The Effect of Brand Image on PT Shaza Food Product Purchase Decision
(Case Study in South Tangerang Area)

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Abstract   : The purpose of this study was to determine the effect of brand image on product purchasing decisions at PT Shaza Food, a case study in the South Tangerang area and to determine whether or not the influence of Brand Image on Purchasing Decisions. This research method is a descriptive quantitative form with survey techniques. The sampling technique used random sampling technique with a total sample of 109 respondents. Data analysis used statistical tools with SPSS version 22 for windows with the analysis method of validity, reliability, normality, coefficient of determination, simple linear regression equations, and hypothesis testing. The result of hypothesis testing shows that the value of $T_{(count)} > T$ table (13.060 > 1.982) so that Ho is rejected and Ha is accepted is the Brand Image (x) affects the purchase decision (y). The results of the coefficient of determination obtained R Square value of 0.614 or 61.4%, this shows that the Brand Image variable (x) has an effect on purchasing decisions (y) by 61.4%, and 38.6% is influenced by other variables outside of this research.

1   INTRODUCTION

Along with the progress of the times in the millennial era, human needs are also increasing, especially the need for food that innovates in taste, shape and attractive packaging. Food is a basic need (staple) which is very important for human life. Food is always related to human efforts to maintain life and health on earth (Seto, 2001).

Cireng Crispy was born with something different, inspired by the cireng rujak seasoning to make this type of food something different. Cireng, which is generally chewy because it is made of sago, is processed with special techniques so that it looks different in shape and taste from most cireng. Starting from the beginning of November 2013, Mrs. Erni Rahman as owner assisted by her husband, brothers and sisters started this business with a venture capital of Rp. 30,000 producing 8 packs of cireng and sold for Rp. 80,000, -,

Cireng Crispy product "SHAZA FOOD" is a home industry that is officially registered at the DinKes Depok, West Java. SHAZA as an abbreviation of "Shafa Zaky" is the daughter and son of the owner of Cireng Crispy, namely Mr. Yudi Fitriawan and Mrs. Erni Rahman. Shaza in Arabic means fragrant, hopefully the existence of Shaza in the surrounding community can provide useful value and keep his name fragrant not only in the region but throughout the archipelago and even abroad.

Table 1. 2020 Sales PT Shaza

Month	Sales
January	428.044.000
February	358.042.500
March	454.547.000
April	774.637.000
May	1.045.252.000
June	953.870.500
July	526.830.000
August	358.562.500
Total	4.899.785.500

Obtained from the table data above sales from PT Shaza during 2020 from January to August, namely when January was Rp. 428,044,000, - when February decreased by Rp. 70,001,500, - to Rp. 358,042,500, - and experienced an increase in March of Rp. 96,504,500, - to Rp. 454,547,000, - and an increase of Rp. 320,090,000, - in April to Rp. 774,637,000, - an increase in May of Rp. 270,615,000, so the highest income in May, namely Rp. 1,045,252,000, - but in June it decreased by Rp. 91,381,000, - to be income in June amounting to Rp. 953,870,500. and experienced a sharp decline in July amounting to Rp. 427,040,000, - so that the income became Rp. 526,830,000, - and there was a decrease in August of Rp. 168,267,500, - to Rp. 358,562,500, - and in 2020, the highest sales were in May, namely Rp. 1,045,252,000.

In one year's achievement, Shaza has empowered 165 employees and was able to produce an average of 5000-8,000 packs per day, even the highest achievement reached 12,000 packs in one day. Although the marketing of cireng was not like it was in the first year, because there were many competitors with the same type of cireng did not discourage Shaza. Shaza still exists as a Home Industry recommended by DinKes Depok to get the 1 Star Food Safety Award in 2016 with audit results and procedural stages. Currently, Shaza produces on average: 3,000 packs of Crispy Original cireng and 2,000 packs. The amount of competition has made this business decline slightly due to the many challenges in terms of product quality and Brand Image in this business because it is still small-scale home but the level of production is national. So this research an in-depth study will be carried out by setting the research title: "The Effect of Brand Image on Purchasing Decisions at PT Shaza Food (Case Study in the South Tangerang Area)".

2   LITERATURE REVIEW

Brand Image

According to Sangadji and Sopiah (2013: 327) "A brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand." Brand Image has several indicators that characterize the brand image. According to Freddy Rangkuti (2009: 44) brand image indicators, including the following:

1. Recognition The level of recognition of a brand by consumers, if a brand is not known, then the product with that brand must be sold by relying on the lowest price, such as logo recognition, tagline, product design or other things as the identity of the brand.
2. Reputation Is a level of reputation or status that is high enough for a brand because it has a better track record, a brand that consumers like will be easier to sell and a product that is perceived to have high quality will have a good reputation. Such as the perception of consumers and product quality.
3. Affinity is an emotional relationship that arises between a brand and its consumers, it can be seen from the price, customer satisfaction and the level of association.
4. Loyality Regarding how much consumer loyalty from a product that uses the brand in question. If a brand has been recognized by the public, and has a good track record in the eyes of consumers, it will attract consumers and these consumers will become loyal consumers of the brand.

