

THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND PROMOTION ON THE DECISION TO PURCHASE TEA GLASS IN MALIKUSSALEH UNIVERSITY STUDENTS

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Abstract

This study aims to determine the effect of product quality, brand image and promotion on purchasing decisions for glass tea at Malikussaleh University students. Promotion on Purchasing Decisions for glass tea at Malikussaleh University students. This research was conducted on Malikussaleh University Faculty of Economics and Business students who had purchased glass tea. The data used in this study are primary data obtained by distributing questionnaires via google form to 96 respondents. The data analysis technique used is multiple linear regression analysis using SPSS software assistance. The results showed that product quality had no significant effect on purchasing decisions for glass tea, Brand Image had a negative and significant effect on purchasing decisions, and promotion had a significant effect on purchasing decisions.

Keywords: *product quality, brand image, promotion, purchase decision*

1. INTRODUCTION

The development of the business world is currently increasing so rapidly, making the world of competition increasingly fierce. Business actors must be able to adapt to current and future conditions in order to defend their business from competitors. The level of competitiveness in the business world is felt in almost every business sector, as well as in the agricultural sector such as tea products (Widyaningrum et al., 2023). In recent years, the Ready to Drink or RTD tea market appears to have experienced very significant growth compared to other products in the beverage industry. (Wulandari, 2017). Ready-to-drink tea provides convenience to consumers who want to enjoy tea without the need to brew it manually, this allows them to enjoy tea quickly and without hassle. The increasing number of packaged tea consumers has resulted in local and international businesses emerging to meet people's needs for packaged tea. In Indonesia there are several brands of packaged tea that have become the choice of consumers and are experiencing rapid growth. (Agustina, 2016). One of them is teaglas, teaglas is a brand of ready-to-drink tea produced by the company PT. OT (Parents) group, the superiority of glass tea is made from steeping the best quality tea leaves combined with the use of real sugar, packaged using a high-tech PET Aseptic Cold Filling Technology and Ultra High Temperature process, ensuring product quality remains hygienic and quality guaranteed (tehgelas.com).

Table 1.1 Ready-to-Drink Packaged Tea Sales Data for 2019 – 2022

Sales Data 2019 – 2022				
Year	Frestea	Sosro Bottle Tea	Tea cups	Fragrant Pucuk Tea
2019	8.50	21.20	13.80	35.20
2020	10.40	17.50	13.00	34.70
2021	11.80	18.60	12.50	36.80
2022	10.40	20.10	10.50	32.60

Data source : <https://www.topbrand-award.com>

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Based on data 1.1 above, it can be seen that the sales percentage data for Frestea, Teh Botol Sosro, and Teh Pucuk Harum from 2019-2022 experienced unstable sales, the phenomenon that occurred for glass tea products experienced a significant decline. Competition between various brands of packaged tea makes companies more careful in designing their marketing strategies. One way to gain market share is to get as many customers as possible. A company will be successful in getting a large number of customers if it is deemed capable of providing a quality product that provides satisfaction for consumers which consumers consider when making purchasing decisions. Thus, the author includes data on sales of glass tea quoted from various sources, below is displayed in the form of a table of data on sales of glass tea in Indonesia for the 2019-2022 period:

Table 1.2
Tea Glass Sales Data 2019 – 2022

No	Year	Sales Data
1	2019	13.80
2	2020	13.00
3	2021	12.50
4	2022	10.50

Data source : <https://www.topbrand-award.com>

Based on the table above, in 2019 - 2022, the glass tea product was ranked third in the Top Brand Index for the ready-to-drink tea category, however glass tea is one of the products that has experienced a decline in the market share index over the last 4 years. In 2019 with sales of 13.80 (13.8%), in 2020 the sales figure was 13.00 (13%), then in 2021 it decreased by 12.50 (12.5%), and the decline in 2022 for teacups reached percentage amounted to 10.50 (10.5%). The phenomenon of the development of the Top Brand Tea Glass Index proves that marketing performance based on the criteria from the Top Brand Tea Glass Index survey has not been optimal. Therefore, companies are required to not only create products but also be able to understand consumer behavior so that the products produced are in accordance with consumer desires. The rapid growth of companies in Indonesia has an impact on the many choices offered to consumers when it comes to purchasing decisions about a product. Purchasing decisions are an element of customer behavior, namely research on how organizations, individuals, or groups make choices, decide to purchase, use, and how experiences, ideas, goods or services are used to satisfy their wants and needs. (Kotler & Keller, 2016).

