THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY ON CONSUMER PURCHASING DECISIONS AT ELIZABETH BAG STORE LUMAJANG

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Article Info

Abstract

This research aims to analyze the influence of brand image and product quality on consumer purchasing decisions at the Elizabeth Bag Shop. This research is research conducted using quantitative methods. Research data was obtained from the results of distributing questionnaires which were then processed using the SPSS Version 25 application. The population in this study were customers of the Elizabeth Lumajang Bag Shop with a total research sample of 75 people. From the results of the research that has been carried out, it is known that brand image and product quality have a positive influence on consumer purchasing decisions at the Elizabeth store. This can be proven by research results where the R Square value (reliability coefficient) which is estimated to be 0.609 (0.775 while the rest is caused by other factors. In the t test using a normal distribution table, with the accuracy level of the t table = 75-2= 73, the t value table for this test it is 1.993 with a significance level of 0.05. If we look at column t, we get the t count for Variable X1 = 5,734, Variable to the dependent variable (Y).

1. INTRODUCTION

Background problem

In the era of globalization and increasingly fierce market competition, brand image and product quality are two crucial elements that can determine the success of a business. Brand image not only reflects the identity and values of a product, but also shapes consumer perceptions and beliefs. The fashion industry, for example, is currently very competitive, with more and more new brands emerging. In this intense competition, consumers have many choices of similar products. Therefore, successful brands are brand that is able to differentiate itself from its competitors and build strong relationships with consumers. Consumers today are increasingly smart and selective in choosing products. They not only consider the functional aspects of the product, but also the values demonstrated by the brand. Proper market segmentation is the key for companies to target the right consumers with relevant messages.

Brand image and product quality influence each other. High product quality will strengthen a positive brand image, while a strong brand image can increase consumer perceptions of product quality. According to Chalil et al, (2020, p. 4) suggest that brand image can be interpreted as a model of the overall vision of a brand which is created from information and customer comments on a particular brand. Brand names are associated with attitudes, beliefs and preferences towards a particular brand. For consumers, product image is useful in creating positive attitudes and being interested in new products. Marketers consider it safer than marketers, because marketers have more complete and accurate information than popular brands. Consumer decisions are greatly influenced by a person's choice of a particular brand.

At Elizabeth Bag Shop, which is known for its various quality bag models, a positive brand image is the main attraction for consumers. With increasing choice in the market, it is important for these stores to understand how strong a brand image can be influence purchasing decisions and consumer loyalty. On the other hand, product quality also plays a vital role in attracting and retaining customers. Today's consumers are increasingly smart and selective in choosing products, so they tend to look for bags that are not only visually attractive, but also have guaranteed quality. Elizabeth bag shop has succeeded in building certain market segments (young women, office workers, or housewives). However, to maintain and increase market share, Elizabeth bag shop needs to understand the factors that most influence consumer purchasing decisions in this segment. Brand image and product quality are two key factors that influence consumer purchasing decisions in the fashion industry. A positive brand image can create a good perception in the minds of consumers about the product, while superior product quality will provide ongoing satisfaction.

Additionally, this option can create a strong brand. A strong brand image is formed from a very long and long process done continuously. There are several components that help in forming a brand image, including product quality, product development, uses and benefits, service quality, price and promotion (Suardhita et al. 2019). These components greatly influence the formation of a brand image. Forming a product image can start by determining the target market aimed. A clear target market will be very helpful in determining the marketing strategy you want to implement. The product name is also one of the basics in building a brand image. Apart from the two things above, the logo is also one thing that is no less important. A unique and easy to remember logo will be the basis for comparing products with competitors. Logos are the most well-known brand symbols. It includes distinctive designs, colors and styles. Visual identity includes all graphic elements used in product packaging, websites and other marketing materials.

This research aims to explore the influence of brand image and product quality on purchasing decisions at the Elizabeth Bag Shop, Lumajang. By understanding this relationship, it is hoped that shop owners can develop more effective marketing strategies to increase competitiveness and meet consumer expectations. In addition, this research aims to provide deeper insight into consumer behavior in the local fashion industry, so as to create a more satisfying shopping experience and increase customer loyalty. Through this research, it is hoped that useful recommendations can be produced for the Elizabeth Bag Shop in optimizing brand image and product quality, as well as their impact on consumer purchasing decisions. Thus, this research not only provides theoretical contributions, but also practical contributions to business development in the retail sector.

