Analysis of the Effect of Brand Image, Service Quality and Purchase Interest on Purchase Decisions
(Study on S26 Procal and Promise Gold Powdered Milk Consumers on Hypermarket Channels in Jakarta Distribution Area)

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Abstract
The purpose of this study was to determine the analysis of the influence of brand image, service quality and purchase intention on purchasing decisions (Study on Consumers of S26 Procal and Promise Gold Powdered Milk at Chanel Hypermarkets in Jakarta Distribution Area). This study took a population of consumers of S26 Procal and Promise Gold milk powder at the Chanel Hypermarket in the Jakarta Distribution Area, amounting to 1,511 people, while the sample used was using slovin calculations where from the population only took a sample of 94 respondents with an error rate of 10%, variable The research consists of independent variables or independent variables (X), namely brand image (X1), service quality (X2) and buying interest (X3) while the dependent variable or dependent variable (Y) is purchasing decisions. The research method is using quantitative methods and the number of statement items is 40 which consists of a list of statements related to brand image variables (X1), service quality (X2), buying interest (X3) and purchasing decisions (Y), each of which is 10 statement items. The measurement scale used is a Likert scale from 1-5 with 5 categories. The data analysis technique used in this research is descriptive and linear regression test. The results of data analysis show that the multiple linear regression equation is Y = 0.627 + 0.434 (X1) + 0.279 (X2) + 0.279 (X3). The correlation coefficient Rx123 is 0.589 and is in the range 0.40 – 0.599 with a moderate level of relationship, meaning that the influence of brand image (X1), service quality (X2) and buying interest (X3) on purchasing decisions (Y) is included in the medium category. While the Adjusted R Squar coefficient of determination of 0.325 shows that brand image (X1), service quality (X2) and buying interest (X3) contribute to purchasing decisions (Y) by 32.5% and the remaining 67.5% is influenced by other factors. In the simultaneous hypothesis test, the Fcount value 15.935>Ftable 2.14 or the probability value Sig 0.000 <0.05, then Ho is Rejected and Ha is accepted, thus the proposed hypothesis stipulates that there is a positive and significant influence between brand image (X1), service quality (X2) and buying interest (X3) on purchasing decisions (Y) on S26 Procal and Promise Gold Powdered Milk Consumers at Chanel Hypermarkets in the Jakarta Distribution Area.

Keywords : Brand image, service quality, buying interest and purchasing decisions

INTRODUCTION

The projected population of Indonesia in 2021 will reach 269.6 million, of which 66.07 million are in the unproductive age category (0-4 years), then 185.34 million are in the productive age group (15-64 years). years), and as many as 18.2 million people are people of unproductive age (65+ years) (BPS, 2020), where the projected population and its composition will become a potential market share in developing the dairy industry in Indonesia.

Milk consumption in Indonesia, based on data from the Central Statistics Agency (BPS) in 2017 is only 16.5 liters/capita/year. This figure is still relatively low compared to the consumption of residents of other ASEAN countries. This figure is even very small when compared to USDA Foreign Agricultural Service 2016 (PDF) data for Malaysia (50.9 liters), Thailand (33.7 liters) and the Philippines (22.1 liters) (minded-rakyat.com, 2019) . The low consumption of milk and the projected population of Indonesia, especially those of unproductive age, provide ample room for entrepreneurs to develop this business. According to research results from Central Data Mediatama Indonesia (CDMI), the domestic dairy industry is experiencing growth. In 2017 the Indonesian milk market was worth Rp. 51.69 trillion with an average annual growth rate of 6.60%.

Powdered milk dominates the largest portion (59%), the rest is liquid milk (20%) and sweetened condensed milk (21%). Multinational companies such as Frisian Flag, and Nestle, these two companies control 42% of the Indonesian dairy market share, while Mead Johnson, Abbot, Wyeth and others, their contribution is still very small (CDMI, 2018). Companies in the dairy industry, like companies in other industries, always compete for share in this business. Various brands, sizes and packaging are presented by entrepreneurs in this dairy business. The goal is nothing but to get the attention and buying interest of consumers in this business market. To win the competition in business, entrepreneurs must apply modern marketing concepts that are market or customer oriented because they are the spearhead of marketing success in this case S26 Procal and Promise Gold milk powder.

