Brand Image and Product Quality Against Purchase Decision: Sariayu hijab shampoo competitive environment

Zuraidah Ida¹, & Ida Nur Hidayati²

¹Institut Agama Islam Negeri Kediri, Jl. SunanAmpel no. 7, Kediri, JawaTimur Indonesia
Email: Ida_mlg07@yahoo.co.id
²Institut Agama Islam Negeri Kediri, Jl. SunanAmpel no. 7, Kediri, JawaTimur Indonesia
Email : Ida_Nur_Hidayati@gmail.com

Abstract: In general, this study aims to analyze the influence of brand image and product quality to the purchase decision of Sariayu Hijab shampoo on Syari’ah Economics coedclass of 2014 STAIN Kediri. The population in this study is coedclass of 2014 Syari’ah Economics STAIN Kediri using Sariayu Hijab shampoo. The number of samples determined by 105 respondents by using random sampling method. Data analysis method used is multiple linear regression analysis. The result of analysis stated that brand image and product quality significantly influence the decision of purchasing Sariayu Hijab shampoo on Syari'ah Economics coedclass of 2014 STAIN Kediri. While the determination coefficient is 0.405, it means 40.5% purchase decision can be explained by brand image and quality product.

Keywords: brand image, product quality, purchase decision

1. Introduction

In modern times today, Indonesian society is very critical in choosing, until the decision to buy a product. As we all know, that the current product offer more and more. Indonesian consumers are increasingly spoiled with so many product choices to decide which one to buy. Based on the results of research conducted by Peter and Olsen about the purchase decision, if the customer is faced with options such as brand name, price and various other attributes, he will tend to choose the brand name and then will think about the price [1].

The decision to buy a product is strongly influenced by an assessment of the quality of a product. Demand of demand for a quality product makes companies engaged in various fields competing to improve the quality of their products. This they do in order to maintain the brand image of the product. Brand has a characteristic, nature is what distinguishes one product with other products. The importance of a brand name to a consumer is to reduce risk. While consumer purchasing decisions are decisions that involve perceptions of quality, value and price. Price is used by consumers as an indicator of quality and cost indicators issued to be exchanged for product models or product benefits. If consumers do not have experience about a product, they tend to trust a brand that is liked or famous. This is one of the reasons that encourage the company to strengthen its brand position in order to create a brand image. Based on Brand Image consumers are able to recognize a product, evaluate quality, reduce purchasing risk and gainexperience and satisfaction with the product.

Other factors that can influence purchasing decisions are product quality, product quality is a product or service characteristic that combines in its ability to satisfy customer needs, expressed or implemented. Buyers will buy the product if they feel fit, because the product must be tailored to the desire or the needs of the buyer for successful product marketing[2].
Product quality is proven to affect brand image and purchasing decisions, the better the product quality then the brand image and purchase decisions will increase. Brands also function to identify goods or services of a person or group of companies and differentiate from similar products from other companies (Kotler). So if the company can give a strong influence brand to consumers, then consumers can tend to choose the products we sell. Consumers also consider the product through product quality, because if the company can meet the needs of consumers, then consumers will make purchasing decisions.

Having beautiful hair is a dream for everyone, especially women. For that exact selection of shampoos will affect fertility, softness, and hair strength. The abundance of shampoo on the market makes the producers compete to create products that match the needs and desires of consumers. In addition, manufacturers must also create products that have added value. For example a product that is unique and different from other products or has a characteristic that makes consumers interested in buying the product. Hair care products such as shampoo, conditioner, and so on are some of the products that are closely related to the issue of hair of women with hijab. 'Sariayu Hijab' is a brand that carried by PT. Martina Berto (Martha Tilaar Group) as the first hair care product focused on women with hijab. This product gets halal label by Majelis Ulama Indonesia (MUI). And also the Halal Assurance System for two periods, namely in 2013 and 2017 with Grade A (Ian Antonius and Sugiono Sugiharto, 2013) states the quality of the product is how the product has value that can satisfy consumers both physically and psychologically pointing the attribute or the properties contained in a good.

Sariayu Hijab is a hair care product devoted to women with hijab. It is no secret if one of the hair problems that arise due to the use of hijab is the scalp. Not infrequently women wearing hijab was upset because the hair is dry, dull, oily scalp, until hair loss. Even based on research conducted by Kurniati et al from the Faculty of Medicine University of Indonesia revealed that the user's hair hijab automatically faster damp and dull color. Through the brand Sariayu Hijab, Martina Berto own party has predicted the trend of hijab since long. Brand Sariayu Hijab was launched in early 2013. Previously has been through research for 6 years and stages including advance, research, applied research, and development [3]