2. LITERATURE REVIEW

According to Lubis (2018) defines that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations select, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

According to Yanto (2017) Product quality is an effort to meet or exceed consumer expectations, where a product has quality that is in accordance with predetermined quality standards, and quality is a condition that is always changing because consumer tastes or expectations for a product are always changing. Brand image is a collection of beliefs, ideas, impressions and perceptions of a person, community or society about a brand (Huda, 2020). Brand image is a representation of the overall perception formed through information and past experiences regarding a brand (Sanjiwani & Atmosphere, 2019). Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve the quality of sales. To increase marketing activities in terms of marketing goods and/or services from a company, it is not enough just to develop products and a fixed price channel, but it must also be supported by promotional activities (Amin & Natasha, 2020).

3. RESEARCH METHODS

3.1 Research Objects and Locations

Research location at the Faculty of Economics and Business, Malikussaleh University, Lhokseumawe City. The research objects were active students at the Faculty of Economics and Business, Malikussaaleh University who had purchased tea glasses.

3.2 Population

In this study, the population used was 2,310 students from the Faculty of Economics and Business who were active in the 2020 - 2022 class (data.unimal.ac.id).

3.3 Sample

According to (Sekaran, 2017) sample is part of the population. It consists of several members selected from the population. In other words some but not all, population elements of the sample. The sample criteria selected as respondents were students from the Faculty of Economics and Business who purchased glass tea products.

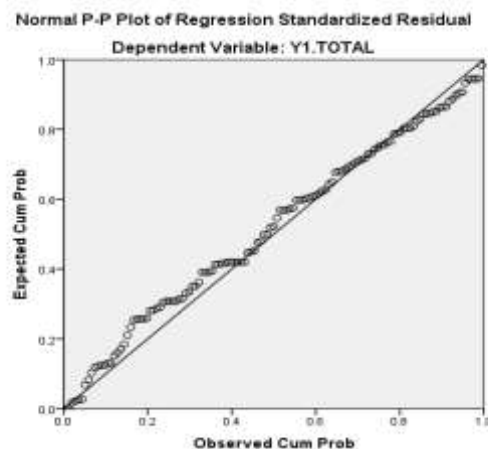
3.4 Data collection technique

The sampling method used is non-probability sampling with purposive sampling technique. Purposive sampling technique is a way of determining samples by looking at certain considerations according to criteria. The target sample in this research is as follows:

1. Undergraduate students from the Faculty of Economics and Business, Malikussaleh University class of 2020-2022 who are still active.
2. Respondents were in the age range 19-23 years.

4. Results and Discussion

4.1 Classic assumption test



After seeing the normal P-Plot graph, we concluded that the regression model meets the normality assumption because in the normal P-Plot graph the dots can be seen approaching the line and spreading around the diagonal line, therefore the data in this study is normally distributed.

4.2 Multicollinearity Test

Table 1.3
Multicollinearity Test

<i>Variables</i>	<i>Tolerance</i>	<i>VIF</i>
1 (Constant)		
Product quality	,606	1,649
Brand Image	,992	1,008
Promotion	,610	1,639

a. Dependent Variable: Y

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From table 4.11 it can be concluded that the tolerance value for the three variables is >0.10 for variable X1 (product quality) of 0.606, the tolerance value for X2 (brand image) is 0.992 for variable X3 (promotion) of 0.610. Meanwhile, the VIF value for the three variables is <10 for variable X1 (product quality) of 1,649, the VIF value for X2 (brand image) is 1,008, the VIF value for So it can be concluded that there is no multicollinearity between the variables studied.

4.3 Results of Multiple Linear Regression Analysis

Table 1.4
Multiple Linear Regression Analysis and Coefficient of Determination

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>Q</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
<i>(Constant)</i>	14,792	1,582		9,352	,000
Product Quality (X1)	-.036	,044	-.075	-.826	.411
Brand Image(X2)	-.163	,056	-.265	-2,913	,004
Promotion (X3)	,412	,088	,382	4,687	,000
R	.446a				
R ²	,199				
AdjustedR ²	,180				
Sig F	0.05				

Source: Research results, data processed in 2024

Based on table 4.12 above, a multiple linear regression equation is obtained as follows:

$$Y = 14.792 + -0.036 X_1 + -0.163 X_2 + 0.412 X_3$$

1. The regression coefficient for the product quality variable is negative and not significant, meaning that an increase of 1% will cause a decrease in purchasing decisions of -0.036, assuming the value of other independent variables remains constant.
2. The regression coefficient for the brand image variable is negative and significant, meaning that an increase of 1% will cause a decrease in purchasing decisions of -0.163, assuming the value of the other independent variables remains constant.
3. The regression coefficient for the promotion variable is positive and significant, meaning that an increase of 1% will lead to an increase in purchasing decisions of 0.412, assuming the value of the other independent variables remains constant.

