Analysis of buying decision levels based on brand image, price, and digital marketing

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Abstract

In carrying out business, there is one process that can be maximized in business development, which is the marketing aspect. Marketing is a total system of business activities designed to plan, price, promote, and distribute goods and services that satisfy the needs of both current customers and potential customers. This study is carried out on a business that pays attention to the marketing aspect for business development purposes, namely Elina Keramik Bandung. Customers who buy their products cannot be separated from their marketing strategies. The purpose of this study is to analyze the level of influence of the three marketing variables that can be found in Elina Keramik, namely brand image, price, and digital marketing on the level of customer buying decisions of Elina Keramik. The research method used in this study is a quantitative approach with a descriptive method. The sample that was used in this study is 125 respondents who are customers of Elina Keramik. The results obtained in this study are overall price, and digital marketing has a significant influence on buying decisions with a value of 70.6 percent. The variable price has a significant influence on buying decisions with a significant value of 0.43 <0.05. And the variable digital marketing has a significant influence on buying decisions with a significant value of 0.00 <0.05. While the variable brand image that was declared has no influence on buying decisions with a significant value of 0.06 > 0.05.

Introduction

Business is an activity that is carried out by individuals or business entities with the aim of making profits and doing various things, such as manufacturing, distributing, selling, and buying. Business is carried out not only for the sake of profit, but it also has an important role in the needs of the community and economic stability. One of the processes in business is maximizing the marketing aspect, where marketing is a total system of business activities designed to planning, pricing, promoting, and distributing goods and services that can satisfy the needs of both current customers and potential customers. In this era of globalization, the role of technology certainly becomes a major concern because its existence is very helpful for business owner. In the business world the role of Information Technology is used for electronic commerce or e-commerce. There is one of the business owners who used technology while running their business, namely Elina Keramik Bandung, which is a business specialized in ceramic manufacturing, located in Bandung City, Indonesia. Elina Keramik Bandung is a retail business that sells products made from stoneware clay which are made into various shapes with special techniques, then produce various kinds of ceramic products. In addition to the innovation of shapes and colors on the ceramics, the owner also used the element of art in her products as one of the values that is served to customers. In

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marketing their products, Elina Keramik optimizes the use of technology, such as creating a company website, marketing through social media and also actively marketing its products through e-commerce, which is a part of digital marketing.

Digital marketing is an opportunity to reach customers through devices, platforms, media, data, and digital technology with marketing efforts by utilizing electronic devices and the internet. Apart from that, Elina Keramik pays attention to other marketing aspects such as building a brand image. Brand Image is the customer's perception of a brand that distinguishes it from other brands based on the good and bad of the brand resulting from associated experiences. Elina Keramik's initial step in building a brand image is participating in international exhibitions and introducing its products as quality products made from premium materials and certain techniques. The brand image built by Elina Keramik aims to win the trust of customers through the products offered. Elina Keramik is not only trying to build customer trust through brand image, but they also maximize its business strategy in determining price. In general, the price is the amount of money that consumers have to pay to the seller to get the goods or services they want to buy. Therefore, prices are generally determined by the seller or service owner. Even though market prices fluctuate, Elina Keramik can compete well in maintaining price consistency in its business. This is all done by Elina Keramik with the aim of keeping the customer’s interest. That way, Elina Keramik hopes that all the efforts that have been taken can have an influence on their customer buying decisions. Based on the results of this study, the researchers found a link between the three variables. This study is supported by the results of Amron's research (2018) which found that brand image, brand trust, product quality, and price has an influence on buying decisions. There are several aspects that will be addressed in this article. First, this article wants to understand the factors that can predict consumer buying decision. Based on the background explained, there are three factors that are predicted to be able to influence buying decision, namely price, digital marketing, and brand image. Therefore, the research question in this study is regarding the influence of these three factors on consumer buying decision. The data is collected from consumers of Elina Keramik, which is a ceramic store located in Bandung City, Indonesia. Questionnaires are distributed to the respondents both by giving it directly to the consumers and indirectly through online platforms using Google Forms.

This paper consists of several part. The first one is introduction, which will then be followed by literature review that explains the relationship between price, digital marketing, and brand image on buying decision. The third part of this article is research method which explains about the method, analytical tools, variables, and item measurement used in the study. The fourth is results and discussion, and the last part is conclusion which includes the conclusion of the results, implication, and suggestion for research in marketing field, especially on buying decision in the future.

