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The Examination of Brand Image and Price on Purchasing Decisions of 'Sambal Bu Sandra' Surabaya, Indonesia

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Abstract:
This study aims to determine:
- *The influence of brand image on purchasing decisions,*
- *The influence of price perception on purchasing decisions*

This type of research uses a quantitative approach. The study population consists of consumers who purchased 'Sambal Bu Sandra' in Surabaya. According to Hair et al. (2010: 77), the sampling technique with non-probability sampling techniques is precisely accidental sampling with the ideal and representative size of respondents, and it obtained as many as 84 respondents. The data collection technique uses questionnaires that have been tested for validity and reliability. Data analysis techniques use multiple regression. The results of simultaneous tests show that the variables of brand image and price perception have a significant effect on the purchase decision of 'Sambal Bu Sandra' in Surabaya. As for the partial test, it shows that the variability of the brand image has a positive and significant effect on purchasing decisions. Moreover, the price perception variable also has a positive and significant influence on the purchasing decision of 'Sambal Bu Sandra' in Surabaya.

Keywords: Brand image, price perception, purchasing decision

1. Introduction

Brand image plays an important role in purchasing decisions where companies must have a good image to generate buying interest in consumers and lead to purchase decisions. So it can be concluded that someone who has a high impression and trust in a product will not think long about buying and using the product. Hence, the brand image 'Sambal bu Sandra' is decisive in influencing purchasing decisions because consumers tend to use the brand image as a reference before purchasing a product/service. So companies must be able to create an attractive brand image while describing the benefits of products that are in accordance with the wishes and needs of consumers so that consumers have a positive image of the brand of 'Sambal bu Sandra.'

'Sambal' (chili sauce) is a complement to every food in the daily life of Indonesian people; this is what inspired Mrs. Sandra to produce packaged chili sauce, in addition to the steady taste of products. 'Sambal bu Sandra' is also packaged with factory standards that allow safe delivery of chili sauce during travel. 'Sambal bu Sandra' is packed with an aluminum seal on the lid so that it is safe for delivery on the island of java and outside java. In addition, 'Sambal bu Sandra' has 12 kinds of flavors, all of which are unique and must be tried. Therefore, to be able to influence purchasing decisions can be done by creating and providing superior value to consumers. One of them is how 'Sambal bu Sandra' creates and maintains a brand (brand) and becomes one differentiator of a product from other products.

In addition to brand image, there are other factors, such as price perception, which is the amount of money (possibly weighed by several items) needed to obtain some combination of an accompanying product (Kotler and Keller, 2013: 156). Price perception is something that can be controlled and determines whether or not the 'Sambal bu Sandra' product is accepted by consumers. It is possible that consumers have discrepancies after making a purchase because the price may be considered too expensive or because it does not match the previous wishes and images (Kusumawati, 2015).

Based on the problems described, it is interesting to re-research with different objects and years with titles, the influence of brand image and price on purchasing decisions (empirical study on 'Sambal bu Sandra' products in Surabaya), with the following formulation of the problem:

- Whether brand image and price simultaneously affect the purchasing decision of 'Sambal bu Sandra' in Surabaya.
- Does brand image and price partially affect the purchase decision of 'Sambal bu Sandra' in Surabaya?
  As for the research objectives to:

- Test and analyze the influence of brand image and price in a manner simultaneous purchase decision of 'Sambal bu Sandra' in Surabaya,
- Test and partially analyze the effect of brand image and price on the purchasing decision of 'Sambal bu Sandra' in Surabaya.

2. Literature Review

2.1. Purchasing Decisions

It is something related to the decision to buy a certain product or service and how many units of the product are needed in a certain period (Durianto and Liana, 2009: 44). Meanwhile, Assauri's opinion (2011: 121) states that purchasing decision is a decision-making process for a purchase that includes determining what to buy or not to make a purchase and that decision is obtained from previous activities. In addition, Kotler and Amstrong (2012:149) argue that purchasing decisions are defined as the stages of the decision process at which consumers actually make purchases of products, where consumers, as the main actors in the purchasing process, always become the concern of the producer.