4.4 Partial Test Results (t Test)

The partial test was used in this research with the aim of determining the level of influence of individual independent variables on the dependent variable Influence of Product Quality (X1) on Purchasing Decisions (Y). The results of testing the product quality variable (X1) on purchasing decisions (Y) obtained a t value with a value of $-0.826 < t_{table} 1.98609$ and a significant value of $0.411 > 0.05$ so it can be concluded that product quality (X1) has a negative and insignificant effect on buying decision. This means that H1 is rejected, which means that product quality factors do not have a significant effect on purchasing decisions. because these results identify that not all product quality influences purchasing decisions, consumers as target producers sometimes do not understand the quality of the products they consume, but in general product quality is what determines whether the product will last long on the market.

The results of testing the brand image variable (X2) on purchasing decisions (Y) obtained a t value of $-2.2913 < t_{table} 1.98609$ and a significant value of $0.004 < 0.05$ so it can be concluded that brand image has no significant effect on purchasing decisions. This means that H2 is rejected,

which means the brand image factor does not have a significant effect on purchasing decisions. This means that every time the brand image increases, product purchasing decisions will increase. On the other hand, if the brand image decreases, purchasing decisions will also decrease. Apart from that, consumers make purchasing decisions not only based on brand image but also based on consumer confidence in whether or not they are satisfied with glass tea after consuming it. The results of this study are supported (Yunita & Indriyatni, 2022) that Brand Image does not have a significant influence on purchasing decisions.

The results of testing the promotion variable (X3) on purchasing decisions (Y) obtained a calculated t value of $0.4687 > 1.98609$ and a significant value of $0.000 < 0.05$ so it can be concluded that promotion has a significant effect on purchasing decisions. This means that H3 is accepted, which means that promotional factors have a positive and significant effect on purchasing decisions. This influence and significance means that the company improves its marketing strategy on the promotion variable, so purchasing decisions will also increase. The better the promotion provided by the company, the higher the purchasing decision will be. So this causes promotions to have a significant influence on purchasing decisions. The results of this research are supported by (Dwiyantri & Hartini, 2021).

4.5 Simultaneous Test Results (F Test)

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	146,663	3	48,888	10,342	,000b
	Residual	590,872	125	4,727		
	Total	737,535	128			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Promotion, Product Quality, Brand Image						

Based on the results of the F test, the Fcount value $>$ Ftable value is $10.342 > 2.70$ and the significant value is $0.000 < 0.05$. Thus, it shows that the independent variables consist of product quality (X1), Brand Image (X2), and Promotion (X3) simultaneously and significantly influences the dependent variable, namely purchasing decisions (Y).

5. Research Conclusion

Based on the results of the discussion that has been described. So the following conclusions can be drawn:

1. Product quality does not have a significant effect on the decision to purchase glass tea among students at the Faculty of Economics and Business, Malikussaleh University. Due to the significant value of product quality on purchasing decisions, namely $(0.411 > 0.05)$ and has a value of $t_{count} < t_{table}$ $(-826 < 1.98609)$.
2. Brand image does not have a significant effect on the decision to purchase glass tea among students at the Faculty of Economics and Business, Malikussaleh University. Due to the significant value of brand image on purchasing decisions, namely $(0.004 < 0.05)$ and has a value of $t_{count} < t_{table}$ $(-0.2.913 < 1.98609)$.
3. Promotion has a significant effect on the decision to purchase glass tea among students at the Faculty of Economics and Business, Malikussaleh University. Because of value promotion is significant in purchasing decisions, namely $(0.000 < 0.05)$ and has a value of $t_{count} > t_{table}$ $(4.687 > 1.98609)$.

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4. Product quality, *brand image*, and promotions simultaneously have a significant effect on purchasing decisions. Because the value is significant in the F test ($0.000 < 0.05$) and has a Fcount value $> F$ table ($10,342 > 2.70$).

6. Suggestion

1. It is hoped that the glass tea company will be able to maintain product quality and *brand image* which is able to make consumers make repeat purchases, because maintaining product quality and maintaining brand image have a big influence on the company so that the company can increase its sales.
2. It is hoped that future researchers can carry out this research using different variables related to purchasing decisions on glass tea.

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