THE EFFECT OF PRODUCT QUALITY, PRICE AND BRAND IMAGE ON THE PURCHASE DECISION OF JINISO PRODUCTS ON STUDENTS OF UNIVERSITAS MALIKUSSALEH

Tasya Ema Dwiyana[1], Heriyana[2], Syamsul Bahri[3], T.Edyansyah[4]

[1,2,3,4] Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Malikussaleh Lhokseumawe Indonesia.
E-mail: [1] tasya.200410168@mhs.unimal.ac.id, [2] heriyana@unimal.ac.id, [3] syamsulbahri@unimal.ac.id, [4] tedyansyah@unimal.ac.id
Correspondence Author: heriyana@unimal.ac.id

Abstract

This research aims to analyze the influence of product quality, price and brand image on purchasing decisions for Jiniso products amongUniversitas Malikussaleh students. Jiniso, as a clothing brand that is popular among young people, needs to understand these factors to maintain its position in the market and attract consumers. The research method used is a quantitative approach with a sample collection technique using purposive sampling. Data was collected through a questionnaire distributed to 100 active student respondents at Universitas Malikussaleh who had ever purchased or used Jiniso products. Data analysis was carried out using multiple linear regression with the SPSS version 29.0 program. The variables studied include product quality, price and brand image, as well as how this third variable influences purchasing decisions. The results of this research show that product quality, price and brand image together have a positive and significant influence on the decision to purchase Jiniso products among Universitas Malikussaleh students. Product quality has a dominant influence, followed by brand image and price. These findings suggest that to improve purchasing decisions among students, Jiniso needs to focus on improving its product quality and brand image, while offering prices that match students' purchasing power. This research contributes to the development of effective marketing strategies to increase sales in the market and increase consumer satisfaction among Universitas Malikussaleh students.

Keywords: *Product Quality, Price, Brand Images, and Purchase Decision.*

1. INTRODUCTION

In the current era of globalization, fashion products are one of the products that are quite popular with consumers after food. In the past, clothing or fashion was merely a primary need. Along with the development of the clothing, entertainment, technology and information industries, fashion style has become a medium for users to be able to increase self-confidence, look fashionable and can support a lifestyle. Among the various products sold on the marketplace, the fashion category is the most in demand because of the rapid changes in trends and the diversity of fashion choices that make fashion products so dynamic that consumers, especially teenagers, routinely make purchases to follow fashion developments (Istiqomah & Marlena, 2020).

Meanwhile, consumers have the opportunity to choose products that are appropriate and needed. Jeans have become one of the timeless fashions and are widely used by people from children to adults. So far, quality jeans products have been synonymous with brands from abroad. In fact, there are also quite a few local brands that are able to present quality products. One of the local jeans brands that is now popular among young Indonesians is Jiniso, because of the quality of the material and the comfortable cut and the more affordable price. Jiniso has become one of the top brands in the industry*fashion.*The brand was built since December 2018 by Dian Fiona, a contemporary local jeans brand that has up to 13 production houses and dozens of young employees, carries the concept of jeans for active and creative young people so that they are proud to use local products because they can still look cool. Dian Fiona proved it by establishing Jiniso, a women's jeans brand that is currently a favorite of many people. The simple clothing design makes Jiniso products very suitable for use by the current millennial generation. This makes Jiniso products the choice of the millennial generation to stay fashionable while doing activities. Thus, the Jiniso brand is increasingly known by the public, especially the young group who are its target

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market. In addition, Fiona also really pays attention to customer service including a money back guarantee if there is a defect or damage. This turns out to make consumers more loyal and even helps market by word of mouth which ultimately makes the Jiniso brand even more known and loved by its customers.

Source:www.indonesiana.id

Figure 1 Popularity Ranking of Indonesian Local Brands in E-Commerce 2023

Based on the image above with the many choices of products available on e-commerce, people can choose their own popularity rankings, and here is the popularity ranking of local fashion brands on e-commerce. The first rank is the Jiniso fashion brand which is far superior with the number of followers on its official shopee account of 3,100,000. Jiniso is again superior in Shopee e-commerce and makes it the most popular local fashion brand. Currently, Jiniso is able to ship 6000 pieces of jeans per day, even 100% of its entire production capacity. By having types of products ranging from jeans, jeans skirts, jeans jackets, oversized shirts, shirts, and hijabs. Jiniso also does not set high prices, starting from IDR 150 thousand to IDR 170 thousand. In one day, Jiniso is able to sell approximately 7,000 packages. With the number of product sales of 1,270,832 with its best-selling product 'Jiniso Highwaist Body Goals Jeans'. Quality jeans with comfortable patterns and affordable prices. To be an attraction for consumers to make purchasing decisions.

