of Brand Image, Product Quality, and Service on PVC Ceiling Purchase Decisions at Lancar Jaya Stores in Madiun City," the researcher offers the following suggestions: For society, an excellent brand image, product quality, and customer service can all contribute to better purchasing decisions, serving as an effective strategy for achieving promotional goals. Consumers should internalize this research and apply it to improve brand image, product quality, and customer service in their environment. For future researchers, this study is expected to serve as a reference for further research or to be developed further in the future.

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