

Product Quality Price and Image Brands Against Purchase Decisions

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Abstract

Changes in an increasingly fast world require companies to respond to changes that occur; the main problem facing companies today is how the company attracts customers to see and buy so that the company continues to grow. This goal will be achieved if a company wants to do marketing by participating in the UMKM bazaar or competitions so that the products offered are solidly known and can attract a consumer's purchase request. To get consumers willing to make purchases, entrepreneurs must develop strategic plans, including improving product quality, paying attention to product prices, and providing a good brand image. Hence, consumers feel confident about their products. Product to be purchased. This study analyzes product quality, price, and brand image buying batik at the Numansa Batik Kediri boutique. The technique used is probability sampling, and the number of samples obtained is 40 respondents. The data analysis tool used SPSS Version 22. The analysis results showed a positive and significant influence between product quality and batik purchasing decisions at the Numansa Batik boutique, where t counted 3,787 with a substantial value of t 0.001 < 0.05, which means that there is a significant influence on brand image. On purchasing decisions, there is a positive and significant influence between product quality, price, and brand image on buying decisions at the Numansa Batik boutique, where F counts 11,661 with a substantial value of F 0.00 < 0.05. Based on the research results, Numansa Batik Boutique seeks to increase prices, provide appropriate service quality, and improve the quality of Numansa Batik Boutique products.

Keywords: Product Quality, Price, Brand Image, Purchase Decision.

1. Introduction

In this area, the progress of the industry, especially fashion, has developed quite rapidly, driven by sophisticated technological advances to make it easier for entrepreneurs to offer the products they want to provide consumers with [1]. With the advancement of the world of business and technology today, it is not difficult for entrepreneurs who already have their place in the hearts of their consumers to provide new things quickly, which makes them stronger in running their businesses, so that is a challenge in itself. For entrepreneurs who are just starting their businesses and looking for ways to get consumers interested in the new products offered by entrepreneurs [2]. Entrepreneurs in developing their business, creativity, and new ideas are demanded by consumers in each product so that consumers will have their appeal to purchase because if a consumer gets a separate satisfaction from a product they want, and accordingly with their wishes, it can make business people continue to provide new ideas and high creativity in every product that we will provide to consumers and give a different impression from other products [3].

The Numansa Batik Boutique is a home industry that produces batik cloth (written or printed batik), batik clothing, and batik prayer mats. Every product from Numansa batik is the creativity of a housewife who wants to preserve Indonesian culture with her batik. Each fabric that is produced still maintains Indonesian culture by carrying out the distinctive concept of each region, as in the city of Kediri itself, Numansa batik carries the idea of the Sekar universe, which is a combination of the specialties of the town of Kediri with yellow tofu, banana getup, Kali Brantas, jaranan, and market snacks. In addition to product quality and price, purchasing decisions cannot be separated from a company's brand image because the brand image is the first time a consumer sees it when choosing a product [4]. Kotler and Armstrong (2013: 233) define a brand image as a set of beliefs in a brand [5]. In other words, brand image or image is one of the essential elements that encourage consumers to buy a product because the better the image of the product, the more consumers will be interested in purchasing; this happens because consumers think that a product with a trusted brand image. More trust or a sense of security when consumers use the products they will buy [6]. Thus, what needs to be proven is whether a good quality product can provide separate satisfaction for consumers to give rise to a consumer with high trust in this Numansa Batik Boutique.



2. Literature Review

2.1. Product Quality

One of the central values customers expect from producers is the best quality of products and services [7]. Product quality is how producers describe the product as providing something that can satisfy consumers [8]. According to Kotler and Armstrong (2014: 11), product quality is the ability of a product to demonstrate its function; this includes overall durability, rehabilitation, accuracy, ease of operation, and product repair, as well as other product attributes [9]. Meanwhile, according to Mowen (2012: 61), product quality is the process of evaluating the customer as a whole or improving the performance of a product [10]. Based on the above definitions, it can be concluded that product quality is all goods and services related to consumer desires which are superior to the product. It is worth selling according to the customer's expectations [11].

2.2. Price

Price is the amount of money billed for a product and service or the value exchanged by customers to benefit from owning or using a product or service (Kotler and Armstrong, 2011: 345). Samsul Ramli (2013) states that price is the relative value of a product. This value is not a definite indicator that shows the number of resources needed to produce an effect [12].

