
The Effect Of Product Quality, Brand Awareness And Price On Consumer Purchase Decisions At Blackdog Store Sidoarjo

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ABSTRACT

This research aims to analyze the influence of product quality, brand awareness and price on consumer purchasing decisions at the Blackdog Store Sidoarjo. The background to the problem of this research is competition between businesses, as well as efforts to increase the existence of distros and the lack of public trust in local products such as distros. Seeing this phenomenon, researchers conducted an analysis of the influence and relationship of product quality, brand awareness and price on consumer purchasing decisions at the Blackdog Store Sidoarjo. The analysis used in this research is quantitative and the sampling technique used is purposive sampling with the number of respondents obtained being 45 respondents. Data collection was carried out using questionnaires. The data analysis technique in this research uses multiple linear regression analysis via the T test and F test. The results of this research show that product quality, brand awareness and price have a significant partial and simultaneous influence on purchasing decisions at the Blackdog Store Sidoarjo

Keywords: Product Quality, Brand Awareness, Price, Purchase Decision

A. INTRODUCTION

Background of the problem

In the current era of globalization, it has various impacts on the business world. In today's increasingly tight business competition climate, companies are required to offer products in the right way and sell quality quality and insert added value to a product. One of the main ideas in the product manufacturing process is quality. Products obtained by customers in response to their needs and preferences are considered high quality (Anwar & Satrio, 2015). The problem experienced by Blackdog Store is that there is competition between distros in Sidoarjo, including Wait What, Pharise 13, Lockall Custom, Rotz.Id, Bilik Lestari, Whatever Distro, and Romusa. Until finally, consumers are faced with various options to choose which distro suits their tastes and desires. In addition, in order for the distro industry to survive, business actors must create the right business strategy. The importance of business consistency such as distro is as a business unit that is able to actualize the creative thoughts of young people in a positive direction. Public brand awareness of local distro products today is still lacking. The price of products sold in distro is often considered not in accordance with the quality of the product being sold. Each consumer has a different purchasing decision according to taste, psychological factors, past and needs. The relationship between product quality, price and brand awareness also influences buyers' considerations in determining purchasing decisions. Therefore, companies are required to care about aspects that can influence purchasing decisions so that the company and business units can continue to run and develop well. Blackdog Store is a Distribution Store (Distro) located in Sidoarjo City.

Blackdog Store is a creative industry based on a clothing line created by Niko Bramoyo, a musician from Sidoarjo. This business unit located on Jalan Malik Ibrahim Gang Pelabuhan sells various kinds of men's clothing such as t-shirts, jackets, hats, which are produced by Blackdog Store itself. To overcome the problems that have been described previously, the researcher intends to conduct research that has never been done at Blackdog Store before. The researcher examines what factors influence each purchasing decision of a product using the background that has been described in the previous description which includes product quality, brand awareness and price so that the author will conduct a study entitled "The Influence of Product Quality, Brand Awareness and Price on Consumer Purchasing Decisions at the Blackdog Store Sidoarjo".

B. THEORITICAL STUDY

Product Quality

Product quality is one of the concepts that plays an essential role in marketing a product. The qualified quality of a product will provide satisfaction and be in accordance with consumer desires. (Daga, 2019).

According to Oentoro in Daga, (2019). Product quality is something that must be the main focus of business actors or producers because consumer satisfaction is closely related to product quality and is the goal of marketing efforts made by the company. Product quality can refer to the level of ability of a particular product or brand to perform a particular function. Product quality indicates service life, reliability, precision, ease of operation and maintenance, and other important features.

Brand Awareness

Consumers who have determined the brand of product they want to buy are likely to know and remember the brand name. The commitment and core of a product are shown by name awareness. (Saifullah, Rudianto Hermawan, Muhamad Roby Jatmiko, Yuliantin, 2023). To make better purchasing decisions, brand associations are also needed. Anything that comes to mind when someone remembers a particular brand is called a brand association. (Yanti, Mery Oky Zufi, 2016). Brand awareness refers to a brand association that is closer and leaves a strong memory. When a brand is known, consumers feel known, the company is known, and has high value considerations. (Durianto in Nafi et al., 2014).

