Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)
Vol 4, No 2, November 2022, Hal 339−344
ISSN 2685-869X (media online)
DOI 10.47065/ekuitas.v4i2.1839

The Influence of Brand Image, Price, Product Quality, and Distribution on Purchase Decisions for Fiesta Chicken Nugget Products (Smart Superstore Medan City)

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Submitted: **08/07/2022**; Accepted: **01/09/2022**; Published: **29/11/2022**

Abstract−The purpose of this study was to determine the effect of brand image, price, product quality, and distribution on decisions in purchasing products from Fiesta Chicken Nugget (Smarco Superstore, Medan City). The results of the multiple linear regression test Y= 1.409 + 0.102X1 - (-0.045) X2 + 0.711X3 + 0.127X4+e. The results showed that partially Brand Image, Price, Product Quality, and Distribution, on the Purchase Decision of Fiesta Chicken nuggets. And the results of the study simultaneously showed that Brand Image, Price, Product Quality, and Distribution, had a significant and significant effect on Purchase Decisions. The coefficient of determination obtained for the partial effect of Brand Image, Price, Product Quality, and Distribution, on Purchase Decisions is obtained by 70%, while the remaining 30% is influenced by other factors not examined in this study.

Keywords: Brand Image; Price; Product Quality; Distribution; On Purchase Decisions.

1. PRELIMINARY

The culinary industry in Indonesia is currently experiencing very rapid development. Many innovations in the food industry with the emergence of a new brand of chicken nuggets. Some of these food industry companies have increased innovation in product quality, more attractive packaging, various variants of better taste, various shapes, and different price offers, which encourage intense competition in chicken nuggets. Chicken nuggets are made from the main ingredient of raw chicken meat mixed with wheat flour and bread flour and milk. This processed product is a type of food that gets quite good nutrition and it is not surprising that it has a fairly high economic value in the market.

Brand image refers to a brand's memory schema that contains consumers' interpretations of the attributes, advantages, uses situations, users, and characteristics of marketers or manufacturers of products or brands. So it can be concluded that brand image is what consumers think and feel when they see and hear the brand name, (Hasmiati et al., 2021)

Brand image according to,(Kotler & Keller, 2008) is a consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers.

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According to (Satit et al., 2012), Price is a marketing element that greatly influences customer purchasing decisions, such as the results of their research, travel agents can retain existing customers by offering attractive and competitive prices, and by providing special discounts.

According to, (Blog Guruku, 2021) that a price is a form of financial cost that is sacrificed for consumers to obtain, a number of integrations of goods or services accompanied by the services of these products. Thus, the price of an item is a determinant of its market demand. Price can also affect the company's competitive position.

Quality products are the key to winning the market competition, which will ultimately lead to higher customer satisfaction. Therefore, each product must have good quality and advantages compared to other products so that it can convey the value of satisfaction for consumers (Yazia, 2014).

Product quality is a factor supporting purchasing decisions. The competitive atmosphere that increases consumer demand has caused many companies to try to realize the desire to produce quality products so that they can compete in the market. Product quality is determined by durability, a function that can be felt by consumers, so consumers will always remember the product (Tjiptono, 2012).

A brand with a high positive brand value will help marketers to market the product because people have a positive perception of the brand. That is, when a brand has high brand equity, the consumer's purchase intention will also increase. In addition, a brand is also defined as one of the intellectual works of humans that has a relationship with the economy and plays a very important role (Putri et al., 2019).

Another factor that influences a purchasing decision is price. (Kotler & Keller, 2008), “Price is the sum of all the values that customers provide to gain the benefit of owning or using a product or service. From the data above, it can be seen that the chicken nuggets product with the Fiesta brand is a product with a relatively expensive price when

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compared to other brands. The problem with the price is that the price of the fiesta chicken nuggets is not affordable compared to other brands.

Customer purchasing decisions are defined as the process when customers buy goods or services for their personal needs. Consists of several processes, namely: need recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior. (Andreti et al., 2013).

This purchasing decision process has eight stages and requires product choice, supplier choice, and process routinization choices. The group of people involved in this process form an informal cross-departmental decision-making unit known as: The buying center, (Lau et al., 1999), according to (Schiffman & Kanuk, Lazar, 2007) purchasing decisions are behaviors that consumers display in seeking, giving, and buying. using evaluating and disposing of a product and service that hopes to satisfy its needs.

