THE INFLUENCE OF PRODUCT QUALITY, PRICE AND TRUST ON THE DECISION TO PURCHASE ORGANIC VEGETABLES WITH BRAND IMAGE AS AN INTERVENING VARIABLE IN THE BRASTAGI SUPERMARKET, MEDAN CITY

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Abstract

In the context of marketing organic vegetables at the Brastagi Supermarket, Medan City, this research aims to examine the influence of product quality, price and consumer trust on brand image, as well as its impact on purchasing decisions. The research method used is a quantitative approach using multiple linear regression analysis. Data was collected through the use of questionnaires distributed to supermarket consumers. The analysis results show that product quality and price have a positive effect on brand image, while trust is not statistically significant. In addition, product quality, price, and trust also have an influence on purchasing decisions, although some of them are not statistically significant. Brand image management is proven to be important in the marketing strategy of organic vegetables in supermarkets. This research provides insight into the factors that influence consumer purchasing behavior and recommends further research to expand the population coverage and research methods used.

Keywords **:** *organic vegetables, product quality, price, consumer trust, brand image, purchasing decisions.*

1. INTRODUCTION

Organic farming has become a major focus in global discussions about human health, environmental sustainability, and agricultural economics. In this context, organic vegetables receive special attention as an important element in organic farming. Organic vegetables are produced without the use of chemical pesticides, herbicides or synthetic fertilizers, which significantly reduces the risk of exposure to pesticide residues on food and supports soil health and water quality. Additionally, research shows that organic vegetables tend to have higher nutritional content than conventional vegetables. Data from the 2023 Indonesian Organic Agriculture Statistics (SPOI) illustrates significant variations in organic vegetable production in various Indonesian provinces from 2019 to 2022. It can be seen that several provinces initially did not record organic vegetable production in 2019 and 2020, but experienced consistent increases in the following years. In contrast, several other provinces recorded a decline in production in 2022. This analysis provides a clear picture of the dynamics of organic vegetable production in various provinces over a four-year period.

In 2022, several prominent organic vegetable production centers in Indonesia include North Sumatra, West Java, Central Java and East Java. Despite experiencing fluctuations in production, these provinces remain the main contributors to organic vegetable production. However, there are also provinces that have recorded a decline in production that needs further attention, such as Bali, Central Sulawesi, South Sulawesi and North Maluku. Meanwhile, consumption of organic vegetables in Indonesia, especially in big cities such as Medan, shows significant growth potential. Consumer purchasing decisions are influenced by factors such as product quality, price, trust, and brand image. The quality of organic vegetable products, their relatively higher prices, as well as consumer confidence in the safety and health benefits of these products play an important role in purchasing decisions. On the other hand, the brand image of organic vegetables can influence consumer perceptions of product quality and satisfaction.

Based on the complexity of factors that influence decisions to purchase organic vegetables in supermarkets, as well as the potential growth in organic vegetable consumption in Indonesia, this

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research aims to investigate the influence of product quality, price and trust on decisions to purchase organic vegetables by considering brand image as an intervening variable. The focus of this research is mainly directed at the Brastagi supermarket in Medan City, which is known to provide various types of organic vegetables with a good brand image in the eyes of consumers.

