



Purchasing Decision Behavior of Kudus Residents on Amanda Brownies

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ABSTRACT

This study aims to analyze the effect of brand image, price perception, and product quality on purchasing decisions for Amanda Brownies Kudus products. The problem in this study is that there was a decrease in the percentage of the top brand index value for the branded brownies category carried out by the frontier consulting agency, price perception by consumers who judge Amanda's brownies to be more expensive than another competitor. Several consumer reviews state that the quality of brownie products is still lacking. The sample in this study amounted to 110 respondents, using a purposive sampling technique. This study uses multiple linear regression analysis. The results of this study indicated that brand image has a positive and significant effect on purchasing decisions, price perceptions have a negative and insignificant effect on purchasing decisions, and product quality has a positive and significant effect on purchasing decisions. Brand image, price perception, and product quality positively and significantly affect purchasing decisions.

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1. Introduction

Consumers in the food industry, especially cakes, are most interested in one type of food: brownies. This type of cake has a thick taste and soft texture; this cake can also be enjoyed by consumers of all ages, both young and old. In Kudus, several

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outlets sell brownies, including Siliwangi, Gajah Mada, and Amanda. Siliwangi is an outlet that sells various brownies and dessert cakes with various variants, such as black forest, red velvet, cheese brownies, chocolate brownies, strawberries, peanuts, cappuccino, and many more. Gajah Mada brownies have various flavors such as chocolate, black forest, red velvet, orange, strawberry, cappuccino, pandan, taro, and other fruit flavors. Lastly, the object of this research is Amanda's brownies, a culinary choice suitable for souvenirs. Initially, Amanda only produced one variant, namely the original brownies, but this family recipe sold well in the market and received a positive response from the public. Competition conditions that are getting tougher from time to time make every company must be able to maximize all natural and human resources effectively and efficiently, one of which is by creating and carrying out good imagery to influence consumer's views of the products we produce, namely through brand image [1]. Top brand index of brownies in Indonesia can be seen in Table 1.

Table 1. Top brand index of brownies in Indonesia

Brand	Year				
	2018	2019	2020	2021	2022
Amanda	60.8%	58.0%	53.7%	54.1%	53.7%
Bread Talk	9.1%	10.3%	13.1%	14.1%	12.4%
Holland Bakery	8.3%	7.4%	8.1%	11.3%	12.2%
Kartika Sari	3.0%	5.7%	5.6%	5.4%	6.0%
Majestyk	5.7%	2.8%	3.6%	2.4%	2.6%

Table 1 is taken from the Top Brand Award [2], which quotes from the top brand award on the choice of branded brownies Amanda's brownies decreased by 7.1%, even though Amanda is clearly in the branded brownies category and always ranks first but that doesn't make Amanda's percentage increasing from 2018 to 2019 increasing creased, then in 2019 to 2020, it has decreased again while in 2020 to 2021 it has grown even though slightly but in 2021 to 2022 it has fallen again. The decrease that occurs in table 1 is related to the image Amanda owns, influencing consumers to buy or not Amanda's brownie products.

Purchase decisions are influenced by several factors, one of which is brand image. Brand image is the extrinsic nature of a product or service, including how the image tries to meet the social needs of consumers [3].

Another factor that can influence the purchase decision is the perceived price. Perceived price is one element of the marketing mix that generates revenue; the other elements create costs. Price is the easiest element in a marketing program to adjust; product features, channels, and communication take a lot of time[3]. The consumer's assessment of price is not only with one store but also with two or more stores with the same product consumers want. In retaining existing customers and

gaining new customers, setting the selling price can affect the consideration of consumer purchases.

Product quality is also a factor influencing purchasing decisions. According to Kotler and Keller [4], the definition of product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation, repair, and other valuable attributes. Product quality must be of the best quality according to consumer expectations.