**Literature Review**

**Conceptual Background and Hypothesis Development**

**Buying Decision**

According to Sussanto (2015), buying decision is a process where customers go through certain stages to make a decision to buy a product. It is added by Assauri (2014) that buying decisions made by customers or buyers are influenced by their habits. Alma (2016) defined buying decision as a customer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. Buying decision is individual activities that are directly involved in making decisions to make purchases of products offered by sellers. A buyer's decision is also influenced by his personality traits, including age, occupation, and economic circumstances. According to Kotler (2005), consumer buying decisions can be influenced by a personal's psychological factors, namely motivation, perception, learning, beliefs, and attitudes. In making a buying decision, a person will go through the stages of a buying decision, starting with the introduction of the need for a product. The results of research by Amron (2018) indicate that brand image, brand trust, product quality, and price have an influence on buying decisions. The research also stated that price has the strongest influence compared to other variables. Then the research by Yampikun (2020) proved that the digital marketing has a positive influence on buying decisions. However, this is not in line with research by Monica et al. (2020) which found that brand image, price, and references have no effect on buying decisions. In addition, the results of research by Millennium et al. (2021) also stated that digital marketing has no influence on buying decisions.

**Brand Image and Price**

The definition of image according to Kotler (2009) is a person's beliefs, ideas, and impressions of something. For companies, image means the public's perception of the company's identity. This perception is based on what the public knows or thinks about the company. According to The American Marketing Association, a brand is a name, term, sign, symbol, or design, or a combination of them, which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler & Keller, 2016). Henslowe (2008) defined brand image as the impression that can be obtained according to the level of knowledge and understanding of facts about people, products, situations. The object in question is an unknown person, organization, group of people or other. Howard (2009) added that brand image can act as a total representation in customers minds or target customers towards the product or brand. Another definition of brand image according to Schiffman and Kanuk (2010) is a perception that lasts a long time, is formed through experience, and is relatively consistent. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. According to Tjiptono (2011) that brand image is a series of associations that are perceived by individuals over time, as a result of direct or indirect experience of a brand. According to Kotler and Keller
brand image is the perception and belief made by customers, as reflected in associations that occur in customers' memory. According to Keller (2013), brand image is a customer's response to a brand that is based on the good and bad of the brand that customers can remember. Brand image is a belief that is formed in the customers' minds about the product. The results of research by Steven et al. (2021) and Novansa and Ali (2020) proved the brand image variable has a strong influence on buying decisions. However, it is different from other research carried out by Taxvia et al. (2020) which found that there is no influence of brand image on buying decisions. In interpreting the concept of price, of course, there are many interpretations. Price can be defined as one element of the marketing mix that can afford some revenue, where the other elements get costs, price is the easiest element in a marketing program to adjust (Kotler, 2016). Product features, channels, and even communication takes more time (Kotler & Keller 2009) to adjust compared to price. From a marketing point of view, price is a monetary unit or other measure that is exchanged in order to obtain ownership rights or use of an item or service (Tjiptono, 2009). Price is the amount of money charged for a product or service, or the amount of value that customer exchanges for the benefits of having or using a product or service (Kotler & Armstrong, 2010).

Based on the definitions above, it can be concluded that the price is a certain nominal amount of money which is used as an exchange rate for a product or service that provides benefits to its customer. From price, company will be able to afford its income. Customers will make decision to buy a product if the perceived benefits are greater than or equal to what has been spent to get it. If customers feel the benefits of the product are less than the money spent, customers will think that the product is expensive and they will think twice about making repeat purchases. The results of research by Pradana and Wisnu (2021) and Pandey et al. (2021) proved that there is a significant effect of variable price on buying decisions. However, it is different from the results of research by Wijanarko (2020) and Quang et al. (2019) which stated that the price variable has no influence on buying decisions.

**H1:** Brand image, price, and digital marketing has an influence on buying decisions at Elina Keramik Bandung

**H2:** Brand image has an influence on buying decisions at Elina Keramik Bandung

**H3:** Price has an influence on buying decisions at Elina Keramik Bandung

### Digital Marketing

According to Chaffey and Chadwick (2016), digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. This can be achieved to increase knowledge about customers such as profiles, behavior, values, and loyalty levels, then integrate targeted communications and online services according to each individual's needs. Therefore, digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, e-mail, database, mobile/wireless, and digital TV to increase target consumers and to know the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goals. From the explanation above, it can be concluded that digital marketing is the marketing of products and services using the internet by utilizing the web, social media, e-mail, databases, mobile/wireless and digital TV to increase marketing and target customers. Digital marketing helps a business reach a wider audience compared to conventional methods. Besides being able to reach more audiences, digital marketing is also more cost-effective and scalable. There are many benefits of digital marketing, as they allow company to connect with customers on the internet, generate high sales, make business owner more efficient, and enable real-time customer service. In addition to saving promotion costs and reaching a wider market, the application of digital marketing can also increase sales. With a broad market reach and can be accessed by many people, it surely can have an impact on increasing sales significantly. The results of research by Maduwinarti and Nasution (2019) found the digital marketing variable in which there is a sales promotion has a positive and significant influence on buying decisions. However, the results of this study are different from those of Fadhil & Pratiwi (2021) who stated that digital marketing does not have a significant influence on consumer satisfaction on buying decisions.

