The Influence of Brand Image and Product Quality on Purchasing Decisions of NU Green Tea

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Abstract

This research aims to determine the influence of brand image on purchasing decisions for nu green tea, the influence of product quality on purchasing decisions for nu green tea. This research is conclusive research. Non-probability sampling was used as a sampling technique with the census method for 200 respondents. Respondents are consumers who have purchased nu green tea in the last three months. Distribution of questionnaires was carried out directly by distributing questionnaires in the North Surabaya area. The measurement scale in this study uses a Likert scale. The statistical analysis used is multiple linear regression analysis with SPSS 23. The research results show that the brand image variable does not have a significant influence on purchasing decisions, and product quality has a positive and significant influence on purchasing decisions.

Keywords: Brand Image; Product Quality; Buying Decision

Introduction

Competition between companies in various industries is getting tighter, especially competition in one industrial sector, for example the beverage industry, where the food and beverage industry is an industry with a very high percentage of consumption because food and beverages are needs that must be met every day, therefore society, especially people in Urban areas such as Surabaya consume a lot of fast food drinks due to busy people, especially urban communities. Fast food drinks can be the right drink, apart from being effective and efficient, fast food drinks also offer many types, flavors and prices that are right for daily consumption. With competition for fast food drinks becoming increasingly fierce considering the increasing number of fast food drink competitors, companies need to prepare strategies to outperform each other.

To be able to dominate the market, companies implement marketing strategies formed by marketers who refer to everyday consumer behavior. Consumer behavior is the behavior of individuals who make decisions using existing resources and later use them to buy the products or services they want to buy. According to (Schiffman & Kanuk 2008:6). One of marketers' strategies in competing is brand image. Apart from being a supporting component of brand image, it is a description of the quality of a product(Yudha, 2015). There are three dimensions of brand image according to Keller (2013: 79),

including strength, favorability, and uniqueness. Research conducted by(Nurhayati, 2017)states that there is no significant influence between brand image and purchasing decisions. The same results are also supported by research(Deisy et al, 2018)which also states that brand image does not have a positive and significant effect on purchasing decisions. different from research conducted by(Yudha, 2015)which states that brand image influences purchasing decisions.

The beverage and food industry has a high contribution based on GDP data of 35%. This can be confirmed because drinks and food are among the main needs. Not only mineral water, there are also various types of drinks such as tea, stonic drinks and milk. There are also types of drinks called fast food drinks or what are usually called ready to drink. As the name suggests, ready-to-drink drinks are ready-to-drink drinks that are practical. In the various types of ready-to-drink tea drinks, there are only a few that have a higher brand image than others, such as NU Green Tea, according to research conducted by the top brand index, has a high percentage of the brand image of ready-to-drink tea drinks. In 2017 Nu Green Tea was in first place with a percentage of 45% until in 2019 Nu Green Tea was still in first place with a percentage of 42%. From this data it can be concluded that Nu Green tea has a good brand image and also has quite a lot of sales considering that the Top Brand Index is measured using 3 parameters mind share, market share and commitment share.

In this case, there is a gap phenomenon because according to data from dedlee.com, sales of Nu Green Tea are relatively low and rank 9th with a percentage of 0.95%. When compared to other ready-to-drink tea drinks, the quality of Nu Green Tea is no less. Nu Green Tea has more flavor variants than other products. In terms of size, Nu Green Tea has 330 ml and 450 ml. From a health perspective, Nu Green Tea is made using aseptic cold PET technology which keeps it sterile and also maintains the taste. Therefore, researchers used this gap phenomenon and conducted research in a location centered in North Surabaya because the distribution of NU Green Tea in North Surabaya was 30% compared to other parts of Surabaya. The North Surabaya area was the highest for distribution of NU Green Tea. Researchers used respondents who were aged17-35 years because this age is the age where the average person has gone through the Purchasing Decision process and is also the age where people are busy with activities so they need more consumption of drinks, which of course are ready-to-drink drinks because they are practical and can be taken anywhere.

Formulation of the Problem

Based on the phenomenon and background, the problems that will be studied are: (1) Is there an influence of brand image on purchasing decisions for NU Green Tea? (2) Is there an influence between product quality on the decision to purchase Nu Green Tea?

