

## THE EFFECT OF BRAND IMAGE, PRODUCT PRICE, AND PRODUCT QUALITY ON PURCHASE DECISIONS

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### *Abstract*

Metode penelitian yang digunakan ini yakni menggunakan pendekatan kuantitatif. Populasi pada penelitian ini ialah seluruh konsumen Ayam Geprek Juara Cabang Madiun yang tidak diketahui secara pasti jumlahnya. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah sampel penelitian yaitu 385 konsumen. Analisis data yang digunakan yaitu analisis deskriptif, uji instrument, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis, dan koefisien determinasi, Hasil penelitian menunjukkan bahwa: 1) secara parsial variabel citra merek (X1) memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian; 2) secara parsial variabel harga produk (X2) memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian; 3) secara parsial variabel kualitas kualitas produk (X3) memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci:** Citra Merek, Harga Produk, Kualitas Produk

### *Abstract*

*The research method used is a quantitative approach. The population in this research is all consumers of the Champion Geprek Chicken in the Madiun Branch, the exact number of which is not known. The sampling technique used is purposive sampling with a total research sample of 385 consumers. The data analysis used is descriptive analysis, instrument testing, classical assumption testing, linear regression analysis. multiple, hypothesis testing, and coefficient of determination, The research results show that: 1) partially the brand image variable (X1) has a positive and significant influence on purchasing decisions; 2) partially the product price variable (X2) has a positive and significant influence on purchasing decisions; 3) partially the product quality variable (X3) has a positive and significant influence on purchasing decisions.*

**Keywords:** Brand Image, Product Price, Product Quality

## **A. INTRODUCTION**

### **1) Research Background**

The development of the business world, particularly in the culinary sector, has sparked the emergence of new entrepreneurs. The culinary business is quite promising because it relates to a basic human need: food. Restaurant entrepreneurs are required to design and implement marketing strategies that can create, maintain, and increase customer loyalty. A general phenomenon shows that the culinary business is currently a hit and is sought after by young people. This culinary business is highly sought after by entrepreneurs because it is a business that is not affected by crises. This is because food and beverages are daily necessities that everyone must fulfill (Ananda, 2021). A general phenomenon also shows that in 2018, there was a viral culinary innovation, namely Ayam Geprek. This innovation was welcomed by culinary enthusiasts, resulting in the proliferation of Ayam Geprek businesses both in cities and in rural areas.

The focus of this research is Ayam Geprek Juara, Madiun Branch. The Ayam Geprek Juara brand itself is one of the trademarks of CV. Ayam Geprek Juara, headquartered in Rawamangun, East Jakarta. Currently, there are approximately 105 Ayam Geprek Juara franchise outlets spread throughout Indonesia. Currently, the obstacles experienced by Ayam Geprek Juara outlets are the large number of competitors with similar products and several other chicken processing innovations. This can affect sales at Ayam Geprek Juara outlets. This occurs due to marketing factors that are not on target, resulting in suboptimal sales. To optimize marketing, business owners need to understand the factors that influence consumer purchasing decisions for Ayam Geprek Juara products, namely brand image, price, and product quality.

The brand image of Ayam Geprek Juara, Madiun Branch, is important because it increases trust, loyalty, business growth, and serves as a competitive advantage that supports new product launches and the company's financial value. Ayam Geprek Juara

boasts a unique savory flavor and various levels of spicy chili sauce, but consumer reviews indicate its brand image is still not meeting expectations. Research conducted by Putri (2021) explains that brand image influences purchasing decisions for Unilever products in Banda Aceh. Price is an important variable influencing purchasing decisions. Ayam Geprek Juara is indeed more expensive than other restaurants that only sell geprek chicken, but it remains popular because consumers believe the price is commensurate with the quality of the ingredients used. Research conducted by Wardhani (2023) explains that price influences purchasing decisions (a study on Lemonilo Brand Instant Noodles in the East Semarang Region). The next variable influencing purchasing decisions is product quality. The product quality of Ayam Geprek Juara, Madiun Branch, is considered good because the chicken is crispy, tender, lasts 3–4 days without preservatives, and uses fresh ingredients. However, consumer reviews on Google and GoFood indicate a decline in quality, with some even giving it a one-star rating due to an unsatisfactory taste. This presents a challenge for Ayam Geprek Juara to improve quality to avoid negatively impacting sales and purchasing decisions. Research by Ardiyansyah (2024) explains that product quality influences purchasing decisions.

## **2) Theoretical Study**

### **a) Purchasing Decision**

According to Alma, (2021), purchasing decisions are consumer choices that are influenced by financial economics, politics, technology, offers, physical evidence, price, culture, location and so on to the formation of an attitude by consumers during the process of obtaining information and concluding it to determine the product they want to buy.