The research gap in this study is the same as the research by [5]. There is a positive and significant influence between brand image variables on purchasing decision variables. At the same time, in research y [6] there is a negative influence between brand image variables on purchasing decisions. The same thing was found in research conducted by [7]. There was a positive effect of brand image variables on purchasing decisions but not significant.

Research on price perceptions by [8] has a positive and significant influence on price perception variables on purchasing decisions, while in a study by [9] there is a positive but not significant effect between price perception variables on decisions purchase. The same thing was found in [10] research. There was a negative and insignificant effect between the price perception variable on purchasing decisions.

Research on product quality [11] has a positive and significant influence on product quality variables on purchasing decisions, while in a study [12] there is no influence between product quality variables on purchasing decisions.

The formulation in this study: there was a decrease in the percentage of the top brand index value for the branded brownies category by the frontier consulting agency. Price perception by consumers who rate Amanda's brownies as more expensive than other competitors, and several consumer reviews state that the quality of brownie products is still lacking. This research aims to analyze the effect of brand image, price perception, and product quality on purchasing decisions for Amanda brownie products.

2. Method

This study uses three independent variables: brand image, perceived price, and product quality. The dependent variable is purchasing decisions. The object raised is Amanda Brownies in the city of Kudus, while the subject needed in this study is Amanda's consumers who meet several criteria. The operational definitions of variables can be seen in Table 2.

Table 2. Variable operational definitions

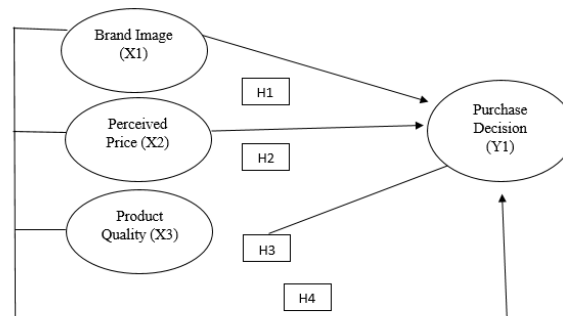
Variable	Indicator
Purchase Decision (Y)	The indicators in buying decisions put forward by Dharmmesta and Hani [13]: 1. Decisions about product types. 2. Decisions about the form of the product. 3. Brand decisions. 4. Decision about the seller. 5. Decisions about the number of products. 6. Decisions about the timing of purchases. 7. Decisions about the method of payment.
Brand Image (X1)	Brand image indicators, according to Nafisah & Murniningsih [14]: 1. Brand identity 2. Brand personality 3. Brand association 4. Attitudes and brand behavior 5. Brand benefits and advantages
Perceived price (X2)	There are five indicators related to price interpretation and perception [15]: 1. Price Consciousness 2. Value Consciousness 3. Sale Proneness 4. Price Quality Scheme 5. Prestige Sensitivity
Product quality (X3)	Product quality indicators, according to [16] 1. Form 2. Customization 3. Performance Quality 4. Conformance Quality 5. Durability

The data used in this research is quantitative. Quantitative data, according to [17] is data that is processed and analyzed using statistics. Primary data was collected by distributing questionnaires. The questionnaire contains a list of questions arranged systematically, which must be answered or responded to by respondents according to their perceptions [18]

Secondary data is published or used by organizations [18] In this study. The authors used secondary data, including data from the top brand award on branded brownies, brownie price list (Siliwangi, Amanda, and Gajah Mada) from Instagram, consumer reviews, and Amanda brownies ratings through the website amandabrownies.co.id.

The population in this study are people who have bought Amanda Brownies products in Kudus, the exact number of which is unknown. The sample is part of the population that is the object of research. The sampling technique used in this study is purposive sampling, in which this sample is taken using certain criteria from the researcher. The requirements must be met for consumers who have purchased Amanda Kudus brownie products aged 15-64. In this study, the population size was unknown, so in determining the number of samples taken,

there were 110 respondents. The data analysis used in this quantitative study is the classical assumption, multiple linear regression analysis, t-test, F test, and the coefficient of determination with the help of using Statistical Product and Service Solutions (SPSS) version 26. Figure 1 is a conceptual thinking framework.