Purchase Decision

Consumer purchasing decisions are the stage where consumers form an intention to buy the most preferred product, where the consumer's decision to modify, delay or avoid is strongly influenced by the perceived risk (Kotler & Keller, 2012).

Schiffman and Kanuk (2010: 249-251), stated that they can 3 components of attenuation, these components are:

1. Components of cognition.
   knowledge and perception obtained through a combination of direct experience and perception obtained through a combination of direct experience of the object of attitudes and related information obtained from various sources.
2. Components of affection.
   This component emerges based on feelings and emotions that arise from direct and comprehensive consumer assessments. Where someone judges the object of attitude with feelings of like it or not, pleasant or not.
3. Component Konasi.
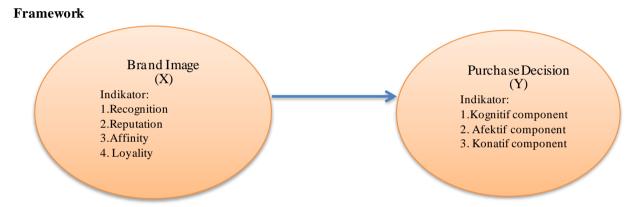   This component relates to the consumer's desire to make a purchase.

Framework

Figure 1. Research Framework

Hypothesis:
H1: Brand Image has a positive and significant effect on Purchase Decision

3 METHODOLOGY

This In this study we as researchers use quantitative research methods quoted from Sugiyono (2012: 8) as follows: "Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using instruments. research, data analysis is quantitative or statistical in nature with the aim of testing the hypothesis that has been set. "

The population of this research is 150 consumers of PT Shaza Food in South Tangerang area. The sample uses random sampling. With the Slovin formula in Husein Umar (2008: 78), namely:

$$\cap = \frac{N}{1 + Ne^2}$$

Information:

N   :   Population
∩   :   Sample
Ne2 :   Signification 5%

$$∩=150/(1+150.⟦(0,05)⟧^2)$$

∩=109 consumers , So the sample size is 109 people

The test used in this research is the Simple Linear Regression Test Method, to test the effect of the independent variable on the dependent variable. Testing data used in this study include validity, reliability, classic assumption tests (Normality Test, Multicollinearity, Heteroscedasticity) simple linear regression analysis, t test to test and prove the research hypothesis, and the coefficient of determination.

4   FINDINGS AND DISCUSSION

Validity Test

A questionnaire is also said to be valid if the questionnaire is able to reveal something that will be measured by the questionnaire (Sunyoto 2013: 142), based on the results of the validity test using the help of the IBM version 22 program, the validity test results are obtained as follows:

Table 2. Validity Test Brand Image

No	Indikator	r hitung	r tabel	Keterangan
1	Recognition	0,598	0.1882	Valid
2		0,519	0.1882	Valid
3	Reputation	0,551	0.1882	Valid
4		0,542	0.1882	Valid
5	Affinity	0,708	0.1882	Valid
6		0,382	0.1882	Valid
7	Loyality	0,506	0.1882	Valid
8		0,459	0.1882	Valid

Obtained the value of r count is greater than r table (r count > r tabel) the value of r table is 0.1882 which means that the items in the Brand Image (X) questionnaire are declared valid and suitable for use as a research instrument.

Table 3. Validity Test Purchase Decision

No	Indikator	r hitung	r tabel	Keterangan
1	Kognitif	0,678	0.1882	Valid
2		0,437	0.1882	Valid
3		0,538	0.1882	Valid
4	Afektif	0,499	0.1882	Valid
5		0,691	0.1882	Valid
6		0,408	0.1882	Valid
7	Konatif	0,489	0.1882	Valid
8		0,485	0.1882	Valid
9		0,476	0.1882	Valid
10		0,704	0.1882	Valid

Obtained the value of r count > r table, the value of r table is 0.1882 for the purchase decision statement item, which means the purchase decision questionnaire statement item (Y) is declared valid and suitable for use as a research instrument.

Reliability Test

According to Sunyoto (2013: 141) a questionnaire is said to be reliable or reliable if someone's answer to the questionnaire is consistent. Furthermore, instrument testing is carried out to obtain targeted results with the following criteria:

1) If Cronbach _alpha is positive or> from r table then the statement is reliable.
2) If cronbach _alpha is negative or <from r table then the statement is not reliable.

Table 4. Reliability Test Variabel Brand Image

Reliability Statistics

Cronbach's Alpha	N of Items
,650	8

Based Analysis of the Brand Image variable, the value of Cronbach _alpha is positive, namely 0.650 or> from r table which is 0.1882, so the statement is reliable. According to Guilford in Suherman (2003: 139) in table 3 Reliability Interpretation of 0.650 is in the range 0.4 - 0.70 which concludes that the variable product quality is at a moderate degree of reliability.

