INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND CUSTOMER LOYALITY TO PURCHASE DECISION OF AMDK BRAND AQUA AREA MAMPPANG

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Abstract
The aim of this research is to find out how much influence brand image, product quality and customer loyalty have on purchasing decisions for Aqua brand AMDK in the Mampang area of South Jakarta. The population in this study are agents in the Mampang area, South Jakarta and the number is unlimited. The sample for this research consisted of 100 respondents. With purposive sampling techniques (consideration samples) and quota sampling (quota samples). The data collection method uses a questionnaire. The analysis technique used is multiple linear regression. The results of the analysis obtained the regression equation Y = 2.611 + 0.199 X₁ + 0.094 X₂ + 0.137 X₃. Based on the analysis and discussion, it is recommended that companies continue to maintain brand image, product quality and increase customer loyalty in accordance with consumer needs and desires as well as carry out new innovations in terms of promotions.

Keywords: Brand Image, Product Quality, Customer Loyalty and Purchasing Decisions.

INTRODUCTION
Purchasing decisions are an important thing to pay attention to because this will certainly be a consideration of what marketing strategy the company will carry out. The company's success is greatly influenced by consumer purchasing decisions because it is supported by efforts to build a brand image to consumers by building the quality of the product itself to consumers with customer loyalty who do not switch from that product to another product. As well as innovating new variants of a product. Complex decision-making processes often involve several decisions. A decision involves a choice between two or more alternative courses of action.

The bottled drinking water business is increasingly attractive, because the need for drinking water continues to increase along with product growth. There are more and more companies working on the AMDK business and continue to expand to expand the market network for their products. Just imagine, people's need for drinking water is very high. Even though the availability of water that is suitable for drinking, quality water that is guaranteed from a health perspective is increasingly difficult to obtain. Currently, people, especially in big cities, can no longer be separated from AMDK. AMDK is a
consumer good in terms of how it is used by consumers, namely goods purchased by final consumers for personal use (in the sense that they are not processed further to create profits). Based on the ways consumers buy goods, AMDK is classified as a convenience good, namely consumer goods that are purchased frequently and sometimes immediately.

In addition to the high demand for quality mineral water, the low barriers to entry into the bottled water industry have resulted in rapid growth in the emergence of new companies. Currently, there are hundreds of brands of AMDK products circulating throughout Indonesia. However, there are 5 main brands, such as AQUA, Vit, Club, 2 Tang, and Ades. each of which offers various advantages. With the emergence of various new products and improvements to old products, manufacturers are increasingly motivated to create products that are able to compete and try to meet consumer desires and tastes. AMDK is a consumer good in terms of how it is used by consumers, namely goods purchased by final consumers for personal use (in the sense that they are not processed further to create profits). Based on the ways consumers buy goods, AMDK is classified as a convenience good, namely consumer goods that are purchased frequently and sometimes immediately.

| Table 1. Data on Purchases of Bottled Drinking Water (AMDK) Category Year |  |
|---|---|---|---|---|---|---|
| Agent Name | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
| Matondang Agent | 68% | 55% | 30% | 15% | 7% | 5% |
| Buyung Agent | 86% | 63% | 50% | 28% | 19% | 8% |
| Agent Ahmad | 100% | 85% | 61% | 55% | 38% | 10% |
| Agent Hj. Ta’ek | 76% | 65% | 60% | 35% | 20% | 14% |
| Agent Edi | 95% | 72% | 70% | 59% | 45% | 21% |

Source: questionnaire data

According to the general understanding, marketing is a group of interrelated activities designed to identify consumer needs and develop distribution, promotion and pricing and services to satisfy consumers at a certain level of profit. The marketing process can be divided into several parts, namely analyzing market opportunities, developing marketing strategies, using tactics, and monitoring marketing efforts. The definition of purchasing decisions is the process of integrating and combining knowledge to select two or more options, to get a solution to a problem he faced.

Brand image represents the overall perception of a brand and is formed from information and past processing of that brand. Consumers with a positive image of a brand are likely to make a purchase, therefore the main use of advertising is to build a positive image of the brand.

Product quality is an understanding that the product offered by the seller has more selling value that competitors' products do not have. Therefore, a company tries to focus on the quality of a product and compare it with products offered by competing
companies. Customer loyalty is a customer's commitment to a brand, shop, supplier based on a very positive attitude and is reflected in consistent repeat purchases.

RESEARCH METHOD

This research method involves a population of consumers who have consumed and purchased Aqua brand AMDK products in the Mampang area, South Jakarta. The research sample was selected using William's formula with a maximum error rate of 10%, so the minimum number of samples taken was 100 respondents. This research uses a quantitative approach with the main variables, namely Brand Image (X1), Product Quality (X2), and Customer Loyalty (X3), as well as the dependent variable Purchase Decision (Y).

Brand image (X1) is an independent variable which includes Brand Likeability, Brand Strength, Brand Uniqueness, and Ease of Recognition. Product Quality (X2) as an independent variable involves the dimensions of Performance, Conformity, Aesthetics and Perceived Quality. Meanwhile, Customer Loyalty (X3) as an independent variable includes Making Purchases Regularly, Willing to Pay Higher, Recommending Products to Others, and Showing Competitors' Attractiveness.