2. RESEARCH METHODS

2.1 Research Methods Used

This study uses quantitative research which is a research method used to examine certain samples, the technique of taking is usually done randomly, data collection using study instruments, analysis of quantitative information with the aim of testing hypotheses that have been inaugurated (Sugiyono, 2006).

2.2. Data analysis method

2.2.1 Multiple Linear Regression Analysis

Multiple regression analysis method used by researchers is to find out how much influence the independent variables (brand image, price, quality and distribution) and the dependent variable are (purchase decisions). Service Solutions) 20.0 for windows. The regression model used is:

$$Y = a + b1\ X1 + b2\ X2 \quad (1)$$

Information:
Y = Purchase Decision
a = Constant
b = Regression Coefficient
X1 = Brand Image
X2 = Price
X3 = Product Quality
X4 = Distribution

2.2.2 Measurement Scale

The measurement scale in this study uses a Likert scale, this scale is used to answer questions in the research questionnaire. The Likert scale is a measure of the respondent's approval or disapproval of a series of questions that measure an object (Istijianto,2008) Sani (2010:204).
The Likert scale used is a scale of 5 with categories, namely:
Score 1 = Strongly Disagree
Score 2 = Disagree
Score 3 = Between Agree
Score 4 = Agree
Score 5 = Strongly Agree

2.3 Validity Test and Reliability Test

2.3.1 Validity test

The validity test shows how far the accuracy and accuracy of a measuring equipment in carrying out its measurement (Elina, 2011:55). Validity information shows the level of the test's ability to achieve its goals. Validity test provides how concretely a test measures what it is supposed to measure. In this study, which is valid data with measuring equipment used is a questionnaire. A measurement scale is said to be valid if it is carried out and measured properly.
1. If rcount > rtable then the information is declared valid.
2. If rcount < rtable, the information is declared invalid.

2.3.2 Reliability Test

Reliability test is a test that shows the level of how much a measuring instrument measures steadily and consistently (Elina, 2011:61). A questionnaire can be said to be reliable if a person's answer to a question or statement is stable or consistent from time to time.

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1. If the value of the reliability coefficient (Cronbach's Alpha) > 0.6 then the instrument has good reliability, or in other words the instrument is reliable or reliable.
2. If the value of the reliability coefficient (Cronbach's Alpha) < 0.6 then the instrument is not reliable or not reliable.

Test the validity and reliability of the questionnaire in this study using the software program SPSS (Statistics Product and Service Solution) 20.0 for windows.

2.3.3 Classical Estimation Test

a. Normality test
Based on Erlina (2008:102) the purpose of the data normality test is to find out whether in the regression example the confounding or residual variables have a normal distribution. By doing the Kolmogorav-Smirnov test on the model being tested, this method can detect whether the confounding variable or residual has a normal distribution. The decision-making criteria are:
   1. if the value is significant or profitability > 0.05 then the residual has a normal distribution
   2. if the significance or probability value is < 0.05, then the residual does not have a normal distribution

b. Multicollinearity Test
The multicollinearity test aims to test and find out whether a regression sample is found to have a high or precise relationship between the independent variables. The regression model should not have a correlation between the independent variables. To detect multicollinearity, the origin of the Tolerance and VIF (Variance Inflation Factor) values can be observed.
Decision guide based on Tolerance value.
   1. If the Tolerance value > 0.10 means that there is no multicollinearity.
   2. If the Tolerance value < 0.10 means that there is multicollinearity in the regression model.

Decision guidelines according to the VIF (Variance Inflation Factor) value.
   1. If the VIF value is > 10 then multicollinearity occurs
   2. If the value of VIF < 10 then there is no multicollinearity (non multicollinearity).