Price

Price is a differentiator between products from one business actor and another. According to Buchari Alma in Rorong et al, (2021) states, price is the nominal rupiah of other products that can be seen in barter, namely when goods are exchanged for other goods. However, in the modern economy, barter no longer occurs, and nominal value is used to measure price. From the above understanding, it can be interpreted that price is an agreement between the sale and purchase of goods and services agreed by both parties. Both parties involved in the agreement must agree to the price. Companies must understand consumer perceptions during the pricing process, as this factor influences purchasing decisions.

Consumer Purchase Desicion

When someone makes a purchasing decision is the process of weighing a number of options and making a decision about a product from a number of choices.. (Rorong et al., 2021). Factors that influence consumer purchasing decisions in the future are conclusions from the problem evaluation process and experiences when making previous purchases. According to Kootler and Armstrong in Dedhy Pradana, Syarifah Hidayah, (2017) stated that the decision made by customers regarding their preferences for several brands among their various choices is their purchasing decision. Each consumer has a role to play in determining which product suits their wishes. A customer has behavior or goals that they want to achieve or fulfill. Furthermore, customers choose what actions they want to take to solve their problems (Firmansyah, 2019).

C. RESEARCH METHODS

The type of research that researchers use is the Explanatory Research type. According to (Sugiyono in SiregarSiregar, I. N. P., Selvy, Gurning, H. R., & Angga 2019: 74) explanatory research is a type of research that is expected to understand the place of the various aspects under study and the relationship between each variable with one another. Based on the meaning of informative exploration, speculation can be formed and finally tried experimentally. According to Carmines and Zeller in Fadjarajani, et al. (2020: 90) explain that quantitative research is a type of research that carries out experiments with data, numbers and is analyzed in a statistical way with the aim of obtaining results and conclusions. Referring to this description, this study suspects a causal relationship between the independent variables (X), namely product quality (X1), brand awareness (X2), and price (X3) on the dependent variable (Y), namely consumer decisions at Blackdog Store Sidoarjo. Hypotheses are compiled based on previous knowledge. This study has the aim of testing the hypothesis that has been formulated. This research uses a quantitative approach to test a particular hypothesis theory and then collects data to support or refute the hypothesis. To reach a conclusion, this research approach requires

measuring research variables correctly and accurately. Thus, it can be said that research planning is the entire research process carried out by researchers, from planning to collecting materials, collecting, and analyzing.

Population

A comprehensive combination of elements, the population usually consists of individuals, objects, transactions, or events that we are interested in studying or becoming the subject of research. (Kuncoro in Sinaga 2014:4). This study focuses on visitors at the Blackdog Store Sidoarjo located on Jalan Malik Ibrahim, Gang Pelabuhan, Karanggayam, Sidoarjo during August 2023.

Research Sampling Techniques

The determination of the technique for sampling in this study is the purposive sampling technique. This is because researchers have special considerations about collecting samples as well as determining them for the specified purpose, they can use a sampling technique called purposeful sampling. (Santina et al., 2021). Because researchers understand that ideal data can be obtained from meeting certain goals, sampling is carried out subjectively. Based on the theory that has been presented previously, researchers have determined the sampling criteria by distributing questionnaires to buyers of Blackdog Store products who came to the store during August 2023.

D. RESULTS AND DISCUSSION

This research was conducted at the Blackdog Store Karanggayam Sidoarjo distro by distributing questionnaires to visitors who came to the Blackdog Store Sidoarjo offline store, then the questionnaires were distributed to visitors who purchased Blackdog Store products during August 2023. The results of the respondents' answers were then tested using SPSS.

Validity Test

Validity testing is the process of evaluating research by comparing the calculated r value and the table r value. To find the calculated r value, researchers process data using the SPSS program. Using a sample of 45 respondents. Based on the results of the validity test, it can be stated that all instruments in the study have a calculated r value > r table at a significance level of 5% so that it can be said that each research instrument has met the validity standards and is worthy of further testing.

