THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE ON PURCHASE DECISIONS AT HISANA FRIED CHICKEN IN MEDAN, NORTH SUMATERA, INDONESIA

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Abstract

This research aims to find out and analyze whether brand image, product quality, and price have a simultaneous or partial influence on purchase decisions at Hisana Fried Chicken. This research uses the causality approach. The population of this study are consumers who purchase at Hisana Fried Chicken Products in Medan. The type of data used is quantitative data. The sample in this research was determined to be 96 respondents by using the purposive sampling technique. Based on the results of the research, it can be concluded that (1) brand image partially has a positive and significant influence on the purchase decision at Hisana Fried Chicken in Medan. (2) Product quality partially has a positive and significant influence on the purchase decision at Hisana Fried Chicken in Medan. (3) Price partially has a positive and significant influence on the purchase decision of Hisana Fried Chicken in Medan. (4) Brand image, product quality, and price all simultaneously have a positive and significant effect on the

purchase decision at Hisana Fried Chicken in Medan. (5) The results of this research also show that brand image has the most dominant influence on product purchase decisions at Hisana Fried Chicken. The Adjusted R Square value of 0.788 can be called the coefficient of determination, and this means that 0.788 (78.8%) of purchase decisions can be obtained and explained by brand image, product quality, and price, while the remaining 22.8% is explained by variables outside the variable model that are not examined.

Keywords: Brand Image, Product Quality, Price, Purchase Decision, Culinary Business, Indonesia

INTRODUCTION

In today's era, it is increasingly seen that the rapidly growing business world becomes a challenge and a threat for business actors in order to win the competition and maintain the survival of the company. One of them is a restaurant business, which is one of the forms of economic business that has better prospects, even in crisis conditions. However, there are often businesses that go bankrupt due to their inability to maintain the number of visitors to their restaurant. Culinary business (food) has become a business field that is increasingly attracting the attention of many people because the food business opportunities have more potential. The point is, as long as people need food, business opportunities in the food sector are increasingly promising. Plus, humans who are increasingly busy tend to shop for food that suits their tastes.

Apart from that, price is a factor that determines why consumers decide to buy. Alma (2016) emphasizes that price is related to the value of an item expressed in money. The high and low prices are always the main concern for consumers when they are looking for a product, let alone many similar products. The price offered is a special consideration before deciding to purchase.

Another consideration is related to brand image. Brand image is an association of all available information about products, services, and companies associated with the brand in question. The image of a brand is related to an attitude in the form of confidence and preference for the brand. When consumers have a positive image of a brand, they are more likely to buy and even repeat purchases. Another factor to consider for consumers is taste, which plays an important role in purchasing decisions. With a special taste, consumers will be more interested in making a purchase. The most important consideration when choosing food is the taste of the food.

According to Drummond & Brefere (2010), taste is a way of selecting food that must be distinguished from the taste of the food. Most consumers think that taste and flavor are the same thing, but flavor is actually a component of taste. Taste is an attribute of food that includes taste, smell, taste in the mouth, texture, temperature, and even the sound made when chewing. Flavor is a combination of the five senses, including sight, smell (characteristics, fragrance, and aroma), taste, texture, and temperature (Drummond & Brefere, 2010). The development of culinary businesses that emerged in Medan made businesses compete closely with different competitors, both in terms of brand image, taste, price, and even the quality of the service provided by the business. One of the things that every business person can do is create the best product in terms of taste and price that is affordable and can also create a consumer-oriented marketing strategy.

Fast food, such as fried chicken, is one of the most famous and favorite foods around the world. In the beginning, the first people who tried to make it were the people of Scotland, although at that time they did not use any spices. As people's curiosity about new things increases, various food items become experimental materials to find unique tastes that have never been found before. Finally, of all the fried chicken dishes around the world, each has its own cooking style and taste, which uses a variety of different spices. In Indonesia, fried chicken has become a dish based on pieces of chicken seasoned with various spices that are then fried. Basically, Indonesian fried chicken is one of the most different compared to fried chicken in other countries. As a result, in Indonesia itself, the American version of fried chicken is more famous: chicken meat that is fried using flour that has been seasoned beforehand. The result is crispy fried chicken with a special taste.