2.3. Brand Image

Brand image is a guide used by consumers to evaluate products when they need more knowledge about an effect [13]. There is a tendency that consumers will choose products that are known both through experience using the product and based on information obtained from various sources [14]. The number of brands in the market will provide choices for consumers in making purchases [15]. Consumers, in purchasing a product, see the product not only in terms of price and quality but also in the brand image attached [16]. In other words, brand image or image is one of the essential elements that encourage consumers to buy a product because the better the image of the product, the more consumers will be interested in buying; this happens because consumers think that a product with a trusted brand image. More trust or a sense of security when consumers use the products they will buy [17].

2.4. Purchasing Decisions

Purchasing decisions are actions of consumers to buy products, whether in the form of services or goods. According to Kotler and Armstrong (2014: 158), "buyer behavior, customers refer to final consumer buyers - individuals and households who buy goods and services for personal consumption." Meanwhile, according to Peter-Olson (in Nitiusastro Mulyadi, 2012:

195) the purchase decision is "a process of interaction between affective attitude, the attitude of cognitive, behavioral and environmental factors attitude with which humans exchange in all aspects of life. Cognitive attitudes reflect understanding attitudes, affective attitudes reflect attitudes of belief, and behavioral attitudes reflect actual action attitudes [18]. The decision to buy or not buy is an out of the elements inherent in every individual called behavior, where he m erujuk the physical act tangible that can be seen and measured by others [19].

2.5. Thinking Framework

Sugiyono (2010) suggests that the frame of mind is a conceptual model of how theory relates to various factors identified as essential problems.

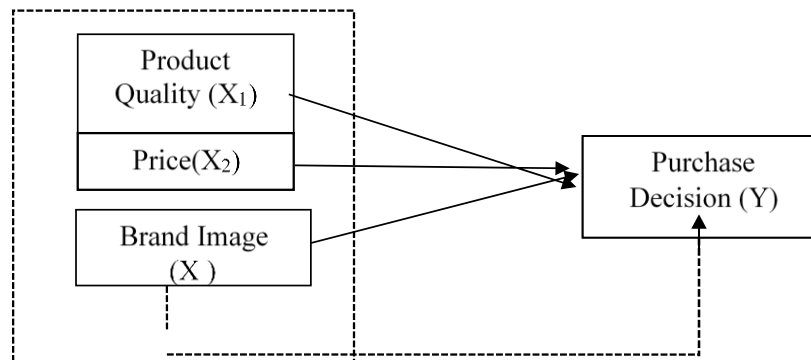


Fig 1. Thinking Framework

Description :

Product Quality: X_1

Price: X_2

Brand Image: X_3

Purchase Decision: Y

2.6. Hypothesis

The hypothesis is an answer that is considered temporary to the formulation of the research problem, where the formulation of the research problem has been arranged in the form of a question sentence [20]. Based on the central situation and research objectives, the research hypothesis is as follows:

- H1: There is a partial influence between Product Quality (X_1) on Purchase Decisions (Y) at the Numansa Batik Kediri Boutique
- H2: There is a partial influence between Price (X_2) on Purchase Decision (Y) at Numansa Batik Kediri Boutique
- H3: There is a partial influence between Brand Image (X_3) on Purchase Decisions (Y) at Numansa Batik Kediri Boutique
- H4: There is a simultaneous influence between Product Quality (X_1), Price (X_2), and Brand Image (X_3) on Purchasing Decisions (Y) at Numansa Batik Kediri Boutique

3. Methods

3.1. Population and Research Sample

Sugiyono (2008; 115) states, "Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics, determined by research to be studied and then drawn conclusions." In this study, the research population refers to all Numansa Batik Kediri Boutique consumers, whose number is unknown. In this study, the sample of this study relates to consumers of the Numansa Batik Kediri Boutique.

