

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASE DECISION OF MIXUE ICE CREAM AT THE BINTARA BRANCH IN WEST BEKASI

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ARTICLE INFO	ABSTRACT
<i>Keywords:</i> Quality Product, Brand Image, Purchase Decision <i>Received :</i> 23, Jan <i>Revised :</i> 29, Jan <i>Accepted:</i> 06, Feb ©2023The Author(s): This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0 Internasional. 	Purpose – This study aims to measure the Effect of product quality and brand image on the purchase decision Mixue Ice Cream at Bintara Branch in West Bekasi. Design/methodology/approach – The sampling technique carried out in this study is based on the Slovin formula using Non-Prabobability Sampling. The data collection tool in this study used a questionnaire with 110 respondents. Findings – According to the report, Product Quality has a significant effect on Purchase Decision and Brand Image has a significant effect on Purchase Decision Mixue Ice Cream at Bintara Branch in West Bekasi. So the product quality and brand image of Mixue Ice Cream need to be maintained in order to increase purchasing decisions. Originality/value – Able to provide the best quality products according to consumer tastes and a good brand image so as to increase purchasing decisions.

INTRODUCTION

As the level of competition in the business world develops, it is very tight, because every activity seeks to increase market share and reach consumers new. The development of the business world is increasingly tight and full of competition forming business actors must have innovative strategies, therefore, Every business must be able to choose the perfect marketing strategy and innovate in order to be able to survive and win the competition, so that the business goal is to profit can be achieved.

Because different consumers have different levels of awareness regarding the condition of goods, which influences their purchasing decisions, The same product does not always give the same rating. To understand customer preferences for product quality and brand image based on consumer purchasing decisions, Ice Cream Mixue needs to know the evaluation consumers towards competing products. (Study et al., t.t.)

Ice cream is not just a snack that children, people like Adults also like ice cream because it tastes fresh and delicious thirst. Ice cream is most sought after when the atmosphere is hot because of eating ice cream It is believed to refresh the body after facing hot weather. Ice cream It is also often chosen as a snack for children because it tastes sweet and delicious suitable for children's tongues. (Paramitra, 2023).

The Mixue Ice Cream and Tea brand has recently made a stir Indonesia. Tea drinks and soft serve ice cream are available from franchise companies Mixue. Zhang Hongchao founded this Chinese ice cream company in 1997. Currently, Mixue has more than 21,000 locations worldwide, incl more than 300 in Indonesia. For Indonesians who like cheap food and sweet, meringue is perfect for their taste. Customers visit Mixue more often than its competitors because of its great taste and fairly low cost. (Rosmayanti, 2023).

Mixue is a well-known ice cream brand that is currently gaining popularity popular, one of which includes mixue in the Bintara sub-district area. Mixue is one of the ice cream brands that also competes in current competition. Other products besides Mixue also pay attention to and maintain its quality, but different from Mixue, Mixue tries to make pay attention to product quality and brand image in order to win competition, increase sales and increase customer satisfaction

Mixue	Ai-CHA	Momoyo
Rp 8.000	Rp 8.000	Rp 8.000
Rp 13.000	Rp 13.000	Rp 16.000
Rp 16.000	Rp 22.000	Rp 16.000

Mixue is able to keep production costs low because of them build your own supply chain and manage your own material production processes raw materials, warehousing and logistics. This method clearly cuts out third party intermediaries and keep logistics costs very low. With the number of franchises continuing to grow, Mixue has capacity to build a training ground to perfect management and its operating system. Such as to provide effective support of elections stores, store renovation, staff training, store management, software maintenance and shop hardware. The system they created obviously attracted more franchise enthusiasts.

Mixue also doesn't need a lot of money to promote. Especially, With the current popularity of brands on social media, many people are curious and automatically searches for Mixue even though they don't advertise at all. Effective management and operating systems are what then create The Mixue franchise is able to sell delicious products at cheap prices. (Sabki, 2023)

THEORITICAL REVIEW

According to Tjiptono (2008) the definition of product quality is because quality is buyercentered, we can said that the vendors have provided quality when they offer meet or exceed buyer expectations. (Safitri & Santoso, 2023). It can be concluded that product quality is defined as capability product to perform its intended function; This capability includes durability, reliability and overall correctness of the product.

According to Kotler and Keller (2012:248) "Brand Imagery describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers psychological or social needs". Brand Image is a general perception that is held consumers towards a brand, which is very important for advertising and effective product sales and can even provide an advantage sustainable competitiveness. Customers will be loyal to various product lines company if the brand is respected.

Purchasing decisions are thoughts made by consumers planning to purchase several products with certain brands (Akhmad & Atmosphere, 2021). Purchasing decisions according to Schiffman and Kanuk (2018) is a decision made by consumers regarding a product or service to determine whether the consumer will make a purchase or not is important for marketers.