One of the well-known powdered milk products circulating in the Indonesian market, which attracted the author's attention for research, is powdered milk for infants and children with the brands S26 Procal and Promise Gold. Where both brands are produced by PT Wyeth Nutrition Sduaenam. In general, powdered milk products produced by PT Wyeth Nutrition Sduaenam consist of two types, namely powdered milk for children under 1 year old or known as infant formula and milk for children over 1 year old or known as Growing Up Milk (GUM).

Where S26 Procal and Promise Gold are included in the type of GUM milk, the sale of this product will be the focus of the author's research. The products produced by the company PT Wyeth Nutrition Sduaenam are certainly well known by the Indonesian people. Milk with the S26 brand is known as premium milk powder with its superior product quality and is easily accepted by children. Furthermore, in this study, the author will focus more on modern distribution channels. For information, the distribution channel in the modern channel itself is divided into three channels, namely the Hypermarket Channel, Supermarket Channel and Minimarket Channel.

Meanwhile, according to Susanto (2014:4), purchasing decisions are a process where consumers go through certain stages to make a purchase of a product. Added by Assauri (2015: 139), purchasing decisions made by consumers or buyers are also influenced by habits, buying habits include when the purchase is made, in what amount the purchase is carried out and where the purchase is made. Along with the increase in knowledge, consumers increasingly know how to choose the products they need. There are various factors that influence decisions on a product, namely price, promotion, brand image, products offered, quality of service to consumers and buying interest. But in this study the author will further limit the influence on purchasing decisions, namely brand image, service quality and buying interest.

According to Kotler and Keller (2009: 403), brand image is the perception and belief held by consumers, as reflected in the associations embedded in the customer's memory, which are always remembered for the first time when they hear the slogan and are embedded in the minds of consumers. Then according to Tjiptono (2015: 49), brand image is a description of consumer associations and beliefs about a particular brand, brand image is an observation and belief held by consumers, as reflected in associations or in consumers' memories. By strengthening consumer confidence in a brand, consumers will continue to remember the product they bought, a good brand image will influence purchasing decisions, consumers will become loyal consumers for the company.

Likewise with regard to the quality of service provided, each channel, be it the Hypermarket Channel, Supermarket Channel and Minimarket Channel, must prioritize the needs needed by consumers, such as providing information and the benefits obtained when shopping for S26 Procal and Promise Gold powdered milk products on these channels. . According to Nasution in Rusydi (2017:39), service quality is the expected level of excellence and control over the level of excellence to meet consumers. Dan Kotler and Keller in Bob Sabran (2012: 131), define service quality as the company's ability to satisfy consumer needs and desires.

Consumer buying interest is a process which goes through a stage of learning and thinking which eventually forms a perception. Buying interest will create motivation that is stored in the memory of consumers and will become a strong desire which in the end when consumers are required to fulfill their needs will actualize what is in their memories. According to Kotler and Keller in Veronica (2016: 21), defining consumer buying interest is consumer behavior where

consumers have a desire to choose and consume a product offered by producers. According to Kinnear and Taylor in Wisnu Setiadji (2016: 24), buying interest is a component of consumer behavior in consuming attitudes, the tendency of respondents to act before deciding to purchase a product.

Business competition in its development requires companies to be able to act and act quickly and appropriately in the face of competition in a business environment that moves very dynamically and is full of uncertainty. Therefore, every company is required to compete competitively in terms of creating and maintaining loyal customers, namely through brand competition. In fighting over consumers, companies are no longer limited to product functional attributes such as product usability, but have been associated with brands that are able to provide a special image for the wearer.