According to Nurmansyah, (2018) purchasing decision is a stage in the process that occurs before a consumer makes a purchase of a product. The purchasing decision process goes through several stages carried out by consumers. In entering the previous purchasing decision stage, consumers are faced with several alternatives so that at this stage consumers will take action to decide to buy a product based on the choices that have been determined. The phenomenon that occurred among Universitas Malikussaleh students was influenced by emotional aspects. The decision to purchase Jiniso products among students can be seen from several aspects, namely, interest in fashion trends, comfortable shopping experiences, competitive price factors, the influence of the social environment and the appeal of social media strategies. Consumers can consider their choices regarding products that are influenced by producers, in order to attract consumer buying interest. Consumer purchasing decisions can be influenced by product quality. Product quality describes a product that can be offered, to satisfy consumer needs and desires. If the quality of the product offered by the company is good, then consumer purchasing decisions will increase.

On the other hand, if the quality of the product offered by the company is poor, then the consumer's purchasing decision will decrease. According to Kotler and Armstrong (2018) Product quality is the characteristic of a product or service that bears on to ability to satisfy stated or implied customers, which means that product quality is a characteristic of a product or service that provides the ability to meet customer needs. Product quality is a top priority for Jiniso. They use high-quality materials and sophisticated manufacturing techniques to ensure customer satisfaction. Based on previous research, according to Alim, Mawardi, and Bafadhal (2018) found that the product quality variable has a positive and significant effect on purchasing decisions. Research from Laila and Tri (2018) states that the product quality variable has a negative effect on purchasing decisions.

The phenomenon that occurred inUniversitas Malikussaleh students found in Jiniso products in terms of quality based on consumer reviews and general analysis, namely, several consumers complained that the denim

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material used by Jiniso was not very durable, especially after several washes. For example, the material becomes thinner or its elasticity decreases, so it is no longer comfortable to wear. These shortcomings can be used as evaluation material for Jiniso to improve the quality of its products. By addressing issues such as material durability, size consistency, and product details, they can increase customer satisfaction and strengthen their position in the market. Good product quality can trigger a positive response from students, while poor product quality will have a negative impact on consumers and can trigger losses for the company.

In addition to product quality, Jiniso has a careful pricing strategy to ensure that their product prices are competitive in the competitive fashion market. Despite offering high-quality products, Jiniso strives to keep their prices within a range that is affordable for potential customers. Price can also influence how consumers decide what to buy. According to research by Dzulkharnain (2019), price perception has a positive and significant influence on purchasing decisions for a product. Consumers who have trusted a brand and feel that the price offered is affordable tend to spread the information through electronic word of mouth. The results of research conducted by Ayuningtyas (2015) showed that price has a positive effect on purchasing decisions. The results of Nurhayati's research (2017) showed that price has a negative effect on purchasing decisions.

The phenomenon that occurs in price is that Jiniso products are often considered more expensive than other local brands. This may be an obstacle for consumers who have a limited budget. Some consumers may feel that Jiniso's price is not commensurate with the quality offered, especially if the material or design is considered not to have significant advantages. However, for consumers who prioritize local quality with modern design, Jiniso's price can still be considered reasonable. The price of a product can affect consumer behavior, market perception, and overall economic dynamics. The phenomenon of brand image among Universitas Malikussaleh students is that although popular among young people, Jiniso may not be well known to a wider audience, so its market reach is limited. This makes it difficult for consumers to immediately recognize what makes Jiniso special. Brand image greatly influences the success of a product or company because a strong and positive image can increase customer loyalty, expand market share, and provide a competitive advantage. Positive reviews or endorsements from public figures can improve brand image. While negative reviews or bad controversies can result in decreased sales and consumer trust.

