
THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON CONSUMER PURCHASE DECISIONS

(Case Study on the ADIDAS Brand in Siman Ponorogo Sub-district)

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Abstract: *This research is about "The Influence of Brand Image and Product Quality on Purchase Decisions (Case Study on the Adidas Brand in Siman Ponorogo Sub-District)". Researchers want to analyze and explain empirically the effect of brand image and product quality on purchasing decisions (a case study on the adidas brand in Siman Ponorogo Sub-district). The type of research used in this study is associative research, namely to determine the effect or also the relationship between two or more variables. This study looks for the relationship, between the independent variables Brand Image and Product Quality on the dependent variable purchasing decisions. The research was conducted on the people of Siman District, Ponorogo Regency who use Adidas products. In this study using data collection methods in the form of a questionnaire. Questionnaire is a data collection technique that is done by giving questions or written statements to respondents to answer them. The results of this study indicate that the variables of brand image and product quality on consumer purchasing decisions simultaneously on Adidas brand shoes at the Arjuna Ponorogo Store are 54.4%. While the rest ($100\% - 54.4\% = 45.6\%$) is influenced by other variables outside of this study.*

Keywords: Brand Image, Product Quality, Purchase Decision

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1. Introduction

The significant growth of globalization is inevitable. At this time, rapid technological developments will have an impact on the business world, the development of the business world will also increase, and business competition will be increasingly fierce (Fakaubun, 2019). In this case, competitive advantage is also a requirement for companies to successfully attract consumers (Fatriana, 2016).

Marketing is an important factor in the process that starts and ends with demand (Andrianto and Sutrasnawati, 2016). Companies that face competition and the development of the business world require various innovations and creations. One way to attract market share is by building a

brand image. Giving instructions to consumers about the product is a function of the existence of a brand. Brands attract and retain customers through an effective product portfolio, unique identity and added value in the minds of consumers, thereby creating wealth.

Finally, it can be concluded that goods that already have a good brand image in the community will tend to be purchased by consumers. The better the company's brand, the wider its market share. This is in line with the results of Fatriana's research (2016) finding that brand image has an influence on purchasing decisions. In addition, consumers do not rule out the possibility that they only pay attention to brand image, but product quality also greatly influences purchasing decisions (Prasastiningtyas, 2016). Product quality is the sum of the characteristics of a product or service that is determined based on its ability to meet specific or implicit needs (Dianah and Welsa, 2017). This is also supported by the results of research (Prasastiningtyas, 2016) which found that product quality has a significant influence on consumer purchasing decisions. Thus, product quality is an important factor that must be a concern for every company in increasing the number of consumers in a sustainable manner.

Purchase decisions are influenced by two factors, namely a good brand image and a strong brand image, this can make the brand remain in the minds of consumers (Karlina and Seminari, 2015). Buying decisions are people's buying decisions that are initially influenced by the environment, culture, family, and others which will form attitudes in the individual and then make a purchase (Putri, 2016). Competition among manufacturers of sports shoes is very tight, product quality sports shoes. It must be owned by every sports shoe company. Nike, Adidas, New Balance, Puma and Reebok are examples of companies competing in the world of sports.

One of the famous shoe companies in Germany is Adidas. The company is named after its founder, Adolf (Adi) Dassler, who began manufacturing shoes in Herzogenaurach near Nuremberg, Germany in the 1920s. Adidas is a footwear brand that is in great demand. Adidas is a long-standing and experienced footwear brand, it is not surprising that the Adidas brand has a strong brand image, because it has a worldwide brand, besides that Adidas is a modern brand and always fulfills the wishes of its consumers.

In Indonesia, the Adidas brand is generally used in sports activities by all groups, but along with the times, the Adidas brand is often used in daily activities. With the sneaker freak, that is, people who like to collect and wear in their daily lives, the Adidas brand image is now not only sneakers, but also everyday shoes (Farisi, 2018).