In Indonesia, the flour-fried chicken market is dominated by several large franchises, such as KFC, McDonald's, A&W, and various other fast food restaurants. Even until now, many sellers have relied on the concept of small stalls, which are found almost all over the archipelago. Among the various food brands serving fried chicken, there is a local brand that is becoming more popular: Hisana Fried Chicken. This brand sounds like a foreign brand to some consumers. But who would have guessed that this fried chicken business already has hundreds of stalls and generates billions of rupiah in revenue? Hisana Fried Chicken was first established by Tatang Suharta in 2005. Initially, Hisana Fried Chicken did not grow rapidly. Starting from a small stall, Hisana Fried Chicken slowly began to grow. Although Hisana Fried Chicken had to give up at the time due to the numerous competitors who had become well-known, However, in the last few years, Hisana Fried Chicken's turnover has continued to increase, and the number of stalls that increase and spread is especially noticeable in Medan. Despite the fact that the main

concept is takeaway food, several Hisana Fried Chicken locations already offer dining facilities. The representative of the main director of Hisana Fried Chicken also stated that they are targeting the presence of a total of 4000 outlets in 2022 for all provinces in Indonesia. If their progress is in line with the plan, the current estimate is that Hisana Fried Chicken already has 2000 outlets in Indonesia, and specifically in Medan, it has 21 outlets from 13 sub-districts.

A good brand image will attract consumers to purchase a product. A strong brand image creates a favorable impression of a product in the minds of consumers. The most important thing is related to the taste of a food, which has become the main determinant of whether a food product is suitable or not as long as it is consumed. Moreover, if many food products are similar, then it will be a separate threat when consumers have already compared the food in terms of taste. On the other hand, the affordability of the price of a product can also stimulate consumer purchases. The reason is that consumers tend to prioritize products that are really affordable.

LITERATURE REVIEW

According to Basu and Hani (2004), marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of both existing and potential buyers. Marketing is an organizational function and a set of processes to create, communicate, and deliver value to customers and manage customer relationships in a way that benefits the organization and its shareholders (Kotler and Keller, 2016).

Brand image

According to Kotler and Keller (2016), brand image is "consumer perception and confidence, as reflected in associations that occur in consumer memory." By creating the right brand image for a product, it will certainly be more useful for marketers because the brand image will influence the consumer's evaluation of the expected alternative brand, not only to meet consumer needs but to provide better and more guaranteed satisfaction.

Product quality

Kotler and Keller (2016) assert that product quality is related to a product's ability to perform its functions. The ability includes the overall durability, dependability, and accuracy of the product. Therefore, the company must always improve the quality of its products or services in order to make customers feel satisfied with the products or services provided, which will

influence them to repurchase the product.Tjiptono (2016) noted that the conventional definition of quality is related to performance as a direct representation of a product, reliability, ease of use, aesthetics, and others. In the sense of strategy, quality is everything that can meet consumer needs in accordance with what consumers want.

Price

Kotler and Armstrong (2016) note that price is related to the amount of money paid for services or the amount of value that consumers exchange in order to obtain benefits from owning or using goods or services. Furthermore, Kotler and Armstrong (2016) assert that "price" refers to the amount of money paid for services or the amount of value that consumers exchange. Priansa (2017) states that the price is a part attached to the product that reflects the quality of the product.

Purchase decision

Kotler and Keller (2016) added that the purchase decision process is a five-stage process that consumers go through, starting from problem identification, information search, evaluation of alternatives that can solve the problem, purchase decision, and post-purchase behavior, which begins long before the actual purchase that consumers make and has an impact long after that.The purchase decision is a series of processes that begin with the consumer recognizing the problem, finding information about a specific product or brand, and evaluating the product or brand as well as how well each alternative can solve the problem, which then leads to a purchase decision (Tjiptono, 2016).