2. IMPLEMENTATION METHOD
Problem Analysis
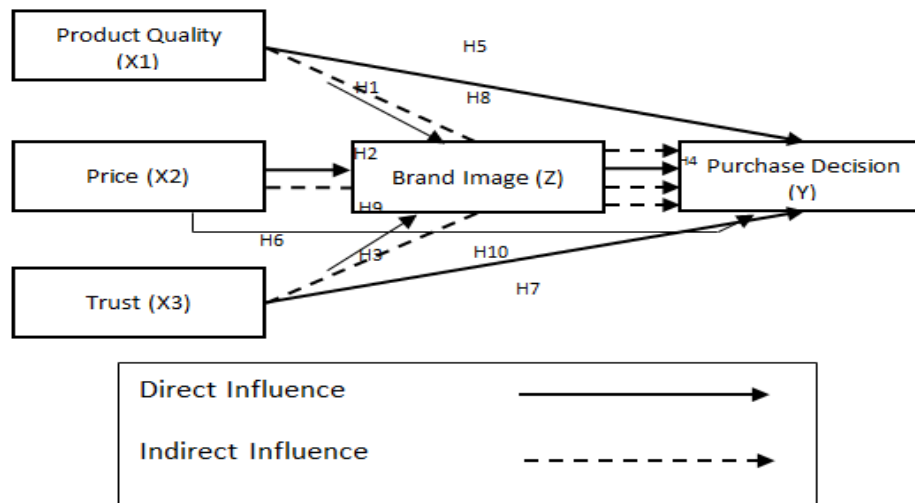
In this research, the main problem to be solved is understanding the factors that influence the decision to purchase organic vegetables at the Brastagi Supermarket, Medan City. Several factors that are thought to have an influence are the quality of organic vegetable products, price, and consumer trust in the brand. Apart from that, the role of brand image as an intervening variable also needs to be understood in the context of decisions to purchase organic vegetables.

Method Architecture
The design method used in this research includes a quantitative approach using multiple linear regression analysis techniques. This approach was chosen because it allows systematic measurement and analysis of the relationship between independent variables (product quality, price and consumer trust) and the dependent variable (decisions to purchase organic vegetables), as well as the role of brand image as an intervening variable.

Time and Place of Research
Research Place
This research was conducted at four Brastagi supermarkets located in Medan City, namely:
- Brastagi Gatot Subroto Supermarket
- Brastagi Tiara Supermarket
- Brastagi Supermarket Cambridge City Square
- Brastagi Supermarket Manhattan

The four locations were chosen because Brastagi Supermarket is one of the main providers of organic vegetables in Medan City.

Research time

The research period took place from October 2023 to December 2023. This time period was chosen to ensure data collection could be carried out well, considering the availability of respondents and suitability for the research schedule.

Research Approach

The research approach used is a quantitative approach, using multiple linear regression analysis techniques. This approach allows data to be collected in the form of numbers and statistics that can be analyzed objectively.

Population and Sample
Population

The population of this research is consumers who purchase organic vegetables at the Brastagi Supermarket in Medan City.

Sample

The sampling method used was Nonprobability Sampling with Accidental Sampling techniques. The specified sample size was 153 respondents, in accordance with the minimum size required for multiple linear regression analysis.

Data collection technique

Data will be collected through the use of questionnaires and direct interviews with respondents. Apart from that, secondary data will also be used to provide context and theoretical support in the research.

Data analysis technique

The data will be analyzed using multiple linear regression analysis techniques with the help of the SPSS version 25 program. This analysis will be carried out to test the relationship between the independent and dependent variables, as well as the role of brand image as an intervening variable.

3. RESULTS AND DISCUSSION

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,698	2,431		3,990	0,000
Product quality	-0.237	0.071	-0.255	-3,341	0.001
Price	0.288	0.098	0.214	2,957	0.004
Trust	0.683	0.107	0.481	6,390	0,000

a. Dependent Variable: Brand Image

Source: Primary Data Processed Results, 2023.

So the multiple linear regression analysis equation in the context of this research can be formulated as follows:

$Z = 9.698 - 0.237$

1. The constant value (a) of 9.698 indicates that without the influence of the variables Product Quality (X1), Price (X2), and Trust (X3), the Brand Image (Y) value has a fixed value of 9.698.

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2. The Product Quality coefficient (X1) value is -0.237 indicating a significant negative influence on Brand Image (Y). This means that if product quality decreases by 1 unit, then the brand image will decreaseBrastagi Supermarket in Medan City will decrease by 0.237 or 23.7%.

3. The Price coefficient (X2) value of 0.288 indicates a significant positive influence on Brand Image (Y). This means that if the price increases by 1 unit, the Brand Image of Brastagi Supermarket in Medan City will increase by 0.288 or 28.8%.

4. The Trust coefficient (X3) value of 0.683 indicates a significant positive influence on Brand Image (Y). Thus, if Trust increases by 1 unit, the Brand Image of Brastagi Supermarket in Medan City will increase by 0.683 or 68.3%.