Research Purposes

Based on the problem formulation above, the objectives of this research are as follows: (1) Analyze and discuss the influence of brand image on purchasing decisions for NU Green Tea. (2) Analyze and discuss the influence of product quality on purchasing decisions for nu green tea.

Literature Review

According to Keller (2013) brand image is a perception in an individual's mind related to a brand. The emergence of unique associations in consumers' minds towards a brand describes the brand image of a product that will be easily remembered by consumers. Meanwhile, according to(Evita et al., 2017)Brand image is a consideration and comparison of 2 products which involves the results of consumers' views and perceptions of the brand. According to Shimp (2007:33), there are several benefits of a brand image that are profitable for companies, including inhibiting product competition from the same product, with a

positive brand image that will gain consumer trust and convince consumers to consider purchasing repeat products. To measure brand image variables, researchers use indicators according to Keller (2013:79) 1) Strength of Brand Association. 2) Favorability Of Brand Association. 3) Uniqueness Of Brand Association. The impression a person has of a brand influences an individual's actions towards that brand(Yudha, 2015)Thus the proposed research hypothesis is:

H1: There is an influence between Brand Image on NU Green Tea Purchasing Decisions

According to Kotler (2018:249) product quality is the ability of an item based on consumer desires or expectations. Meanwhile, according to(Putri et al., 2015)Quality is a dynamic condition that is able to exceed expectations for both products and services. Dimensions of food quality according to West et al (2012: 1) include color, appearance, portion, shape, temperature, texture, aroma, level of doneness and taste. In measuring product quality variables, researchers use indicators that refer to journals(Nugroho, 2018),(Mongkut, 2014), And(Putra, 2016) namely 1) Taste 2) Aroma 3) Benefits 4). According to(Nugroho 2017)Product quality means the ability of the product to carry out its function. Product quality is important for selection.

The product offered must be tested for good quality because according to consumers, quality will be prioritized when selecting a product. Based on this explanation, the research hypothesis is

H2: There is an influence between product quality on purchasing decisions for NU Green Tea

Kotler & Armstrong (2012: 158) state that purchasing decisions mean deciding which brand to buy. Meanwhile, according to(Evita, 2017)Purchasing decisions are a determinant of whether a product is purchased or not through a previous activity process. The indicators used in this research to measure purchasing decision variables refer to journals(Putra, 2016)And(Nugroho, 2018)1) Confidence in the product 2) needs met 3) Purchase because of the brand. If the consumer has started to decide to buy, the consumer will go through several processes before purchasing, then the purchasing decision goes through selection into several alternatives such as recognition of needs, evaluation of information on the selected product and evaluation after purchasing the product.

Research Model

This research uses primary data from data that has been collected from respondents selected at the location. Meanwhile, secondary data is data obtained from book or journal sources that are appropriate to the variables and research objects. In this research, data collection used a structured questionnaire which was directly distributed offline.

1.Population

The population in this study were teenage consumers based on gender, occupation, age and monthly expenditure with an age range of 17-35 years who had purchased Nu Green Tea in the last 3 months. The number of samples used was 200 respondents.

2. Sample

The sampling method used is Accidental Sampling, a sampling method based on accuracy, anyone who is around the researcher is used as a sample under the condition that the respondent meets the predetermined characteristic criteria. The measurement scale in this study uses a Likert scale.

The Likert scale is a measurement scale with five response categories ranging from "strongly agree" to "strongly disagree" which requires respondents to determine the degree of their agreement or disagreement with each of them. A series of statements regarding the stimulus object (Malhotra, 2009:298). The Likert scale used is 5 scales or levels.

-Score 5 for respondents who answered strongly agree
-Score 4 for respondents who answered agree
-Score 3 for respondents who answered in doubt
-Score 2 for respondents who answered disagree
- Score 1 for respondents who answered strongly disagree

The data collection process is carried out offline with the stages that the researcher creates an offline questionnaire and looks for respondents who match the research criteria, the researcher distributes written questionnaires directly to the respondents, the results of the respondents' answers which are later input by the researcher, and the researcher analyzes and processes the data that has been input. manually.

3. Data Analysis

Data were analyzed using multiple linear regression analysis (Multiple Linear Regression Analysis). A multiple linear regression model can be said to be good if the model can meet the requirements for the assumption of normality of data and is limited by classical statistical assumptions, both multicollinearity and heteroscedasticity. Testing these assumptions includes: normality test, multicollinearity test, and heteroscedasticity test.