The brand is actually a reflection of the promise made by producers to consumers over the quality of the products they will produce. Brands can prove to influence purchasing decisions made by consumers. According to Kotler & Armstrong, brands present the perceptions and feelings of consumers of a product or service to consumers. While the brand image is the perception of the brand that is a reflection of consumer memory will associate to the brand. In other words the brand image is a picture or impression generated by a brand in the minds of consumers. The placement of the brand image in the minds of consumers must be done continuously in order to create a strong and positive brand image in the minds of consumers[4]. Based on preliminary observation of the researcher, Sariayu Hijab shampoo occupy the first position of shampoo product hijab interest by student. With users of Sariayu Hijab shampoo as many as 152 coed, users of Sunsilk Hijab shampoo 86 female, users of Rejoice Hijab shampoo 26 female, other brands of users as many as 57 female students. From these reviews it can be seen that one of the shampoo products that interested in Syari’ah Economics CoedClass Of 2014STAIN Kediri is Sariayu Hijab shampoo. Given that the shampoo Sariayu Hijab is the first product that carries the concept of shampoo for muslimwomen, which was launched by PT. Martina Berto in 2013. Then, followed by its competitors namely PT. Unilever Indonesia Tbk with Sunsilk Hijab shampoo products launched in 2015. And in 2017 followed by PT. Procter & Gamble with its shampoo product is Rejoice Hijab. Of the 152 female students using Sariayu Hijab shampoo, 78 people chose brand image, 47 people chose product quality, 19 people chose the price, and 8 people chose the advertisement.

2. Method

This type of research uses causality research. Causality research is a causal relationship. The main purpose is to obtain evidence of causal relationships, so it can be known which variables affect and which variables are affected. In addition, the research using multiple regression is a regression involving 3 variables ie one independent variable X1 (Brand Image), X2 (Product Quality) and Dependen Y variable (Purchase Decision).The location of the research object is located at STAIN
Kediri Jl. Sunan Ampel Kota Kediri East Java. STAIN Kediri is the only one State Islamic College in the city of Kediri. Population in this research is all active Syari'ah Economics Coed Class Of 2014 STAIN Kediri which use Sariayu Hijab shampoo product with amount of 152 female students. The number of samples taken in this research is 105 respondents according to Isaac and Michael table with error rate of 5% [5]. Sampling method used is Random Sampling is a sample taken at random. In this study using primary data. Primary data is data obtained from first hand for subsequent analysis to find the solution or problem under investigation [6]. In the form of questionnaires that have been disseminated by researchers. So in this study, researchers are directly related to the subject and object of research. In this research, questionnaire method is given to coed of Syari’a Economics academic year 2014 in order to dig data about influence of brand image to consumer purchase decision.

2.1 Data Analysis Technique
1. Classic Assumption Test
a) Normality Test
In this study using multiple regression, the assumption used is the normality test. The normality test aims to find out whether in the regression model the confounding variable has a normal distribution or not. Normality can be seen in the normal graph Probability Plot, a good regression model should be the normal or near-normal residual regression distribution.

b) Multicollinearity Test
Multicollinearity test is needed to determine whether there are independent variables that have similarities between independent variables in one model. The resemblance between an independent one will result in a very strong correlation. In addition, this test to avoid the habit in the decision-making process about the influence on the partial test of each independent variable to the dependent variable. A good regression model should not be correlated between independent variables. Detection is done by using tolerance value and VIF (Variance Inflation Factor), if the value of tolerance value >0.10 and VIF <10 then does not happen multicollinearity.

c) Heteroscedasticity Test
Heteroskedasticity test is used to find out whether the regression model of variance inequality occurs from the residual of one other observation. A regression model that meets the requirements is that there is a variance of the residual one observation to another observation fixed or called heterokedastisitas. In this study to detect the presence of heteroskedastisitas on the data is done by looking at the scatter plot chart.

d) Autocorrelation Test
The autocorrelation test is to see if there is a correlation between period t and the previous cros section period (t-1). Simply put, the regression analysis is to see the effect of independent variables on dependent variable, if there is no correlation between observation with previous observation. How to detect autocorrelation in this research by using Durbin-Watson.

2. Correlation Analysis
Correlation analysis using Product Moment correlation technique proposed by pearson. Where to find the direction of strength of relationship between independent variable (X) with dependent variable (Y) and data form interval ratio.