Adidas as a producer company that prioritizes the uniqueness of the products it produces must be able to create state-of-the-art products. The shoe products offered by Adidas have advantages over their competitors, because Adidas uses high quality materials and good technology in the manufacturing process of each shoe produced by Adidas. Apart from the comfort side, the shoes produced by Adidas also have a light weight. Lightweight shoes can improve and maximize the performance of the wearer, so that the wearer can get the maximum benefit from the use of the Adidas shoes, as well as the Adidas shoes using patented technology.

Several sports equipment stores in Ponorogo sell the Adidas brand. It turns out that not only teenagers who like Adidas products, but everyone also likes them. This is inseparable from Adidas' continuous innovations to make its products more attractive. In addition, Adidas is also a modern brand that has become a loyal trend for the people of Ponorogo.

Thus, based on the description of the background, the researcher intends to raise the title "The Effect of Brand Image and Product Quality on Purchase Decisions (Case Study on the Adidas Brand in Siman Ponorogo Sub-District)"

2. Literatur Review

Brand Image

Brand image is able to create trust and a positive image for products and companies. Products can be more easily accepted by consumers if their performance is proven or can be proven by the company's commitment (Sulistyawati, 2011). Brand image can also be a strong attraction in the competition to win the competition and win the consumer market (Prasastiningtyas, 2016). Every company always strives to maintain and maintain its outstanding brand image, Amanah Dalam (Giri and Jatra, 2014)

Branding is one of the basic elements that make a lot of global marketing and sales not only necessary but also feasible. (Simamora in Anis, Suharyono et al. 2015). Brand image indicators are:

1. Friendly: easy for consumers to understand;
2. Modern : fashionable; and
3. Useful: useful for consumers.

Product Quality

Supangkat (2017) states that, basically someone can buy something to complete their needs. When someone buys something, they not only see it from the outside, but also benefit from it. Therefore, companies are required to produce quality products.

According to Feigenbaum in Alim, Mawardi et al.(2018) product quality is a combination of the overall advantages of products and services in marketing, engineering, manufacturing and repair, so that the products and services used meet customer expectations. Product quality is one of the instruments used by marketers to decide the position of their products in the market (Amilia, 2017).

Tjiptono in Ratela and Taroreh (2016) suggests that the product quality indicators are:

- 1) Reliability: less likely to be damaged;
- 2) Durability: how long the product can last; and
- 3) Aesthetics (Aesthetic): the attraction or charm of the product.

Thus, only companies with the best product quality can experience significant growth, in the long term the company will be more developed than other companies.

Buying Decision

Consumer behavior is defined as the actions taken by consumers to search for, buy, use, evaluate and use the desired products and services to complete their needs (Kanuk and Schiffman in Aristo, 2016).

Capman and Wahlers in Fiani and Japariato (2012) argue that purchasing decisions are buying behavior for a product based on consumer desires. Consumers will decide which product to buy based on their perception of the product's ability to meet their needs. Decision making is a personal activity that is directly involved in obtaining and using the goods provided (Mandey, 2013).

According to Philip Kotler in Ong and Sugiharto (2013) there are two factors that influence buying interest and purchasing decisions, namely:

- 1) Other People's Behavior

The extent to which other people's ability to reduce their appetite for substitutes depends on two things, namely the strength of other people's negative behavior towards consumers' appetite for substitutes and consumers' motivation to follow the wishes of others.

2) **Unexamined Situation**

There may be circumstances that are not reviewed, and can change the intention to buy. According to Jackson in Rahmawati, (2018) purchasing decisions can be measured using the following indicators:

- a. Stability of a product;
- b. Habits in buying products; and
- c. Make suggestions to others.

Kotler and Keller in Weenas (2013) argue that there are five stages in the buying decision-making process, namely:

1. Conflict identification;
2. Information mining;
3. Choose an action between two or more;
4. Purchase decisions; and
5. Behavior after purchase.

Hypotheses Development

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

H1 = Brand image is suspected to have a positive effect on purchasing decisions;

2) **Effect of product quality on purchasing decisions**

H2 = Product quality is suspected to have a positive effect on purchasing decisions; and

3) **The influence of brand image and product quality on purchasing decisions**

H3 = Citra merk dan kualitas produk diduga berpengaruh positif terhadap keputusan pembelian.