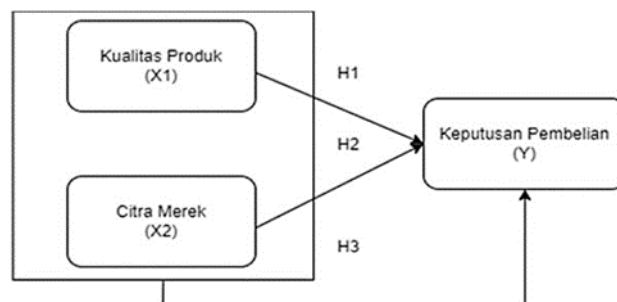


Figure 1. Conceptual Framework

H1: Quality Product has positive and significant on Purchase Decision

H2: Brand Image has positive and significant on Purchase Decision

H3: Quality Product and Brand Image has positive and significant on Purchase Decision

METHODOLOGY

Quantitative research is a type of research that produces findings that can be achieved using statistical procedures or other measurement methods (Purwanto, 2017). Population of Mixue Consumers at Bintara Branch Bekasi with samples using the Slovin formula using a sampling method called non-probability sampling. The relselarch sample had 110 respondents.

RESULTS

Variable	Statement	r-count	r-table	Information
Quality Product	X1.1	0.665	0.1576	Valid
	X1.2	0.682	0.1576	Valid
	X1.3	0.677	0.1576	Valid
	X1.4	0.687	0.1576	Valid
	X1.5	0.613	0.1576	Valid
Brand Image	X2.1	0.608	0.1576	Valid
	X2.2	0.706	0.1576	Valid
	X2.3	0.627	0.1576	Valid
	X2.4	0.515	0.1576	Valid
	X2.5	0.611	0.1576	Valid
	X2.6	0.557	0.1576	Valid
	X2.7	0.654	0.1576	Valid
Purchase Decision	Y1	0.676	0.1576	Valid
	Y2	0.641	0.1576	Valid
	Y3	0.667	0.1576	Valid
	Y4	0.616	0.1576	Valid
	Y5	0.333	0.1576	Valid
	Y6	0.601	0.1576	Valid

Based on the table above, it can be concluded that the r-count on each variable of Quality Product, Brand Image, and Purchase Decision is greater than the t-table with a significant value of 5%. So it can be concluded that the statement items can be declared valid.

Table Reliability Test

Variabel	Croanbach's Alpha	Keterangan
Quality Control (X1)	0,627	Reliable
Brand Image(X2)	0,681	Reliable
Purchase Decision(Y)	0,718	Reliable

Cronbach Alpha value for the variable Purchase Decision is 0.627, Product Quality is 0.681 and Image Brand of 0.718. This it can be concluded that the statement This questionnaire is reliable because it has a Cronbach Alpha value > 0.60.

Table Normality Test

Kolmogorov Smirnov Z	Monte Carlo	Criteria	Description
0,200	0,053	>0,05	Normal

Based on the tabel above, it can be concluded that the results of the normality test using the one-sample Kolmogorov-Smirnov method get a Monte

Carlo value of 0.053, meaning it is greater than 0.05, so the data obtained is normally distribut.

Table Multicollinearity Test

Variable	Collineality Statistics		Description
	Tolerance	VIF	
Quality Control (X1)	0,533	6,351	There are no symptoms of Multicollinearity
Brand Image(X2)	0,533	8,745	There are no symptoms of Multicollinearity

Multicollinearity test shows that each variable is related to brand image and product quality produces tolerance values is 0, while the VIF value is 1. From the test results it can be concluded that the multiple regression model does not contain multicollinearity.

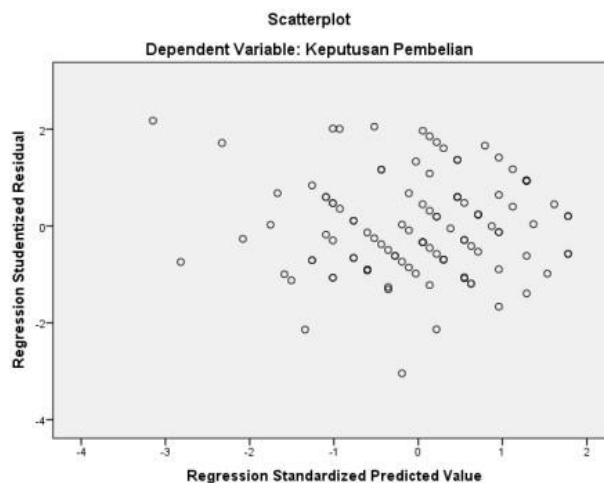


Figure 1: Heteroscedasticity Test

This shows that the points are distributed randomly random without giving rise to a particular pattern, and scattered randomly both over and above below the number 0 on the Y axis. This indicates that the regression model multiples are not heteroscedastic. Therefore, depending on the factors influencing purchasing, this regression model can be used to anticipating these decisions, namely Product Quality and Image Brand.