Realibility Test

A questionnaire is said to be reliable if a person's answer to the statement is consistent or stable over time (Ghozalie, 2013:46). If the Cronbach Alpha value of the calculation result is > 0.6, it can be said that the research variable is reliable

Normality Test

This Normality Test uses the Kolmogorov-smirnov method by comparing Asymp.Sig with $\alpha = 0.05$. If the asymp sig value is more than one or equal to 0.05 then the data is normally distributed and vice versa. The results of the normality test are described as follows:

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		45
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.07661196
Most Extreme Differences	Absolute	.191
	Positive	.106
	Negative	-.191
Kolmogorov-Smirnov Z		1.283
Asymp. Sig. (2-tailed)		.074

a. Test distribution is Normal.

Based on the table of results of the One-Sample Kolmogorov-Smirnov Test calculation, a significance of $0.74 > 0.05$ was obtained, so that the residual data of this study met the assumption of normality Based on the multicollinearity test table, it can be seen that the Product Quality variable (X1) has a VIF value of 2,377 with a tolerance of 0.421, the Brand Awareness variable (X2) has a VIF value of 3,489 with a tolerance of 0.287, the Price Awareness variable (X3) has a VIF value of 4,145 with a tolerance of 0.241. All research variables have a Tolerance value > 0.1 and VIF < 10 so that the research data can be said to have no symptoms of multicollinearity.

Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether there is inequality in the variance of the residuals of an observation in the regression model. Heteroscedasticity testing uses the Glejser Test. Data is considered not to have heteroscedasticity if the sig value is more than 0.05. Based on the table above, the calculated value of product quality is 2,700 while the T table value at degree of freedom/degree of freedom (df) = 2,020, the calculated value of brand awareness is 3,724 while the T table value at degree of freedom/degree of freedom (df) = 2,020, the calculated value of the price variable is 5,367 while the T table value at degree of freedom/degree of freedom (df) = 2,020. It can be concluded that the variables of product quality, brand awareness, and price have a significant influence on purchasing decisions at the Blackdog Store Sidoarjo.

F Test

The F test is used to determine the level of influence of independent variables on dependent variables. If the calculated F is greater than the F table, then the value of the independent variables simultaneously influences the dependent variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1596.919	3	532.306	140.448	.000 ^a
	Residual	155.392	41	3.790		
	Total	1752.311	44			

a. Predictors: (Constant), HARGA, KUALITAS PRODUK, KESADARAN MEREK
 b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Data processed 2023

Test of Determination Coefficient (R²)

The coefficient of determination is a tool to measure how far the ability of a model or item explains the variation of the dependent variable. The value of the coefficient of determination ranges from 0 to 1. A small R² value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. Conversely, if the value approaches 1, it means that the independent variables provide almost all the information needed to predict the dependent variables. For more details, see the following table:

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955 ^a	.911	.905	1.94681

Source: Data processed 2023

- a. Correlation coefficient (R) used to measure the relationship between the magnitude of the independent variables together with the dependent variable, where R is 0.955 which means that the relationship between the independent variables of product quality (X1), brand awareness (X2) and price awareness (X3) to the dependent variable Purchase decision at Blackdog Store (Y) is strong at 96%.
- b. The coefficient of determination (R²) obtained a value of 0.911. From these results it can be seen that the value of 91% is a change in the Purchase Decision by product quality, brand awareness and price awareness, the remaining 9% (100% - 91%) by other variables outside the analysis model that were not studied.
- c. The Adjusted R Square coefficient is 0.905 or 0.91% which means that the change in the Purchase Decision is caused by changes in the variables of product quality, brand awareness and price awareness while the remaining .9% is caused by other factors.