**b) Brand Image**

According to Tjiptono (2021), brand image is a name, term, sign, symbol/emblem, design, color, movement, or combination of other product attributes that are expected to provide identity and differentiation from competing products.

**c) Product Price**

According to Kotler & Armstrong (2021), price is the value of a product or service. Furthermore, price is the amount of money a customer pays when purchasing or using a product or service. However, from a seller's perspective, cost has a distinct meaning: it is the monetary unit exchanged for ownership of the product.

**d) Product Quality**

Kotler & Armstrong (2021) Product quality is the goods or products available in the market for consideration, sale, use or consumption by consumers in general they can fulfill their needs or desires.

**B. METHOD**

The research design is based on a quantitative approach. The population in this study is all consumers of Ayam Geprek Juara, Madiun Branch, whose exact number is unknown. Considering the unknown population size, the sample size used in this study was determined using the Lemeshow (1997) formula. Therefore, the minimum sample size required for this study was 384. The sampling technique used in this study was purposive sampling. The primary data in this study was a questionnaire completed by consumers of Ayam Geprek Juara, Madiun Branch.

**C. RESULTS AND DISCUSSIONS****1) Validity Test****Table 1. Validity Test Results**

Item Variabel	r hitung	r tabel	Keterangan
<b>Citra Merek (X<sub>1</sub>)</b>			
X1.1	0,739	0,100	Valid
X1.2	0,837	0,100	Valid

X1.3	0,777	0,100	Valid
X1.4	0,757	0,100	Valid
X1.5	0,759	0,100	Valid
X1.6	0,638	0,100	Valid
X1.7	0,774	0,100	Valid
X1.8	0,800	0,100	Valid
<b>Harga Produk (X<sub>2</sub>)</b>			
X2.1	0,855	0,100	Valid
X2.2	0,810	0,100	Valid
X2.3	0,667	0,100	Valid
X2.4	0,838	0,100	Valid
X2.5	0,839	0,100	Valid
X2.6	0,646	0,100	Valid
X2.7	0,640	0,100	Valid
X2.8	0,901	0,100	Valid
<b>Kualitas Produk (X<sub>3</sub>)</b>			
X3.1	0,769	0,100	Valid
X3.2	0,634	0,100	Valid
X3.3	0,818	0,100	Valid
X3.4	0,724	0,100	Valid
X3.5	0,767	0,100	Valid
X3.6	0,592	0,100	Valid
X3.7	0,771	0,100	Valid
X3.8	0,798	0,100	Valid
X3.9	0,770	0,100	Valid
X3.10	0,751	0,100	Valid
X3.11	0,808	0,100	Valid
X3.12	0,790	0,100	Valid
X3.13	0,740	0,100	Valid
<b>Keputusan Pembelian (Y)</b>			
Y1	0,778	0,100	Valid
Y2	0,705	0,100	Valid
Y3	0,768	0,100	Valid
Y4	0,747	0,100	Valid
Y5	0,755	0,100	Valid
Y6	0,740	0,100	Valid
Y7	0,725	0,100	Valid
Y8	0,807	0,100	Valid

Source: Processed Data, 2025

Based on the table above, it shows that all questions on variables X1, X2, X3 and Y are valid. This meets the requirements, namely having a calculated r value  $>$  r table (0.100) and a significance value  $>$  0.05.

### 2) Reliability Test

**Table 2. Reliability Test Results**

Variabel	Nilai Alpha Hitung	Cronbach Alpha	Keterangan
Citra Merek (X1)	0,896	0,70	Reliabel
Harga Produk (X2)	0,908	0,70	Reliabel
Kualitas Produk (X3)	0,932	0,70	Reliabel
Keputusan Pembelian (Y)	0,890	0,70	Reliabel

Source: Processed Data, 2025

Based on the table above, it can be seen that the Citra Merek (X1) Harga Produk (X2) Kualitas Produk (X3) Keputusan Pembelian (Y) variables have a Cronbach alpha value greater than 0.70 so they are included in the Reliability category.

### 3) Classical Assumption Test

#### a) Normality Test

**Table 3. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		385
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.07957723
Most Extreme Differences	Absolute	.110
	Positive	.057
	Negative	-.110
Test Statistic		.110
Asymp. Sig. (2-tailed)		.072 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed Data, 2025

The results of the normality test in the table above show that the four variables studied, including brand image, product price, product quality, and purchasing decisions, have an Asymp. Sig. (2-tailed) value of 0.072  $>$  0.05, indicating that the four variables in this study are normally distributed.