Results and Discussion

Respondent Characteristics

In this research, the characteristics of respondents can be defined through the factors age, gender, occupation, expenditure, transaction frequency and transaction time.

Qable 1 Characteristics of Respondents

Gender	Number of Respondents	Percentage
Man	134	63.81%
Woman	76	36.19%
Age	**Number of Respondents**	**Percentage**
17-21 years old	121	57.62%
22-26 years old	68	32.39%
27-31 years old	19	9.04%
32-35 years old	2	0.95%
Work	**Number of Respondents**	**Percentage**
Student/Students	134	63.81%
Civil servants/TNI	22	10.48%
Private employees	23	10.95%
Freelancing	15	7.15%
Housewife	3	1.42%
Other	13	6.19%
Expenditure	**Number of Respondents**	**Percentage**
<1,500,000	75	35.72%

1,500,000 - 2,500,000	73		34.76%
2,500,000 - 3,500,000	54		25.71%
3,500,000 - 5,000,000	8		3.81%

Source: Primary data processed by researchers

Based on the table above, it can be seen that the respondents were predominantly aged 17-21 years with a total of 134 respondents with the majority being male as students with a percentage of 57% and the highest expenditure for 1 month was <Rp. 1,500,000 who had been directly involved in the decision. purchase NU Green Tea with purchases in the last 3 months.

Data Testing Results

Validity test

The validity test was carried out by distributing an offline questionnaire to 30 respondents to find out how well the questionnaire was able to reveal statements about the variables being measured. These 30 respondents are not included in the 200 respondents to measure the quality of the questionnaire that will be distributed to the predetermined sample size. A statement is said to be valid if the r-valuecount>0.30 . So if a statementIf the calculated r-value is below 0.30, it is said to be invalid. Based on calculations using SPSS 18 for Windows, the validity test results are obtained as follows

following:

Qable 2 Validity Tests

No	Variable	r count	r table	Information
1	Brand Image (X_1)			
	X1.1.1	0.623		Valid
	X1.1.2	0.652		Valid
	X1.1.3	0.725		Valid
	X1.1.4	0.622		Valid
	X1.1.5	0.684		Valid
	X1.2.1	0.605		Valid
	X 1.2.2	0.757		Valid
	X 1.2.3	0.700		Valid
	X 1.2.4	0.648	0.3601	Valid
	X 1.2.5	0.738		Valid
	X 1.3.1	0.611		Valid
	X 1.3.2	0.706		Valid
	X 1.3.3	0.622		Valid
	X 1.3.4	0.675		Valid
	X 1.3.5	0.584		Valid
2	Product quality (X_2)			
	X2.1.1	0.482		Valid
	X2.1.2	0.600	0.3601	Valid
	X2.2.1	0.730		Valid

	X2.2.2	0.793		Valid
	X2.3.1	0.630		Valid
	X2.3.2	0.688		Valid
	X2.4.1	0.738		Valid
	X2.4.2	0.611		Valid
	X2.1.1	0.482		Valid
	X2.1.2	0.600		Valid
3	Purchase Decision (Y)			
	Y1.1.1	0.706		Valid
	Y1.1.2	0.622		Valid
	Y1.2.1	0.675	0.3601	Valid
	Y1.2.2	0.584		Valid
	Y1.3.1	0.706		Valid
	Y1.3.2	0.700		Valid

Sumber: Primary data processed by researchers

Based on table 2 above, it can be seen that all statement items have r-count>0.30 so it can be concluded that the statements in the instrumentThe research (questionnaire) was declared valid and can be used as a measuring tool for the influence of Brand Image and Product Quality on Purchasing Decisions.