3. Research Methods

Research Scope

The type of research used in this research is associative research. Associative research is research conducted to determine the effect or also the relationship between two or more variables. This study looks for a relationship, between the independent variables Brand Image (X^1) and Product Quality (X^2) on the dependent variable on Purchase Decision (Y) (Sumpu & Tumbel, 2018).

The research was conducted on the people of Siman District, Ponorogo Regency who use adidas shoes. The time of this research is from April to June 2021. The population is the subject or object with certain characteristics that will be studied. The population in this study was the Buyer of Adidas Brand Shoes at the Arjuna Shoe Store, Jalan Ahmad Yani No. 81, Ponorogo Regency. The sampling technique used in this research is accidental sampling. Accidental Sampling is a sampling technique based on chance, so that researchers can take samples from anyone they meet without prior planning (Sugiyono, 2009). So, in this accidental sampling

technique, the researcher took respondents at the same time at the Arjuna Shoe Store, Jalan Ahmad Yani No. 81, Ponorogo Regency.

Operational Definition and Measurement of Variables

Brand Image (X_1)

Branding is one of the basic elements that make a lot of global marketing and sales not only necessary but also feasible. (Simamora in Anis, Suharyono et al. 2015). Brand image indicators are:

- 1) Friendly: easy for consumers to understand;
- 2) Modern : fashionable; and
- 3) Useful: useful for consumers

Product Quality (X_2)

Tjiptono in Ratela and Taroreh (2016) suggests that the product quality indicators are:

- 1) Reliability: less likely to be damaged;
- 2) Durability: how long the product can last; and
- 3) Aesthetics: the attraction or charm of the product.

Purchase Decision (Y)

Kotler and Keller in Weenas (2013) argue that there are five stages in the buying decision-making process, namely:

- 1) Conflict identification;
- 2) Information mining;
- 3) Choose an action between two or more;
- 4) Purchase decisions; and
- 5) Behavior after purchase.

4. Results And Discussion

Result

After testing the validity and reliability of the data, then a multiple linear regression test will be carried out. Furthermore, to test the multiple linear regression equation, it can be seen in the table below with the regression equation $Y = a + b_1X_1 + b_2X_2 + e$

Table 1. Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

	(Constant)	1.150	.970		1.187	.237
1	Citra Merk	.256	.095	.213	2.694	.007
	Kualitas Produk	.363	.058	.508	6.411	.008

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data processed by SPSS 20.0. 2021

Based on the output results in table 1, it can be explained that the results of the regression equation $Y = 1.150 + 0.256 + 0.363$ means that without a brand image and product quality, the purchase decision on Adidas brand shoes at the Arjuna Store is 1.150. If the brand image variable increases by 1 point or high, it will cause an increase of 0.256 in purchasing decisions on Adidas brand shoes at the Arjuna Store. Meanwhile, if the quality of the product increases by 1 point or is good, it will cause an increase in purchasing decisions for purchasing decisions on Adidas brand shoes at the Arjuna Store by 0.363.

Table 2. Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.544	.536	1.551

a. Predictors: (Constant), Kualitas Produk, Citra Merk

Source: Processed results of SPSS 2021 data

Based on table 2 of the SPSS output of Summary mode above, it is known that the value of the coefficient of determination or R square is 0.544. This R square value comes from squaring the value of the correlation coefficient or "R", which is $0.737 \times 0.737 = 0.544$. The magnitude of the coefficient of determination is 0.544 or equal to 54.4%. This shows that the variables of brand image and product quality on consumer purchasing decisions simultaneously on Adidas brand shoes at the Arjuna Ponorogo Store are 54.4%. While the rest ($100\% - 54.4\% = 45.6\%$) is influenced by other variables outside of this study.