The formula is as follows:

\[ r = \frac{n \Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{n \Sigma x^2 - (\Sigma x)^2} \times n \Sigma y^2 - (\Sigma y)^2} \]

3. Multiple Linear Regression Analysis
This research uses multiple linier regression analysis technique, that is method of research analysis involving one dependent variable which is estimated related to one or more independent variable. The goal is to estimate the change in response to the dependent variable on some independent variables. The multiple linear regression analysis model used is as follows:

\[ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 \]
Information:
\[ Y = \text{Purchase decision} \]
\[ \beta_1 = \text{Coefficient for Brand Image variable} \]
\[ \beta_2 = \text{Coefficient for Product Quality variable} \]
\[ X_1 = \text{Brand Image} \]
\[ X_2 = \text{Product quality} \]

4. Coefficient of Determination

The coefficient of determination is the square of the correlation coefficient \( r^2 \) associated with the independent variable and the dependent variable. In general, it is said that \( r^2 \) is the quadratic correlation between the variables used as predictors and the variables that give response. The coefficient of determination in the regression analysis is usually used as the basis in determining the magnitude of the effect of independent variables on the dependent variable. Coefficient of Determination \( r^2 \) aims to measure how far the ability of the model in explaining the dependent variable.

3. Result

3.1 Classic Assumption Test

a) Normality Test

In this study, the data has been normal distribution.

b) Multicollinearity Test

Multicollinearity Test Results

| Variable          | Tolerance | VIF  | Conclusion   |
|-------------------|-----------|------|--------------|
| brand image       | 0.703     | 1.423| No Multicollinearity |
| product quality   | 0.703     | 1.423| No Multicollinearity |

Source: Results of data processing

The table shows that Brand Image and Product Quality variables have a tolerance value of 0.703 greater than 0.10 and a VIF value of 1.423 is smaller than 10.00. So it can be concluded that the regression model in this study does not occur multicollinearity.

c) Heteroscedasticity Test

Heteroscedasticity test aims to find out whether the regression model of variance inequality varies from residual from one observation to another. In this study, to detect the presence of heterokedastisitas on the data done by looking at the scatter plot chart.

In this study, the spreading dots randomly, not forming a certain pattern clearly, and spread out well above and below the number 0 (zero) on the Y axis, hence no heteroscedasticity.

d) Autocorrelation Test

Based on the test that has been done, then obtained the value of Durbin-Watson test of 2.142. Then the value is compared with \( d_l \) and \( d_u \). The \( d_l \) value is the durbin-watson statistics lower value, whereas \( d_u \) is the value of the dubin-watson statistics upper value. The values of \( d_l \) and \( d_u \) can be seen from the durbin-watson table with \( \alpha = 5\% \), \( n \) = amount of data, \( K \) = Number of independent variables. Then found the value \( d_l = 1.6433 \) and the value \( d_u = 1.7209 \), \( K = 2 \), and \( n = 105 \).

Thus after being calculated and compared with the Durbin-Watson table, the Durbin-Watson value in the above table is 2.142 between \( d_u \) and (4-\( d_u \)), ie \( d_u = 1.7209 <DW = 2.142 <(4-d_u) = 2.3567 \), then \( H_0 \) is accepted, which means there is no autocorrelation in the regression model in this study.

3.2 Correlation Analysis

Correlation test aims to determine the relationship between independent variables (Brand Image (X1) and Product Quality (X2)) to one dependent variable (Purchase Decision (Y)). The Brand Image (X1) with Product Quality (X2) has a Sig value of 0.000 <0.05 which means there is a significant correlation. Furthermore, between Brand Image (X1) and Purchase Decision (Y) has Sig 0.000 <0.05. The last one between Product Quality (X2) with Purchase Decision (Y) has Sig 0.000 <0.05 is also correlated.
The size of the correlation number determines the strong or weak relationship of the two variables. When viewed from the calculation, then the brand image with product quality shows the number of 0.579, this figure indicates a strong correlation. Then the quality of the product with the purchase decision shows the figure of 0.537, this figure shows a strong correlation.

3.3 Multiple Linear Regression Analysis

| Predictors       | Koefisien (β) |
|------------------|---------------|
| Constant (*)     | 27,212        |
| Brand image (X1) | 0,207         |
| Product Quality (X2) | 0,249     |

Based on the above table, then the regression equation yng formed in this regression test is:

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 \]

Based on the above equation can be seen that:
1) \( \beta_0 = 27.212 \) if the brand image (X1) and product quality (X2) are assumed to have no effect at all (= 0) then the consumer purchase decision is 27.257.
2) \( \beta_1 = 0.207 \) means that if the brand image (X1) rises 1 (one) unit and the other variable is fixed then consumer purchasing decision will increase by 0.207 unit.
3) \( \beta_2 = 0.249 \) means if product quality (X2) rises 1 (one) unit and other variable is still then consumer purchase decision will rise equal to 0.249 unit.

\[ Y = 27,212 + 0,207X_1 + 0,249X_2 \]

Test F

The simultaneous test F shows that all independent variables consisting of Brand Image (X1) and Product Quality (X2) significantly influence the dependent variable, namely Purchase Decision (Y).

Test T

This T test is used to determine whether or not there is influence between Brand Image (X1), Product Quality (X2), to Purchase Decision (Y) partially.