From several opinions above, it can be concluded that the purchasing decision is a problem-solving activity carried out by individuals in selecting appropriate behavioral alternatives from two or more alternatives that are considered the right action in making a purchase through the stages of the decision-making process.

2.2. Price

Price is the amount of money (plus several products if possible) needed to get a number of combinations of products accompanied by the services provided (Dharmesta and Irawan, 2012: 241). However, Isman Pepadri (2012) argues that the reality of consumers in assessing the price of a product depends not only on absolute face value but on their perception of price. Meanwhile, price perception is the relative cost that a consumer must spend to obtain the product or service he wants (Rangkuti, 2011: 103). Therefore, price has two main roles in the decision-making process of buyers, namely:

- The role of allocation, and
- The role of information (Tjiptono, 2011: 151-152)

Price is the amount of money charged or charged for a product or service. In other words, price is a value that must be exchanged for the product that consumers want. Price is also the only element of the marketing mix that generates revenue for companies; other elements incur costs.

So it can be concluded that price, as one of the most flexible elements of the marketing mix, can be changed quickly, unlike other marketing mixes. However, in making price changes, the company must carefully consider the reactions of customers and competitors.

2.3. Brand Image

According to Kotler (2012: 144), "the set of held about a particular brand is known as the brand image." What has the meaning of brand image is a set of values regarding the brand. Meanwhile, the brand image, according to Kotler and Keller (2013: 203), is a perception that consumers have when they first hear a slogan that is remembered and embedded in the minds of consumers. Based on this understanding, it can be concluded that brand image is a person's perception of the values contained in a brand. The image cannot be physically depicted because the image exists only in mind. However, the image with the brand has a relationship because the image has an impact on consumer perception of operations and communication on the brand. Consumers with a positive image of a brand are more likely to make purchases (Setiadi, 2011: 180).

2.4. Conceptual Framework

The conceptual framework describes the relationship of independent variables, in this case, brand image (X_1) and price (X_2), to the dependent variable, namely the purchase decision (Y) made by consumers. So to find out the attachment of influences between variables, it can be explained in the conceptual framework as follows:
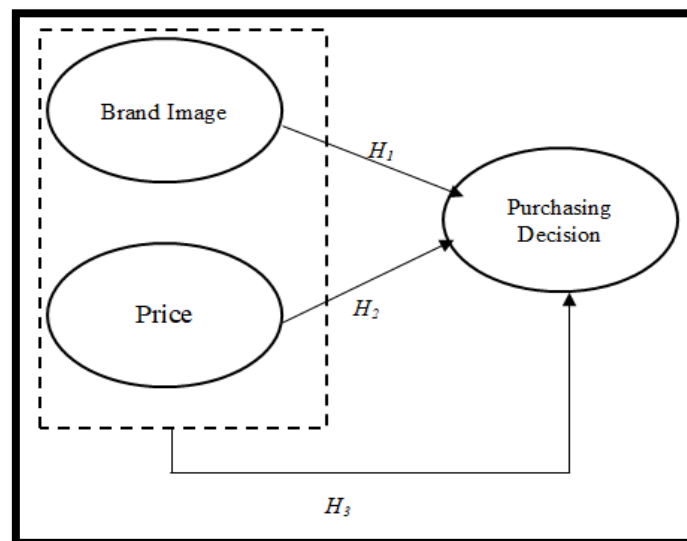
Figure 1: Conceptual Framework

2.5. Hypothesis Formulation

A hypothesis is the most likely provisional conjecture that remains to be sought. From the formulation of the problem and research objectives that have been described, the hypotheses in this study are:

- H_1: Brand image and Price simultaneously have a significant effect on the purchasing decision of 'Sambal Bu Sandra' in Surabaya.
- H_2: Brand image and price partially influenced the purchasing decision of 'Sambal Bu Sandra' in Surabaya.

