

## **The Influence of Product Quality, Brand Image, and Price on Purchase Decision of Cimory Yogurt Drink: A Case in the Special Region of Yogyakarta**

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### **Abstract**

This study aims to determine the effect of product quality, brand image, and price on purchase decision of cimory yogurt drink in the Special Region of Yogyakarta. The population of this study were people who had purchased and consumed Cimory yogurt drink. The sample was 100 respondents selected based on the predetermined criteria under probability sampling technique of cluster (area) random sampling. The data collection technique used is questionnaire. Data analysis with multiple linear regression was processed using the SPSS. The results indicate that product quality, brand image, and price have a significant positive effect on purchase decisions partially and simultaneously.

**Keywords:** brand image, price, product quality, purchase decision

### **INTRODUCTION**

Health has becoming one of the people's main needs in this era and healthy life becomes a lifestyle. The covid-19 pandemic is one enabler factor that encourage people to be healthy for protecting themselves from the virus attack. People begin to consume nutritious food and beverage products to fulfill nutrients such as vegetables, fruits and milk.

Many ready-to-consume milks including fermented milk (yogurt) are currently available in the market. Packaged yogurt is quite popular in Indonesia since anyone both adults and children can enjoy it. Yogurt is an option for healthy drink because it contains vitamins A, B1, B2, B12, D, E, minerals, protein and live bacteria/probiotics namely *Lactobacillus Bulgaricus* and *Streptococcus Thermopilus* which help body's digestive system. Thus, it can meet the nutritional needs.

. Several popular brands available in Indonesia include Yakult, Cimory, Calpico, and Vitacham. The yogurt produced by Cimory is affordable, has good brand image and product quality. This is indicated by Top Brand Index (TBI) in the yogurt category as presented in table 1. Cimory has succeeded as the market leader in Indonesia for three consecutive years. This achievement reflects that the company has been able to influence consumer decisions to keep purchasing the Cimory products.

**Table 1. Top Brand Award 2019-2021 Yogurt Category**

Brand	2021	2020	2019
Cimory	66.2%	51.2%	45.5%
Activia	6.6%	5.8%	6.8%
Dutchmill	4.3%	5.0%	2.5%

Source: <https://www.topbrand-award.com/top-brand-index/>

Consumers may evaluate a product among available ones to know whether it is in accordance with their needs before finally make the decision to purchase. Such decision making process is certainly influenced by the consumer's perception towards a product that is unique and manufacturers can create perception of consumer in many ways.

In addition to brand image, product quality and price are also important in encouraging consumer to make purchasing decision. Consumers usually will choose to buy a product which has relatively low price and high quality. This in turn can possibly increase customer satisfaction. This study is to understand the influence of brand image, product quality, and price on purchase decisions of cimory yogurt drink.

## LITERATURE REVIEW

### Product Quality

According to Kotler and Armstrong (2016), product quality refers to the ability of a product to have various functions, namely durability, reliability, accuracy and ease of use. Quality is very important in consumer buying interest. Consumers tend to buy the product if the quality is good. Otherwise, they divert their interest to other similar products. Citing Kotler and Armstrong (2016), quality is the characteristics of a product or service that refer to ability to meet customers' established or implicit needs. Company must provide high quality products as better value it can provide for competing.

### Brand Image

According to the American Marketing Association, brand is a term, name, logo, symbol, design, or a combination of them designed to identify products or services of a seller or group of sellers and differentiate them from those of competitors (Kotler & Armstrong, 2016). Perception toward a product or service create an image of the brand

According to Firmansyah (2019: 60), "Brand image can be defined as a perception arising in consumer's mind when recalling a product brand." The way people think about a brand is abstract in their mind since they are not directly dealing with the product when they think about it. Positive brand image can be built with a strong marketing program that must be unique and highlights advantages which differ from other products'. According to Fitria (2012) and Simamora (2014), brand image includes three types: product or service maker image or company image, user image, and image of the product or service itself.

### Price

Price is the amount of money that is exchanged for a product or service. It refers to the value a consumer exchange for a number of benefits by having or using a product or service

(Kotler & Armstrong, 2012). Indriasari (2019) noted that price is the value expressed in currency such as rupiah. In other circumstances, it is defined as the amount paid by the buyer required to obtain combination of a product and the accompanying service.

Price is a measure for consumers when they have difficulty to assess the quality of complex products that are offered to meet their needs and desires. Thus, a mediocre or not too good quality reflects not too expensive price. Consumer perceptions of a price can influence decisions in buying a product. Company must then be able to provide a good perception of the products or services they sell.