Based on research conducted by (Delimah, 2022) shows that brand image and product quality have a positive influence on consumer purchasing decisions for TVS motorbikes. Research conducted by Wicaksono et al, (2023) too give the same results, where brand image and product quality have a positive influence on purchasing decisions for Indomie products in Semarang. Based on the background of the problem on So this research aims to analyze in depth the influence of brand image and product quality on consumer purchasing decisions for Elizabeth bag products.

Problem Formulation

There are several important aspects that need to be analyzed. First, how does the Elizabeth Bag Shop brand image influence consumer perceptions and purchasing decisions, and whether a positive brand image is the main factor in attracting consumers. Second, the extent to which the quality of the products offered contributes to satisfaction and purchasing decisions, as well as whether consumers feel that the quality of the bags they buy meets expectations. Next, it is important to explore the interaction between brand image and product quality in influencing purchasing decisions, as well as how the two complement each other. Apart from that, consumers' perceptions of bag products compared to competitors also need to be considered, including whether a strong brand image can cover weaknesses in quality. Finally, the impact of these two factors on customer loyalty needs to be analyzed, to understand whether consumers who are influenced by brand image are more likely to become loyal customers or whether it is the quality of the product that determines their loyalty.

Research purposes

The main objective of this research is to investigate the influence of brand image and product quality on consumer purchasing decisions at the Elizabeth Bag Store in Lumajang. Specifically, this research aims to answer several research questions as follows:
1. How does the Elizabeth Bag Shop brand image influence consumers' perceptions and their purchasing decisions?
2. To what extent does product quality influence consumer satisfaction and purchasing decisions at the Elizabeth Bag Shop?
3. Is there an interaction between brand image and product quality that influences consumer purchasing decisions?
4. How do consumers perceive the products offered at the Elizabeth Bag Shop compared to competitors?

2. LITERATURE REVIEW

Brand Image

According to Low and Lamb in (Dedhy Pradana, 2020) brand image indicators are as follows: The brand is known by the wider community, The brand adds to the self-image of its users. The brand has characteristics that are different from other brands. According to Sunarto (Delimah, 2022), brand image indicators are as follows: Product attributes are things related to the brand itself, such as packaging, taste, price, etc. Consumer benefits are the usefulness of the brand's products. Brand personality is an association regarding the personality of a brand if the brand is a human being. Brand image is a concept that includes consumers' perceptions and assessments of a brand, which is formed from their experiences and the communication they receive. According to Kotler and Keller (2016), brand image can influence how consumers view the product and the company as a whole. A positive image can create a sense of trust and loyalty among consumers, which ultimately contributes to purchasing decisions. In the context of Elizabeth Bag Shop, building a strong brand image is very important to differentiate itself from competitors and attract consumer attention.

One way to build a brand image is through effective marketing strategies, including advertising, promotions and engagement on social media. Research by Aaker (1996) shows that elements such as logos, colors, and taglines can contribute to brand recognition and consumer perception. Elizabeth Bag Shop needs to consider how these elements can be used to create a consistent and attractive image. Apart from that, customer testimonials and reviews also play an important role in forming a brand image, where positive experiences can increase the brand's

attractiveness in the eyes of potential consumers. However, brand image is not only built through marketing, but also through the quality of the products and services provided. Consumers often associate product quality with brand image, so a bad product can damage the brand image that has been built. Therefore, Elizabeth Bag Shop must ensure that every product offered meets high quality standards. In this way, a strong brand image can be maintained and continue to develop over time.

Product Quality

Product quality is an important thing that every company must strive for if it wants its products to be able to compete in the market to satisfy consumer needs and desires (Tirtayasa, 2017). Basically, product quality describes the extent to which a product is able to demonstrate its performance (Delimah, 2022). Customers feel satisfied if the product they buy is able to provide performance that is more in line with their expectations. If customers feel satisfied with the products they consume, they will tend to have a desire to make purchases regularly or continuously. Repurchase activity is the attitude that most determines customers to create loyalty to the product. Product quality is the first driver of consumer satisfaction. According to Lupiyoadi (Delimah, 2022, p, 8), product quality indicators are: Performance, Reliability, Features, Durability, Conformance.

