

THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON CONSUMER PURCHASE DECISIONS AT CAFÉ NOKA IN SUNGAI PENUH CITY

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ABSTRACT

This study aims to analyze the influence of brand image and product quality on purchasing decisions at Café Noka in Sungai Penuh City. The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to Café Noka customers and analyzed using multiple linear regression techniques. The results show that brand image and product quality have a positive and significant impact on purchasing decisions. A strong brand image enhances customer trust, while good product quality contributes to customer satisfaction, ultimately encouraging purchasing decisions. The findings suggest that Café Noka should maintain and improve its brand image and product quality to increase customer loyalty and purchase interest.

Keyword: Brand Image; Product Quality; Purchasing Decision

INTRODUCTION

In recent years, the food and beverage industry has experienced rapid growth, including in smaller cities such as Sungai Penuh. Cafés have not only become places to enjoy food and beverages but also an integral part of people's lifestyles, especially among the younger generation. In facing increasingly competitive market conditions, business owners are required to develop effective marketing strategies, one of which is by strengthening brand image and maintaining product quality. As stated by Lestari (2021), a brand represents a product with high quality, and products with superior quality tend to be more attractive and well-recognized by customers. These two factors are believed to have a significant influence on consumers' purchasing decisions.

Brand image reflects consumers' perceptions, impressions, and associations toward a particular brand, making it easier for them to recall the brand. According to Iriani (2013), brand image is the perception and belief toward a set of brand associations that exist in consumers' minds. Furthermore, Pemasaran et al. (2014) state that brand image represents a condition in which consumers develop a positive attitude and commitment toward a brand, leading to future purchasing tendencies. On the other hand, product quality also plays an important role in enhancing customer satisfaction, thus influencing consumers' purchasing behavior. The better the quality of a product, the higher the consumers' interest in purchasing it (Produk et al., 2019).

The main focus of this research is to analyze the influence of brand image and product

quality on purchasing decisions at Café Noka, a local culinary business in Sungai Penuh City that has not been widely studied before. In addition, this study also aims to explore consumer preferences and behavior in Sungai Penuh City, which may differ from those in larger urban areas.

LITERATURE REVIEW

Brand Image

Brand image refers to consumers' perceptions of a brand, which are formed through their experiences, information, and interactions with the products or services offered (Kotler & Keller, 2016). Brand image is not merely about a logo or symbol but encompasses the overall impression created in the minds of consumers. According to Aaker (1997), brand image consists of a set of associations stored in consumers' memory regarding a brand. These associations may be functional, symbolic, or emotional in nature. Based on various previous studies, it can be concluded that brand image plays a central role in shaping consumers' perceptions, attitudes, and behaviors. A brand that successfully builds a positive image will possess stronger competitiveness, higher customer loyalty, and enhanced brand equity.

Product Quality

Product quality refers to the ability of a product to meet or exceed customer expectations (Kotler & Keller, 2016). It reflects the degree to which a product's specifications align with consumers' needs and desires. Garvin (1987) identifies several dimensions of product quality, including performance, reliability, durability, features, conformance to specifications, aesthetics, and perceived quality. From various studies and sources, it can be concluded that product quality is a fundamental factor in marketing and plays a crucial role in determining consumer satisfaction and purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Brand image plays an important role in influencing consumers' purchasing decisions. A strong and positive brand image can create a higher perceived value, build trust, and differentiate a product from its competitors. This makes brand image a strategic asset in winning market competition and increasing sales. A positive brand image can enhance consumer trust and accelerate the decision-making process. According to Keller (2008), a strong brand image generates positive associations in consumers' minds—such as high quality, reliability, and good reputation—which ultimately drive preference and purchase intention.

Kotler and Keller (2016) also state that brand perception creates psychological value that helps reduce consumers' perceived risk when choosing a product. Brands with a strong image tend to be chosen more frequently than competing products, even when priced higher.

The Influence of Product Quality on Purchase Decisions

According to Jurnal & Mea (2022), product quality represents the desire of potential buyers when deciding to purchase goods or services that possess superior value and meet the expectations of consumers. Similarly, Produk & Dan (2018) assert that durable products, products that fulfill consumer needs, products with standard sizes, and those that provide comfort to users can significantly influence purchase decisions.

Based on the findings of previous studies, it can be concluded that product quality has a significant influence on purchase decisions. The better the quality of a product, the more likely consumers are to be interested in purchasing it.