Hypothesis Development

H1: Brand image partially has a positive and significant effect on purchase decisions at Hisana Fried Chicken in Medan.

H2: Product quality partially has a positive and significant effect on purchase decisions at Hisana Fried Chicken in Medan.

H3: Price partially has a positive and significant effect on purchase decisions at Hisana Fried Chicken in Medan.

H4: Brand image, product quality, and price all simultaneously have a positive and significant effect on purchase decisions at Hisana Fried Chicken in Medan.

RESEARCH METHODS

The research method used is associative research with a quantitative approach, which aims to find out the relationship between two or more variables. Associative research is research that aims to analyze the relationship or influence between two or more variables (Suliyanto, 2018), while quantitative research is based on data in numerical form. The sampling technique is generally random. Data collection using research instruments and quantitative or statistical data analysis with the aim of testing the hypothesis that has been applied: the independent variables in this research are brand image (X1), product quality (X2), and price (X3), and the dependent variable is purchase decision (Y). This method is expected to find out the influence of brand image, product quality, and price on purchase decisions at Hisana Fried Chicken in Medan.

The population of this research is the consumers who are currently at the Hisana Freid Chicken outlet in Medan. The total research population in this case is unknown; therefore, in calculating the number of samples and obtaining the result, there are 96 respondents who have ever consumed at Hisana Fried Chicken. With a sample of 96 and there being 21 Hisana Fried Chicken outlets spread across several sub-districts in Medan, the researchers divided the respondent sample based on the outlets spread across 13 sub-districts in Medan to represent the results of the research carried out comprehensively. The distribution of respondents is as follows:

Table 1. Distribution of Respondents

No	Sub-district	Respondent
1.	Medan Helvetia	10 persons
2.	Medan Sunggal	7 persons
3.	Medan Selayang	7 persons
4.	Medan Johor	7 persons
5.	Medan Amplas	9 persons
6.	Medan Denai	7 persons
7.	Medan Area	7 persons
8.	Medan Perjuangan	7 persons
9.	Medan Tembung	7 persons
10.	Medan Timur	7 persons
11.	Medan Barat	7 persons
12.	Medan Deli	7 persons
13.	Medan Kota	7 persons
A total of 13 sub-districts		A total of 96 respondents

ANALYSIS AND RESULTS
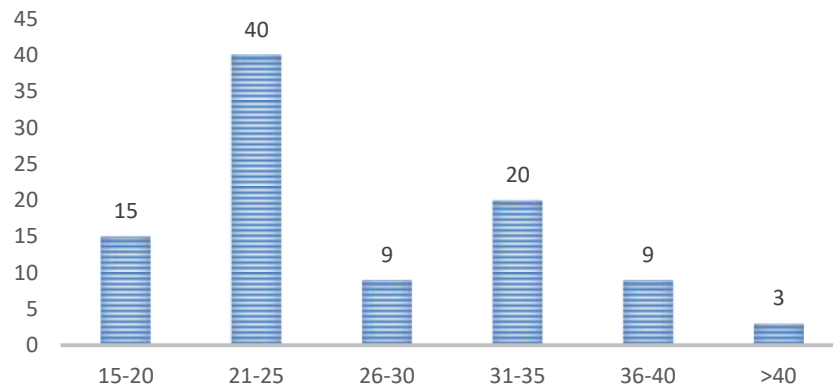
General Overview of Respondents (Demographics)