3.2. Research Sampling Techniques

The sampling method in this study was carried out using accidental sampling, which is part of a probability sampling technique. According to Sugiyono (2011: 122), random sampling is a "this form of sampling is based on chance, that is, anyone who happens to meet this researcher and is deemed suitable as a data source will be the sample of this study. The model in this study was 40 people whose respondents were consumers of Numansa Batik Kediri Boutique. The method of measurement in this study uses a measurement scale, namely the Likert scale. Sugiyono (2014, 93) says that the Likert Scale measures people's attitudes, opinions, and perceptions about social phenomena. The phenomenon, in this case, is referred to as a research variable. In this study, variable measurement was carried out using a Likert scale with five categories.

3.3. Data Collection Method

The data collection method used in this study is the way :

- a. Interview.
The interview is a data collection technique in a survey that uses verbal statements to research subjects (Indriantoro and Supomo, 2002: 43). The interview results are obtained about an overview of the boutique Numansa Batik Kediri and its customers.
- b. Observation Method.
An observation method is a technique of data collection by observing and recording the phenomena systematically under investigation directly to the object of research. In this case, using the type of participant observation, the researcher is directly involved in daily activities regarding the customer being observed or used as a source of research data (Sugiono:2016).
- c. Questionnaire (Questionnaire).
The questionnaire is a survey using a question questionnaire or written statement to customers of the Numansa batik Kediri boutique to obtain the necessary information without any worries to the answerer. The questionnaire or questionnaire is also a list of questions given to other people who are willing to respond according to the request for use (Hasan, 2009: 83).

3.4. Data Analysis Methods

- a. Linear Multiple Regression Analysis
To analyze the data, using multiple linear regression analysis methods. The data obtained were processed using the SPSS program and using multiple linear regency equations, with the formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (a)$$

Information :

Y= Purchase decision a = constant

b1 = product quality regression coefficient b2 = price regression coefficient

b3 = brand image regression coefficient X1 = Product Quality

X2 = Price

X3 = Brand Image e = error
- b. Simultaneous Test (Test F)
According to Sugiyono (2007; 235), the F test is used to determine whether the independent variable (x) simultaneously has a significant effect on the dependent variable (y). The decision-making criteria are:
 1. If the significant value of $F < 0.05$, then the independent variable has a significant effect on the dependent variable
 2. If the significant value of $F > 0.05$, the independent variable does not have a substantial effect on the dependent variable
- c. Partial Test (t-test)
The t-test (partial) is used to test the significance of product quality (X1), price (X2), and brand image (X3) on purchasing decisions (Y). The decision-making criteria are:
 1. If the significant value $t < 0, 05$, then the independent variable significantly affects the independent variable.
 2. If the significant value $t > 0, 05$, then the independent variable does not substantially affect the independent variable.
- d. Coefficient of Determination (R²)
The coefficient of determination, in essence, measures how far the model can explain the variation in the dependent variable. The coefficient of determination is between zero and one. The small value of R² means that the ability of the independent variables to explain the variation in the dependent variable is minimal.

4. Results And Discussion

4.1. Research Results

- a. Characteristics of Respondents
In this research, there are 40 customers from Numansa Batik Boutique in Kediri City. The characteristics of each respondent are Gender, Age, and Income. This data aims to describe the state or condition of the respondent so that researchers can quickly get

information and understand the study's results. Based on the results of the research of 40 respondents through distributed questionnaires, it has been obtained a description of the distinguishing characteristics of the respondents as follows:

1. Classification of Respondents by Age

Characteristics of respondents based on the age of customers from the Numansa Batik Boutique in Kediri City taken as respondents are as follows:

Table 1. Age Classification of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
<25	9	22.5	22.5	22.5
25-30	6	15.0	15.0	37.5
> 30	25	62.5	62.5	100.0
Total	40	100.0	100.0	

Source: primary data processed by researchers (2020)

Based on the table above, it can be seen how old the customers of the Numansa Ba tik boutique in Kediri are. Table 1 shows that the total number of respondents amounted to 40 people, so it can be seen that less than 25 years of age amounted to 9, or 22.5%, at the age of 25-30 years amounted to 6, or 15%, whereas in more than 30 years of age numbered 25 or 62.5%. From the data above, it can be seen that most visitors who often come are older than 30 years and over.

