

# THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PROMOTION ON PRODUCT PURCHASING DECISIONS EPSON PROJECTORS IN JAKARTA

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## Abstrak

This study aims to analyze the influence of brand image, product quality and promotion on the purchase decision of Epson projectors. The method used in this study is quantitative descriptive with the population in this study being consumers who have purchased Epson projector products. The sampling techniques in this study are nonprobability sampling and purposive sampling. The sample used in this study was 100 respondents with consumer criteria who had purchased an Epson projector. The data in this study used primary data by distributing questionnaires processed using Software Statistical Product and Service Solutions. (SPSS 23.0). The data analysis technique used is multiple liner regression analysis. The results of this study show that the variables of brand image, product quality and promotion have a positive and significant effect on purchasing decisions. The variables that have a major contribution in the purchase decision of Epson projector products are first product quality, the second brand image and the third promotion.

Keywords: Brand Image, Product Quality, Promotion and Purchasing Decisions.

## INTRODUCTION

At this time consumers have been more selective before making purchase decisions due to easier access to information, where potential consumers collect as much information about the product they want to buy, then conduct their own evaluations, including about brand image, promotion, and product quality. Therefore, companies must be able to understand the wants and needs of consumers to determine the progress and development of a product in the marketing process. Currently we are entering the era of the industrial revolution 4.0, or the era of digital technology, the existence of digital technology has changed various ways we communicate. In this study, one of the products that will be studied is a projector where the projector is a tool to facilitate the delivery of information, in office spaces, teaching and learning rooms, meeting rooms, and so on.

Based on data from Epson's projector sales growth rate over the last 5 years (2015 - 2019), there are fluctuations due to the many projector brand competitors in Indonesia. Many factors influence consumer behavior in making purchase decisions, including brand image factors, product quality and promotion, because the better the brand image, product quality and attractive promotions, the more consumers will make

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purchases. Based on the background of these problems, the author is interested in conducting research entitled "The Influence of Brand Image, Product Quality and Promotion on the Purchase Decision of Epson Projector Products in Jakarta".

The formulation of the problem in this study is

1. Does brand image affect the purchase decision of Epson projector products in Jakarta?
2. Does product quality affect the purchase decision of Epson projector products in Jakarta?
3. Does the promotion affect the purchase decision of Epson projector products in Jakarta?

And the purpose of the study is

1. Analyzing the influence of brand image on the purchase decision of Epson projector products in Jakarta
2. Analyzing the effect of product quality on the purchase decision of Epson projector products in Jakarta
3. Analyzing the influence of promotion on the purchase decision of Epson projector products in Jakarta

## RESEARCH METHOD

### Object of Research

The object of research in this study is the purchase decision of Epson projector products in Jakarta which is influenced by brand image, product quality and promotion.

### Data Sources and Types

The source of data in this study is using primary data obtained by distributing questionnaires, namely data collection methods by providing questions to respondents with questionnaire guidance containing questions based on the indicators posed.

The type of data in this study is descriptive using a data collection method in the form of questionnaires distributed to consumers who have purchased projector products through *events*, official stores, or *corporate users*.

### Analysis Methods

In this study using two data analysis methods, namely descriptive analysis and inferential analysis. According to Ferdinand (2014:229) Descriptive analysis that provides an empirical picture or descriptive of the data collected in the study. According to Ferdinand (2014: 234), inferential analysis method is a statistical technique used to analyze sample data and the results are applied to the population. This analysis method emphasizes the relationship of variables by conducting hypothesis tests that conclude research results from the sample to the population. Inferential statistical data analysis is measured using SPSS 23.0 (Statistical Product and Service Solutions) software ranging from instrument tests, classical assumption tests, model feasibility tests, multiple linear regression analysis, and hypothesis testing.

## RESULTS AND DISCUSSION

In this study, validity tests were conducted using the SPSS program version 23 on a sample of 100 respondents. shows that each item of each dependent variable i.e. purchase decision (Y) and independent variables i.e. brand image (X1), product quality (X2), and promotion (X3) have  $r_{count} > r_{table}$  (0.197) and is positive, then the instrument or statement item is significantly correlated with the total score or can be declared valid.