According to Kotler and Armstrong (2012:24), price has two important roles in the price decision-making process. First, it has role of allocation which is a function of price in helping buyers to complete the way in obtaining the highest expected benefit or value based on purchasing power. Second, it has role of information which is a function of price in educating consumers about product attributes such as quality. This is especially useful in the situations where buyers have difficulty assessing product attributes or benefits.

### **Purchase decision**

Purchase decision is a decision to choose an action to buy from two or more existing alternatives. Several indicators are used to measure purchase decision which include strong buying interest, repurchase interest, and consistency in product use which is indicated by continuing to buy the product even though there are other similar products (Kotler, 2003). Purchase decision involve stages covering problem recognition, information search, alternative evaluation, purchase decision, and ends with post-purchase behavior.

### **Research Model and Hypothesis**

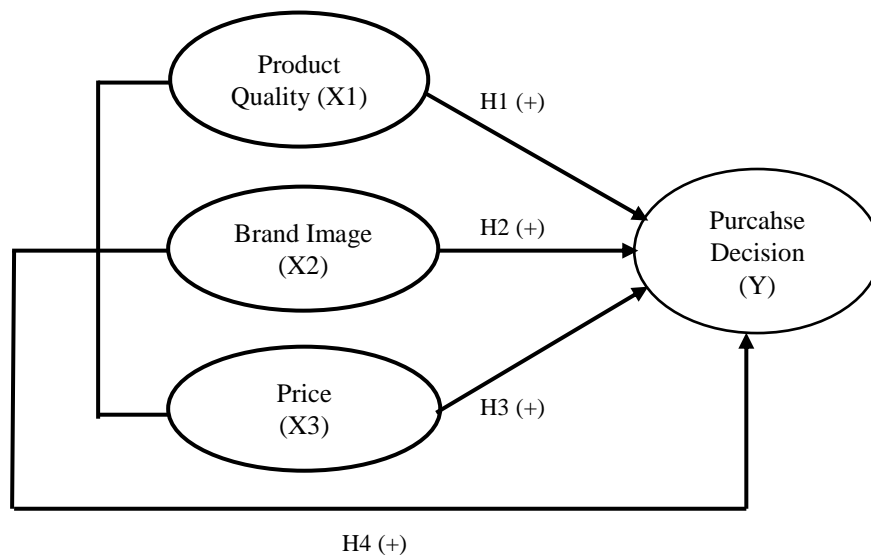
The research model used in this study is as presented in figure 1. The hypotheses arise from the model are formulated as follows:

H1: Product quality has a positive effect on purchasing decisions

H2: Brand image has a positive effect on purchasing decisions

H3: Price has a positive effect on purchasing decisions

H4: Product quality, brand image and price simultaneously have a positive effect on purchasing decisions



**Figure 1. Conceptual Framework**

## METHODS

Since the study focused on the Special Region of Yogyakarta, the population is accordingly all consumers who have bought and consumed Cimory yogurt drink and reside in the region. Considering the population is very large and limitations, sample was needed. According to Sugiyono (2018), the appropriate sample size in a study is 30 to 500 and a sample of 100 people was determined by applying probability sampling technique.

As noted by Sugiyono (2018:81), probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a

sample member. It particularly used cluster (area) random sampling, an area sampling technique used to determine the sample if the object to be studied or the data source is very broad, for example population of a country, province or district. Sampling was adjusted by several criteria, namely those aged 18 years old or more, domiciled in the Special Region of Yogyakarta, have consumed Cimory yogurt drink in the region, and bought cimory yogurt drink products in the region.

The data was obtained using questionnaire. The variables and their measurements are presented in table 2. Validity test and reliability test were conducted using SPSS. The validity test was to ensure that each item in the questionnaire measures thing wanted to be measured. The Confirmatory Factor Analysis (CFA) was used for this purpose. A question item is valid if the loading factor > 0.5. While the reliability test was to determine consistency of the measuring instrument if the measurement is repeated. Cronbach's Alpha was used for the test and questionnaire is said to be reliable if Cronbach's Alpha > 0.6.

**Table 2. Operational Definition and Measurement of Variables**

Variable	Operational Definition	Indicator
Product quality	Product quality is value which refers to the attributes or properties contained in a product that can satisfy consumers physically and psychologically (Kotler & Armstrong 2008: 224).	<ol style="list-style-type: none"> <li>1. Form</li> <li>2. Feature</li> <li>3. Reliability</li> <li>4. Durability</li> <li>5. Ease of repair</li> </ol>
Brand image	Brand image is the perception and belief held by consumers as reflected in the associations embedded in consumers' memories (Kotler & Keller 2009:403).	<ol style="list-style-type: none"> <li>1. Popularity</li> <li>2. Credibility</li> <li>3. Corporate network</li> <li>4. Benefits for consumer</li> <li>5. Consumer reach</li> <li>6. User image</li> </ol>
Price	Price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of having or using the product or service (Kotler & Armstrong, 2013: 151).	<ol style="list-style-type: none"> <li>1. Price affordability</li> <li>2. Price match with product quality</li> <li>3. Price competitiveness</li> <li>4. Price match with benefits</li> </ol>
Purchase	The purchase decision is a decision to	<ol style="list-style-type: none"> <li>1. Flavor Choice</li> </ol>