By detailing the interpretation of each coefficient, this equation shows that Product Quality, Price, and Trust significantly influence Brand Image. Price and Trust have a strong positive influence, while Product Quality has a significant negative influence.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,156	2,156		3,320	0.001
	Product quality	0.101	0.062	0.134	1,632	0.105
	Price	0.423	0.085	0.386	5,008	0,000
	Trust	0.107	0.102	0.093	1,049	0.296
	Brand Image	0.012	0.070	0.014	0.166	0.868

a. Dependent Variable: Buyer Decision

Source: Primary Data Processed Results, 2023.

The multiple linear regression analysis equation for Model 2 with the dependent variable Buyer Decision can be formulated as follows:

$$Y = 7.156 + 0.101X_1 + 0.423 X_2 + 0.107 X_3 + 0.012 Z$$

1. The constant value (a) of 7.156 indicates that there is an influence from the variables Product Quality (X1), Price (X2), Trust (X3), and Brand Image (X4), the Buyer Decision (Y) value has a fixed value of 7.156.

2. The Product Quality coefficient (X1) value of 0.101 has an insignificant positive influence on Buyer Decisions (Y). This means that if product quality increases by 1 unit, buyer decisions are estimated to increase by 0.101, although it is not significant at the 0.05 confidence level.

3. The Price Coefficient (X2) of 0.423 indicates that there is a significant positive influence on Buyer Decisions (Y). If the price increases by 1 unit, the Buyer's Decision is estimated to increase by 0.423 with a significance level of 0.000.

4. The Trust Coefficient (X3) of 0.107 shows an insignificant positive influence on Buyer Decisions (Y). This means that if Trust increases by 1 unit, Buyer Decisions are estimated to increase by 0.107, but this is not significant at a confidence level of 0.05.

5. The Brand Image coefficient (Z) of 0.012 shows a very small and insignificant positive influence on Buyer Decisions (Y). In other words, a 1 unit increase in Brand Image is estimated to only increase Buyer Decision by 0.012, and this change is not significant at the 0.05 confidence level.

Thus, the results of the regression analysis in Model 2 show that the independent variables Product Quality, Price, and Trust contribute significantly to changes in the dependent variable Buyer

Decision. Meanwhile, Brand Image does not have a significant contribution to Buyer Decisions in the context of this model.

1. Classic Assumption Test Results
   t test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9,698	2,431		3,990	0,000
	Product quality	-0.237	0.071	-0.255	-3,341	0.001
	Price	0.288	0.098	0.214	2,957	0.004
	Trust	0.683	0.107	0.481	6,390	0,000

a. Dependent Variable: Brand Image

Source: Primary Data Processed Results, 2023.

In the first table, which relates to the multiple linear regression analysis model for Brand Image, the t test results show that the variables Product Quality, Price and Trust have a significant impact on Brand Image. The significant t-count values (3.990, 2.957, and 6.390) with significance values smaller than α 0.05 for each variable imply that the effect is considered significant. Specifically, Product Quality has a significant negative influence (t = -3.341, p = 0.001), while Price and Trust have a significant positive influence (t = 2.957, p = 0.004; t = 6.390, p = 0.000).

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,156	2,156		3,320	0.001
	Product quality	0.101	0.062	0.134	1,632	0.105
	Price	0.423	0.085	0.386	5,008	0,000
	Trust	0.107	0.102	0.093	1,049	0.296
	Brand Image	0.012	0.070	0.014	0.166	0.868

a. Dependent Variable: Buyer Decision

Source: Primary Data Processed Results, 2023.

In the second table related to the multiple linear regression analysis model for Buyer Decisions, the t test results show that the variables Product Quality, Price and Brand Image have a significant impact on Buyer Decisions. The significant t-count values (3.320, 5.008, and 0.166) with significance values smaller than α 0.05 for each variable imply that the effect is considered significant. Specifically, Price has a significant positive impact (t = 5.008, p = 0.000), while Product Quality, Trust, and Brand Image have an insignificant positive impact (t = 1.632, p = 0.105; t = 1.049, p = 0.296 ; t = 0.166, p = 0.868). Thus, the results of the t test in both models show that the variables Product Quality, Price and Trust have a significant impact on the dependent variables, both Brand Image and Buyer Decisions. Only Brand Image in the Buyer Decision model does not show a significant impact at the 0.05 significance level.