**H4:** Digital marketing has an influence on buying decisions at Elina Keramik Bandung

### Conceptual Framework

![Figure 1: Conceptual model](image-url)
Research and Methodology

The research method used in this study is a quantitative approach with descriptive analysis method. According to Sugiyono (2014:21) descriptive analysis method is a statistic used to analyze data by describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. The population of this study is customers of Elina Keramik, with the number of samples of 125 respondents. The data is collected through distributing questionnaire to the respondents, which is measured using 5-point Likert scale. The questionnaires were distributed both directly, namely by giving it to consumers who visit the store, and indirectly, namely through online platforms such as Google Forms. The researchers used two ways to distribute the questionnaire in order to reach greater population. The measurement items are shown in Table 1 below. The data is processed with path analysis method using SPSS 25 software.

Operational Variables

Brand Image is defined as customer view about a brand or a group of association in customer’s mind. Brand image is measured using three dimensions adopted from Waluya (2019).

Price is the amount of money charged for a product or service, or the amount of value that customer exchange for the benefits of having or using the product or service. Price is measured using four items adopted from Yosiana (2020).

Digital marketing is defined as a tool combined using the internet and online-based technology in carrying out promotion, thus it is able to reach consumers. Digital marketing variable is measured using four items adopted from Heggde (2018).

Buying decision is defined as decision making process used by consumers for a product or service. Buying decision is measured using five items adopted by Kotler (2019) and Ida (2020).

Analysis and Findings

Respondent Description

Table 1: Respondent Profile

| No | Age             | Total | Percentage |
|----|----------------|-------|------------|
| 1  | 25-30 years old| 12    | 10%        |
| 2  | 31-35 years old| 24    | 19%        |
| 3  | 36-40 years old| 55    | 44%        |
| 4  | 41-45 years old| 34    | 27%        |
|    | **125**        |       | **100%**   |

| No  | Intensity to Use social media | Total | Percentage |
|-----|--------------------------------|-------|------------|
| 1   | Often                         | 67    | 54%        |
| 2   | Seldom                        | 49    | 39%        |
| 3   | Not at all                    | 9     | 7%         |
|     | **125**                      |       | **100%**   |

| No | Income (per month)            | Total | Percentage |
|----|-------------------------------|-------|------------|
| 1  | Rp1.000.000-Rp3.000.000       | 24    | 19%        |
| 2  | Rp4.000.000-Rp6.000.000       | 61    | 49%        |
| 3  | Rp7.000.000-Rp10.000.000      | 40    | 32%        |
|    | **125**                      |       | **100%**   |

Source: Data processes (2022)

Based on the response from 125 respondents of this study, the researchers have obtained a picture regarding the respondents’ characteristics. The majority of the respondents are 36-40 years old, which is 55 respondents (44%). Furthermore, most of the respondents, namely 67 people, often use social media (54%). Finally, the majority of the respondents have income ranging from Rp4.000.000 to Rp6.000.000, namely 61 people, or 49% of the respondents.

Table 2: Descriptive Analysis

| Variable             | Average score | Standard Deviation | Interpretation |
|----------------------|---------------|--------------------|----------------|
| Brand Image          | 3.9           | 0.2603             | Good           |
| Price                | 4.0           | 0.1992             | Good           |
| Digital Marketing    | 3.7           | 0.2193             | Good           |
| Buying Decision      | 3.9           | 0.3851             | Good           |
According to Table 2, the answer from respondents for each variable indicate that the results of descriptive analysis is in good category.