Variable	Operational Definition	Indicator
decision	choose an action from two or more existing alternative choices (Schiffman & Kanuk 2004: 547).	2. Brand choice 3. Product benefits 4. Bought out of necessity 5. Buy because of information from other people.

The data analysis techniques used are descriptive analysis, multiple linear regression analysis, partial test (t test), simultaneous test (F test) and coefficient of determination test ( $R^2$ ).

## RESULTS AND DISCUSSION

### The Influence of Product Quality on Purchasing Decision

The regression resulting in coefficient value of 0.358 and the significant value of 0.000 < 0.05 indicates a positive and significant influence of product quality ( $X_1$ ) on purchasing decisions (Y) of Cimory yogurt drink (table 3). Hypothesis 1 is thus supported. This shows that the higher the quality of the product, the greater the purchase decision as it can be assumed that consumers are satisfied with the product purchased. This result is in line with the research conducted by Halawa and Dewi (2019) who concluded that product quality positively and significantly affects purchasing decisions.

**Table 3. Partial t Test**

Variable	coefficient	t	Sig.
Product Quality ( $X_1$ )	0.358	3.822	0.000
Brand Image ( $X_2$ )	0.337	3.842	0.000
Price ( $X_3$ )	0.235	3.106	0.002

### **The Influence of Brand Image on Purchase Decision**

The second hypothesis stating that brand image ( $X_2$ ) influences purchasing decision ( $Y$ ) of Cimory yogurt drink is supported. The regression value of 0.337 and significant value of  $0.000 < 0.05$  indicates that product quality has a positive and significant effect on purchasing decision of Cimory yogurt drink. This shows that brand image is very influential on purchasing decision. Consumers assume that the product they buy has good brand image and in accordance with their expectation. Thus, the higher the brand image, the higher the consumer is likely to purchase the product. The research by Fatmaningrum, Susanto, and Fadhilah (2020) on the effect of product quality and brand image on purchase decision of Frestea supports the result of positive and significant relationship between brand image and purchase decision.

### **The Influence of Price on Purchase Decision.**

The test on the third hypothesis resulted in a positive and significant effect of price ( $X_3$ ) on purchasing decision ( $Y$ ) of Cimory yogurt drink (significant value of  $0.002 < 0.05$  and a regression value of 0.235). This proves that price has an influence on purchase decision. If price rises, decision to purchase increases. The reason for consumers willingly to buy Cimory yogurt drink at relatively high price is because of the product benefits and ingredients. Similar evidence resulted by Khtisari (2019) concluded that there is a significant positive effect of price on purchase decision.

### **Effect of Product Quality, Brand Image and Price on Purchase Decision**

From the fourth hypothesis, it can be concluded that there is a significant effect of product quality ( $X_1$ ), brand image ( $X_2$ ), and price ( $X_3$ ) simultaneously on purchasing decisions ( $Y$ ) of Cimory yogurt drink (F value of 70.026, significant value of  $0.000 < 0.05$ ). This means



that better product quality better the reputation in building brand image, and more affordable price of the Cimory yogurt drink can improve purchase decision. Dea (2019) summarized that there is a positive and significant influence of price, product quality, and brand image on purchase decision.

**Table 4. F Test (Simultaneous Test)**

Model	F	Sig
Regression	70,026	0.000

## CONCLUSION AND IMPLICATIONS

The results concluded that product quality ( $X_1$ ), brand image ( $X_2$ ), and price ( $X_3$ ) partially and simultaneously have a positive and significant effect on purchase decisions ( $Y$ ) of Cimory yogurt drink in the Special Region of Yogyakarta.

The limitation experienced related to the total population of consumers of Cimory yogurt drink in the Special Region of Yogyakarta that was unknown. The number of samples may not represent the real condition of the consumers.

For the addressed company and similar ones, it is expected that they maintain their product quality, brand image, and price. Therefore Cimory particularly can maintain its position at the first rank of TBI (*Top Brand Index*) in the category of packaged yogurt milk.

Further research are expected to continue or develop this research by adding other factors that influence purchase decision. It can also use other methods for collecting data other than questionnaire such as interview with consumers of Cimory yogurt drink directly.

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