At a low level of competition, the brand only distinguishes between one product and another or the brand is just a name (just a name). Meanwhile, at a high level of competition, brands contribute to creating and maintaining the competitiveness of a product. The brand will be associated with a special image that is able to provide certain associations in the minds of consumers. In its development, companies are increasingly realizing that the brand is the company's most valuable asset. In fact, today the unique characteristics of modern marketing rest on the creation of differentiating brands so as to strengthen the company's brand image.

So if a brand is already known and then in the minds of consumers there is a certain association with a brand, so that the brand can be distinguished from other brands, then in the minds of consumers the brand is perceived as having high quality and succeeds in making consumers satisfied and loyal then the brand has high brand equity. Silvia Buyung, Silvya L Mandey and Jecky S.B. Sumarauw in (2016) stated about the relationship between brand image, product quality and price on purchasing decisions for three-wheel cement products at Lico stores. In his research, it was revealed that a good brand image, service quality and buying interest will encourage purchasing decisions in choosing three-wheel cement compared to other brands.

And also research conducted by Opricard Montjati, Bernhard Tewal, Voctor P.K Lengkong, (2014). That the motivation, attitudes and buying interest of consumers affect the purchasing decisions of Yamaha motorcycles PT. Hasjrat Abadi Sebtral Yamaha Manado. Parasuraman (1991: 50), argues, consumers are willing to sacrifice their money to buy certain products if the product is able to meet their expectations. In addition, the key to making consumers experience satisfaction in consuming a product can be achieved by understanding and responding to consumer expectations.

Satisfaction is an evaluative assessment of the last choice of a particular transaction and customer satisfaction is what the company really hopes for. As explained above that purchasing decisions are thoughts where individuals evaluate various choices and decide their choices for a product from the many choices, while the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services and then provide benefits and added value. Based on the description above, and explanations according to experts, the authors are interested in conducting research with the title: "ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND BUYING INTEREST ON PURCHASE DECISIONS (Study to Consumers of S26 Procal and Promise Gold Powdered Milk on Hypermarket Channels in Jakarta Distribution Area)".

Considering that in the digital era like now, there are many consumers who make purchases online, especially through the Shopee marketplace. In addition to saving time, consumers are also facilitated with various features that make them feel safe in shopping, such as being able to withdraw their money back if the seller does not send the goods that have been paid for and can monitor the goods purchased through the available features when the seller has sent them and enter the delivery receipt number, so that consumers can estimate the package. which will be accepted.

PT. Mutiara Nusantara Globalindo is a company engaged in the garment sector since 1998, which started production as a CMT (Cut, Make, and Trim) business model, since then the company has grown into an integrated clothing manufacturer to meet retail, wholesale and special

orders needs. Currently, the company operates five clothing factories which have been upgraded to produce various models of clothing from children to adults, provide department store needs and serve special orders. Several brand names produced by PT. Mutiara Nusantara Globalindo are Seyes, Metalizer, and Teetime. PT. Mutiara Nusantara Globalindo has several offline stores in the Tanah Abang shopping center area, North Jakarta, and also has an online store in the marketplace, Shopee.

"SWOT analysis is an analysis of the strengths, weaknesses, opportunities, and threats that are owned and faced by the company" (Rangkuti, 2009: 22). This will make the company must run its operations effectively and efficiently in the field of marketing. This instrument will help estimate the best way to determine a strategy and what things need to be considered in carrying out that strategy.

METHODS

This research was conducted at the researcher's house, the researcher's office at PT Wyeth Nutrition S two six and on the Pamulang University campus which started from the third semester (3) of the regular lectures of the Master of Management Study Program at Pamulang University, which began in mid-August 2019 when the researcher received the Management course. Projects and Entrepreneurship. At the beginning of the research, information was collected about general phenomena that are happening in the community, especially those related to the dairy business as well as phenomena that occur in the company where the author works. Then it was developed into a material heading that underlies the making of this research during the researcher's lecture period at the Master of Management Program at Pamulang University.