Product quality is one of the main determining factors in consumer purchasing decisions. According to Garvin (1984), quality can be measured through various dimensions, including performance, features, reliability, and design. In the fashion industry, product quality includes aspects such as material, workmanship, and durability. For Elizabeth Bag Shop, it is important to understand that consumers are not only looking for products that are visually appealing, but also products that are reliable and durable. By offering high-quality products, stores can increase customer satisfaction and build loyalty.

Apart from that, product quality also influences brand image. Research shows that consumers are more likely to choose brands that they believe have good product quality. This has implications for the marketing strategy that must be implemented by Elizabeth Bag Shop; they need to highlight product quality in their marketing communications. The use of testimonials from satisfied customers or awards received by the product can increase consumer confidence in the quality offered.

In the context of intense competition in the fashion market, product quality becomes increasingly important. Consumers have many choices, so brands that can offer quality products at good value will more easily attract attention. The Elizabeth Bag Shop needs to continue to innovate and evaluate the products it offers so that they remain relevant and meet consumer expectations. By focusing on product quality, stores can create a positive shopping experience and increase their chances of gaining repeat customers.

Purchase Decision

The purchase decision is one of the steps in the buyer's decision-making process in the purchase process. MemEntering the purchasing decision stage, consumers are faced with other choices, now consumers buy products based on the decisions taken. According to Private and Handoko in Febriana (2018, p. 6) said that a decision to buy a product chosen by consumers is actually a collection of a number of decisions. The decision-making process has several stages, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Sudarso, A. 2016). According to Laksana (Natakusuma & Yuliati, 2019), purchasing decision indicators are as follows: Problem recognition, Information search, Alternative evaluation, Post-purchase behavior.

The purchasing decision is a complex process involving multiple stages, from need recognition to post-purchase evaluation. According to Kotler and Keller (2016), this process is influenced by internal factors, such as motivation and perception, as well as external factors, including culture and the social environment. In the context of the Elizabeth Bag Store, understanding these factors is important for formulating strategies that can influence consumer purchasing decisions. By knowing what drives consumers to buy, stores can adapt their offerings and communications.

Brand image and product quality are two key factors that influence purchasing decisions. When consumers see a positive brand image, they are more likely to feel confident in choosing products from that brand. In addition, good product quality can provide additional assurance for consumers that their decision is the right decision. Research shows that consumers tend to be more loyal to brands they trust

and that are consistent in the quality of the products offered. Therefore, Elizabeth Bag Shop needs to focus on marketing that highlights these two aspects to increase purchasing decisions.

After making a purchase, the consumer's experience with the product also plays a role in future purchasing decisions. If consumers are satisfied with the products they purchased, they will not only return to buy again, but also recommend the brand to others. In this case, Elizabeth Bag Shop must continue to strive to understand and meet consumer expectations, both in terms of product quality and overall shopping experience. According to Phillip Kotler quoted by ((Nur, 2023)) stated four stages in a purchasing process, namely:

1. Recognition of needs (Problem/Need Recognition)
2. Information search (Information Evaluation)
3. Information evaluation (Information Evaluation)
4. Purchase decision

3. RESEARCH METHODS

The type of research used in this study is a quantitative method. According to Jaya (2020, p. 12) Quantitative research is a type of research that produces new findings that can be achieved (obtained) using statistical procedures or other means of quantification (measurement). Meanwhile, according to Sugiyono (2019, p. 16) Quantitative research is a research method that uses numbers and statistical analysis to collect, analyze and interpret data. In this research, the data collected is numerical and can be measured objectively. The main goals of quantitative research are to test hypotheses, look for cause-and-effect relationships, and make generalizations from a sample to a larger population.

To obtain information appropriate to this research, the data used by the author was obtained from primary data and secondary data. Primary data was obtained through distributing questionnaires and interviews, while secondary data was obtained from textbooks, articles, the internet and other sources published by related institutions and also from previous research. The population used in this research were customers of the Elizabeth Lumajang bag shop. The research sample was taken using the simple random sampling method, with a total of 75 respondents. Sugiyono 2019, 82).

The simple random sampling technique is a simple technique because sampling members from the population are taken randomly without looking at and paying attention to the similarities or strata that exist in the population (Sugiyono 2017). Sugiono also stated that a suitable sample size for research is between 30-500 respondents. The data testing methods used in this research are as follows: Correlation Coefficient (R), Determination Coefficient (R2), Multiple Linear Regression Test, Simultaneous Significance Test (F Test), Partial Test (t Test)

4. RESULTS AND DISCUSSION

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Linear Regression Test, Simultaneous Significance Test (F Test), Partial Test (t Test).