Table Multiple Regression Analysis

Variabel	Unstandardized Coefficients
(Constant)	5.332
QualityProduct	0.316
Brand Image	0.472

The product quality coefficient value is 0.316. This shows that every time the Product Quality value increases by 1, this will also happen increase in Purchase Decisions of 0.316. The Brand Image coefficient value is 0.472. Has the meaning that if it happens An increase of 1 in Brand Image value will also be followed by an increase Purchase Decision of 0.472.

Table Partial Test

Variable	t-count	t-table	Sig.
Compensation	3.955	1,875	0,000
Workload	8.082	1,875	0,000

1. Product Quality (X1) has a significant value of less than 0.05, or significant level of $0.000 < 0.05$, and tcount of $3.955 > t_{table} 1.659$. In other words, the first hypothesis (H1) is proven. Based on these then it can be said that Product Quality (X1) has an influence on Purchase Decision (Y).
2. Brand image (X2) has a significant value of less than 0.05 and level significant $0.000 < 0.05$, with tcount of $8.082 > t_{table} 1.659$. In other words, the second hypothesis (H2) is proven. Thus you can it is concluded that Purchase Decisions (Y) are significantly influenced by Brand Image (X2).

Table Simultant Test

F-count	F-value	Sig.
2,71	3,080	0,000

F test is smaller than 0.05 ($0.000 < 0.05$) and the F-calculated value is $116,873 > F_{table} 3.080$. This shows that the variables Product Quality and Brand Image simultaneously influence purchasing decision

Table Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	0,828	0,686	0,680	1.309

Results of the coefficient of determination (R^2) test above shows the resulting R Square value of 0.686 or 68.6%. This matter shows that the dependent variable Purchase Decision can be explained by independent variables (Product Quality and Brand Image) of 68.6%, while 31.4% was influenced by other variables outside of this research.

DISCUSSION

Hypothesis testing can be seen in the t test which shows that Product Quality has a significant impact on Purchasing Decisions, this can be seen from a significant value of $0.000 < 0.05$ or a significant value smaller than 0.05. This is also supported by the t-count being greater than the t-table value. The tcount value obtained from the Product Quality variable is $3.955 > t_{table} 1.659$ and $\beta =$

0.293 is positive. This means that product quality has a positive effect and significant impact on the decision to purchase Mixue Ice Cream at the NCO Branch West Bekasi.

Hypothesis testing of the influence of Product Quality on Brand Image statistically significant, indicated by a t test significance value of less than 0.05 ($p < 0.0005$). The fact that the t-count is greater than the t-table value strengthens the theory. This. The Brand Image variable produces a t-value of 8.082 which is greater than The minimum t-table value is 1.659 (with $t = 0.600$ being positive). This matter shows that there is a fairly large and positive relationship between Image Brands with Decisions to Purchase Mixue Ice Cream at the Bekasi Bintara Branch West

Based on the results of the simultaneous test, the F-count was $116,873 > F\text{-table } 3.080$ or F-count is greater than F-table. This can also be seen from test results whose significance value is $0.000 < 0.05$ or less 0.05. This shows that the Product Quality and Brand Image factors are good individually or collectively have a good influence and It is worth paying attention when choosing to purchase Mixed Ice Cream at the Branch West Bekasi NCO. 0.686 or 68.6% is the coefficient of determination value. Matter This shows that the choice of purchasing Ice Cream Mixue at the Bintara Branch West Bekasi is influenced positively and significantly by a combination of variables Product Quality and Brand Image. equals 68.6%, with an additional factor in outside the scope of this study affected the remaining 31.4%

CONCLUSION

Based on the results of research and discussion regarding the Influence of Quality Product and Brand Image on Purchase Decisions for Mixue Ice Cream in Branches West Bekasi NCO, the author obtains several conclusions as follows following:

1. There is a significant and positive influence on product quality Decision to Purchase Ice Cream Mixue at the West Bekasi Bintara Branch.
2. There is a significant and positive influence on Brand Image Decision to Purchase Ice Cream Mixue at the West Bekasi Bintara Branch.
3. There is a simultaneous influence between Product Quality and Brand Image significant and positive impact on Mixue Di Ice Cream Purchase Decisions West Bekasi NCO Branch.
4. The combination of Product Quality and Brand Image factors contribute samounting to 68.6% of the decision to purchase Ice Cream Mixue at the

branch West Bekasi NCO. The remaining 31.4% is explained by variables other than the independent variable in this research.

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