Figure 1. Characteristics of Respondents Based on Age

According to the processed data, purchases at Hisana Fried Chicken are dominated by young people aged 21-25, with a percentage of 40 people, or as much as (42%).
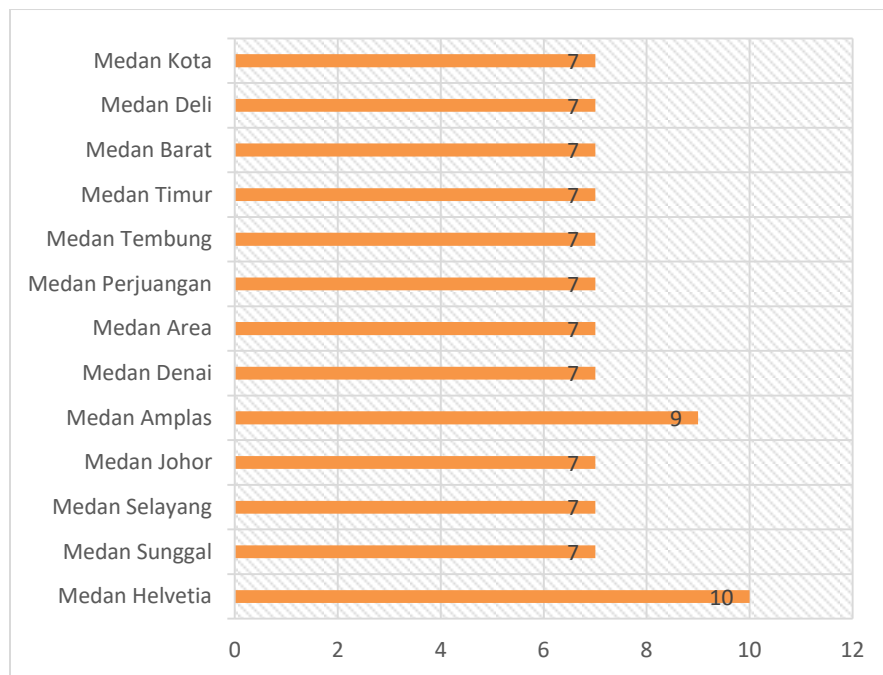

Figure 2. Characteristics of Respondents Based on Domicile.

According to the results of the processed data, purchases at Hisana Fried Chicken are dominated by respondents who live in the Helvetia area, with a percentage of 10.

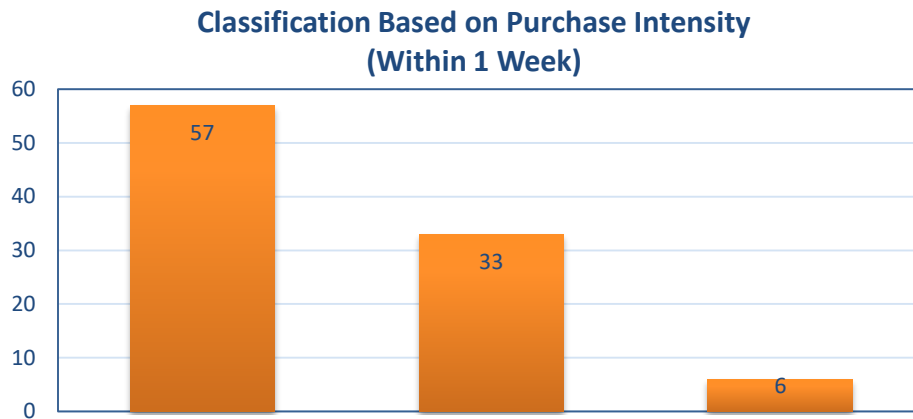**Classification Based on Purchase Intensity
(Within 1 Week)**

Figure 3. Characteristics of Respondents Based on Purchase Intensity

According to the processed data, purchases at Hisana Fried Chicken are dominated by the intensity of 1-3 times purchased with a percentage of 57 people, or 59%.