RESEARCH METHODS

The population in this study consists of students from the Faculty of Islamic Economics and Business (FEBI) at IAIN Kerinci who have made a purchase or visited the café. Since the exact number of the population is unknown, the researcher employed a non-probability sampling technique using the purposive sampling method to determine the sample. This technique was chosen because the researcher established specific criteria for respondents—namely, consumers who have purchased products at Café Noka at least once—on the assumption that such consumers have made rational considerations in their purchasing decisions.

Based on the minimum respondent requirement for regression analysis, which is at least 30 respondents per independent variable, a minimum of 20 respondents was deemed sufficient. However, to enhance the validity of the results, the researcher determined a total sample size of 50 respondents.

The data collection technique used in this study was a closed-ended questionnaire, developed based on the indicators of each variable and measured using a five-point Likert scale, where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The questionnaires were distributed directly to the selected respondents.

The variables used in this study are as follows: Brand Image (X1), Product Quality (X2), and Purchase Decision (Y). The collected data were analyzed using multiple linear regression analysis with the aid of statistical software, such as SPSS. Subsequently, multiple linear regression analysis was conducted to examine the influence of brand image and product quality on purchase decisions. The t-test was used to determine the partial effect of each independent variable, while the F-test was used to analyze the simultaneous influence of both variables on the dependent variable.

RESULTS AND DISCUSSION

Multiple Regression Analysis

Table 1. Multiple Regression Analysis

Variables	Coeff.	Sig.	Explanation
Constant	16.115	0.001	Signifikan
Brand Image	0.603	0.003	Sigifikan
Product Quality	0.158	0.358	Tidak signifikan

The results of the analysis produced the following regression equation:

$$Y = 16.115 + 0.603 X1 + 0.158 X2 + e$$

From this equation, it can be concluded that the Brand Image variable has the greatest influence compared to other variables on the Purchase Decision.

Based on the results of the multiple linear regression analysis presented in Table 1, it can be concluded that the Brand Image variable has a significant influence on Purchase Decision, consistent with the findings of Miati (2020). This is evidenced by a significance value of 0.003, which is smaller than the significance level of 0.05, and a positive regression coefficient of 0.603. This indicates that the more positive a product's brand image, the greater the likelihood that consumers will make a purchase.

Meanwhile, the Product Quality variable does not have a significant influence on purchase decision, as indicated by a significance value of 0.358, which exceeds the 0.05 threshold. Although the direction of the effect is positive, its contribution to purchase decision is not statistically proven in this study. The constant value of 16.115 suggests that if there is no influence from either independent variable, the purchase decision remains at this baseline level.

Thus, it can be concluded that within this model, Brand Image is the most dominant factor influencing consumer purchase decisions.

Hypothesis Testing

t-Test

Table 2. t-Test Results

Variables	t test	Sig.	Explanation
Brand Image	3.168	0.003	H1 Accepted
Product Quality	0.928	0.358	H2 Rejected

Based on the table above, it can be concluded that Brand Image has a significant influence on Purchase Decision (Fawazi et al., 2024). This is indicated by a regression coefficient value of 0.603, a t-value of 3.168, and a significance value of 0.003, which is smaller than 0.05. This means that the better the brand image, the stronger its influence on consumers' purchasing decisions.

In contrast, Product Quality does not have a significant influence on purchase decision, as evidenced by a significance value of 0.358 (greater than 0.05) and a low t-value of 0.928. Therefore, it can be concluded that Brand Image is the most dominant variable influencing purchase decisions compared to Product Quality.

F-Test

Table 3. F-Test Results

F_{test}	Sig.	\square	Alpha	Explanation
60.722	0,000	\square	0,05	H3 Accepted

Based on the table above, it can be concluded that the regression model used is simultaneously significant, as indicated by the F-value of 60.722 and a significance value of 0.000, which is less than 0.05. This finding demonstrates that, collectively, the variables Brand Image and Product Quality have a significant influence on Purchase Decision (Wulandari & Iskandar, 2018). Therefore, the regression model is considered appropriate for explaining the relationship among these variables.

CONCLUSION

Based on the results of the study, it can be concluded that brand image has a positive and significant influence on purchase decisions at Café Noka in Sungai Penuh City. This finding indicates that the stronger and more positive the brand image, the greater the likelihood that consumers will make a purchase. Meanwhile, product quality in this study did not show a statistically significant effect on purchase decisions, although its influence remained positive. This suggests that while consumers appreciate the quality of the products, brand image plays a more dominant role in influencing their purchasing decisions.

Simultaneously, both variables—brand image and product quality—have a significant effect on purchase decisions, implying that the combination of these factors remains essential in developing an effective marketing strategy. This study emphasizes that in the context of local culinary businesses such as Café Noka, building and strengthening a strong brand image should be a top priority to attract and retain customers.

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