3. Research Method

3.1. Operational Definition

Research variables are very important in a study because they can be used as a foundation for hypothesis testing. According to Sugiyono (2015: 61), a research variable is an attribute or trait, or value of people, objects, or activities that have certain variations that are determined by the researcher to be studied, and then conclusions are drawn. This study used two or more variables, namely:

- Independent Variable (Free)
- Dependent Variables (Bound)

An independent (free) variable is a variable that affects a dependent (bound) variable. The free variables in this study are brand image (X_1), and price (X_2) Operational definition of each variable.

A purchasing decision is a process of selecting an action from two or more alternative options and making a purchase decision, including determining what to buy or not.

3.2. Data Type

This study uses two types of data, among others:

3.2.1. Qualitative Data

Qualitative data are presented in the form of verbal words instead of in the form of numbers, which include qualitative data in this study, namely an overview of the object of research, including:

- A brief history of the establishment,
- The geographical location of objects,
- Vision and mission,
- Organizational structure

3.2.2. Quantitative Data

Quantitative data is a type of data that can be measured or calculated directly, which is in the form of information or explanations expressed by numbers or in the form of numbers.

3.3. Data Sources

It consists of:

3.3.1. Primary Data

The primary data referred to in this study is in the form of test results from characteristics and responses obtained directly from consumers who purchased 'Sambal Bu Sandra' in Surabaya, which were used as respondents in this study through the distribution of questionnaires.

3.3.2. Secondary Data

Secondary data is obtained from other sources of respondents who were the target of the study. In this study, secondary data is in the form of profiles of 'Sambal Bu Sandra' and those related to this research, such as books, journals, and previous research hopes to obtain more in-depth data and information related to the theme of this research and also various documents.

3.4. Data Collection Procedures

3.4.1. Field Studies

3.4.1.1. Interviews

An interview is the collection of data by holding direct questions and answers to the object under study. With interviews, researchers can come face-to-face with the researchers and patients and obtain the data needed.

3.4.1.2. Questionnaire

A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. In general, the technique in scoring used in this research questionnaire is the Likert scale technique. According to Sugiyono (2015: 132), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. Likert scale measurement is used for five alternative answers, namely:

- Strongly agree (SS),
- Agree(S),
- Moderately agree (CS),
- Disagree (TS), and
- Strongly disagree (STS)

3.5. Population and Sample

The population is a generalized area consisting of subjects or objects that have certain qualities and characteristics that the researcher sets to study and then draw conclusions (Sugiyono, 2015: 72). The population in this study were consumers who purchased 'Sambal Bu Sandra,' in Surabaya, with the accidental sampling method as sampling technique, namely sample selection based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample if the person sees it as suitable as a data source (Sugiyono, 2015: 126).

Meanwhile, the ideal and representative respondent size can be measured by the opinion of Hair et al. (2010: 77), that is, depending on the sum of all indicators on the variable multiplied by 5 - 10. In this study, the indicators from the brand image variable amounted to 3 indicators, the price variable amounted to 4 indicators, and the purchase decision amounted to 5 indicators. So the minimum limit of respondents obtained for the study was: (12 x 7) = 84 samples. So the number of samples used in this study was 84 respondents. It is hoped that the number of such samples is truly representative of the population, so the conclusions drawn are valid.

3.6. Research Instrument Test

3.6.1. Validity Test

A valid instrument means a measuring instrument used to obtain valid data (measure). Valid means that the instrument can be used to measure what should be measured. To test the validity, researchers used the Bivariate Person correlation testing technique (Sugiyono, 2015: 14). This technique is an analysis by correlating each item's score with the total score. The basis of the validity test criteria is that if the significance value is less than 0.05, then the instrument in the study is declared valid.

3.7. Reliability Test

According to Ghozali (2013: 41), reliability is a tool for measuring a questionnaire that is an instrument of a variable or a construct. A questionnaire is said to be reliable if one's answers to statements are consistent or stable over time. The reliability of a variable construct is said to be good if it has Alpha Cronbach's > 0.60.