Validity and Reliability

Table 2. Test results for validity (Item-Total Statistics)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	**Corrected Item-Total Correlation**	Cronbach's Alpha if Item Deleted
X1.1	7.35	2.926	**.454**	.754
X1.2	7.43	2.247	**.631**	.545
X1.3	7.55	2.524	**.585**	.606
X2.1	18.80	11.276	**.726**	.798
X2.2	18.59	11.507	**.672**	.808
X2.3	18.86	11.276	**.611**	.821
X2.4	18.66	12.375	**.486**	.844
X2.5	18.75	11.074	**.753**	.792
X2.6	18.68	12.326	**.509**	.839
X3.1	11.59	4.665	**.457**	.645
X3.2	11.56	3.954	**.627**	.530
X3.3	11.68	4.684	**.445**	.652
X3.4	11.54	4.798	**.397**	.682
Y.1	7.39	2.724	**.435**	.768
Y.2	7.43	2.205	**.624**	.540
Y.3	7.60	2.473	**.595**	.584

According to the statistics in the table above, all items of brand image (X1), product quality (X2), price (X3), and purchase decision (Y) are valid since the corrected item total correlation is greater than 0.30 and may be utilized in the study.

Table 3. Reliability Test Results

Variables	Cronbach's alpha value	Description
brand image (X1)	0,731	Reliable
product quality (X2)	0,844	Reliable
price (X3)	0,695	Reliable
purchase decision (Y)	0,726	Reliable

The table above shows that Cronbach's alpha values for all research variables—brand image (0.731), product quality (0.844), price (0.695), and purchase decision (0.726)—are all greater than 0.60. It is concluded that all the variables are reliable.

Normality Test Results

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.00023162
Most Extreme Differences	Absolute	.138
	Positive	.100
	Negative	-.138
Kolmogorov-Smirnov Z		1.352
Asymp. Sig. (2-tailed)		**.052**
a. Test distribution is Normal.		
b. Calculated from data.		

The table above shows the value of Asymp. Sig. (2-tailed) is 0.052 greater than the 0.05 significant value, so it is concluded that the data has a normal distribution.

MulticollinearityTest Results

Table 5. Multicollinearity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-1.024	.662		-1.547	.125					
	brand image	.422	.059	.431	7.178	.000	.772	.599	.339	.619	1.616
	product quality	.152	.041	.277	3.703	.000	.776	.360	.175	.397	2.518
	price	.266	.058	.325	4.577	.000	.761	.431	.216	.442	2.263

a. Dependent Variable: purchase decision

The table above shows the results of the multicollinearity test for variables: brand image (tolerance value = 0.619 and VIF = 1.616), product quality (tolerance value = 0.397 and VIF = 2.518), and price (tolerance value = 0.442 and VIF = 2.518). It is concluded that all variables have a tolerance value greater than 0.01 and a VIF lower than 10, which means that the variable is free from the problem of multicollinearity.

Multiple Linear Regression Test Results

Table 6. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	**Std. Error**	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	**-1.024**	**.662**		-1.547	.125					
	brand image	**.422**	**.059**	.431	7.178	.000	.772	.599	.339	.619	1.616
	product quality	**.152**	**.041**	.277	3.703	.000	.776	.360	.175	.397	2.518
	price	**.266**	**.058**	.325	4.577	.000	.761	.431	.216	.442	2.263

a. Dependent Variable: purchase decision

The multiple linear regression equation can be described as follows: The value of the constant α is -1,024. This explains that if the brand's image, product quality, and price do not increase, or if the value is 0, the purchase decision amounts to -1,024.2.

ß1: If the brand image increases by one unit, the purchase decision increases by 0.422.3.

ß2: If product quality increases by one unit, the purchase decision increases by 0.152.4.

ß3: If the price goes up by one unit, the purchase decision goes up by 0.266.

Simultaneous Test

Table 7. Simultaneous Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	**F**	**Sig.**
1	Regression	368.789	3	122.930	**118.993**	**.000**[b]
	Residual	95.044	92	1.033		
	Total	463.833	95			
a. Dependent Variable: purchase decision						
b. Predictors: (Constant), price, brand image, product quality						

The statistical result table produces an F-count that is 118,993 greater than the F-table of 2.47 and a significant 0.000 lower than 0.05. This means that brand image, product quality, and price have a positive and significant effect simultaneously on purchase decisions.