Thus it can be concluded that all statement items used in this study are valid, can be seen from the following table:

**Hasil Uji Validitas**

Variabel	$F_{hitung}$	$F_{tabel}$	Keterangan
<b>Citra Merek</b>			
Pernyataan X1.1	0,355	0,197	Valid
Pernyataan X1.2	0,633	0,197	Valid
Pernyataan X1.3	0,499	0,197	Valid
Pernyataan X1.4	0,745	0,197	Valid
<b>Kualitas Produk</b>			
Pernyataan X2.1	0,524	0,197	Valid
Pernyataan X2.2	0,443	0,197	Valid
Pernyataan X2.3	0,635	0,197	Valid
Pernyataan X2.4	0,716	0,197	Valid
Pernyataan X2.5	0,413	0,197	Valid
Pernyataan X2.6	0,767	0,197	Valid
<b>Promosi</b>			
Pernyataan X3.1	0,598	0,197	Valid
Pernyataan X3.2	0,462	0,197	Valid
Pernyataan X3.3	0,539	0,197	Valid
<b>Keputusan Pembelian</b>			
Pernyataan Y.1	0,692	0,197	Valid
Pernyataan Y.2	0,397	0,197	Valid
Pernyataan Y.3	0,353	0,197	Valid
Pernyataan Y.4	0,555	0,197	Valid

Sumber: Data Diolah Tahun 2020

### Reliability Test

Reliability Test All questionnaire items used to measure all variables in this study, said to be reliable, which is shown in Cronbach's alpha value all variables have a fairly good value level above 0.6 meaning that all variable values are said to be good and acceptable because they are above good levels even the results are good, can be seen from the following table:

#### Hasil Uji Reliabilitas

No	Variabel	Cronbach's Alpha	Taraf signifikansi	Keterangan
1	Citra Merek (X1)	0,780	0,6	Reliable
2	Kualitas Produk (X2)	0,722	0,6	Reliable
3	Promosi (X3)	0,815	0,6	Reliable
4	Keputusan Pembelian (Y)	0,758	0,6	Reliable

Sumber: Data Diolah Tahun 2020

### Classical Assumption Test Normality Test

In the Asymp Sig. (2-tailed) column for the 2-sided test is 0.200. The test results of One sample Kolmogorov-Smirnov can be known for the data above is  $0.200 > 0.05$  then it can be stated that the data on brand image, product quality, promotion and purchasing decisions are normally distributed, can be seen in the following table:

#### Output Uji Normalitas

One-Sampel Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,38901784
Most Extreme Differences	Absolute	,046
	Positive	,038
	Negative	-,046
Test Statistic		,046
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Sumber: Data Diolah Tahun 2020

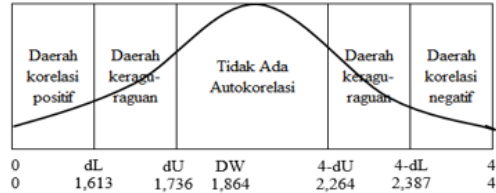
**Autocorrelation Test**

The Durbin-Watson score is 1.864. Where the K value or number of independent variables is 3 and the N value or respondent data = 100. So that the value of  $dL = 1.613$ , and the value of  $dU = 1.736$ , so that  $dL < DW < dU$ . Since the Durbin-Watson value of 1.864 is greater than the limit ( $dU$ ) 1.736 and less than  $4 - 1.736 = 2.264$  ( $4 - dU$ ), this is in accordance with the purchase decision criteria of  $dU < DW < 4 - dU$  ( $1.736 < 1.864 < 2.264$ ), Durbin-Watson lies between  $dU$  and  $4 - dU$ , so it can be concluded that there is no strong relationship between data (autocorrelation). can be seen in the following table and curve:

Output Uji Autokorelasi

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,711 <sup>a</sup>	,506	,490	1,411	1,864

a. Predictors: (Constant), Promosi, Citra\_Merek, Kualitas\_Produk  
 b. Dependent Variabel: Keputusan\_Pembelian



Kurva Autokorelasi

**Heteroscedasticity Test**

All variables have a significant value greater than 0.05 so that it can be concluded that the regression model in this study does not occur heteroscedasticity problems. It can be seen in the following table:

Output Uji Gletier

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1.434	,666		2,152	,034
Citra_Merek	,000	,042	,001	,006	,995
Kualitas_Produk	,000	,042	,002	,011	,991
Promosi	-,033	,053	-,076	-,620	,537

a. Dependent Variabel: ABS\_RES  
 Sumber: Data Diolah Tahun 2020

**Multicollinearity**

The brand image variable has a tolerance value of 0.587 and a VIF value of 1.703. For the product quality variable, it has a tolerance value of 0.462 and a VIF value of 2.163. While the promotion variable has a tolerance value of 0.692 and a VIF value of 1.444. So it can be concluded that all independent variables namely brand image, product quality and promotion have a tolerance value greater than 0.1 and the value of Variance Inflation Factor (VIF) is below 10 which means there are no symptoms of multicollinearity in this regression model. It can be seen in the following table:

Output Uji Multikolinearitas

Model	Coefficients <sup>a</sup>	
	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Citra_Merek	,587	1,703
Kualitas_Produk	,462	2,163
Promosi	,692	1,444

a. Dependent Variabel: Keputusan\_Pembelian  
 Sumber: Data Diolah Tahun 2020

**Model Due Diligence**

**Test F**

F value<sub>count</sub> amounted to 32,761 with a significant rate of ,000. The Ftable value is obtained from the residual (remainder) free degree (df) value, which is 96 as the

denominator df and the regression df (treatment) which is 3 as the numerator df with a significant level of 5%, so that the Ftable value ( $\alpha = 5\%$ ) is 2.70 because the Fcalculate value is greater than the Ftable ( $32.761 > 2.70$ ) with a significant level of  $0.000 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted means brand image (CM), Product quality (KP) and promotion (P) together have a positive and significant influence on purchasing decisions. It can be seen in the following table:

**Output Uji Kelavakan Model (Uji F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195,552	3	65,184	32,761	,000 <sup>b</sup>
	Residual	191,008	96	1,990		
	Total	386,560	99			

a. Dependent Variabel: Keputusan\_Pembelian  
b. Predictors: (Constant), Promosi, Citra\_Merek, Kualitas\_Produk

Sumber: Data Diolah Tahun 2020

### Test R2 (Coefficient of Determination)

The value of the correlation coefficient ( $R^2$ ) is 0.506, this shows that the dependent variable, namely purchasing decisions, can be explained by independent variables which include brand image, product quality and promotion by 50.6%, while the remaining 49% is explained by other factors outside the independent variable used in this study. It can be seen in the following table:

**Output Koefisien Determinasi ( $R^2$ )**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 <sup>a</sup>	,506	,490	1,411

a. Predictors: (Constant), Promosi, Citra\_Merek, Kualitas\_Produk  
b. Dependent Variabel: Keputusan\_Pembelian

Sumber: Data Diolah Tahun 2020

### Multiple Linear Regression Analysis

In the Standardized Coefficients table the multiple linear regression equation is as follows:

$$\text{Purchase Decision} = 0.278\text{CM} + 0.320\text{KP} + 0.263\text{P}$$

Information:

- CM = Brand Image
- KP = Product Quality
- P = Promotion

It can be seen the amount of contribution of each independent variable, namely brand image, product quality and promotion to the dependent variable, namely the purchase decision of Epson projector products, and shows the order of influential variables. The largest Standardized Coefficient is found in the product quality variable of 0.320 which means that the quality of Epson projector products is the independent variable in the study that has the greatest contribution in efforts to improve the purchase decision of Epson projectors. The brand image of Epson projectors of 0.278 is at the second level that needs to be considered to improve the purchase decision of Epson projectors, while the promotion of Epson projectors of 0.263 is at the third level that needs to be considered to increase the purchase decision of Epson projector products. It can be seen in the following table:

**Output Regresi Linier Berganda**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,595	1,081		4,250	,000
	Citra_Merek	,204	,069	,278	2,966	,004
	Kualitas_Produk	,204	,067	,320	3,029	,003
	Promosi	,262	,086	,263	3,047	,003

a. Dependent Variable: Keputusan\_Pembelian  
Sumber: Data Diolah Tahun 2020

**Hypothesis Test (Test t)**

**Testing brand image hypotheses against purchasing decisions.**

The calculated t value in the brand image is greater than the table t or 2.966 > 1.984 and the significant value is below the error rate (*alpha*) of 0.004 < 0.05 so that it can be concluded that there is a joint influence between brand image on the purchase decision of Epson projector products

**Testing product quality hypotheses against purchasing decisions**

The calculated t value on product quality is greater than the table t or 3.029 > 1.984 and the significant value is below the error rate (*alpha*) of 0.003 < 0.05 so that it can be concluded that there is a joint influence between product quality on the purchase decision of Epson projectors in Jakarta.

