

Pengaruh Citra Merek Terhadap Keputusan Pembelian Antis Hand Sanitizer

The Influence Of Brand Image Towards Purchase Decision Of Antis Hand Sanitizer

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Abstrak

Permintaan hand sanitizer meningkat signifikan sejak pandemi sebesar 39,4% pada tahun 2021. Pertumbuhan yang naik ini tidak dicapai merek lain. Hal ini menunjukkan bahwa merek Antis telah berhasil membangun citra merek yang baik. Citra merek yang baik dapat menarik minat konsumen untuk memutuskan membeli produk tersebut. Tujuan dilakukannya penelitian ini adalah untuk mengetahui reaksi konsumen terhadap citra merek pada keputusan pembelian Antis Hand Sanitizer. Dalam penelitian ini penulis mengajukan 4 hipotesis. Penelitian ini menggunakan metode penelitian kuantitatif dengan jenis penelitian deskriptif kausal pada merek Antis. Penelitian ini diperoleh dengan menyebarkan kuesioner online kepada 401 responden. Data dalam penelitian ini diperoleh dari kuesioner online. Teknik analisis yang digunakan adalah: Uji Validitas, Uji Reliabilitas, Uji asumsi klasik (Normalitas, Heteroskedastisitas, dan Multikolinearitas), dan uji hipotesis penelitian (Uji T dan Uji F). Seluruh tes dalam penelitian menggunakan Program of Social Science (SPSS). Kesimpulan dari penelitian ini adalah Citra Merek secara simultan berpengaruh terhadap Keputusan Pembelian Antis. Di sisi lain, Kekuatan Asosiasi Merek dan Keunikan Asosiasi Merek terbukti berpengaruh parsial terhadap Keputusan Pembelian. Sayangnya, indikator Kesukaan Asosiasi Merek tidak berpengaruh terhadap Keputusan Pembelian.

Keywords: Citra Merek, Keputusan Pembelian, pensanitasi tangan merek Antis

Abstract

Demand for Antis hand sanitizer has improved significantly since the pandemic by 39.4% in 2021. This rapid growth was not achieved by other brand. The growth indicates that Antis brand has successfully build a good brand image. The good brand image may attract customer to decide purchasing the product. The purpose of doing this research is to learn the customer reactions towards brand image and purchase decision on Antis hand sanitizer. This research conduct 4 hypothesis. This study uses quantitative research method with descriptive causal research on Antis brand. The research was obtained by distributing online questionnaires to 401 respondents. The data in this study were obtained from online questionnaires. The analysis technique that are going to used are: Validity Test, Reliability Test, Classic Assumptions Test (Normality, Heteroscedasticity, and Multicollinearity), and Hypothesis Test (T test and F test). All of the test that conducted using the Statistical Program of Social Science (SPSS). The conclusion of this study is the Brand Image have simultaneously affect the Purchase Decision of Antis. On the other hand, Strength of Brand Association and Uniqueness of Brand Association has proven to have partial effect on Purchase Decision. Unfortunately, the Favourable of Brand Association does not have any effect on Purchase Decision.

Keywords: Brand Image, Purchase Decision, Antis Hand Sanitizer.

I. INTRODUCTION

When customers decide to buy a product, they are do it for variety of reasons, such as being satisfied for the product's quality and service. There are also customers who purchase things based on their needs, there are also a few numbers of customers who purchase the products spontaneously without making any prior plans or consideration before they bought the products. The corona virus disease (COVID-19) has been declared a pandemic by the World Health Organization (WHO). Reported from tirto.id news, Antis hand sanitizer managed to sell 72,000 in sales a day through e-commerce (Agung, 2020)[1]. Since the pandemic, the high demand from the public has required Antis hand sanitizer to stock up to ten times higher than daily production. The surge in

demand from consumers proves that Antis is a pioneer brand that is trusted by the public. Various strategies, such as routinely stocking products, using official e-commerce on several platforms in order to maintain the good relationship toward the customer, and many more efforts that have been applied to Antis hand sanitizer are expected to strengthen Antis' image in front of the customer. Therefore, a positive brand image is expected to be able to influence customer in making purchasing decisions.