2.LITERATURE REVIEW
2.1 Previous Research

Name	Title	Variables	Research result
DInda Puji Lestari & Wirawan Widjanarko (2023)	The Influence of Brand Image, Price Perception and E-Word of Mouth on Purchase Decisions of Jiniso.id Products in the Shopee Marketplace	Independent: X1: Brand Image X2: Price Perception X3: E-word of mouth Dependent: Y: Purchase Decision	The results of this study prove that brand image has a partial influence. significant to Purchase decision Price perception partially does not affect the purchase decision. E-word of mouth partially affects the purchase decision of Jiniso fashion products in the Shopee marketplace.
Estikowati, Stella Alvianna, Ryan Gerry Patalo, Syarif Hidayatullah (2021)	*Influence of Product Quality, Price and Promotion on Purchase Decisions on the Marketplace*Shopee	Independent: X1: Product Quality X2:Price X3: Promotion Dependent: Y: Purchase Decisions	The results of this study indicate that product quality affects purchasing decisions in the Shopee marketplace. With affordable prices and in accordance with quality, purchases will increase. In the promotion variable, if the Shopee marketplace continues to carry out various promotions every month, consumers will

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			be more interested in making purchases.
Yessi Septiyani Ratna Dilasari (201)	*The Influence of Product Quality, Price and Promotion on Purchase Decisions of Rabbani Syar'i Model Hijab at the Rabbani Villa Mutiara Cikarang Selatan Store*	Independent: X1: Product Quality X2: Price X3: Promotion X4: Brand Image Dependent: Y: Purchase Decision	The results of this study indicate that product quality and price have a positive effect on consumer purchasing decisions. Promotion and brand image do not affect consumer purchasing decisions.
The Movie: The Movie (2020)	The Influence of Product Quality, Price, and Brand Image on 3second Fashion Purchase Decisions in the Marketplace	Independent: X1: Product Quality X2: Price X3: Brand Image Dependent: Y: Purchase Decision	The results of this study indicate that Product Quality has no effect and is not significant on Purchasing Decisions. Price has a significant effect on Purchasing Decisions. Brand Image has a significant effect on Purchasing Decisions
Desy Wulandari (2019)	Analysis of the Influence of Product Quality, Price and Promotion on Purchasing Decisions on Lea Jeans Products (St	Independent: X1: Product Quality X2: Price X3: Promotion Dependent: Buying decision	The results of this study indicate that product quality, price perception and promotion are partially significant. purchasing decisions. In this study, promotion was the most influential variable. influential.
JESutanto & Thomas Stefanus Kaihatu (2019)	*The effect of Product Design, Brand Quality Towards Purchasing Image and Product Decisions of Laptop Brands*	Independent: X1: Product Design X2: Brand Image X3: Product Quality Dependent: Y: Purchase Decision	The results of this study, based on the results of the analysis and discussion, show that the variables of product design, brand image and product quality have a significant influence on laptop purchasing decisions.
The First Officer of the Army (2022)	The Influence of Product Quality, Brand Image, and Price on Purchasing Decisions (Study on Surya Coffee in Purwodadi City)	Independent: X1: Product Quality X2: Brand Image X3: Price Dependent: Buying decision	The results of the study show that Product Quality, Brand Image and Price have a positive and significant influence on purchasing decisions.
Rizza Anggita & Hapzi Ali (2016)	*The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District)*	Independent: X1: Product quality X2: Service quality X3: Price Dependent: Y: Purchasing Decisions	The results of this study show that service quality has a positive and significant effect on the decision to purchase SGMa Bunda milk in the South Tangerang area.
The Noble Knight Chaerudin & Afriapoll Syafarudin (2021)	*The Effect Of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction*	Independent: X1:Product Quality X2: Service Quality X3: Price Dependent:	The results of this study show that service quality and price have a greater influence on purchasing decisions. To improve product quality by

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		Y: Purchasing Decisions	conducting continuous monitoring.
Ochthania Wijaya & Charly Hongdiyanto (2016)	The Influence of Product Quality and Price on Consumer Purchasing Decisions Cilukba	Independent: X1: Product Quality X2: Price Dependent: Y: Purchase Decision	The results of this study show that product quality and price have a significant influence on consumer purchasing decisions.
Yuniwinarti et al (2023)	*The Influence of Product Quality, Price and Promotion on Purchase Decisions of Rabbani Syar'i Model Hijab at the Rabbani Villa Mutiara Cikarang Selatan Store*	Independent: X1: Price X2: Product Quality X3: Promotion Dependent: Y: Purchase decision	The results of the study show that product quality, price and promotion have a positive and significant influence on purchasing decisions.
Lucy (2023)	*The Influence of Brand image, Price and Product Quality on the purchase decision of Kopiko 78 °c at PT. XYZ*	*Independent X1: Brand Image X2: Price X3.Dependent Product Quality Y: Purchase Decision*	The results of the study show that price, product quality, and brand image have a positive and significant impact on purchasing decisions.
Hartono et al. (2023)	*The influence of brand image product quality and price on purchase decisions of Garnier facial cleanser products in South Cikarang*	*Independent X1: Brand Image X2: Product Quality X3: Dependent Price Y: Purchase Decision*	*The results of this study indicate that product price, brand reputation, and product quality have a positive and significant impact on purchasing decisions.*