2. Classification of Respondents Based on Gender

The classification of respondents based on the gender of the customer from the Numansa Batik Kediri Boutique which is taken as the respondent, is as follows:

Table 2. Classification of Respondents' Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
WOMAN	25	62.5	62.5	62.5
MAN	15	37.5	37.5	100.0
Total	40	100.0	100.0	

Source: primary data processed by researchers (2020)

Based on the table above, it can be seen what gender the customers are from the Numansa Batik Boutique, Kediri. Table 2 shows that the total number of respondents is 40 people, so it can be seen that the number of female visitors is 25 or 62.5%, while the male gender is 15 or 37.5%; from the data above, it can be seen that some Most of the visitors who come are women.

3. Classification of Respondents based on Income / Income

Table 3. Classification of Respondents' Income

	Fre- quency	Percent	Valid Per- cent	Cumulative Percent
500,000-1. 0 00,000	16	4 0.0	40.0	4 0.0
> 1. 0 00,000	24	6 0.0	40.0	100.0
Total	40	100.0	100.0	

Source: primary data processed by researchers (2020)

The table above shows how much the respondent's income or income from the Numansa Batik Boutique in Kediri City can be seen. Table 3 shows that the total number of respondents is 40 people, so it can be seen that respondents with an income of 500,000 1,000,000 are 16 or 40%, while respondents with a gain of more than 1,000,000 are 24 or 60%. From the data above, it can be seen that most of the visitors who come are respondents with an income of more than 1,000,000, with a percentage of 60%.

b. Data Reliability and Validity Test

To test the validity and reliability of the instrument, the authors use analysis with SPSS and the following test results :

1. Data Reliability Test

Table 4. Variable Reliability Test Results Product Quality

Cronbach's Alpha value	Cronbach's Based on Standard- ized Items	Alpha	N of Items	Ket
0.60	0, 800		6	Reliable

Source: primary data processed by researchers (2020)

From the information in the table above, it can be seen that Cronbach's Alpha is $0.611 > 0.60$, so the decision variable Y is said to be reliable

Table 5. Reliability Test Results Variable Price

Cronbach's Alpha value	Cronbach's Alpha Based on Standardized Items	N of Items	Ket
0.60	0, 830	6	Reliable

Source: primary data processed by researchers (2020)

From the information in the table above, it can be seen that Cronbach's Alpha is $0.803 > 0.60$, so the decision variable Y is said to be reliable.

Table 6. Reliability Test Results of Brand Image Variables

Cronbach's Alpha value	Cronbach's Alpha Based on Standardized Items	N of Items	Ket
0.60	0, 696	6	Reliable

Source: primary data processed by researchers (2020)

From the information in the table above, it can be seen that Cronbach's Alpha $0.696 > 0, 60$, so the decision variable Y is said to be reliable.

Table 7. Reliability Test Results of Purchasing Decision Variables

Cronbach's Alpha value	Cronbach's Alpha Based on Standardized Items	N of Items	Ket
0.60	0.787	6	Reliable

Source: primary data processed by researchers (2020)

From the information in the table above, it can be seen that Cronbach's Alpha is $0.787 > 0.60$, so the decision variable Y is said to be reliable

2. Data Reliability Test

For the level of validity, a significant test was carried out by comparing the recount with the table with $N = 40$ at 5% significance in the distribution of the rateable value of 0.312 if count (for each statement item seen in the corrected column, total correlation question item) $>$ from r table. If the r value is positive, then the question is said to be valid.

Table 8. Volume Validity Test of Product Quality Variable Data

No.	Question	item	r count	r table	Ket
1	Batik products are of good quality and comply with predetermined standards	1	0.867	0.312	Valid
2	Batik products provide a wide range of quality products	1	0.772	0.312	Valid
3	Batik products always pay attention to the quality standards in each product	1	0.686	0.312	Valid
4	Batik products have a durable quality (they don't fade quickly)	1	0.842	0.312	Valid
5	Batik products are not easily damaged (image/color/quality)	1	0.768	0.312	Valid

Source: primary data processed by researchers (2020)

From the table above, it can be seen that each question item has $r_{count} >$ label (0.312) and is positive. Thus the question items are said to be valid.