Validity and Reliability

Based on the questionnaire of brand image, price, digital marketing, and buying decisions, the average value of validity test is above 0.3. if the standard value of validity is above 0.3, then the questionnaire items are declared valid. The results for reliability test is as follows:

| No | Research variable     | Reliability | * Reference | Conclusion   |
|----|-----------------------|-------------|-------------|--------------|
| 1  | Brand image           | 0.886       | +0.85 - +0.88 | Very reliable |
| 2  | Price                 | 0.811       | +0.80 - +0.84  | Reliable     |
| 3  | Digital marketing     | 0.959       | +0.90 - +1.00  | Very reliable |
| 4  | Buying decision       | 0.816       | +0.80 - +0.84  | Reliable     |

**Source:** Results of Data Processing (2022)

The table above shows that all research variables have reliable reliability values. The results of this reliability test indicate that all the instruments used to measure all items from the brand image, price and digital marketing variables as well as buying decisions, as has been operationalized in the operationalization of the variables can be accepted for reliability or consistency.

Variable Structure Calculation

In this sub structure, the influence of brand image, price and digital marketing have on buying decisions is examined. The analytical method used is Path Analysis. The results of Path Analysis are described in the following table:

| Model | R  | R Square | Adjusted R Square | Std. Error of Estimate |
|-------|----|----------|-------------------|------------------------|
| 1     | 0.840 | 0.706   | 0.698             | 10.8431                |

**Source:** Results of Data Processing (2022)

The table above explains that the coefficient of determination (R2) is 0.706, this means that 70.6% of the variability of the buying decision variables can be explained by the independent variables in this case, namely price and digital marketing, which can also mean that there is a joint influence between price and digital marketing on buying decisions is the coefficient of determination (R2 = 70.6%) or this can also mean that the influence of variables outside the model is 1 – R2 = 0.294 (error). While the brand image variable was not found to have an influence on buying decisions because its significance value was > 0.05. The value of the path coefficient of each dependent variable is as follows:

| Model | Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |
|-------|-----------------------------|---------------------------|-------|------|
| 1     | (Constant)                  |                           |       |      |
|       | 8.760                       | 3.564                     | 2.458 | .016 |
| x1    | 1.240                       | .686                      | .242  | .177 |
| x2    | -1.271                      | .686                      | -.279 | .854 |
| x3    | 3.177                       | .267                      | .881  | .900 |

**Source:** Results of Data Processing (2022)

The results of data processing can be made in the path diagram variables and structural equations by including the estimated coefficients of the data processing results, then the structural equations are as follows

\[ Y = 0.242X1 - 0.279X2 + 0.881X3 + \epsilon \]

The table above describes the standardized coefficients or path coefficients of each variable with the following explanation:

1. The first coefficient = 0.242, the meaning is that the brand image variable (X1) has no effect on buying decisions.
2. The second coefficient = -0.279, the meaning is that the price variable (X2) has an effect on buying decisions.
3. The third coefficient \( r_{x1x3} = 0.881 \), the meaning is that the digital marketing variable (\( X3 \)) has an effect on buying decisions.

Referring to the multiple correlation coefficient table for the tested structure, the coefficient of multiple determination and all exogenous variables tested is \( R^2 = 70.6\% \), this multiple determination value is the square of the multiple correlation coefficient \( R = 0.840 \). This \( R^2 \) value indicates that the degree of influence of brand image, price and digital marketing is close when compared to other variables not examined. Based on the path coefficient values, it can be calculated that the magnitude of the influence of \( X1 \) to \( Y \) is 0.130, the effect of \( X2 \) to \( Y \) is 0.159, the effect of \( X3 \) to \( Y \) is 0.735, with the magnitude of the influence of other variables is 0.294 in the following picture:

![Path coefficient values](image)

**Figure 2: Path coefficient values**

| No | Track | Direct Influence (%) | Cumulative |
|----|-------|-----------------------|------------|
| 1  | \( \rho_{YX1} \) | 13.0                  | 13.0       |
| 2  | \( \rho_{YX2} \) | (-)15.9               | (-) 2.90   |
| 3  | \( \rho_{YX3} \) | 73.5                  | 70.6       |
|    | Effect of Other Variables |                      | 29.4       |
|    | Total Influence          |                       | 100.00     |

**Source:** Results of Data Processing (2022)

The data above shows that the digital marketing variable has the greatest influence on buying decisions, followed by the price variable which has a strong influence on the buying decision variable. However, brand image is found to have no influence on buying decision.

**Discussion**

Based on the results of data processing from 125 respondents, it was proven that 75% of Elina Keramik's customers were female while 25% of other respondents were male and dominated by the age of 20-24 years. This proves that Elina Keramik has succeeded in achieving its target market, as the target market of Elina Keramik is young women. Hypothesis one in this research can be accepted because according to the results of the study, there is an influence of brand image (\( x1 \)), price (\( x2 \)), and digital marketing (\( x3 \)) on buying decisions (\( y \)) with a value of 70.6\%. The results of this study are in line with research conducted by Amron (2018) which stated that brand image and price have an influence on buying decisions.