Source: Styaningrum, A (2019), Purwanto dan Risaputro (2021), Yuliantari and Wiswin (2018)

Figure 1. Conceptual thinking framework

3. Results and Discussion

Before entering into the calculation of the Correlation Test, Determination, and Regression. First, instrument testing is carried out to ensure that the data used can be trusted. The instrument test consists of Validity and Reliability Tests.

a. Validity test

If $r_{count} > r_{table}$ then the statement is said to be valid. In the indicator research, all are said to be valid.

b. Reliability test

Reliability measurement was carried out using the Alpha Cronbach technique. The criteria for a research instrument are said to be reliable with a Cronbach Alpha value > 0.60 [19]. Following are the results of the reliability test on each variable with the help of SPSS 26:

Table 3. Reliability test results

Variable	Cronbach's Alpha	Result
Purchase Decision (Y)	0,834	Reliable
Brand Image (X1)	0,835	Reliable
Perceived Price (X2)	0,815	Reliable
Quality Product (X3)	0,842	Reliable

Source: Processed primary data (2022) [20]

Based on Table 2, variables of purchasing decisions, brand image, price perceptions, and product quality have Cronbach's Alpha values > 0.60 , so each research variable is reliable.

3.1. Classical Assumption Test Results

3.1.1. Normality Test

The normality test is carried out to determine whether the data is normally distributed. In this study, how to see the normality test results using the Kolmogorov-Smirnov test on the asymp section. Sig. (2-tailed). With a significance level of 5%. Nilai Asymp can be seen in Table 4.

Table 4. Normality test results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,09276918
Most Extreme Differences	Absolute	0,080
	Positive	0,064
	Negative	-0,080
Test Statistic		0,080
Asymp. Sig. (2-tailed)		0,080 ^c

Source: Processed primary data (2022) [20]

Based on the above test results, it can be seen that the Asymp. Sig. (2-tailed) is 0.080, which is > 0.05 . It can be said that the data derived from the research questionnaire is normally distributed.

3.1.2. Multicollinearity Test

This multicollinearity test is intended to test whether there is a high or perfect correlation between the independent variables in the regression model. The results can be seen in the following table.

Table 5. Multicollinearity test results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	0,420	2,381
Perceived Price	0,426	2,350
Product Quality	0,462	2,163

Source: Processed primary data (2022) [20]

Table 4 shows that the VIF value for each variable (brand image, price perception, and product quality) is < 10.00 , and the tolerance value for each variable is > 0.10 . The test can be stated that there are no symptoms of multicollinearity.

3.1.3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is an inequality of variance in the regression model from the residuals of one observation to another. Based on figure 2, the points are spread above and below the number 0 without forming a pattern, meaning there is no heteroscedasticity in the research data. Figure 2 is a heteroscedasticity test results.

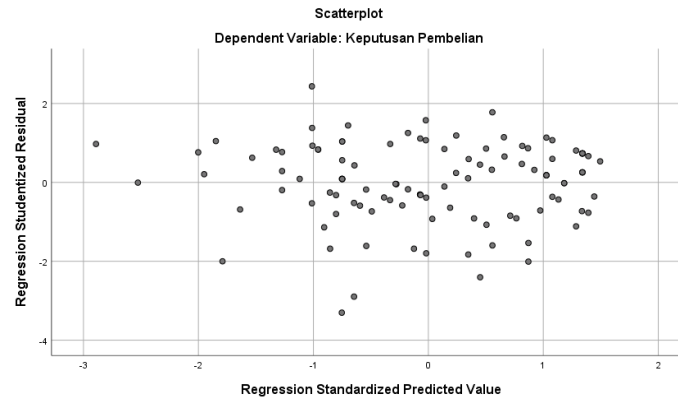


Figure 2. Heteroscedasticity test results
Source: Processed primary data (2022) [20]

3.2. Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis that aims to predict how much influence one or two independent (independent) variables have on one dependent (dependent) variable. The multiple linear regression equation is used in Table 6.