Table 9. Validity Test of Price Variable Data Instruments

No.	Question	item	r count	r table	Ket
1	The batik product itself has a price range that matches other batik products	1	0, 777	0.312	Valid
2	The price of batik products is in accordance with people's purchasing power	1	0, 740	0.312	Valid
3	Batik products are priced according to the quality offered	1	0, 803	0.312	Valid
4	Batik products often provide discounts (discounts)	1	0, 797	0.312	Valid
5	Batik product's expectations meet my	1	0, 832	0.312	Valid

Source: primary data processed by researchers (2020)

From the table above, it can be seen that each question item has $r_{count} > r_{table}$ (0.312) and is positive. Thus the question items are said to be valid.

Table 10. Validity Test of Data Instruments for Brand Image Variables

No.	Question	item	r count	r table	Ket
1	Batik products have attractive designs for every consumer	1	0, 516	0.312	Valid
2	Batik products provide a variety of products according to consumer needs	1	0, 504	0.312	Valid
3	Batik products have an impressive physical appearance, thereby increasing the user's confidence	1	0, 573	0.312	Valid
4	Batik products deliver what has been promised (product quality)	1	0, 546	0.312	Valid
5	Batik products make me feel comfortable when using them	1	0, 672	0.312	Valid

Source: primary data processed by researchers (2020)

From the table above, it can be seen that each question item has $r_{count} > r_{table}$ (0.312) and is positive. Thus the question items are said to be valid.

Table 11. Validity Test of Data Instrument a Purchasing Decision Variable

No.	Question	item	r count	r table	Ket
1	When I wanted to use my batik products, I chose Numansa batik is my choice	1	0.828	0.312	Valid
2	I will recommend Numansa Batik Products to my friends	1	0.827	0.312	Valid
3	The alternative to other batik brands was not enough of my consideration in deciding to buy batik cloth	1	0.677	0.312	Valid
4	I chose Numansa batik products because I had them before	1	0.736	0.312	Valid
5	I will use Numansa batik products because there are many devotees	1	0.612	0.312	Valid

Source: primary data processed by researchers (2020)

From the table above, it can be seen that each question item has $r_{count} > r_{table}$ (0.312) and is positive. Thus the question items are said to be valid.

3. Multiple Linear Regression Test

Table 12. Multiple Linear Regression Test Results

Coefficients		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2,988	3,106		,962	,342
	x1	,183	,173	,185	1,060	,296
	x2	-,107	,163	-,108	-,657	,516
	x3	,756	,200	,633	3,787	,001

Based on the output SPSS 22 Table 12, the result of regression constants of 2.988 and the coefficient for the variable X1 product quality by 0.183, a variable price X2 -0.107, and brand image X3 of 0.756. So that the modal regression equation obtained is as follows:

$$Y = 2,988 + 0,183 X1 + (-0,107) X2 + 0.756 X3 \quad (b)$$

The results of the analysis using the SPSS program are as follows:

- Product Quality (X1) on Purchase Decision (Y) at Numansa Batik Kediri Boutique.
The results of the empirical test of the influence of Product Quality (X1) of the purchase decision (Y) demonstrate the value t in the Product Quality variable (X1) figure of 0.185, which means the magnitude coefficient of the Purchase Decision Product Quality is at 18,5%. A positive t value shows that the product quality variable (X1) directly correlates with the purchasing decision variable (Y). So it can be concluded that product quality (X1) has a positive relationship but does not significantly affect purchasing decisions (Y).
- Effect of Price (X2) on Purchase Decisions (Y) at Numansa Batik Boutique, Kediri City.
The empirical test results influence the price (X2) of the Purchase Decision (Y), demonstrating the value of t -0,107 arithmetic < table 2.021 and p-value (Sig.) Of 0,405 > 0,05. This means that the price (X2) does not affect the purchase decision (Y) at the Numansa Batik Boutique in Kediri City. The beta value in the price variable unstandardized coefficients (X2) shows several -0.107, which means the amount of the price coefficient on the Purchase Decision is -107%. A positive t value indicates that the Price variable (X2) directly correlates with the Purchasing Decision variable (Y). So it can be concluded that Price (X2) has a positive relationship but does not significantly affect Purchasing Decision (Y).
- The Influence of Brand Image (X3) on Purchasing Decisions (Y) at Numansa Batik Boutique, Kediri City.
The results of the empirical test of the influence of brand image (X3) of the Purchase Decision (Y), demonstrating the value of t 3,787 counts 2.021 and p-value (Sig.) At 0:01 < 0.05. This means the brand image (X3) does not affect the purchase decision (Y) at the table Numansa Batik Boutique in Kediri City. Unstandardized beta value in the variable coefficients Brand (X3) showed the number of -0.633, meaning the magnitude coefficient brand image of the Purchase Decision amounted to 63.3%. The negative indicates that the variable image of the brand (X) does not have a direct relationship with the inconsistent purchase decision (Y), so it can be concluded that the idea of the brand (X3) does not possess ties were positive but significantly influence the purchase decision (Y).
- T T-the t-significance test is used to see the significance of the effect of the independent variable (x) on the independent variable (y) partially. This t-significance test, in the ordinary least square (OLS) statistical calculation results, is shown with t. In detail, the count results of the t are explained in the following table: counts are