Partial Test

Table 8. Partial Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-1.024	.662		-1.547	.125					
	brand image	.422	.059	.431	7.178	.000	.772	.599	.339	.619	1.616
	product quality	.152	.041	.277	3.703	.000	.776	.360	.175	.397	2.518
	price	.266	.058	.325	4.577	.000	.761	.431	.216	.442	2.263
a. Dependent Variable: purchase decision											

The table of partial test results above explains the following:

The effect of brand image on purchase decisions.

The t-calculated of brand image is 7,178 more than 1,666 (t-table) with a significance level of 0,000. This means that brand image partially has a positive and significant influence on purchase decisions.

The effect of product quality on purchase decisions

The t-calculated of product quality is 3,703 more than 1,666 (t-table), with a significance level of 0,000. This means that the quality of the product partially has a positive and significant effect on the purchase decision.

The effect of price on purchase decisions

The t-calculated of the price is 4,577 more than 1,66 (t-table) with a significance level of 0,000. This means that the price partially has a positive and significant effect on the purchase decision.

Coefficient of determination

Table 9. Coefficient of determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.892[a]	.795	.788	1.016	.795	118.993	3	92	.000	2.218

a. Predictors: (Constant), price, brand image, product quality

b. Dependent Variable: purchase decision

The table above shows that the adjusted R square calculation is 0.788, which means that 78.8% of purchase decisions can be obtained and explained by brand image, product quality, and price, while the remaining 22.8% is explained by variables outside the model that were not studied.

DISCUSSION

Empirical results explain that brand image has a positive and significant effect on purchase decisions at Hisana Fried Chicken in Medan. Some indications of brand image include

the superiority of the brand association, the strength of the brand association, and the uniqueness of the brand association. The statistical results of the lowest mean explain that the diverse tastes are not comprehensive in the existing stalls, and many consumers are therefore unable to taste the flavors offered.

Statistical test results prove that product quality has a positive and significant effect on purchasing decisions at Hisana Fried Chicken in Medan. Product quality is characterized by form, style, quality of work, quality of fit, reliability, and durability. The results of the statistical mean explain that consumers will consider the speed at which food is served, as well as the variety of products and quality standards.

The statistical test demonstrates that the price has a positive and significant influence on the purchase decision at Hisana Fried Chicken in Medan. Price affordability, price compatibility with the quality of products or services, price compatibility with benefits, and price competitiveness are some of the consumer's price-related factors. The descriptive statistical findings explain why some customers believe the price offered by Hisana Fried Chicken is not commensurate with the promised advantages.

The findings of the statistical analysis indicate that brand image, product quality, and price influence the purchase decision at Hisana Fried Chicken in Medan simultaneously. The descriptive statistical findings with the lowest mean show the significance of enhancing brand image, enhancing product quality, and offering competitive pricing in line with the customer benefits anticipated.

CONCLUSION

Brand image has a positive and significant effect on purchase decisions. To improve the image of the Hisana Fried Chicken brand, the researchers suggested that Hisana Fried Chicken add flavor variants at each outlet. For example, adding the taste of a special local menu. Product quality has a positive and statistically significant impact on the purchase decision of Hisana Fried Chicken in Medan, according to the statistical findings with the lowest mean, which indicate that consumers' evaluations of product and service quality do not match expectations. Therefore, it is essential for businesses to present themselves swiftly and properly. Price partially has a positive and significant effect on the purchase decision at Hisana Fried Chicken in Medan. Regarding the results of descriptive statistics related to prices with the lowest mean, the researchers suggest making many choices of food and drink packages at affordable prices. This research has limitations; therefore, we hope for further researchers to develop this research by including variables such as taste, service quality, word of mouth and promotion, consumer satisfaction, and loyalty,

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