3.8. Classical Assumptions Test

3.8.1. Normality Test

The normality test aims to test whether, in regression models, disruptive or residual variables have a normal distribution, as it is known that the t and F-tests assume that the residual values follow a normal distribution. If this assumption is violated, the statistical test becomes invalid for a small sample number. There are two ways to detect whether residuals are normally distributed or not, namely:

- Chart analysis and
- Statistical testing (Ghozali, 2013:91)

3.8.2. Multicollinearity Test

The multicollinearity test finds out whether a regression model found a correlation between independent variables. A good regression model should not correlate among independent variables (Gozali, 2013: 110). One way to detect the presence or absence of multicollinearity in regression models is to look at tolerance and variance inflationary factors (VIFs). By criteria:

- If the tolerance value < 0.10 and the VIF > 10, then there is too much correlation between one of the free variables and another free variable, or multicollinearity occurs,
- If the tolerance value > 0.10 and the VIF < 10, then multicollinearity does not occur

3.8.3. Heteroskedasticity Test

The heteroskedasticity test aims to test a regression model to determine whether there is a variance dissimilarity from the residual of one observation to another. If the variance from the residual of one observation to another remains fixed, then it is called Homoskedasticity, and if it is different, then it is called Heteroskedasticity. A good regression model is that of homoskedasticity, or there is no heteroskedasticity. Most cross-sectional data contain a situation of heteroskedasticity because this data collects data representing various sizes (small, medium, and large) (Ghozali, 2013:115). The heteroskedasticity test in this study uses a Graph Plot approach between the predicted value of the bound variable (dependent), namely: ZPRED, and the residual SRESID. Detection of the presence or absence of heteroskedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot chart between SRESID and ZPRED where the Y axis is the predicted Y, and the X-axis is the studied residual (Y-prediction-Y-the real).

3.9. Multiple Linear Regression Analysis

Multiple regression analysis is used to measure the strength of the relationship between two or more variables, namely the brand image and price variables, to purchasing decisions. It also shows the direction of the relationship between dependent and independent variables (Ghozali, 2013: 120). The equation of multiple linear regression in the study, according to Sujana (2011: 135), with the following formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Note:
Y = Purchasing Decisions
α = Constants
X_1 = Brand Image
X_2 = Price
$b_1...b_2$ = Regression coefficient of brand image variables, price
e = Standard error

3.10. Hypothesis Test

3.10.1. F-Test (Simultaneous)

The statistical test F basically shows whether all independent or free variables included in the model have a simultaneous influence on dependent/bound variables (Ghozali, 2013: 135). The criteria for the F test is to compare the signification rate of the F-value ($\alpha = 0.05$) with the following conditions:

- If the sig value is F>0.05, then the regression model used in the study is not feasible and cannot be used for subsequent analysis,
- If the sig value of F < 0.05, then the regression model used in the study is feasible and can be used for subsequent analysis

3.10.2. t-test (Partial)

According to Ghozali (2013: 145), the statistical test t basically shows how far one independent variable affects individuals in describing the dependent variable. The test criteria are to compare the signification rate of the t-value (a = 0.05) with the following conditions:

- If the signification rate of the t-test> 0.05, then this indicates that there is no significant partial influence.
- If the signification rate of the t-test < 0.05, this indicates that there is a significant partial influence.

4. Discussion

4.1. Data Presentation

4.1.1. Validity Test

Based on the validity test table above, it can be concluded that all indicator items are declared valid because the calculated r (Corrected Item-Total Correlation) is greater than the t-table value, which is greater than 0.211.