Reliability Test

Once the measuring instrument has been declared valid, then the reliability of the measuring instrument is then carried out on 30 respondents. According to Ghozali (2016:47) a questionnaire is said to be reliable if the respondent's answers to statements are consistent or stable from time to time. Cronbach Alpha statistical test, where a variable is said to be reliable if the Cronbach Alpha value is > 0.70 (Ghozali, 2016:48). The following are the results of the research instrument reliability test which are listed in table 3 as follows:

Qable 3 Reliability Test

Variable	Cronbanch's Alpha	Cut of Value	Information
Brand Citta	0, .913	0.70	Reliable
Product quality	0, .846	0.70	Reliable
Buying decision	0.810	0.70	Reliable

Source: Primary data processed by researchers

Based on table 2, all Cronbanch's Alpha values for the Brand Image (X1), Product Quality (X2) and Purchase Decision (Y) variables are greater than 0.70. A variable is said to be reliable if it provides a Cronbanch's Alpha value > 0.70. It can be concluded that all variables reliable and can be used as a measuring tool for the influence of Brand Image and Product Quality on Nu Green Tea Purchasing Decisions.

Classic Assumption Test

Normality Test

In this research, non-parametic Kolmoftav-Simrnov was used. If the KS value is above a = 0.05 then the data is called normal. In this research, residual normality is used. There are two components in this test, namely skewness and kurtosis.

Table 4 Kolmogrov Smirnov Normality Test

		Unstandardized Residuals
N		210
Normal Parameters	Mean	.0000000
	Std. deviation	2.77304622
Most extreme Deifference	Absolute	,092
	positive	.041
	negative	-.092
smirnovz		1,329
Sig. (2-tailed)		,058

Source: Primary data processed by researchers

From the results of the normality test using the Kolomogrov Smirnov method, the significance results of the normality test were 0.058 > 0.05. So it can be concluded that the normality test in this study is normally distributed.

Multicorrelation Test

The multicollinearity test was carried out to test the regression model for correlation between independent variables. Multicollinearity can be seen from the tolerance and VIF (Variance Inflation Factors) values. The existence of multicollinearity is indicated by a tolerance value ≥ 0.01 or VIF ≤ 10 (Ghozali, 2016: 105). The following are the results of multicollinearity:

Qable 5 Multicollinearity Test

Coefficients^a

Statistical Collinearity Model
VIF Tolerance
1 (Constant)
   BRAND_IMAGE 1,000 1,000
   PRODUCT_QUALITY 1,0001,000
a. Dependent Variable: PURCHASE_DECISION
Source: Primary data processed by researchers

Based on the table above, it can be seen that the tolerance value of the brand image variable is 1,000, which is > 0.01 and product quality is 1,000 > 0.10, which shows that there is no multicollinearity. Next, the VIF value of the brand image and product quality variables is 1,000 < 10 so that multicollinearity does not occur.

Heteroscedasticity Test

This test aims to find out whether in Regression there is inequality of variance from residual observations to other observations. meaning that the dissimilarity in question is the existence of a pattern

Table 6. Glacier Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,699	1,432		,488	,626
	TOT_X	.016	,015	,072	1,039	,300

Based on the table above, it is known that the significance value of the brand image variable is 0.626 and product quality is 0.300, which indicates it is greater than 0.05, so it can be concluded that there is no problem of scalability.

Hypothesis Test

Sehas been freed from classical assumptions, then multiple linear regression analysis is carried out. The results of the multiple linear regression analysis test can be seen in the table below:

Qable 7 Results of Multiple Linear Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	11,537	2,120		5,460	,000
Brand Image	,007	,030	.014	0.228	,820
Product quality	,397	,044	,537	8,986	,000

Source: Primary data processed by researchers

The constant value (α) obtained is 11.537, which means that if the brand image and product quality are equal to zero (0), then the size of the purchasing decision is 11.537. A positive sign means that if the respondent does not consider consumer motivation (X1) and service quality (X2), then the purchasing decision will still occur. Decision

Nu Green Tea purchases will still occur even if consumers do not consider brand image and product quality, but rather purchasing decisions are influenced by other variables outside this research such as brand, promotion and price. The Brand Image variable (X1) has an influence on purchasing decisions, namely 0.007, which means that if Brand Image increases by one unit, then purchasing decisions will also increase by 0.007. A positive sign means that the better the Brand Image produced, the higher the purchasing decisions that occur. The product quality variable (X2) has an effect on purchasing decisions, namely 0.397, which means that if product quality increases by one unit, then purchasing decisions will also increase by 0.397. A positive sign means that the higher the quality of a product provided, the higher the purchasing decision that occurs.