**Testing promotion hypotheses against purchase decisions**

Value of t count on promotion greater than  $t_{table}$  or 3.047 > 1.984 and the significance is below the error rate (*Alpha*) of 0.003 < 0.05 so it can be concluded that there is a joint influence between promotions on the purchase decision of Epson projector products in Jakarta.

The information above, can be seen from the following table:

**Output Pengujian Hipotesis (Uji t)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,595	1,081		4,250	,000
	Citra_Merek	,204	,069	,278	2,966	,004
	Kualitas_Produk	,204	,067	,320	3,029	,003
	Promosi	,262	,086	,263	3,047	,003

a. Dependent Variabel: Keputusan Pembelian  
Sumber: Data Diolah Tahun 2020

**Discussion**

**The influence of brand image on purchasing decisions**

Based on the results of hypothesis testing, showing that there is a positive and significant influence between brand image on purchasing decisions on Epson projector products in Jakarta, positive and significant influences identify that the improvement of Epson projector brand image has an effect on increasing purchasing decisions and shows that Epson projector purchase decisions are influenced by brand image. The better the brand image of Epson projector products, the more the decision to purchase Epson projector products in Jakarta will increase

The results of this study are also in line with previous research by Djatmiko and Pradana, (2016), brand image has a positive and significant influence on purchasing decisions and says that brand image is something more valuable than products. This means that the brand can be used as a difference between one product and another similar products especially by using the brand image, and it is very beneficial to have a product that has a good brand image and therefore the company must continue to

maintain and maintain the brand image continuously. Brand image plays an important role in the development of a brand because brand image concerns reputation so it must be maintained and developed.

### **The Influence of Product Quality on Purchasing Decisions**

Based on the results of hypothesis testing, it shows that there is a positive and significant influence between product quality on purchasing decisions on Epson projector products in Jakarta. A positive and significant influence indicates that the improvement in the quality of Epson projector products has an effect on improving purchasing decisions, and shows that the purchase decision of Epson projectors is influenced by product quality. The better the quality of the product, the more the purchase decision will increase.

The results of this study are in line with previous research according to Sholihah and Santoso, (2018) In his research stated that product quality has a positive and significant effect on purchasing decisions, this illustrates that product quality is an important requirement to achieve purchasing decisions to meet consumer needs and desires.

Product quality is very important in terms of the superiority of a product in competition in order to meet consumer desires, good quality is a consumer expectation that must be met by the company, because good product quality is the key to the development of company productivity that must be maintained and developed.

### **The Effect of Promotions on Purchase Decisions**

Based on the results of hypothesis testing, it shows that there is a positive and significant influence between promotions on purchasing decisions on Epson projector products in Jakarta. A positive and significant influence indicates that increased promotion of Epson projectors has an effect on increased purchase decisions, and indicates that purchasing decisions of Epson projectors are influenced by promotions. The stronger the promotion carried out, the faster consumers will decide to buy.

This research is in line with Nazarudin et al., (2019) Promotion has a positive and significant effect on purchasing decisions, because promotion is a concern for consumers before making a purchase decision because the promotion itself functions to convey, provide information and provide an overview to potential consumers to be interested in the products offered through any media, promotion is one of the determining factors for the success of the company's marketing program, the better the promotion delivered, the higher it is consumer decisions in buying.

Promotion is very important for companies to pay attention to because with a wide range of promotions, it is believed that it can help the image of the product being promoted. It is proven that the more promotions that are done, the faster consumers will decide to buy

## **CONCLUSION**

1. There is a positive and significant influence on brand image on the purchase decision of Epson projector products, which means that the better and better the brand image provided by Epson projectors, the purchase decision will increase.
2. There is a positive and significant influence on product quality on the purchase decision of Epson projector products, which means that the better or better the quality of Epson projector products, the purchase decision will increase.

3. There is a positive and significant influence for promotion on the purchase decision of Epson projector products, which means that the stronger the promotion carried out, the faster it will encourage consumers to make a purchase decision.
4. Based on the research conducted, it shows a large contribution is found in product quality variables, then brand image and then promotion.

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