Table 6. Multiple linear regression test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,216	1,885		2,768	0,007
Brand Image	0,707	0,122	0,530	5,783	0,000
Perceived Price	-0,139	0,112	-0,114	-1,246	0,215
Product Quality	0,563	0,117	0,421	4,817	0,000

Dependent Variable: Purchase Decision

Source: Processed primary data (2022) [20]

The multiple linear regression equation can be explained as follows:

$$Y = 5,216 + 0,707 X_1 - 0,139 X_2 + 0,563 X_3$$

- The constant coefficient for purchasing decisions (Y) is 5.216, which states that if the variables of brand image, perceived price, and product quality are equal to zero, then the decision to purchase Amanda Kudus brownies is 5.216.
- The brand image regression coefficient shows a positive value of 0.707, which means that every time there is an increase in one unit of brand

image variable, the decision to buy Amanda Kudus brownies will increase by 0.707 or 70.7%.

- c. The price perception regression coefficient shows a negative value of -0.139, which means that every time there is an increase in one unit of the price perception variable, the decision to buy Amanda Kudus brownies will decrease by -0.139 or 13.9%.
- d. The product quality regression coefficient shows a positive value of 0.563, which means that every time there is an increase in one unit of product quality variables, the decision to buy Amanda Kudus brownies will increase by 0.563 or 56.3%.

3.3.Hypothesis testing

3.3.1. t-test

This test was carried out to see whether the independent variables, namely brand image (X1), price perception (X2), and product quality (X3), partially affect the dependent variable, namely purchase decision (Y) [21]. If $t_{count} > t_{table}$ and $sig < 0.05$, then H_a is accepted and H_0 is rejected, which means that one of the independent variables influences the dependent variable significantly. The following are the results of the t-test in Table 7.

Table 7. T test results

Model		t	Sig.
1	(Constant)	2,768	0,007
	Brand Image	5,783	0,000
	Perceived Price	-1,246	0,215
	Product Quality	4,817	0,000

Source: Processed primary data (2022) [20]

Based on the above test results, it can be interpreted that:

- a. The brand image variable table has a t value of 5.783 while the t table is 1.982597 with a significance of 0.000. This shows that $t_{count} > t_{table}$ ($5.783 > 1.983$) and $sig < 0.05$ ($0.000 < 0.05$), then H_a is accepted and H_0 is rejected, which means the brand image has a positive and partially significant effect on purchasing decisions.
- b. The price perception variable table has a t value of -1.246 while the t table is -1.983 with a significance of 0.215. This shows that $t_{count} > t_{table}$ ($-1.246 > -1.983$) and $sig > 0.05$ ($0.215 < 0.05$), then H_0 is accepted and H_a is rejected, which means that price perception has a negative and partially insignificant effect on purchasing decisions.

- c. The product quality variable table has a t value of 4.817 while the t table is 1.983 with a significance of 0.000. This shows that $t_{count} > t_{table}$ ($4.817 > 1.983$) and $sig < 0.05$ ($0.000 < 0.05$), then H_a is accepted and H_0 is rejected, which means product quality has a positive and partially significant influence on purchasing decisions.

3.3.2. F Test

The F test is a significance test of the equation used to determine how much influence the independent variables (brand image, perceived price, and product quality) have on the dependent variable (purchasing decision). This test is based on level significance 5% ($sig < 0,05$) and comparing F-count with F-table, if the calculated F value $>$ F table value, then H_a is accepted, which states that all independent variables simultaneously and significantly influence the dependent variable. F test results can be seen in Table 8.

Table 8. F test results

ANOVA						
Model		Sum Of Squares	df	Mean Square	F	Sig.
1	Resgression	796,987	3	265,662	58,988	0,000 ^b
	Residual	477,385	106	4,504		
	Total	1274,373	109			

Source: Processed primary data (2022) [20]

Table 7 shows that the value of F count $>$ F table. At the same time, $sig < 0.05$. H_a is accepted, and H_0 is rejected, which states that brand image, price perception, and product quality simultaneously affect purchasing decisions.