II. THEORETICAL REVIEW

A. Marketing

Marketing is the process of presenting goods or services to customers who have the potential to purchase them is known. The practice of offering goods or services to clients with the potential to buy them is known as marketing. Marketing is an activity that involves introducing products to customers that suit their demands and provide value. Individuals and groups obtain what they need and want through the production and exchange of products and value through marketing, which is a social and managerial activity.

B. Marketing Management

Marketing management defined by marketing gurus Philip Kotler and Kevin Lane Keller as “*the art and science of selecting target markets and gaining, maintaining, and expanding consumers by producing, delivering, and communicating better customer value*” (Kotler and Keller, 2016:27) [2]. In other words, it may define as Marketing is more than re-branding or promoting a business, but also selecting target market and giving them values.

C. Brand

The brand or brand in a firm, on the other hand, is an identifier, according to the book “*Brand in Business Implication*” mentioned that a brand is more than just a legally protected symbol or name where a trademark verifies its owner's legal protection, demonstrates quality assurance, and serves as a means of distinguishing (Sumiati et al. 2016:4)[3].

D. Brand Image

According to Kotler and Keller, 2016:330, the extrinsic quality of a product or service, such as how the brand tries to meet the psychological or social needs of customers.

E. Purchase Decision

Marketers must determine who initiates and has input on purchasing choices in order to understand how customers really make purchases. People might be initiators, influencers, determinants, customers, or users. Each sort of individual may be targeted by a different marketing strategy (Kotler and Keller, 2016:187).

F. Research Framework

The model framework in this study may be defined as follows, based on the preceding description:

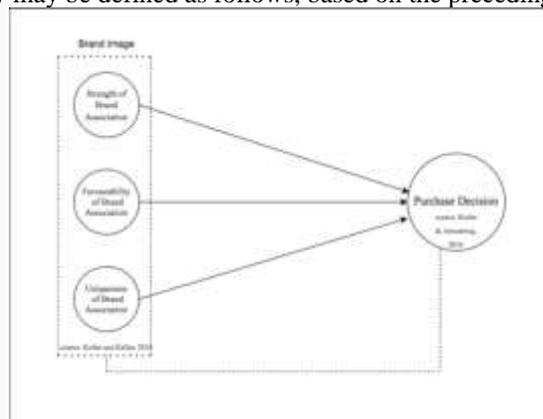


Figure 1 Research Framework
Source: Processed data (2022)

III. RESEARCH METHODS

The purpose of writing this research:

- A. For knowing the customer responses of brand image in Antis Hand Sanitizer.
- B. For knowing the customer responses of purchase decision in Antis Hand Sanitizer.
- C. For knowing how brand image may influence the purchase decision towards Antis Hand Sanitizer.
- D. For knowing the influence each dimensions of brand image towards purchase decision of Antis Hand Sanitizer.

IV. RESEARCH RESULT AND DISCUSSION

A. Types of Research

Quantitative research requires a lot of numbers, from data collection until presentation. The quantitative approach is primarily concerned with symptoms or phenomena that have certain features in human existence, or variables (Jaya, 2020:6)[4]. The purpose of this research using descriptive analysis. A descriptive study's goal is to collect data that characterizes the subject of interest (Sekaran and Bougie, 2016:43)[5]. The type of investigation that will be carried out by the author is correlation. Where the correlation is the connections between variables (Sekaran and Bougie, 2016:44). Then, because it utilizes genuine data, then for the research engagement does not intervene with the data in this study. Based on the implementation time, the authors used a cross sectional study. Which is a study which the status of the character or variable of the examination subject is measured just once.