## b) Multicollinearity Test

**Table 4. Multicollinearity Test Results**

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Citra Merek	.750	2.114
Harga Produk	.844	2.657
Kualitas Produk	.737	3.320

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data, 2025

Based on the results of the multicollinearity analysis in the table above, it shows that the three independent variables in this study, namely brand image, product price, and product quality, have a Tolerance Value (TV) result of  $> 0.10$  and a Variance Inflation Factor (VIF) value of  $< 10$  so that there is no multicollinearity between the three variables.

## c) Heteroscedasticity Test

**Table 5. Heteroscedasticity Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.615	.469		1.312	.082
	Citra Merek	.066	.066	.009	1.003	.111
	Harga Produk	.045	.045	.002	.967	.331
	Kualitas Produk	.085	.070	.019	1.212	.089

a. Dependent Variable: Abs Res

Source: Processed Data, 2025

The results of the heteroscedasticity test presented in the table above show that all independent variables have a sig value  $> 0.05$ . Therefore, it can be concluded that the regression model does not exhibit symptoms of heteroscedasticity.

#### 4) Hypothesis Testing

**Table 6. T-Test Results**

<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.150	.469		6.717	.000
Citra Merek	.293	.066	.319	4.448	.000
Harga Produk	.147	.045	.250	3.288	.001
Kualitas Produk	.651	.070	.402	9.298	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data, 2025

Based on the calculation results presented above, the following findings were obtained:

- 1) In the brand image variable (X1)  $t_{hitung} > t_{tabel}$ , namely  $4.448 > 1.981$  with a significance of  $0.000 < 0.05$ , meaning  $H_0$  is rejected and  $H_a$  is accepted. This means that partially the brand image variable (X1) has a positive and significant influence on the purchasing decision of Ayam Geprek Juara, Madiun Branch (Case Study of Ayam Geprek Juara Consumers, Madiun Branch), so that the first hypothesis is accepted.
- 2) In the product price variable (X2)  $t_{hitung} > t_{tabel}$ , namely  $3.288 > 1.981$  with a significance of  $0.001 < 0.05$ , meaning  $H_0$  is rejected and  $H_a$  is accepted. This means that partially the product price variable (X2) has a positive and significant influence on the purchasing decision of Ayam Geprek Juara, Madiun Branch (Case Study of Ayam Geprek Juara Consumers, Madiun Branch), so the second hypothesis is accepted.
- 3) In the product quality variable (X3)  $t_{hitung} > t_{tabel}$ , namely  $9.298 > 1.981$  with a significance of  $0.000 < 0.05$ , meaning  $H_0$  is rejected and  $H_a$  is accepted. This means that partially the product quality variable (X3) has a positive and significant influence on the purchasing decision of Ayam Geprek Juara, Madiun Branch (Case Study of

Ayam Geprek Juara Consumers, Madiun Branch), so the second hypothesis is accepted.

## **D. DISCUSSIONS**

- 1) The survey results showed that most respondents recognized Ayam Geprek Juara, Madiun Branch, from its easily recognizable logo, rated its reputation as good, and preferred the combination of crispy chicken and the right level of spiciness. A more diverse menu compared to other brands kept consumers loyal and less interested in purchasing elsewhere. Research conducted by Putri (2021) explains that brand image influences purchasing decisions for Unilever products in Banda Aceh.
- 2) The questionnaire results showed that most respondents considered the price of Ayam Geprek Juara, Madiun Branch, to be affordable, in line with quality and needs, and competitive with other outlets. Almost all respondents also paid close attention to price. Research conducted by Wardhani (2023) explains that price influences purchasing decisions (a study of Lemonilo brand instant noodles in East Semarang).
- 3) The survey results showed that Ayam Geprek Juara, Madiun Branch, has a savory, long-lasting flavor, a soft texture, delicious ground chili sauce, and large, attractive portions. The majority of respondents rated the taste and menu as meeting expectations, leaving them satisfied with the product's quality. Research by Ardiyansyah (2024) explains that product quality influences purchases.

## **E. CONCLUSIONS**

Based on data analysis and discussion regarding the influence of brand image, product price, and product quality on purchasing decisions for Ayam Geprek Juara, Madiun Branch (Case Study of Ayam Geprek Juara Consumers, Madiun Branch), the following conclusions can be drawn:

1. Partially, brand image (X1) has a positive and significant effect on purchasing decisions for Ayam Geprek Juara, Madiun Branch, so the first hypothesis is accepted. This means that the higher the brand image, the higher the purchasing decision.
2. Partially, product price (X2) has a positive and significant effect on purchasing decisions for Ayam Geprek Juara, Madiun Branch, so the second hypothesis is accepted. Consumers continue to buy even though the price increases because they believe the raw materials used are of high quality.
3. Partially, product quality (X3) has a positive and significant effect on purchasing decisions at Ayam Geprek Juara, Madiun Branch, so the third hypothesis is accepted. This means that the higher the product quality, the higher the purchasing decision.

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