The classical assumption tests in this study used the help of the SPSS (Statistics Product and Service Solution) 20.0 software program for windows.

c. Heteroscedasticity Test
The heteroscedasticity test intends to test whether in the regression example there is an inequality of variance from the origin of the residual from one observation to another. Consequently, the existence of heteroscedasticity in the regression model is that the estimator obtained is inefficient, both in small and large samples. One way that can be used to determine whether there are signs of heteroscedasticity is to look at the scatter plot graph.
   1. If there is an exclusive pattern similar to dots that make a regular pattern (wavy, widen, then narrow) then it indicates that heteroscedasticity has occurred
   2. If there is no clear pattern, then there is no symptom of heteroscedasticity

2.3.4 Hypothesis testing

This test To determine the effect of the independent variables on purchasing decisions, then a test is carried out using:

a. Partial Significance Test (t-test)
Partial test (t-test) is used to see the effect of the independent variable on the dependent variable partially. The basis for drawing conclusions from the partial test (t-test) are:
   1. If tcount > ttable, then Ha is accepted
   2. If tcount < ttable , then Ha cannot be accepted
   3. For the significance level, the probability value of alpha is 5%.

b. Simultaneous Significant Test (Test – F)
Simultaneous test (F-Test) is used to see the effect of the independent variable on the dependent variable simultaneously (together). The basis for the conclusion of the simultaneous test (F-Test) is:
   1. If Fcount > Ftable , then Ha is accepted
   2. If Fcount <Ftable , then Ha cannot be accepted
   3. For the level of significance, namely the probability value of alpha 5%. The hypothesis tests in this study used the help of the software program SPSS (Statistics Product and Service Solution) 20.0 for windows

3. RESULTS AND DISCUSSION

a. Classic Assumption Test

1. Normality Test

Table 1. Normality Test Results

	One-Sample Kolmogorov-Smirnov Test
	Unstandardized Residual
N	75

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One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
Normal Parameters[a,b]	Mean	0
	Std. Deviation	0,7020528
Most Extreme Differences	Absolute	0,111
	Positive	0,084
	Negative	-0,111
Kolmogorov-Smirnov Z		0,963
Asymp. Sig. (2-tailed)		0,312
a. Test distribution is Normal.		

In Table 1. above, it can be seen that the results of the Kolmogorov-Smirnov normality test prove that the significant level value produced is greater than 0.05, which is 0.312, so it can be concluded that the statistical test of normality is classified as normally distributed.

2. Multicollinearity Test Results

Table 2. Normality Test Results

Coefficients[a]			
Model		**Collinearity Statistics**	
		Tolerance	**VIF**
1	(Constant)		
	Brand Image	0,372	2,685
	Price	0,482	2,077
	Product Quality	0,439	2,275
	Distribution	0,494	2,026

Table 2. above shows that this study is free from multicollinearity. This can be seen by comparing the tolerance and VIF values. Each independent variable, namely brand image, price, product quality, and distribution used in this study has a tolerance value greater than 0.10 and has a VIF value of less than 10. Thus, it can be concluded that there is no multicollinearity problem in other variables.

3. Heteroscedasticity Test Results

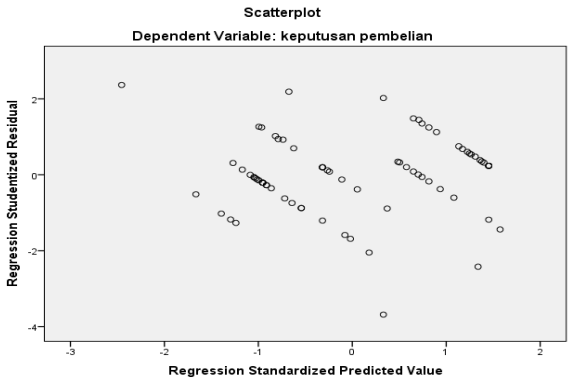

Figure 1. Scatterplot

Figure 1. scatterplot graph shows that the points spread randomly in the absence of a clear pattern and spread well above and below the number 0 on the Y axis. Thus, it can be concluded that there is no heteroscedasticity problem.

b. Multiple Linear Regression Analysis

Regression analysis by four independent variables, namely brand image (X1), price variable (X2), product quality variable (X3), and distribution variable (X4), on purchasing decisions (Y). The results of multiple linear regression analysis can be seen as follows:

Table 3. Multiple Linear Regression Coefficient Analysis Results

Coefficients[a]				
Model		**Unstandardized Coefficients**		**Standardized Coefficients**
		B	**Std. Error**	**Beta**
1	(Constant)	1,409	0,948	
	Brand Image	0,102	0,087	0,123
	Price	-0,045	0,082	-0,05
	Product Quality	0,711	0,097	0,703