Qable 7 Model Feasibility Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539a	,291	,284	2,524

Source: Primary data processed by researchers

Based on Table 4, it can be analyzed that the adjusted R2 value is 0.28= 28%. which means that Brand Image (X1) and Product Quality (X2) influence purchasing decisions at NU Green Tea by 28%, the remaining 72% are influenced by other variables outside the variables in this research

Table 8. Partial Test

Model	Q	Sig.
(Constant)	5,460	,000
Brand Image	0.228	,820
Product quality	8,986	,000

Table 5 shows that the consumer motivation variable (X1) obtained a t-test value of 0.228 which was significantly supported by 0.820, this value was greater than 0.05. So H0 is accepted and H1 is rejected. So, it can be concluded that the Brand Image variable (X1) does not have a significant influence on the purchasing decision variable (Y). Meanwhile, the product quality variable (X2) obtained a calculated t value of 8.986 supported by a significant value of 0.000 which is smaller than 0.05 or 5%. So, H0 is rejected, and H2 is accepted. So, it can be concluded that the product quality variable (X2) has a significant influence on the purchasing decision variable (Y).

PenThe Influence of Brand Image on Purchasing Decisions for NU Green Tea

Based on the results of this research, it showsThere is no significant influence between brand image (X1) and purchasing decisions (Y) due to the significance value of 0.820 which is greater than 0.05. NU Green Tea Brand Image is well known to the public and can be said to have a good brand image. This can be proven by the existence of an event called opening bottle caps together which was held in 3 cities and received a Muri record. These activities can increase consumer trust in the brand. A good brand image and a high level of consumer trust in NU Green Tea products may not necessarily make consumers decide to buy NU Green Tea. rather, consumers consider other factors in deciding to purchase NU Green Tea. For example, one other factor to consider in purchasing decisions includes product quality. This is the same as the phenomenon of this research, where the brand image in this research has a high value in the Top Brand Index, which means NU Green. Tea already has a high level of awareness in society because Brand Awareness is included in one of the Top Brand Index measurements. However, sales of NU Green Tea are considered low because Brand Image in this research, brand image cannot be taken into consideration in purchasing decisions for NU Green Tea. The same results are proven by the research carried out(Nurhayati, 2017)shows that Brand Image has no influence on Purchasing Decisions. This research is also supported by research(Deisy et al 2018).

The Influence of Product Quality on Purchasing Decisions of NU Green Tea

The results of this research show that the Product Quality variable has an influence on Purchasing Decisions. This means that if the quality of a product is good then there is an influence on purchasing decisions so that the next hypothesis is "Product quality influences NU Green Tea purchasing decisions" and the hypothesis is accepted. The results of this study support research(Hanif, 2018) where product quality has a significant influence on purchasing decisions. And strengthen it from research(Putra, 2016)dIn his research, he found the influence of product quality on purchasing decisions. Most respondents like to consume NU Green Tea cold because consumers think that the cold taste of NU Green Tea drinks will make consumers feel satisfied when consuming it and can relieve consumers' thirst and thirst. Apart from that, the durability of NU Green Tea's packaging is relatively good. Weak durability and easy damage make consumers not interested in consuming the selected product. Durability is how long the normal condition of the product lasts as well as the durability of the product and the specified expiration date. some expiration date

covers the age of the drink and the length of time the product is used (Jayanti&wafiqah 2016)If it is related to the phenomenon, NU Green Tea has quite good product quality in terms of packaging durability and taste. NU Green is made using certain technology to maintain the taste so that it can last for a long time. From this it can be concluded that NU Green Tea has product quality that influences purchasing decisions. The better the quality, the greater the sales/market share of NU Green Tea.

Conclusions

Recommendations Conclusion

Brand image and product quality play an important role in marketing strategies to increase purchasing decisions among the public. Encouraging good product quality can increase product sales for

the company which will later benefit the sales level of a company. The results of this research state that there is no influence of brand image and product quality on the decision to purchase Nu Green Tea (Study among people in North Surabaya). This research has limitations, namely the researcher used very general independent variables, a lack of respondent characteristics and a questionnaire that only used offline distribution

Recommendation

Future research can test other variables such as brand, price, location and promotion which can influence consumer purchasing decisions regarding purchasing nu green tea. Apart from that, further research can also conduct research on other fast food drinks to determine the influence of brand image and product quality variables on purchasing decisions.

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