This study uses library information obtained from the Pamulang University library, supported by supporting information sources from electronic media, the internet and internal sources from the company that the author wants to examine. It is planned that this research will be completed within 3-6 months from the start of this research. The research approach used is a quantitative approach, the type of research is a survey, the research method is descriptive analysis. Data were collected through interviews and filling out a questionnaire/questionnaire.

The research method is the whole process that is carried out carefully in order to obtain good and valid research data to be used as research material. The research approach used is a quantitative approach, the type of research is survey and the research method is descriptive analysis. Data collected through interviews and filling out questionnaires or questionnaires distributed to pre-determined respondents. Through this research, it is expected to know the analysis of the influence of brand image, service quality and buying interest on purchasing decisions. The population is all consumers, amounting to 1,115 consumers of Milk Powder S26 Procal and Promise Gold on Hypermarket Channels in the Jakarta Distribution Area.

RESULTS AND DISCUSSION

After doing statistical tests starting from the validity, reliability, classical assumptions, up to the multiple linear regression test, real and empirical. And from the research that has been made, it can be concluded that the hypothesis with the hypothesis in the previous researcher's testing is a consideration in this thesis research. Then to facilitate the discussion of the analysis or research conducted, will be explained on the influence of each independent variable and dependent variable which includes brand image, service quality, buying interest and purchasing decisions below.

1. The influence of brand image (X1) on purchasing decisions (Y)

The results of the study show that there is a positive and significant influence between brand image (X1) on purchasing decisions (Y), this is evidenced by the results of a simple regression equation that is Y = 20,192 + 0,500 (X1) This equation can be interpreted as having a positive influence between brand image (X1) on purchasing decisions (Y). Constanta a = 20,192 means, without the brand image variable (X1) or the variable X having a fixed value, the value of the purchase decision is 20,192 units. Regression coefficient b = 0.500 means that if the brand image variable (X1) increases one unit, the value of purchasing decisions will increase by 0.500 units. The correlation coefficient rx1 is 0.449 and falls into the range 0.40 – 0.599 with a

moderate level of relationship. This means that brand image (X1) has a moderate level of relationship to purchasing decisions (Y). While the R Square of 0.202 shows, brand image (X1) has a contribution to purchasing decisions (Y) of 20.2% and the remaining 79.8% is influenced by other factors outside the model. Hypothesis testing partially shows tcount 4.819 > ttable 1.662 or probability value Sig 0.000 <0.05 then Ho1 is rejected, Ha1 is accepted, thus the hypothesis stipulates that there is a positive and significant influence between brand image on purchasing decisions (Y) on S26 Milk Powder consumers Procal and Promise Gold at Chanel Hypermarket in Jakarta Distribution Area.

This research is in line with that conducted by Silvia Buyung, Silvya L Mandey, Jecky S.B. Samarau in his journal entitled the effect of brand image, product quality and price on purchasing decisions for three-wheel cement products at Lico stores in the journal Berkala Scientific Efficiency/vol 16 No 04 Year 2016. With the results of this test, it is proven by looking at the calculation of the F test, which is 18,326 with a level of the significance of 0.000 and from the results of the determination test, the contribution value is 36% and the remaining 74% is influenced by other factors in the research, meaning that there is a positive and significant influence between brand image, product quality and price on purchasing decisions for three-wheel cement products in stores. licons. Therefore, the authors use this journal as a reference and comparison in this study.

2. The influence of service quality (X2) on purchasing decisions (Y)

The results showed that there was a positive and significant influence between service quality (X2) on purchasing decisions (Y), this is evidenced by the results of a simple regression equation that is Y = 24,459 + 0.350 (X2). X2) on purchasing decisions (Y). Constanta a = 24,459 means that without the service quality variable (X2) or the variable X having a fixed value, the value of the purchase decision is 24,459 units.