Multiple Linear Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.537	1.358		1.868	.069		
	KUALITAS PRODUK	.089	.033	.194	2.700	.010	.421	2.377
	KESADARAN MEREK	.286	.077	.324	3.724	.001	.287	3.489
	HARGA	1.369	.255	.508	5.367	.000	.241	4.145

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the results of the regression estimation in the table above, the following analysis can be carried out:

1. The resulting regression equation is:

$$Y = 2.537 + 0.089 X_1 + 0.286 X_2 + 1.369 X_3$$

2. The equation above contains the interpretation:

Y = Dependent variable whose value will be predicted by the independent variable. The purchasing decision is chosen as the dependent variable whose value is predicted by product quality, brand awareness and price.

a = 2.537 is a constant value, it can be interpreted that all independent variables are zero, then the decision of the purchasing decision variable will be worth 2.537

B 1 = 0.89 is a coefficient that influences purchasing decisions. The B1 coefficient is 0.89 with a positive sign. If the X1 variable increases by 1%, the purchasing decision will increase by 0.83 assuming a constant variable

B 2 = 0.286 is a coefficient that influences purchasing decisions. The B2 coefficient is 0.286 with a positive sign. If the variable X2 increases by 1% then the purchasing decision will increase by 0.286 assuming the variable is constant.

B 3 = 1.369 is a coefficient that influences purchasing decisions. The B3 coefficient is 1.369 with a positive sign. If the variable X1 increases by 1%, the purchasing decision will increase by 1.369 assuming a constant variable.

Discussion

Based on the results of the study above, the majority of buyers at the Blackdog Store Sidoarjo are dominated by men, this is evidenced by the number of male respondents totaling 26 people and 19 women. This is because Blackdog Store products tend to suit the design tastes of men. Design themes that carry the spirit of sub-culture, Punk, Hardcore, Metal and progressive thinking and rebellion against injustice tend to appeal to men. Private employees are also one of the professions of buyers who make intense purchases, this can be seen in the distribution column of characteristics based on work where private employees number 20 people (44%), in accordance with the number of buyers who are dominated by the age of 26-30 years, where in that age range the majority of people already have a main job. The types of jobs that are classified as private employees are quite varied, from this study we can see that the variety of types of private jobs affects the taste of clothing product brands.

E. CONCLUSIONS AND SUGGESTIONS

Conclusion

1. Based on the results of data processing that have been described in the previous chapter, it can be concluded as follows: Product quality has a significant positive effect on purchasing decisions. In other words, the higher the product quality, the higher the purchasing decision and vice versa.
2. Brand Awareness has a significant positive effect on purchasing decisions. In other words, the higher the Brand Awareness, the higher the purchasing decision.
3. Price has a positive and dominant and significant effect on purchasing decisions. In other words, the higher the discount and price adjustment, the higher the purchasing decision.
4. Product quality, brand awareness and price have a significant positive effect on purchasing

decisions. In other words, the higher the Product Quality, Brand Awareness and Price, the higher the purchasing decision.

Suggestions

For the Company

1. Based on the results of the research conducted, it is known that the price variable has a dominant influence on purchasing decisions at the Blackdog Store Sidoarjo. However, reflecting on the spirit of exclusivity of the distro culture, Blackdog should create certain products that are not priced cheaply in order to create a sense of prestige for consumers, but are still supported by the best product quality.
2. In order for the distro business to continue to exist and grow, the owner must determine the right marketing strategy. Improving product quality, creating brand awareness and determining proportional prices are factors that must be considered more in order to increase profits
3. Based on the results of the research conducted, the researcher suggests that Blackdog carry out more intense and comprehensive product promotions so that the popularity of the Blackdog Store in the eyes of the public is increasingly visible. The goal is to increase customer brand awareness.

For Further Researchers

1. It is hoped that further researchers will add different types of variables that can influence purchasing decisions, such as product design and ease of access to product purchases.
2. More complex research needs to be done for the same theme, of course with a larger number of samples.
3. It is hoped that more exploration of the problems will be carried out so that the existence of distro in Indonesia is increasingly advanced and can survive in the era of globalization.

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