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Coefficients[a]			
Model	**Unstandardized Coefficients**		**Standardized Coefficients**
	B	**Std. Error**	**Beta**
Distribution	0,127	0,086	0,134
a. Dependent Variable: PURCHASE DECISION			

Y= 1,409 + 0,102 X1 - 0,045 X2 + 0,711 X3 + 0,127 X4+e

Based on the interpretation above, it can be concluded that the brand image variable (X1) proves its contribution to purchasing decisions, the price variable (X2) proves its contribution to purchasing decisions, product quality (X3) proves its contribution to purchasing decisions, and the distribution variable (X4) proves its contribution to the purchase decision. purchase decision on the Fiesta chicken nuggets product at the Smarco Superstore Ringroad Medan.

c. Hypothesis Test (t Test)

The t-test was conducted to partially test the effect of each independent variable, brand image (X1), price (X2), product quality (X3), and distribution (X4), on the dependent variable on purchasing decisions (Y) fiesta chicken nuggets at smarco superstore. ring road.

Table 4. T Test Results

Coefficients[a]			
Model		**T**	**Sig.**
1	(Constant)	1,486	0,142
	Brand Image	2,178	0,043
	Price	-3,548	0,586
	Product Quality	7,325	0
	Distribution	3,475	0,026
a. Dependent Variable: purchase decision			

It is known that the sig value for the effect of X1 (brand image) on Y (purchase decision) is 0.043 <0.05 and the tcount is 2.178 > 1.99444, the effect of X2 (price) on Y (purchase decision) is 0.586 > 0.05 and the value of -tcount (--3.548) < (-1.99444), the effect of X3 (product quality) on Y (purchase decision) is 0.000 <0.05 and the t-value is 7.325 > 1.99444 the effect of X4 (distribution) on Y (purchase decision) is of 0.026 > 0.05 and the value of tcount 3.475 <1.99444. So it can be concluded that H1, H2, H3 are accepted and H2 is rejected, which means that there is an effect of X1, X2,3 on Y and there is no effect of X2 on Y.

d. F Test (Simultaneous)

The F test was conducted to test the simultaneous effect of each independent variable, brand image (X1), price (X2), product quality (X3), and distribution on the dependent variable on purchasing decisions (Y) fiesta chicken nuggets at Smarco Superstore as follows:

Table 5. T test result

ANOVA[b]					
Model	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1 Regression	92,114	4	23,028	44,197	,000[a]
Residual	36,473	70	,521		
Total	128,587	74			
a. Predictors: (Constant), distribution, product quality, price, brand image					
b. Dependent Variable: buying decision					

The F test was conducted to test the simultaneous effect of each independent variable that Fcount was 44,197 with a significant level of 0.000. The Ftable value sought in table F with df1 = 4 and df2 = 70 so that the Ftable value is 2.50 with these results where Fcount>Ftable (44.197> 2.50) and a significant value of 0.000 <0.05, the results of this study are stated H5 is accepted with the conclusion that simultaneously brand variables (X1), image (X2), product quality (X3), and distribution of the purchase decision price variable (Y) fiesta chicken nuggets at Smarco superstores.

e. Determination test

The coefficient of determination (R2) is carried out to see how much influence the brand image (X1), price (X2), product quality (X3), and distribution have on the purchase decision selection variable (Y), then a determination test is carried out using SPSS 20, for windows and the result :

Table 6. Determination Test Results

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	,846[a]	0,716	0,7	0,722

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Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
a. Predictors: (Constant), distribution, product quality, price, brand image				
b. Dependent Variable: buying decision				

Based on Table 6. the coefficient of determination (R2) using the Adjusted R Square value is known to be 0.700. Thus, the magnitude of the influence of Brand Image (X1), Price (X2), Product Quality (X3) and Distribution (X3), Purchase Decision (Y) is 0.700 (70 %),

4. CONCLUSION

Based on the results of the investigation and discussion that has been carried out, it can be concluded that brand image, product quality, and distribution partially have a positive and significant effect on purchasing decisions in fiesta chicken nuggets. While the partial price has no impact on purchasing decisions on the fiesta chicken nuggets product. Value of R Square Brand Image (X1), Price (X2), Product Quality (X3) and Distribution (X4), Purchase Decision (Y) of 0.700 (70%), while the remaining 30% is influenced by other factors not examined in this study such as location, advertising, promotion, quality of service and others.

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