The regression coefficient b = 0.350 means that if the service quality variable (X2) increases by one unit, the value of purchasing decisions will increase by 0.350 units. The correlation coefficient rx2 of 0.331 falls into the range of 0.20 – 0.399 with a low level of relationship. Meanwhile, R Square of 0.109 indicates that service quality (X2) has a contribution to purchasing decisions (Y) of 10.9% and the remaining 89.1% is influenced by other factors outside the model. Hypothesis testing partially shows the value of tcount 3.360 > ttable 1.662 or the probability value of Sig 0.001 <0.05, then Ho2 is rejected, Ha2 is accepted, thus the hypothesis stipulates that there is a positive and significant influence between service quality (X2) on purchasing decisions (Y) on consumers of S26 Procal and Promise Gold Powdered Milk at Chanel Hypermarkets in Jakarta Distribution Area.

The results of this study are in line with research conducted by Dede Solihin and Estiko Wibawanto in their journal entitled The influence of service quality, price and promotion on customer decisions in choosing the Indonesian Knights Basketball Club, South Tangerang. The results of the study were seen from the calculation of the F test with a value of Fcount > Ftable which was 70.488> 2.67 with a significant level of 0.000 <0.05 and from the results of multiple regression calculations, namely Y = 24.960 + 0.354 (X1) + 0.208(X2) + 0.212 (X3).

3. The effect of buying interest (X3) on purchasing decisions (Y)

The results show that there is a positive and significant influence between buying interest (X3) on purchasing decisions (Y), this is evidenced by the results of a simple regression equation that is Y = 27.027 + 0.282 (X3). X3) on purchasing decisions (Y). Constanta a = 27.027 means that, without the buying interest variable (X3) or the variable X having a fixed value, the purchase decision value (Y) is 27.027 units. The regression coefficient b = 0.282 means that if the buying interest variable (X3) increases by one unit, the value of purchasing decisions (Y) will increase by 0.282 units. The correlation coefficient rx3 is 0.293 and falls into the range of 0.20 – 0.399 with a low level of relationship, meaning that buying interest (X3) has a low level of relationship to purchasing decisions (Y).

While the R Square of 0.086 shows, buying interest (X3) has a contribution to purchasing decisions (Y) of 8.6% and the remaining 91.4% is influenced by other factors outside the model.

Hypothesis testing partially shows the tcount 2,940> ttable 1,662 or the probability value Sig 0,004 < 0,05 then Ho3 is rejected, Ha3 is accepted, thus the hypothesis stipulates that there is a positive and significant influence between buying interest on purchasing decisions (Y) on S26 Milk Powder consumers Procal and Promise Gold at Chanel Hypermarkets in Jakarta Distribution Area.

The results of this study are in line with research conducted by Opricard Montjati, Bernhard tewal, Victor P.K Lengkong with a journal entitled motivation, attitude and consumer buying interest, their influence on purchasing decisions Yamaha motorcycles PT. Hasjrat Abadi Sentral Yamaha Manado. With the results of the F test calculation, namely Fcount 3.730 with a sig level of 0.014 <0.05 and from the results of the multiple regression test calculation, namely Y = 2.605 + 0.006 (X1) + 0.336 (X2) + 0.000 (X3).

4. The influence of brand image (X1), service quality (X2) and buying interest (X3) on purchasing decisions (Y)

The results showed that there was a positive and significant effect of brand image (X1), service quality (X2) and buying interest (X3) simultaneously on purchasing decisions (Y) on consumers of S26 Procal and Promise Gold Powdered Milk at Chanel Hypermarkets in the Jakarta Distribution Area.

This is evidenced by the results of the multiple linear regression equation, namely Y = 0.627 + 0.434 (X1) + 0.279 (X2) + 0.279 (X3) This equation can be interpreted as having a positive influence between brand image (X1), service quality (X2) and interest buy (X3) on purchasing decisions (Y). The correlation coefficient rx123 is 0.589 and falls into the range 0.40 – 0.599 with a moderate level of relationship, meaning that brand image (X1), service quality (X2) and buying interest (X3) have a moderate level of relationship to purchasing decisions (Y).