Table 13. Result in t-test or Partial Test

Coefficients		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2,988	3,106		,962	,342
	x1	,183	,173	,185	1,060	,296
	x2	-,107	,163	-,108	-,657	,516
	x3	,756	,200	,633	3,787	,001

Source: primary data processed by researchers (2020)
table 13 above can be seen each as follows:

- Variable quality products on purchase decisions on Boutique Numansa Batik Kediri
From the table above, the coefficients obtained the value of $t = 1.007$ with a significance of $0,321 > 0.05$. This means that count partially, there is no significant influence between product quality on purchasing decisions
- Variable price on purchase decisions on Boutique Numansa Batik Kediri
From the table above, the coefficients obtained by the value of $t = -0.643$ with a significance of $0,524 > 0.05$. This means account partially; price has no significant effect on purchasing decisions.
- Variable image of the brand to the purchasing decision on Boutique Numansa Batik Kediri
From the table above, the coefficients obtained the value of $t = 3.787$ with a significance of $0.01 < 0.05$. This means that count partially; there is a significant influence between the brand image on purchasing decisions.

e) F test

Table 14. Result Test F or Simultaneous Test

Anova		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,682	3	10,894	1,616	b,203
	Residual	242,693	36	6,741		
	Total	275,375	39			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), service quality, product quality, price Source: primary data processed by researchers (2020). Decision-making data on the F test based on the F value and F calculated table $> F$ then the independent variable simultaneously affects the dependent variable count table, $F < F$, then the independent variable simultaneously has no effect count table The basis for decision making in the F test is based on the significance value :

- If the significance value < 0.05 , the independent variables together (simultaneously) have a significant effect on the dependent variable.
- If the significance value > 0.05 , the independent variables together (simultaneously) do not significantly affect the dependent variable. From the above diperoleh SPSS output value of F amounted to 1,616. The F obtained using the following arithmetic table value is the formula:

$$F = (k; nk) = (2; 40-2)$$

$$F_{table} = (2; 38)$$

$$F_{table} = 3,23$$

So, it is known that the F table 3, 23. Because the F value 1, 616 is greater than the F value, it can be concluded that able, in the calculated table, the independent variables X1, X2, and X3 (simultaneously) affect the dependent variable (Y).

4. Determination Test R

The determination coefficient has a function to explain the extent to which the ability of the independent variables (Product Quality, Price, and Brand Image) to the dependent variable (Purchase Decision).

Table 15. Test Coefficient Determination R

Model Summary

Model	R	R Square	Adjusted Square	R Std. The error in the Estimate
1	a,345	,119	,045	2,596

Table 15 shows that in the R Square column, it is known that the total percentage of variation in the dependent variable explained by the independent variable is 0.119 or 11.9%. This means that the influence of the independent variables (Product Quality, Price, and Brand Image) on the dependent variable (Purchase Decision) is 11.9%. In comparison, the rest ($100-11.9\% = 88.1\%$) is explained by other variables outside the research.

4.2. Discussion

This study involved 40 respondents in providing information about the influence of the X1 variable, namely Product Quality; the X2 variable, Price; the X3 variable, Brand Image; and the Y variable, the Purchase Decision. Based on the description of the respondents shows that the female respondents are a,t 25, with a percentage of 62.5 % more dominant compared to the male respondents. It can be seen from the number of respondents who are more than 30 years old as many as 25 respondents with a percentage of 62.5%, while for the description of respondents based on income, respondents with an income $> 1,000,000$ there are 24 respondents and have a presentation of 60%. An instrument is said to be valid if it can reveal data from the variables to measure the validity level of the items under study. The validity test results show that all the questions in the distributed questionnaire are declared valid because $r_{count} > \text{label}$, with label results of 0.312. indicates that each variable question item is correct.