Table 5. Reliability Test Variabel Purchase Decision

Reliability Statistics

Cronbach's Alpha	N of Items
,738	10

Analysis of the Purchasing Decision variable because the value of Cronbach_alpha is positive, namely 0.738 or> from r table which is 0.1882, so the statement is reliable. According to Guilford in Suherman (2003: 139) in table 3 Reliability Interpretation, the value of 0.738 is in the range 0.70 - 0.90 which concludes that the variable product quality is at the degree of High Reliability

Simple Linier Regression

Simple linear regression test according to Sugiyono (2014: 299) is a functional or causal relationship of one independent variable with one dependent variable. Simple linear regression test is used as a tool to measure how much influence the independent variable (X) has with the independent variable (Y). This method is also commonly used as a prediction so that it can be estimated between the good and bad of a variable (X) on the decrease in the level of the variable (Y). also the other way around.

Table 6. Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,403	2,440		4,264	,000
	Brand Image	,968	,074	,784	13,060	,000

a. Dependent Variable: keputusan pembelian

Based on the table above, it can be concluded that the simple linear regression equation is as follows:

$$Y = 10,403 + 0,968x$$

From the above equation it can be concluded as follows: 1) Whereas the constant value is 10.403 means, if the Brand Image value is 0 then the purchase decision is 10.403. 2) The regression coefficient value of the Brand

Image variable (x_) is positive, namely 0.968. This means that every 1 unit increase in Brand Image, it will increase the purchasing decision by 0.968 units

Hypothesis Test

According to Sugiyono (2018; 223) The t test is a temporary answer to the formulation of the problem, which asks the relationship between two or more variables. Hypothesis testing design is used to determine the correlation of the two variables studied

Table 7. Hypothesis Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,403	2,440		4,264	,000
	Brand Image	,968	,074	,784	13,060	,000

a. Dependent Variable: Purchase Decision

In the hypothesis test (t test), first the T_ (table) is found as a comparison by: Df = n - k-1 The value of sig = 0.05 Information: n = number of samples (samples in this study were 109) k = number of independent and related variables (3) Df = 109 - 2-1 = 106 So by looking at the T_ (table) (Attached), the T_ (table) value is 1.982. Below are the results of the t test in this study. The influence of Brand Image on purchasing decisions. Hypothesis: Ho: Brand Image has no significant effect on purchasing decisions. Ha: Brand Image has a significant effect on purchasing decisions. From the output above, the T_ (count) of Brand Image is 13.060 and the significance is 0.000. So it can be concluded that the value of T_ (count)> T table (13.060> 1.982) and the significance = 0.000 (0.000<0.05) then Ho is rejected. This means that Brand Image has a significant effect on purchasing decisions..

Coefficient of Determination (R2)

The coefficient of determination (R2) is used to predict how much the contribution of the influence of the independent variable to the dependent variable. Score the coefficient of determination is between zero and one. A value close to one means the independent variables provide almost all of the information needed to predict the variation in the dependent variable. On the contrary, value The small coefficient of determination indicates the ability of the independent variable in explaining the variation in the dependent variable is very limited (Ghozali, 2018; 97)

Table 8. Model Summary
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,784[a]	,614	,611	2,26263

a. Predictors: (Constant), Brand Image

Based on the results of the calculation of the coefficient of determination using the SPSS statistical tool above, the R Square value is 0.614 or 61.4%. This shows that the contribution of Brand Image to purchasing decisions is 61.4%, while the remaining 38.6% is influenced by other factors not examined.

The discussion is carried out with the aim of discussing the condition of the research object based on the findings in the field regarding a phenomenon by describing a number of variables with respect to the problem under study. The results obtained by the author are as follows:

That the constant value in the simple regression analysis is 10.403 means, if the value of the Brand Image is 0 then the purchase decision is 10.403 and the value of the simple regression coefficient on the Brand Image variable ($x\_$) is positive, namely 0.968. This means that every 1 unit increase in Brand Image will increase the purchase decision by 0.968 units. The value obtained from the $T\_$ (count) Brand Image is 13.060 and the significance is 0.000. So it can be concluded that the value of $T\_$ (count)> T table (13.060> 1.982) and the significance = 0.000 (0.000<0.05) then Ho is rejected. This means that Brand Image has a significant effect on purchasing decisions. obtained R Square value of 0.614 or 61.4%. This shows that the contribution of Brand Image to purchasing decisions is 61.4%.

5   CONCLUSION

Conclusion From the results of the data analysis of this study, it can be seen from the hypothesis testing which shows the value of $T\_$ (count)> T table (13.060> 1.982) so that Ho is rejected and Ha is accepted is the Brand Image (x) affects the purchase decision (y). Based on the results of the calculation of the coefficient of determination using the SPSS statistical tool above, the R Square value is 0.614%. This shows that the contribution of Brand Image to purchasing decisions is 61.4%, while the remaining 38.6% is influenced by other factors not examined.

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