The calculation results:

a. Brand Image

From the calculation results obtained tcount value for brand image variables of 4.466 and by using the significance level (significance level) of 5% obtained ttable of 1.984 which means the value of tcount is greater than ttable is 4.466 > 1.984. The significance value of t less than 5% (0.000) indicates that the brand image (X1) has a positive and significant effect on the purchase decision (Y). Thus it can be concluded that H0 rejected and Ha accepted, so the hypothesis that states Brand Image has a positive influence on Purchase Decision acceptable.

b. Product quality

From the calculation results obtained tcount value for product quality variables is 3.453 and by using the significance level (significance level) of 5% obtained ttable of 1.984 which means the value of tcount is greater than ttable is 3.453 > 1.984. Thesignificance value of t less than 5% (0.001), indicating that product quality (X2) has a positive and significant influence on purchase decision (Y). Thus it can be concluded that H0 is rejected and Ha accepted, so the hypothesis that the quality of the product has a positive effect on the Purchase Decision is acceptable.

Coefficient of Determination

| Model | R       | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---------|----------|-------------------|----------------------------|
| 1     | .636a   | .405     | .393              | 1.207                      |

a. Predictors: (Constant), QUALITY PRODUCTS, BRAND IMAGE

b. Dependent Variable: DECISION OF PURCHASE
4. Discussion

4.1 Brand Image Relationship with Product Quality

According to Scihiffman and Kanuk mentioned one of the factors that form the image of the brand is quality or quality, related to the quality of products offered by manufacturers with a particular brand [7].

4.2 The Influence of Brand Image with Purchase Decision

According to Ferinna Dewi, brand image is a concept created by consumers for subjective reasons and personal emotions. Coupled with brand image is a perception of the brand depicted by the meek associations that exist in consumer memory [8]. A good brand image of a good will increase a good perception of a person. Thus a good brand image of the Sariayu Hijab shampoo brand will influence the purchase decision of a person to Sariayu Hijab shampoo.

4.3 The Effect of Product Quality By Purchasing Decision

Product quality by Kotler and Armstrong, is a product or service characteristic that depends on its ability to satisfy the stated or implied customer requirements. Any company must have high quality because now quality becomes a potential strategic weapon. They can beat their competitors consistently and profitably meet customer needs and preferences for quality. The higher the quality the higher the purchase decision [9].

4.4 Coefficient of Determination

In this study calculation correlation determination to measure how far the ability of independent variables X1 (Brand Image) and X2 (Quality Prodk) in explaining the dependent variable Y (Purchase Decision). Coefficient of determination in this study there are two independent variables so used (R square) obtained by 0.405. This means that 40.5% of purchasing decisions can be explained by the brand image, product quality, while the remaining 59.5% is influenced by other variables not examined in this study.

5. Conclusion

Brand image and product quality are two things that can influence consumer to take decision in purchasing a product, so in this research can know how big influence of brand image and product quality to purchasing decision. Based on the results of the research data analysis can be drawn some conclusions as follows:

1) Brand image significantly influence the Decision Purchase Sariayu Hijab shampoo on Syari'ah Economics Coed Class Of 2014 STAIN Kediri.
2) Product Quality significantly influence the Decision Pekmbelian Sariayu Hijab shampoo Syari'ah Economics Coed Class Of 2014 STAIN Kediri
3) Brand image and product quality simultaneously have significant influence on purchasing decision that is equal to 40.5% while the rest 59.5% influenced by other factors not examined in this research, among others price, promotion, other factors related to the individual concerned.

6. References

[1] Rangkuti, Fredy. The Power Of Brands : Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek + Analisis Kasus Dengan SPSS. Jakarta:Gramedia Pustaka Utama, 2002.
[2] Kotler, Philip dan Kevin Lane Keller, ManajemenPemasaran Edisi 13 Jilid 1. Jakarta: Erlangga, 2009.
[3] www.sariayuhijab.com, 2016
[4] Lamb, Charles dkk. Pemasaran Buku 1. Jakarta:Salemba Empat,2001.
[5] Sugiyono. Metodologi Penelitian Bisnis : Pendekatan Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta, 2012.
[6] McDaniel, Carl dan Rogers Gates. *Riset Pemasaran Kontemporer*. Jakarta: Salemba Empat, 2001.

[7] Schiffman, L.G dan dan Leslie Lazar Kanuk, *Consumers Behaviour*, edisi ke-7. New Jersey: Prentice-Hall Inc, 2004.

[8] Ferrinadewi, Erna. *Merek dan Psikologi Konsumen*. Yogyakarta: Graha Ilmu, 2008.

[9] Kotler, Philip dan Kevin Lane Keller, *Manajemen Pemasaran Edisi 12 Jilid 1: Alih Bahasa Benyamin Molan*. Jakarta: PT Indeks, 2009.