3.3.3 Coefficient of Determination (R²)

The coefficient of determination test predicts how much the independent variable contributes to the dependent variable. Based on table 8, the coefficient of determination is 0.615 or 61.5% seen in the Adjusted R Square column. This figure implies that the variables brand image, price perception, and product quality simultaneously influence purchasing decisions by 61.5%, while other variables outside this regression equation influence 38.5%. Coefficient of determination results can be seen in Table 9.

Table 9. Coefficient of determination results

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	0,791 ^a	0,625	0,615	2,122

Predictors: (Constant), Quality Product, Perceived Price, Brand Image
 Dependent Variable: Purchase Decision

Source: Processed primary data (2022) [20]

3.4. Discussion

3.4.1. Effect of brand image on purchasing decisions

The results of this hypothesis test prove that brand image has a positive and significant influence partially on purchasing decisions, so H_a in this hypothesis can be accepted. The results of this hypothesis can be interpreted that the better the brand image of Amanda Kudus brownies, the higher the influence on consumers to buy Amanda Kudus brownie products. A positive brand image makes consumers feel that the product follows the criteria, influencing consumer behavior in purchasing products [22].

3.4.2. Effect of price perceptions on purchasing decisions

The results of this hypothesis test prove that price perception has a negative and insignificant effect partially on purchasing decisions, so H_a in this hypothesis is rejected. The results of this hypothesis can be interpreted that the lower the price perception of Amanda Kudus brownie products, the more consumers will make purchasing decisions on Amanda Kudus brownie products. Price perceptions influence purchase decisions. Perceived price has different meanings for consumers. This perception looks striking when it is based on income or the ability of consumers to buy products. Prices that look affordable, even though they have good quality, look very expensive if consumers who belong to the lower middle class. On the other hand, upper-class consumers assess the price according to what the seller offers [23].

3.4.3. Effect of product quality on purchasing decisions

The results of this hypothesis test prove that product quality has a positive and significant influence partially on purchasing decisions, so H_a in this hypothesis can be accepted. The results of this hypothesis can be interpreted that the higher the quality of Amanda Kudus brownie products, the higher the effect on consumers deciding to purchase at Amanda Kudus. The better the quality of the product produced, the more opportunities for consumers to make purchasing decisions [24]. The quality of the product in the eyes of each consumer is different if the quality of the product is getting closer to the quality expected by consumers, then this becomes the main attraction for making purchases [25].

3.4.4. Influence of brand image, price perception, and product quality on purchasing decisions

The results of this hypothesis test stated that brand image, price perception, and product quality significantly influence purchasing decisions. The results of this hypothesis can be interpreted that the better the brand image, the higher the perceived price following consumer desires, and the higher the product quality owned by Amanda Kudus brownie products, the higher consumers will decide to buy Amanda Kudus brownie products.

4. Conclusion

The conclusions of this research:

1. Brand image has a positive and significant influence on purchasing decisions. The better the Amanda Kudus brownie brand image, the higher the impact on consumers making decisions to buy Amanda Kudus brownie products.
2. Perceived price has a negative and insignificant influence on purchasing decisions, meaning that the lower the perceived price of Amanda Kudus brownie products, the more consumers will make purchasing decisions on Amanda Kudus brownie products.
3. Product quality has a positive and significant influence on purchasing decisions. The higher the quality of Amanda Kudus brownie products, the higher the impact on consumers deciding to purchase at Amanda Kudus.
4. Brand image, price perception, and product quality simultaneously and significantly affect purchasing decisions, meaning that the better the brand image, the more the perceived price is in line with consumer desires, and the higher the product quality that the product Amanda Kudus brownies, the higher the consumers who decide to buy Amanda Kudus brownies.

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