Validity and Reliability Test

Table 1. Validity and Reliability Test

Reliability_Statistics		
Variable	Cronbach's Alpha	N of Items
Brand Image (X1)	.913	5
Product Quality (X2)	.856	5
Purchase Decision (Y)	.832	5

Source: SPSS 25 data processing

Table 1: Reveals the problem of trust in the research conducted. According to (Sugiyono 2017:15) Reliability testing is a link to the issue of trust in testing tools. Reliability refers to the stability and consistency of scores from a measuring instrument on research items in the presence of trust issues in the instrument. According to (Sugiyono 2017:16) if Cronbach's Alpha points are > 0.6 then they are reliable and if Cronbach's Alpha points < 0.6 then they are not reliable. From the Reliability statistics data above, it is known that the Cronbach's alpha point for variable X1 is 0.913, variable So according to (Sugiyono 2017), Cronbach's Alpha points > 0.6 are reliable. So it can be concluded that each statement item regarding the independent variable (X) and dependent variable (Y) is reliable.

Table 2. Research Questionnaire Grid

VARIABEL	INDIKATOR	R hitung	R tabel	Mean
Citra Merek (X1)	Atribut produk	.834	.227	.850
	Pengaruh merek	.853		
	Nilai produk berdasarkan merek	.847		
	Keuntungan yang di dapatkan dari merek	.861		
	Desain unik tas elizabert	.853		
Kualitas Produk (X2)	Kualitas bahan	.890	.227	.842
	Kualitas jahitan	.849		
	Kualitas warna	.907		
	Produk tahan lama	.892		
	Produk sesuai kegunaan	.874		
Keputusan Pembelian (Y)	Sesuai kebutuhan	.903	.227	.901
	Sesuai keinginan	.856		
	Sumber informasi	.945		
	Evaluasi alternatif	.905		
	Harga sesuai kualitas	.882		

Source: SPSS 25 data processing

The table above shows whether each statement in the research is valid or not. Based on the data accuracy level df = 75-2 = 73, the r table value of this test is 0.227 with a significance level of 5%. From the data above, it is known that the number of statements for variable X1 is 5 statements. It can be seen that the smallest calculated r value for variable X1 is 0.834. If you compare the r table value with the calculated r value, the calculated t value for all statements regarding variable This means that all statements on variable X1 are valid and acceptable. From the data above, it is known that the number of statements for variable X2 is 5 statements. It can be seen that the smallest calculated r value for variable This means that all statements on variable X2 are valid and acceptable. From the data above, it is known that the number of statements for variable Y is 5 statements. It can be seen that the smallest calculated r value for variable Y is 0.856. If you compare the r table value with the calculated r value, then the calculated t value for all statements regarding variable Y is greater than the r table. This means that all statements on variable Y are valid and acceptable.

Correlation Test

Table 3. Correlations

		X1	X2	AND
X1	Correlation Person	1	.761	.724**
	Sig. (2-tailed)		.000	.000
	N	75	75	75
X2	Correlation Person	.761	1	.682
	Sig. (2-tailed)	.000		.000
	N	75	75	75
AND	Correlation Person	.724**	.682	1
	Sig. (2-tailed)	.000	.000	
	N	75	75	75

Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS 25 data processing

The correlation test is used to see the impact of the independent variables (brand image, product quality) on the dependent variable (purchasing decisions) together. Table 3 shows the level of correlation between variables X1 and variable The Correlation Table shows that the correlation effect of variables X1 and variable.

Multiple Linear Regression Test

Table 4. Coefficients^a

Model		B	Std. Error			
1	(Constant)	8.442	3.963		5.734	.000
	X1	.385	.086	.487	4.732	.001
	X2	.431	.085	.425	4.651	.000

Source: SPSS 25 data processing

Multiple Linear Regression aims to prove whether or not there is a functional relationship between 2 or more variables. Based on the table above, the information in column B can be understood in terms of points *Constant* (a) is worth 7.436, while in column b the regression coefficient for X1 is worth 0.385, for X2 it is worth 0.431. The regression coefficients X1 and This coefficient has positive points, variables X1 and X2 with respect to Y are stated to have positive points.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775ᵃ	.600	.629	2.3949