B. Data Collection tools Operational Variables

Table 1 Operational Variables

Variables	Dimension	Indicator	Scale	Item
Brand Image	Strength of Brand association	Products are easy to recognized	Ordinal	1
		Product experience	Ordinal	2
		Completeness of product offer	Ordinal	3
	Favorability of Brand association	Product appearance	Ordinal	4
		Product promotion	Ordinal	5
		Innovation towards the product	Ordinal	6
	Unique of Brand association	The product has its own characteristics with competitors	Ordinal	7
		Company credibility	Ordinal	8
		Uniqueness of logo	Ordinal	9
Purchase Decision	Product choice	Product purchase decision based on needs	Ordinal	10
		Product purchase decision based on product design	Ordinal	11
		Product purchase decision based on willingness	Ordinal	12
	Brand choice	Product purchase decision based on the brand	Ordinal	13
		Product purchase decision based on product quality	Ordinal	14
		Product purchase decision based on the difference between the brands	Ordinal	15

Distributor choice	Product purchase decision based on the accessibility to the location	Ordinal	16
	Product purchase decision based on completed items	Ordinal	17
	Product purchase decision based on convenience	Ordinal	18
Purchasing time	Certain time	Ordinal	19
	When needed	Ordinal	20
	When product launch product innovation	Ordinal	21
Purchase amount	Frequency and number of items to be purchased	Ordinal	22
	Types of product that are going to buy	Ordinal	23
	Product availability that are going to buy	Ordinal	24
Purchasing method	Convenience in payment methods for consumers	Ordinal	25
	Variants of payment method	Ordinal	26
	Payment capability	Ordinal	27

Source: Patianugra and Suyanto, and Processed Data (2021)

C. Measuring Scale

In this study, the measurement scale used is the ordinal scale. An ordinal scale not only categorizes the variables in a way that distinguishes between the various categories, but it also ranks-orders them in some way (Sekaran and Bougie, 2016:208). The indicator of the questionnaire used in the study is the Likert scale. Responses to a series of items focusing on a single idea or variable can be evaluated item by item but adding across items can also yield a total or summated score for each responder (Sekaran and Bougie, 2016:216).

D. Research Stages



Figure 2 Research stages
Source: Indrawati (2015) [6]

E. Population

In this study, the product that used for this research is Antis Hand sanitizer. So, the population used in this study are the customers who once or always used antis as their preferred antiseptic product. The age gap may be covered at various ages considering that antis products are products that are commonly used in any circles. However, based on the results of the pilot test, it shows that the majority of the respondent population is in the age group of 15 - 24 years, with the most recent education are high school graduate to bachelor degree.

F. Samples

In the proportion of questionnaires, which are considered correct are 95%, and the proportion of questionnaires which are considered incorrect is 5%. So, it is found that Z is equal to 1.96. Meanwhile, if the value of the population proportion is unknown, the probability of the questionnaire being correct (p) and incorrect (q) is 0.5 or 50% respectively. The calculation results can be shown as follows:

$$N = \frac{(1,96)^2 \times 0,5 \times 0,5}{0,05^2} = 384,16 \quad (1)$$

From these results, it can be concluded that the smallest sample that can be taken is 384.16. In this study, the samples taken were 385 respondents.

G. Validity Test

Table 2 Validity result

VARIABLE	SUB VARIABLE	INDICATOR	Corrected Item Total Correlation	R Table	Decision
BRAND IMAGE	Strength of Brand association	Product are easy to recognize	0.506	0.082	V
		Product experience	0.716	0.082	V
		Completeness of product offer	0.633	0.082	V
	Favorable of Brand Association	Product appearance	0.635	0.082	V
		Product promotion	0.704	0.082	V
		Innovation towards the product	0.662	0.082	V
	Unique of Brand Association	The product has its own characteristics with competitors	0.603	0.082	V
		Company credibility	0.713	0.082	V
		Uniqueness of logo	0.648	0.082	V
PURCHASE DECISION	Product Choice	Product purchase decision based on needs	0.195	0.082	V
		Product purchase decision based on product design	0.200	0.082	V
		Product purchase decision based on willingness	0.211	0.082	V
	Brand Choice	Product purchase decision based on the brand	0.216	0.082	V