Discussion

1) The Influence of Brand Image on Purchase Decisions

Based on the results of research and hypothesis testing, it was obtained that brand image has a positive and significant influence on consumer purchasing decisions on Adidas brand shoes at Arjuna Ponorogo Stores. These results indicate that to improve consumer purchasing decisions

can be constructed by brand image with friendly, fashionable and aesthetic indicators. The consequences of these indicators will increase consumer purchasing decisions on the Adidas brand at the Arjuna Ponorogo Store. The above is in line with research conducted by Wulandari R.D., and Iskandar D.A. (2018), namely that brand image has a partial or simultaneous influence on purchasing decisions. The results of this study are also in accordance with a study conducted by Othaviani S. et al (2021) that there is a significant positive relationship between brand image and purchasing decisions.

2) The Influence of Product Quality on Purchase Decisions

Based on the results of research and hypothesis testing, it was obtained that product quality had a positive and significant influence on consumer purchasing decisions for the Adidas brand at the Arjuna Ponorogo Store. These results indicate that to improve consumer purchasing decisions can be constructed by product quality with indicators of reliability, durability, and product aesthetics. The consequences of these indicators will increase consumer purchasing decisions on the Adidas brand at the Arjuna Ponorogo Store continuously.

This is in line with the research conducted by The results of this study are also in accordance with the study conducted by Othaviani S. et al (2021) that there is a significant positive relationship between brand image and purchasing decisions. In addition, Handayani, E. D., & Heny Kurnianingsih, S. E. (2021) show that product quality influences consumer purchasing decisions, because it can provide a high level of satisfaction. Thus, the product quality variable is one of the most important determinants in developing company value.

3) The Influence of Brand Image and Product Quality on Purchase Decisions

Based on the results of research and hypothesis testing, it is obtained that brand image and product quality have a positive and significant influence on consumer purchasing decisions for the Adidas brand at the Arjuna Ponorogo Store. These results indicate that to improve consumer purchasing decisions can be constructed by a brand image with indicators of friendly, fashionable and aesthetic products. The consequences of these indicators will improve consumer purchasing decisions continuously.

The above is not in line with research conducted by Wulandari R.D., and Iskandar D.A. (2018), namely that brand image has a partial or simultaneous influence on purchasing decisions. The results of this study are also in accordance with a study conducted by Othaviani S. et al (2021) that there is a significant positive relationship between brand image and purchasing decisions. In addition, the results of this study are also in line with the study conducted by Othaviani S. et al (2021) that there is a significant positive relationship between brand image and purchasing decisions. In addition, Handayani, E. D., & Heny Kurnianingsih, S. E. (2021) show that product quality influences consumer purchasing decisions, because it can provide a high level of satisfaction. Thus, brand image and product quality are one of the most important determinants in stimulating consumer purchasing decisions for the Adidas brand in Ponorogo Regency.

5. Conclusion

Based on the results of the analysis and discussion in the previous chapter, the conclusions that can be drawn in this study are as follows: (1) There is a positive and significant influence of brand image on consumer purchasing decisions on Adidas brand shoes at the Arjuna Ponorogo

Store. These results indicate that to improve consumer purchasing decisions can be constructed by a brand image with indicators that are easy for consumers to understand, fashionable, and useful for consumers. The consequences of these indicators will increase consumer purchasing decisions, (2) There is a positive and significant effect of product quality on consumer purchasing decisions on Adidas brand shoes at the Arjuna Ponorogo Store. These results indicate that to improve consumer purchasing decisions can be constructed by product quality with indicators of reliability, durability, and product aesthetics. The consequences of these indicators will increase consumer purchasing decisions to buy Adidas brand shoes at the Arjuna Ponorogo Store from time to time, and (3) There is a positive and significant effect of brand image and product quality on consumer purchasing decisions on Adidas brand shoes at the Arjuna Ponorogo Store. These results indicate that to improve consumer purchasing decisions on Adidas brand shoes at the Arjuna Ponorogo Store, brand image and product quality can be constructed. The consequences of these variables will increase consumer purchasing decisions on Adidas brand shoes at the Arjuna Ponorogo Store in a sustainable manner. The contribution of these two variables has contributed 54.4% and the remaining 45.6% is influenced by other variables not examined in this study.

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