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1. F test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	304,797	3	101,599	17,313	,000b
	Residual	856,776	146	5,868		
	Total	1161,573	149			

a. Dependent Variable: Brand Image
b. Predictors: (Constant), Trust, Price, Product Quality
Source: Primary Data Processed Results, 2023.

In the Brand Image model, the F test results show that the joint regression of the Trust, Price and Product Quality variables gives significant results (F = 17.313, p < 0.05). These results indicate that at least one independent variable contributes significantly to Brand Image. The details of the sum of squares and degrees of freedom also illustrate that Brand Image variability can be explained significantly by these independent variables.

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163,661	4	40,915	9,832	,000b
	Residual	603,412	145	4,161		
	Total	767,073	149			

a. Dependent Variable: Buyer Decision
b. Predictors: (Constant), Brand Image, Product Quality, Price, Trust
Source: Primary Data Processed Results, 2023.

Meanwhile, in the Buyer Decision model, the F test shows that the joint regression of the Brand Image, Product Quality, Price and Trust variables gives significant results (F = 9.832, p < 0.05). This illustrates that at least one independent variable makes a significant contribution to the Buyer's Decision. Details of the sum of squares and degrees of freedom show that this regression model provides a significant explanation of the variability of Buyer Decisions. Thus, the results of the Anova test on both models imply that at least one independent variable in each model has a significant impact on the dependent variable, so that the models have statistical significance.

DISCUSSION
1. The Influence of Product Quality on Brand Image
Based on the results of the multiple linear regression test model 1, the Product Quality coefficient (X1) value was -0.237, indicating a negative influence between Product Quality and Brand Image. This means that a one unit decrease in Product Quality will cause a decrease in Brand Image of 0.237 or 23.7%. The results of the t test model 1 show that the t value is -3.502 > t table 2.132 with a significance of 0.001 < 0.05, indicating that product quality has a significant influence on brand image at the 95% confidence level. Thus, the hypothesis (H1) which states that there is an influence between Product Quality and Brand Image at the Brastagi Supermarket in Medan City can be accepted.

2. **The Influence of Price on Brand Image**

The results of the multiple linear regression test model 1 show a Price coefficient value (X2) of 0.288, indicating a positive influence between Price and Brand Image. This means that a one unit increase in Price will increase Brand Image by 0.288 or 28.8%. The t test model 1 produces a t value of 2.901 > t table 2.132 with a significance of 0.004 < 0.05, confirming that price has a significant effect on the Brand Image at the Brastagi Supermarket in Medan City. Therefore, the hypothesis (H2) which states that there is an influence between price and brand image can be accepted.

3. **The Influence of Trust on Brand Image**

From the analysis results, the Trust coefficient value (X3) was 0.683, indicating a positive influence between Trust and Brand Image. This means that a one unit increase in Trust will increase Brand Image by 0.683 or 68.3%. However, the model t test (Table B) produces a t value of 0.927 < t table 2.132 with a significance of 0.368 > 0.05, which shows that Trust does not have a significant influence on Brand Image at the 95% confidence level. Therefore, the hypothesis (H3) which states that there is an influence between Trust and Brand Image at the Brastagi Supermarket in Medan City cannot be accepted.

4. **The Influence of Product Quality on Buyer Decisions**

From the results of data analysis, the significance value of the Product Quality variable (X1) was obtained at 0.105 > 0.05. Even though it is not significant at the 0.05 confidence level, the path coefficient value of 0.101 indicates that there is an insignificant positive influence of Product Quality on Buyer Decisions.

5. **The Influence of Price on Buyer Decisions**

The results of data analysis show that the significance value of the Price variable (X2) is 0.000 < 0.05. This indicates that there is a significant influence of price on buyer decisions. A path coefficient of 0.423 indicates that a one unit increase in Price will increase Buyer Decisions by 0.423.