The dependent variable Purchasing Decision (Y) includes Purchasing Purpose, Confirmation of a Product, Providing Recommendations to Others, and Repurchasing. This research aims to analyze the influence of Brand Image, Product Quality and Customer Loyalty on the Purchasing Decisions of Aqua brand AMDK consumers in Mampang, South Jakarta. The data obtained will be analyzed using statistical methods to identify the relationship and influence of these variables on consumer purchasing decisions.

RESULTS AND DISCUSSION

Table 2. Validity Test Results Purchase Decision (Y)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statement</th>
<th>r calculate</th>
<th>r table</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Results (Y)</td>
<td>Statement 1</td>
<td>0.314</td>
<td>0.196</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Statement 2</td>
<td>0.526</td>
<td>0.196</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Statement 3</td>
<td>0.492</td>
<td>0.196</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Statement 4</td>
<td>0.466</td>
<td>0.196</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Processed Questionnaire Data, 2016

Based on Table 2, the results of the validity test on the purchasing decision variable above have \( r_{count} > r_{table} \), so it can be interpreted that all question instruments on the purchasing decision variable are valid.
Table 3. Tabulation of Instrument Reliability Test Variables Brand Image (X1), Product Quality (X2), Customer Loyalty (X3) and Purchase Decision (Y)

<table>
<thead>
<tr>
<th>Variable</th>
<th>r Calculate</th>
<th>r Table</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image (X1)</td>
<td>0.736</td>
<td>0.6</td>
<td>Reliable</td>
</tr>
<tr>
<td>Product Quality (X2)</td>
<td>0.718</td>
<td>0.6</td>
<td>Reliable</td>
</tr>
<tr>
<td>Customer Loyalty (X3)</td>
<td>0.743</td>
<td>0.6</td>
<td>Reliable</td>
</tr>
<tr>
<td>Purchase Results (Y)</td>
<td>0.729</td>
<td>0.6</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Processed Questionnaire Data, 2017

Based on table 3 above, it can be seen that brand image, product quality, customer loyalty and purchasing decisions have quite large Cronbach’s Alpha values, namely 0.736/0.718/0.743 and 0.729 respectively, thus showing that brand image, product quality, customer loyalty and purchasing decisions are reliable, because each has a reliability coefficient or alpha of more than 0.6 which has been used as a benchmark.

The Influence of Brand Image on Purchasing Decisions

Based on the research results, it can be seen that there is a significant influence between brand image on purchasing decisions for Aqua brand AMDK, meaning that brand image can be used as a basis for improving purchasing decisions for Aqua brand AMDK. This shows that Purchase Decisions are influenced by Brand Image.

So, based on the regression test, the brand image variable (X1) is 0.199, meaning that if the brand image increases, purchasing decisions will increase by 0.199, assuming the value of the other independent variables remains constant. If the value is positive, it means there is a positive influence between brand image and purchasing decisions. The t test results show that the significant value is 0.030 < 0.05, which means that brand image has a positive and significant effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on the research results, it can be seen that there is a significant influence between product quality on purchasing decisions for Aqua brand AMDK, meaning that product quality can be used as a basis for improving purchasing decisions for Aqua brand AMDK. This shows that the decision to purchase Aqua brand drinking water is influenced by product quality.

So, based on the regression test the product quality variable (X2) is 0.094, meaning that if product quality increases, then purchasing decisions will increase by 0.094 assuming the other independent variables have constant values. If the value is positive, it means there is a positive influence between product quality and purchasing decisions. The t test results show that the significant value is 0.011 < 0.05, which means product quality has a positive and significant effect on purchasing decisions.

The Influence of Customer Loyalty on Purchasing Decisions

Based on the research results, it can be seen that there is a significant influence between customer loyalty on purchasing decisions for Aqua brand AMDK, meaning that
customer loyalty can be used as a basis for increasing purchasing decisions for Aqua brand AMDK. This shows that the decision to purchase Aqua brand bottled water is influenced by customer loyalty.

So, based on the regression test the customer loyalty variable (X3) is 0.137, meaning that if customer loyalty increases, then purchasing decisions will increase by 0.137 assuming the other independent variables have constant values. If the value is positive, it means there is a positive influence between customer loyalty and purchasing decisions. The t test results show that the significant value is $0.41 < 0.05$, which means that customer loyalty has a positive and significant effect on purchasing decisions.

CONCLUSION
Overall, the analysis concludes that the variables of brand image, product quality and customer loyalty positively and significantly influence consumers' purchasing decisions for Aqua brand AMDK. Increasing brand image elements, such as brand favorability, brand strength, and brand uniqueness, can increase purchasing decisions. The quality of Aqua brand AMDK products received a positive response from consumers, indicating that maintaining good quality standards can strengthen purchasing decisions. Even though the customer loyalty variable has a positive effect, research suggests further efforts to build customer loyalty, because fulfilling consumer needs and desires has not fully reached expectations. Therefore, companies need to continue to improve their brand image, maintain product quality, and focus on customer loyalty building strategies to strengthen their position in the AMDK market and maintain long-term business growth.

REFERENCES


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