		Product purchase decision based on product quality	0.335	0.082	V
		Product purchase decision based on the difference of brand	0.371	0.082	V
	Distributor Choice	Product purchase decision based on the difference between the brands	0.370	0.082	V
		Product purchase decision based on the accessibility to the location	0.353	0.082	V
		Product purchase decision based on completed items	0.557	0.082	V
	Purchasing time	Certain time	0.581	0.082	V
		When needed	0.625	0.082	V
		When product launch product innovation	0.605	0.082	V
	Purchase amount	Frequency purchase in certain period	0.608	0.082	V
		Number of items to be purchased	0.615	0.082	V
		Types of product that has been purchase	0.557	0.082	V
		Product availability that are going to buy	0.639	0.082	V
	Purchase method	Convenience in payment methods for consumers	0.574	0.082	V
		Payment capability	0.546	0.082	V

Source: Processed data (2022)

H. Reliability Test

Table 2 Reliability result

Variables	Item	Cronbach's Alpha	Decision
Brand Image	9	0.833	Reliable
Purchase Decision	18	0.835	Reliable

Source: Processed Data (2022)

I. Result and Discussion
Descriptive Analysis

Table 5 Total score of all variables

No	Variables	Total score	Ideal score	Percentage	Category
1.	Brand Image	14855	2005	82%	High
2.	Purchase Decision	29830	36090	83%	High

Source: Processed data (2022)

J. Normality Test

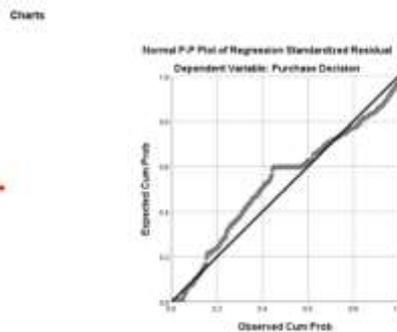


Figure 3 Normality test result
Source: Processed data (2022)

Based on the results of the Kolmogorov-Smirnov normality test, it is known that the $\text{sig} > 0.05$ value. it can be concluded that the distribution value is normal. The normality test also uses P-Plot to find out the distribution of the data is also normal. It may be concluded that the data is normal if the data or points are around the diagonal line.

K. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	1			Tolerance	VIF
1	(Constant)	5.047	1.245			4.053	.000		
	STRENGTH	1.319	.217	.371		6.089	.000	.202	4.943
	FAVOURABILITY	.318	.192	.190		1.654	.099	.206	4.849
	UNIQUENESS	1.297	.200	.402		6.474	.000	.195	5.136

a. Dependent Variable: PURCHASE DECISION

Figure 4 Multicollinearity result
Source: Processed data (2022)

The tolerance value of each variable is above 0.10, which is 0.202, 0.206, and 0.195. and all of the VIF value was below 10. This may be conclude that this data have no intercorrelation of the variables or it may be said that there is a strong relationship between variables.

L. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	1			Tolerance	VIF
1	(Constant)	7.776	.716			10.858	.000		
	STRENGTH	-.188	.125	-.159		-1.512	.131	.202	4.943
	FAVOURABILITY	-.176	.111	-.165		-1.590	.113	.206	4.849
	UNIQUENESS	-.025	.115	-.022		-.303	.762	.195	5.136

a. Dependent Variable: Abs_RES

Figure I Heteroscedasticity result
Source: Processed data (2022)

The significance value of this test is 0.05. The figure 5 above shows the tolerance value are all above 0.05, which was 0.202, 0.206, and 0.195. Which indicates that this model has no similarity to one another.

M. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta	1		
1	(Constant)	5.047	1.245			4.053	.000
	STRENGTH	1.319	.217	.371		6.089	.000
	FAVOURABILITY	.318	.192	.190		1.654	.099
	UNIQUENESS	1.297	.200	.402		6.474	.000

a. Dependent Variable: PURCHASE DECISION

Figure 6 Multiple regression result
Source: Processed data (2022)

$$Y = 5.047 + 1.319 (\text{Strength of Brand Association}) + 0.318 (\text{Favorability of Brand Association}) + 1.297 (2) (\text{Uniqueness of Brand Association})$$

With information:

- Constant value 5.047, this means if the strength, favorability, and uniqueness of brand association are 0, the purchase decision is 5.047
- The regression coefficient value for Strength of brand association is 1.319. this indicates if Strength of brand association has increased, the purchase decision also increasing 1.319
- The regression coefficient value for Favorability of brand association is 0.318. This result shows if Favorability of Brand Association has increased, the purchase decision will also increase by 0.318
- The regression coefficient value for Uniqueness of brand association is 1.219. This indicates if Uniqueness of brand association has increased, then the purchase decision will also increase 1.219

N. T Test

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.047	1.245		4.053	.000
	STRENGTH	1.319	.217	.371	6.089	.000
	FAVOURABILITY	.310	.192	.100	1.654	.099
	UNIQUENESS	1.297	.200	.402	6.474	.000

a. Dependent Variable: PURCHASE DECISION

Figure 6 T test result
Source: Processed data (2022)

$T = t (a/2; n-k-1)$
 $T = (0.025; 401-1-1)$

$T = (0.025; 399)$

$T = 1.966$

Based on the figure above it can be concluded that:

- a) The variable Strength of Brand Association (X1) has T count 6.089 > T table 1.966, and the Sig value is 0.000 < 0.05. H2 is accepted, Strength of Brand Association proven that have significant effect to Purchase Decision.
- b) The variable Favorability of Brand Association (X2) has T count 1.654 < T table 1.966 and the Sig value 0.99 > 0.05. Then H3 is rejected, Favorability of Brand Association proven that has no significant effect to Purchase Decision. H2 is rejected, Favorability of Brand Association has no partial effect on Purchase Decision.
- c) The variable Uniqueness of Brand association (X3) has T count 6.474 > T table 1.966 and the Sig value 0.000 < 0.05. H4 is accepted, Uniqueness of Brand Association proven that has partial effect to Purchase Decision.

O. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11617.794	1	11617.794	866.368	.000 ^b
	Residual	5350.495	399	13.410		
	Total	16968.289	400			

a. Dependent Variable: PURCHASE DECISION
 b. Predictors: (Constant), BRAND IMAGE

Figure 7 F test result
Source: Processed data (2022)

The significance value for the simultaneous influence of Brand Image on Y is 0.000 < 0.005 and the calculated F value is 866,368 > f table 3,864. So, it may be concluded that hypothesis 1 (H1) is accepted. Which means that there is an influence of Brand Image on Purchase Decision.

P. Determinant Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^b	.701	.699	3.57210

a. Predictors: (Constant), UNIQUENESS, FAVOURABILITY, STRENGTH
 b. Dependent Variable: PURCHASE DECISION

Figure 8 Determinant coefficient result
Source: Processed data (2022)

Based on the table above, the value of the coefficient of determination or R^2 is 0.701 or if the percentage is 70.1%. So, it can be concluded that the influence of the Brand Image Variable on Purchase Decision is 70.1%.

V. CONCLUSION

Based on the analysis of research results and discussions that have been described regarding the influence of Brand Image on the Purchasing Decision process, it can be concluded as follows. Customer responses shows that Brand Image variable in the high category. Based on this analysis, it may be seen that of the 9 questions contained in the Brand Image variable questionnaire, the highest score question that stated that Antis hand sanitizer is a product that well recognized. However, Antis hand sanitizer do not have the unique logo that make customer attracted. Customer responses in Purchase Decision variable also has high category. Purchase Decision contain of 18 questions. Most of the customer consent that they believe in Antis as a trustable brand. It is proven by the answer of the respondent that they do not need to wait them launching a new product. The customer would still buy Antis product because they are trusted brand for a long time. Brand image is proven to have a simultaneous and positive effect on purchase decisions. Although in partial effect there is 1 factor that does not affect the purchase decision. The Favorable of Brand Association proven that have no partial effect towards Purchase Decision on Antis hand sanitizer. However, the variable Strength and Uniqueness of Brand Association proven to have partially effect to Purchase Decision for Antis hand sanitizer. This indicates that Antis need to focus on the strength and uniqueness aspects of the brand to strengthen the image that has been built.

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