6. **The Influence of Trust on Buyer Decisions**

From the results of data analysis, the significance value for the Trust variable (X3) was 0.296 > 0.05. This shows that Trust does not have a significant influence on Buyer Decisions at the 0.05 confidence level. The path coefficient of 0.107 indicates a positive influence that is not significant.

7. **The Influence of Brand Image on Buyer Decisions**

The significance value of the Brand Image (Z) variable is 0.868 > 0.05. Therefore, Brand Image does not have a significant influence on Buyer Decisions at the 0.05 confidence level. The path coefficient of 0.012 indicates that there is a very small and insignificant positive influence.

8. **The Influence of Product Quality through Brand Image on Buyer Decisions**

It is known that the direct influence of Product Quality (X1) on Buyer Decisions (Y) is not significant (0.101), but the indirect influence through Brand Image (Z) is the multiplication of the regression coefficient value of X1 on Z with the regression coefficient value of Z on Y, namely: (-0.237 times 0.012 = -0.003). So the total influence that X1 has on Y is the direct influence plus the indirect influence, namely: (0.101 + (-0.003) = 0.098). These results indicate that in total, product quality does not have a significant influence on buyer decisions.

9. **The Influence of Price through Brand Image on Buyer Decisions**

It is known that the direct influence of Price (X2) on Buyer Decisions (Y) is significant (0.423), and the indirect influence through Brand Image (Z) is the multiplication of the regression coefficient value of X2 on Z with the regression coefficient value of Z on Y, namely: (0.288 times 0.012 = 0.003). So the total influence that X2 has on Y is the direct influence plus the indirect influence, namely: (0.423 + 0.003 = 0.426). These results show that in total, price has a significant influence on buyer decisions.

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10. **The Influence of Trust through Brand Image on Buyer Decisions**

It is known that the direct influence of Trust (X3) on Buyer Decisions (Y) is not significant (0.107), and the indirect influence through Brand Image (Z) is the multiplication of the regression coefficient value of X3 on Z with the regression coefficient value of Z on Y, namely: (0.683 times 0.012 = 0.008). So the total influence that X3 has on Y is the direct influence plus the indirect influence, namely: (0.107 + 0.008 = 0.115). These results indicate that in total, Trust does not have a significant influence on Buyer Decisions.

4. CONCLUSION

Based on data analysis and statistical test results, the quality of organic vegetable products at Brastagi Supermarket, Medan City, shows a significant influence on the supermarket's brand image. Positive perceptions of the brand are formed by the quality of the organic vegetable products provided. Apart from that, the price of organic vegetable products at Brastagi Supermarket also has a positive and significant influence on brand image, indicating that appropriate prices can increase consumer perceptions of supermarket brands. However, consumer trust in organic vegetable products was not proven to have a significant influence on brand image, indicating that other factors may be more dominant in shaping consumer perceptions. The quality of organic vegetable products does not show a significant influence on organic vegetable buyers' decisions, while the product price has a positive and significant influence on purchasing decisions. Consumer trust in the product does not have a significant influence on purchasing decisions, indicating that other factors such as personal preferences or economic factors may have more influence. Finally, supermarket brand image was not shown to have a significant influence on organic vegetable purchasing decisions, indicating that other factors such as price or product quality may have more influence on consumer purchasing decisions.

5. SUGGESTIONS AND RECOMMENDATIONS

Based on the results of this research, there are several suggestions that can be proposed to improve the performance of the Brastagi Supermarket in Medan City. First, improving product quality is important to increase customer satisfaction and improve brand image. Second, Brastagi Supermarket management should make wise price adjustments according to market needs and preferences to support increasing Brand Image and Buyer Decisions. Third, although trust was not proven to be significant in this study, building trust through good customer service and transparency is still important. Fourth, it is recommended to conduct further research involving other variables that may have an influence on Brand Image and Buyer Decisions such as promotion, brand image, or service quality. Lastly, providing training to employees regarding customer service and communication skills can help create a positive shopping experience, which in turn can improve customer perception of the brand. Through implementing the suggestions above, it is hoped that Brastagi Supermarket can improve its Brand Image and Buyer Decisions, achieve competitive advantage, and strengthen its position in the market.

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