Hypothesis two in this research was rejected because based on the results of the data processing, it showed a significance value of 0.06 or > 0.05, which explains that there is no influence of the \( X1 \) variable (brand image) on \( Y \) (buying decision). This is in line with previous research conducted by Rina et al. (2020) and Riyadi and Devie (2020) which stated that there was no influence of brand image variables on buying decisions. However, it is different from the research conducted by Steven et al. (2021) and Novansa and Ali (2020) which found that the brand image variable has a strong influence on buying decisions. The direct influence given by the \( X1 \) variable to \( Y \) is worth 0.059. This is analyzed based on the results of a research questionnaire which explains that Elina Keramik's customers do not make buying decisions based on brand image. Elina Keramik is suspected of having a weakness in creating a brand image among its customers. Customers only focus on the product being sold without seeing the brand that sells the product. Brand image is important, because one of the factors that can make customers loyal to a particular brand is the emotional connection that arises between a brand and its customers. Then the indirect effect given by \( X1 \) to \( Y \) through the variable \( X2 \), namely -0.062, according to the results of interviews with researchers with resource persons who are the owners of Elina Keramik, this is because customers have the assumption that determining the price of a product is determined from the quality of the product and not part of the brand image. And the indirect effect given by \( X1 \) to \( Y \) through the variable \( X3 \) is 0.133, the value is obtained from the results of the questionnaire which means that Elina Keramik's customers make buying decisions due to the ease of information and orders offered through digital marketing, not because of the brand image they have.
Hypothesis three in this research can be accepted because the sig value that appears is 0.043 or < 0.050 which means that the X2 variable (price) has an influence on the Y variable (buying decision). This is in line with previous research conducted by Pradana and Wisnu (2021) and Pandey, et al (2021) which said that there was a significant influence between price and buying decisions. However, it differs with the results of previous research, Wijanarko (2020) and Quang et al. (2019) which stated that price has no effect on buying decisions. The direct influence from the X2 variable to Y is worth 0.078. Based on the research questionnaire, it can occur because Elina Keramik's customers have a perception that the price of the product offered by Elina Keramik is quite affordable with the quality offered and also the manufacturing technique used. Based on the results of the interview with Mrs. Elina, one of the marketing strategies that Elina Keramik uses is the variable price. Elina Keramik sets more than one price for a product or service with the aim of offering a price to customers. Elina Keramik's pricing method is also carried out by combining four pricing methods, namely demand-based, cost-based, profit-based, and also competition-based, but Elina Keramik's most important considerations are its competitors, therefore the prices of Elina Keramik's products can compete in the market. Then the indirect effect given by X2 to Y through the X3 variable is -0.174, this is because Elina Keramik's customers are interested in discount promos that are often done on social media and other e-commerce sites. Elina Keramik carried out a price adjustment strategy, namely by setting promotional prices. Elina Keramik attracts customers to see the products they sell with a lower price promotion within a certain period of time.

Hypothesis four in this research can be accepted because it has a sig value of 0.00 or < 0.05 so that this value proves the influence given by the X3 variable (digital marketing) on the Y variable (buying decision). This is in line with previous research conducted by Maduwirnarti and Nasution (2019) who stated the digital marketing variable in which there is a sales promotion has a positive and significant influence on buying decisions. However, the results of this study are different from those of Fadhli & Pratiwi (2021) who stated that digital marketing does not have a significant influence on customers' satisfaction on buying decisions. The direct influence given by the X3 variable to Y is worth 0.776, based on the research questionnaire, this is because Elina Keramik's customers feel they have easy access to information about products sold complete with materials and variants of shapes and colors offered so as to strengthen buying decisions.

Conclusion

This study has found that price and digital marketing has an influence on buying decisions, while brand image has no influence on customers’ buying decision in Elina Keramik. From this study, there are several implications that can be drawn. First, regarding theoretical implication, this study sheds light and provides addition to the literature of marketing, especially regarding the influence of price, digital marketing, and brand image on buying decisions. Furthermore, regarding practical implications, this study emphasizes the importance of price and digital marketing while carrying out a business, since it can predict customers’ behavior to make decisions to buy the product. Companies should be able to maintain its price consistency, thus they can make customers interest to be stable. In addition, digital marketing nowadays also becomes the ability that must be owned by companies to gain more customers and maintain them. Further research is suggested to use and look for other variables that can be the mediator between price, digital marketing, and brand image on buying decisions. They can also examine the moderating variable that may determine the condition by which the relationship becomes stronger or weaker.

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