While the Adjusted R Square of 0.325 shows, brand image (X1), service quality (X2) and buying interest (X3) have a contribution to purchasing decisions (Y) by 32.5% and the remaining 67.5% is influenced by other factors outside the model. . Hypothesis testing simultaneously shows the value of Fcount 15.935> Ftable 2.14 or a significant probability value of 0.000 <0.05, then Ho4 is rejected, Ha4 is accepted, thus the hypothesis stipulates that there is a positive and significant influence between brand image (X1), service quality (X2) and buying interest (X3) on purchasing decisions (Y) on consumers of S26 Procal and Promise Gold Powdered Milk at Chanel Hypermarkets in Jakarta Distribution Area. This study is in line with the results of research conducted by Dwi Desy Ninik Kustiani with a journal entitled the influence of brand image and price on purchasing decisions for Telkomsel cellular card contents to consumers in Muara Jawa sub-district, Kutai Kertanegara in 2019.

With the results of the F test, namely Fcount 40.112> Ftable 3.09 with a significance level of 0.000 <0.05. And also in line with research conducted by Malonda Deisy, Joyce Lapian, Yunita Mandagie in 2018 in their journal entitled analysis of brand image, product price and quality on purchasing decisions for Samsung Cellphones on all Gray cellular at the Manado IT Center. With the Fcount test value of 62.776 with a significance level of 0.000 <0.05 and from the determination test it is 15.3% while the remaining 84.7% is influenced by other factors.

CONCLUSIONS AND SUGGESTIONS

a. **Pengaruh citra merek(X1) terhadap keputusan pembelian(Y)**

Citra merek (X1) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y). Hal ini dapat ditunjukan oleh persamaan regresi linier sederhana yaitu Y = 20,192 + 0,500 (X1) dan nilai uji t yaitu thitung 4,819>ttabel1,662 atau nilai probabilitas Sig 0,000 < 0,05 maka Ho1 ditolak, Ha1 diterima. Sedangkan nilai kontribusinya berdasarkan R Square sebesar 0,202 atau 20,2% dan sisanya 79,8% dipengaruhi oleh faktor lain diluar model.

b. **The influence of service quality (X2) on purchasing decisions (Y)**

Service quality (X2) has a positive and significant effect on purchasing decisions (Y). This can be shown by a simple linear regression equation, namely Y = 24,459 + 0.350 (X2) and the t test value is t count 3.360> t table 1.662 or the probability value of Sig 0.001 <0.05, then Ho2 is

rejected, Ha2 is accepted. While the contribution value based on R Square is 0.109 or 10.9% and the remaining 89.1% is influenced by other factors outside the model.

c. The effect of buying interest (X3) on purchasing decisions (Y)

Purchase intention (X3) has a positive and significant effect on purchasing decisions (Y). This can be shown by a simple linear regression equation, namely Y = 27.027 + 0.282 (X3). And the value of the t test is tcount 2,940> ttable 1,662 or the probability value of Sig 0.004 <0.05 then Ho3 is rejected, Ha3 is accepted. While the contribution value based on R Square is 0.086 or 8.6% and the remaining 91.4% is influenced by other factors outside the model..

d. The influence of brand image (X1), service quality (X2) and buying interest (X3) on purchasing decisions (Y)

Brand image (X1), service quality (X2) and buying interest (X3) have a positive and significant effect on purchasing decisions (Y). This can be shown by the multiple linear regression equation, namely Y = 0.627 + 0.434 (X1) + 0.279 (X2) + 0.279 (X3) and the F test value is Fcount 15.935>Ftable2.14 or the probability value Sig 0.000<0.05, then Ho4 is rejected, Ha4 is accepted. While the contribution value based on Adjusted R Square is 0.325 or 32.5% and the remaining 67.5% is influenced by other factors outside the model. So it can be concluded that partially or simultaneously there is a positive and significant influence between brand image, service quality and buying interest on consumer purchasing decisions for S26 Procal and Promise Gold Powdered Milk at Chanel Hypermarkets in the Jakarta Distribution Area.

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