Variable	Statement	Corrected Total Item Correlation	t-count	Conclusion
Brand image (X_1)	$X_{1,1}$	0,359		Valid
	$X_{1,2}$	0,250		Valid
	$X_{1,3}$	0,261		Valid
Price perception (X_2)	$X_{2,1}$	0,661		Valid
	$X_{2,2}$	0,561		Valid
	$X_{2,3}$	0,494	0,211	Valid
	$X_{2,4}$	0,470		Valid
Purchasing decision (Y)	Y_1	0,370		Valid
	Y_2	0,350		Valid
	Y_3	0,310		Valid
	Y_4	0,227		Valid
	Y_5	0,304		Valid

Table 1: Validity Test
Source: Primary Data Processed (2019)

4.1.2. Reliability Test

Variable	Cronbach Alpha	Alpha Coefficient	Conclusion
Brand image (X_1)	0,657	0.6	Reliable
Price perception (X_2)	0,750	0.6	Reliable
Purchasing decision (Y)	0,654	0.6	Reliable

Table 2: Reliability Test
Source: Primary Data Processed (2019)

From the validity test table, it can be seen that the free variables consist of:
- Brand Image (X_1),
- Price Perception(X_2), and
- Purchasing Decision (Y) as bound variables expressed as reliable since all Cronbach Alpha values are greater than 0.60.

4.2. Data Analysis

4.2.1. Multiple Regression Analysis
Based on the results of data processing calculations, the following equations can be obtained:

Model	Unstandardized Coefficient	
	B	**Std. Error**
Constant	1.399	0.307
Brand image (X_1)	0.491	0.081
Price perception (X_2)	0.143	0.059

Table 3: Multiple Regression Analysis
a. Dependent Variable: Purchasing Decision
Source: Primary Data processed (2019)

Obtained a significant multiple linear regression equation as follows:
KP = 1.339 + 0.491 X_1 + 0.143 X_2
The multiple regression equation is described as follows:
- The constant value is 0, meaning that if the Brand Image and Price Perception values are zero (0), then the magnitude of the purchase decision of 'Sambal Bu Sandra' is 1,339.
- The value of the Brand Image regression coefficient (X_1) is 0.491, with a positive relationship direction (in the same direction) as the purchasing decision. This means that if the service quality variable increases by 1 unit, the purchase decision will increase by 0.491, assuming the other variable (price perception) is constant.
- The value of the price perception regression coefficient (X_2) is 0.143, with a positive (unidirectional) relationship with the purchasing decision. This means that if the price perception variable increases by 1 unit, the purchase decision will increase by 0.143, assuming the other variable (brand image) is constant.

4.2.2. Hypothesis Testing
    In relation to the formulation of problems and research hypotheses, it can be explained that the variables that influence purchasing decisions are brand image and price perception.

4.2.3. Simultaneous Test (F-Test)
    The F-test is used to test the feasibility of the model by comparing the significance level of the F=0.05 value.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	7.684	2	3.842	28.125	.000a
Residual	11.064	81	0.137		
Total	18.748	83			

Table 4: Simultaneous Test
a. Predictors: (constant), Price Perception, Brand Image
b. Dependent Variable: Purchasing Decision
Source: Primary Data processed (2019)

    If the simultaneous test table obtained a significant value of 0.000 <0.05, then HO was rejected, meaning that the brand image variables and price perception together (simultaneously) influenced the purchase decision of 'Sambal Bu Sandra.' This means that the regression model used in this study is feasible and can be used for subsequent analysis.

4.2.4. Partial Test (t-test)
    The t-test is used to show whether the brand image and the price perception of each variable significantly influence the purchasing decision of 'Sambal Bu Sandra.'

Model	t	Sig.
Brand image (X_1)	6.039	0.000
Price perception (X_2)	2.417	0.018

Table 5: Partial Test
A. Dependent Variable: Purchasing Decision
Source: Primary Data Processed (2019)

    From the results on the partial test table, it can be concluded that:

4.2.4.1. The Influence of Brand Image (X_1) on Purchasing Decisions(Y)
    The magnitude of the significance value of the Brand Image free variable in the t-test is 0.000<0.05. This indicates that the brand image variable has a positive and significant influence on purchasing decisions, so the results of this analysis can support the hypothesis (H_1) proposed. This can be interpreted as information and past experiences of brand images that are in the eyes of consumers. The better the brand image consisting of the company image, product image, and user image given to consumers, the better memories in the minds of consumers so that consumers always remember 'Sambal Bu Sandra.' Thus, it is very profitable and very good so that the brand image can be well-embedded in the minds of consumers of 'Sambal Bu Sandra' product and make a positive and competitive value for 'Sambal Bu Sandra' in competition with similar products. This is in accordance with the theory of Kotler (2012: 346), who argues that brand image is a perception and belief carried out by consumers, such as reflected in associations that occur in the memory of consumers, so that a good brand image is always remembered in the minds of consumers. This shows the same results from previous research conducted by Luqmanah (2019), Yuliana (2016), and Abul (2013), which proved that Brand Image has a positive and significant influence on purchasing decisions. However, on the contrary, research conducted by Sari, Mandey, and Soegoto (2014) and Supriyadi, Fristin, and Indra (2016) shows that Brand Image has an insignificant effect on Purchasing Decisions.

4.2.4.2. The Influence of Price Perception on Purchasing Decisions
    The magnitude of the significance value of the price perception free variable in the t-test is 0.018 < 0.05. This indicates that the price perception variable has a positive and significant influence on purchasing decisions, so the results of this analysis can support the hypothesis (H_2) proposed. This can be interpreted as the more attractive the perception of the price offered, the more it will increase the purchasing decision process of 'Sambal Bu Sandra.' This indicates that a positive perception is the result of satisfaction with a purchase he made, while a negative perception is a form of consumer dissatisfaction with the product or service he bought. Price perception relates to how price information is understood entirely by consumers and gives them deep meaning. When consumers evaluate and research the price of a product, it is strongly influenced by consumer behavior. At a certain price level, if the perceived benefit increases, then its value will increase too. If the value felt by customers is higher, it will create maximum consumer satisfaction (Tjiptono, 2011: 127). The results in this study are in line with Luqmanah (2019), Sari, Mandey, and Soegoto (2014), which state that price perception has a positive and significant effect on purchasing decisions. These results are contrary to the research of Abul (2013), which showed that price does not have a significant influence on purchasing decisions.

5. Conclusion
Based on the results of the study, the following conclusions can be drawn:
- The test results showed that the brand image variable has a positive and significant effect on the purchasing decision of 'Sambal Bu Sandra' Surabaya, where the better the brand image is in the eyes of consumers, the higher the purchase decision. So the first hypothesis is accepted.
- The test results showed that the price variable had a positive and significant effect on the purchase decision of 'Sambal Bu Sandra' Surabaya, where the more interesting the perception of the price offered, it will improve the purchase decision process. So the first hypothesis is accepted.

6. Suggestion
Based on the research results and conclusions obtained, the author will provide several suggestions to related parties. The suggestions put forward are as follows:

6.1. For the 'Sambal Bu Sandra' Depot in Surabaya
- We recommend that you continue to improve the product quality of 'Sambal Bu Sandra' and be able to adjust the product to the standards set, and increase product shape innovation so that it is not the same as similar products so that the competitiveness created is superior to other similar companies' products because, with different product innovations, consumers will be more interested in the brand image produced by 'Sambal Bu Sandra.' These steps are expected to build a positive 'Sambal Bu Sandra' brand image and ultimately create a purchasing decision.
- You should be more careful to adjust the price to the quality of service and the products produced, so that the price offered by 'Sambal Bu Sandra' is no less competitive than similar products, besides that it is recommended to always evaluate the results and tastes that have been offered to match the benefits expected by consumers so that consumers will get satisfaction with the costs incurred with the benefits received because it is feared that consumers will switch to other products or making purchases at other similar product stores.
- For subsequent researchers, it is better to conduct research beyond the variables that influence the purchase decisions used in this study or add other free variables that consumers consider buying.
- To support the results of this study, it is recommended to subsequent researchers that in a data collection method using a questionnaire, it would be better to add an interview method so that the research results obtained are more complete.

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