Reliability tests the extent to which the measuring instrument can be trusted. The level of research reliability can be seen from the results of the Cronbach Alpha statistic; a variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 . The reliability test results show

that all coefficients are realistic > 0.60; this states that the questions in the questionnaire are reliable. Multiple linear regression analysis tests the hypothesis about the relationship between two or more independent variables and a dependent variable. The regression equation obtained in this study is $Y = 2,988 + 0.183X_1 + (-0,107) X_2 + 0.756X_3$. The multiple linear regression equation shows that the regression coefficient for the variables Product Quality, Price, Brand Image, and Purchase Decision has a positive relationship but does not have a significant effect. On the Y variable, namely the Purchase Decision. Based on the research results that have been described to answer the problem "Product Quality, Price and Brand Image on the Purchase Decision in a case study at the Numansa Batik Kediri Boutique." It can be seen from the significant value $t_{count} > t_{table}$ that the independent variable has a significant effect on the dependent variable. If the considerable value $t_{count} < t_{table}$, then the independent variable does not significantly affect the dependent variable.

Variable product quality towards purchasing decisions at the Numansa Batik Boutique, Kediri city, from the coefficients table, the value of $t_{count} = 1.007$ is obtained with a significance of $0.321 > 0,05$. This means there is no significant influence between product quality and purchasing decisions. Price variables on purchasing decisions at Numansa Batik Boutique, Kediri city. From the coefficients table, the value of $t_{count} = -0.643$ with a significance of $0.524 > 0,05$ is obtained. This means there is no significant effect between price and purchase decisions. Brand image variables on purchasing decisions at the Numansa Batikkota Kediri Boutique. From the coefficients table, the $t_{count} = 3.787$ with a significance of $0.001 < 0.05$. This means that part there is a significant influence between the brand image on purchasing decisions. Furthermore, to determine the simultaneous effect, it can be seen in table F. Namely, the Fount results show a value of 1.616 > Fable 3.23, then there is a simultaneous effect of product quality, price, and brand image variables on the decision. Purchase of the Numansa Batik boutique in Kediri City. To identify how far the independent variable affects the dependent variable, the value of the coefficient of determination is obtained. As previously described, the coefficient of determination (R Square) is 0.119 or 11.9%; the effect of the independent variable on the dependent variable is weak because it shows that the contribution of the independent variables, namely product quality, price, and brand image, is 11, 9%. At the same time, the rest is influenced or can be explained by other variables outside this study.

5. Conclusion

1. The product quality variable on purchasing decisions at the Numansa Batik Boutique in Kediri City with a value of $t_{count} = 1.007$ with a significance of $0.321 > 0.05$. This means that there is no significant effect of the variable price on purchasing decisions at the Numansa Batik Boutique in Kediri City, with a value of $t_{count} = -0.643$ with a significance of $0.524 > 0,05$. This means that part there is no significant effect. The brand image variable on purchasing decisions at the Numansa Batik Boutique in Kediri City with a $t_{count} = 3,787$ with a significance of $0.001 < 0.05$. This means that part there is a significant effect.
2. Table 3, 23. Because the value of Fount 1.616 is smaller than that of Fable, it can be supposed that the independent variables X_1 , X_2 , and X_3 (simultaneously) affect the dependent variable (Y). The value of the coefficient of determination (R Square) is known to be the total percentage of variation in the dependent variable described by the independent variable is 0.119 or 11.9%. This means that the influence of the independent variables (Quality Product, Price, and Brand Image) on the dependent variable (Purchase Decision) was 11 9 %, while the rest ($100 - 11.9\% = 88.1\%$)
3. Based on the results of the research, discussion, and conclusions above, several suggestions are put forward as follows: It is suggested that the Numansa Batik Boutique improve and further develop product quality so that all customers are always satisfied with the quality of the product. For future research, it is better to expand the variables and measurements of research variables on purchasing decisions.

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