Source: SPSS 25 data processing

From table 5, the R square value is 0.775. Observations using the R Square direction are used with the aim of being able to see the level of dependence of the efficiency of the dependent variable on the dependent variable. From the table above it can be seen that the R Square point (reliability coefficient) which is estimated to be 0.609 (0.775=40.0%).

t Test (Partial)

Table 6. Coefficientsᵃ

Model		Unstandardized Coefficients		Standardize Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	8.442	3.963		5.734	.000
	X1	.385	.086	.487	4.732	.001
	X2	.431	.085	.425	4.651	.000

Source: SPSS 25 data processing

Based on Table 6, the results obtained for the t test are 5,734, 4,732, 4,651. The t test (Partial) is used to test how each independent variable influences the dependent variable. By using a normal distribution table, with an accuracy level of t table = 75-2= 73, the t table points for this test are 1.993 with a sig level of 0.05. If you look at the t column, you get the calculated t for Variable.

F Test (Simultaneous)

Table 7. ANOVAᵃ

Model		Sum of Squares	df	MeanSquare	F	Say.
1	Regression	335.121	2	425.914	8.276	.000ᵇ
	Residual	512.456	75	12.238		
	Total	324.423	75			

Source: SPSS 25 data processing

Based on table 6, it is known that the calculated F value is 8.276. The F test (Simultaneous) is used to see the impact of the independent variables together on the dependent variable. Understood df 1 = k – 1 = 3– 1 = 2 and df 2 = N – k = 75 – 2 = 73, obtained calculated f points of 3.12. Based on information in column F the ANOVA test can be concluded that F is obtained$_{count}$ worth 8,276 where $F_{count} > F_{table}$ or 8.276 > 3.12, with a sig point of 0.00 so it can be assumed that each independent variable (X) jointly has a sig impact on the dependent variable (Y).

5. CONCLUSION

The fashion industry is currently very competitive, with more and more new brands emerging. In this intense competition, consumers have many choices of similar products. Elizabeth bag shop has succeeded in building certain market segments (young women, office workers, or housewives). However, to maintain and increase market share, Elizabeth bag shop needs to understand the factors that most influence consumer purchasing decisions in this segment. Brand image can be interpreted as a model of the overall vision of a brand that is created from information and customer comments about a particular brand. Brand names are associated with attitudes, beliefs and preferences towards a particular brand. Product quality is an important thing that every company must strive for if it wants its products to be able to compete in the market to satisfy consumer needs and desires. The purchasing decision is one of the steps in the buyer's decision making process in the purchasing process. Entering the purchasing decision stage, consumers are faced with other choices, now consumers buy products based on the decisions taken.

From the research results obtained The R Square value (reliability coefficient) which is estimated to be 0.609 (0.775 while the rest is caused by other factors. In the t test with use table normal distribution, with an accuracy level of t table = 75-2= 73 then the t value table for this test it is 1.993 with a significance level of 0.05. If seen from column t, obtained t count for Variable X1=5,734, Variable concluded variable X has a significant relationship with the Y variable. From the ANOVA test it can be concluded that Fcount is valued at 8,276 where Fcount> Ftable or 8,276> 3.12, with sig points is 0.00 so that it can be assumed that each independent variable (X) is jointly impacting SIG on the dependent variable (Y).

Limitations and Suggestions

This research certainly has several limitations that need to be refined. First, the research was only conducted at the Elizabeth Bag Shop in Lumajang, so the results may not be generalizable to other shops or different brands. Additionally, the use of questionnaires as a data collection method can lead to respondent bias, where they may not provide completely honest answers. This research was also conducted over a certain time period, so it cannot cover changes in consumer behavior or market trends that occurred afterwards. External factors, such as economic conditions and competitors' marketing policies, are not analyzed, and it is possible that other variables that influence purchasing decisions are also not taken into account. Lastly, the number of participating respondents may not reflect all consumer demographics, which could affect the validity of the research results.

To improve competitiveness and customer experience, Elizabeth Bag Shop is advised to continue to strengthen its brand image through creative and consistent marketing campaigns, as well as actively interacting with customers on social media. In addition, it is important for stores to focus on improving product quality in order to meet consumer expectations and compete with competitors. Further research is also recommended involving more locations and product variations to get a more comprehensive picture of market dynamics. Implementing a feedback system from customers will be very useful in understanding their needs and preferences, as well as in improving products and services. By implementing these suggestions, Elizabeth Bag Shop can create a more satisfying and sustainable shopping experience for consumers.

6. THANK-YOU NOTE

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