2.2 Research Hypothesis

According to Sugiyono (2021), a hypothesis is a temporary answer to answer the formulation of a research problem, where the formulation of the problem is stated in the form of a question sentence and is temporary in nature so that its truth must be tested. So the hypothesis in this study is as follows:

H1 : Suspected product qualityhas a positive and significant influence on the purchasing decision of Jiniso products among Universitas Malikussaleh students.

H2 : Estimated pricehas a positive and significant influence on the purchasing decision of Jiniso products among Universitas Malikussaleh students.

H3 : It is suspected that brand image has a positive and significant influence on the purchasing decision of Jiniso products amongUniversitas Malikussaleh students.

2.3 Conceptual Framework

The conceptual framework is a thought process on the relationship between one concept and another concept to provide an overview and direct assumptions related to the variables to be studied. Based on the theories used as references in the author's research, the conceptual framework of the research is as follows:
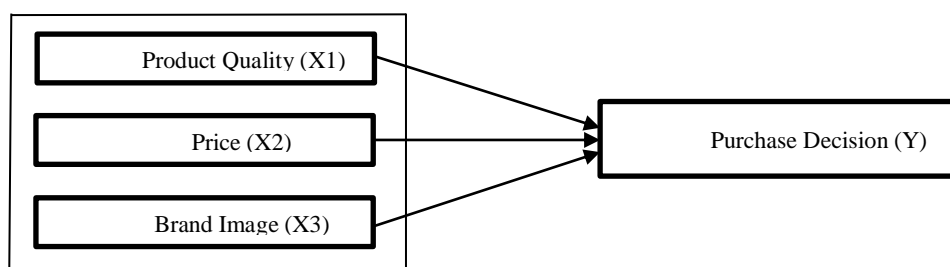

Figure 2 Conceptual Framework

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3. IMPLEMENTATION METHOD

This research will be conducted in Lhoksemawe City, precisely at Malikussaeh University. The research objects used in this study are all Universitas Malikussaleh students who purchase Jiniso products on the Shopee e-commerce. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2021). The population of this study is all active students of Universitas Malikussaleh totaling twenty thousand two hundred and twenty-six (20226) people based on datahttps://data.unimal.ac.id/.A sample is a part of the number and characteristics possessed by a population. If the population is large, and the researcher does not study everything in the population, for example due to limited funds, manpower, and time, then the researcher uses a sample that has been taken from the population (Sugiyono, 2021). It can be concluded that a sample is a part of a group of people who will be used in a study to obtain the expected data with characteristics that reflect the population itself.

The sampling technique used in this study is a non-probability sampling technique using the purposive sampling method or a sample based on objectives. Due to the large population of twenty thousand two hundred and twenty-six (20226) female students, in determining the sample in this study using the theory developed by Issac and Michael as quoted by Sugiyono (2021). The formula used to calculate the sample size needed in this study is the Yamane formula (1973). The data analysis method used is the quantitative method. According to Arikunto (2017) the quantitative method is a method of analyzing data in the form of numbers using multiple linear regression. The data obtained in the form of numbers will then be analyzed using statistical equipment.

4. RESULTS AND DISCUSSION

4.1 Normality Test

The Asymp. Sig. value is 0.200, which means it is greater than the significance level of 0.05. So it can be said that the distribution of data from the instrument is normally distributed.

4.2 Multicollinearity Test

All variables have VIF < 10 and tolerance value > 0.1. This indicates that there is no multicollinearity.

4.3 Heteroscedasticity Test

In this study, there is no heteroscedasticity. This is evidenced by the points that spread above and below the number 0 on the Y axis without forming a particular pattern.

4.4 Multiple Regression Test

Table 1 Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,685	2,093		2,239	0,027
Product Quality	0.137	0,053	0,216	2,562	0,012
Price	0.388	0,071	0,458	5,485	<0,001
Brand Image	0.157	0,072	0,181	2,189	0,031

From the results of the regression test above, a multiple linear regression equation can be compiled as follows: Y = 4.685 + 0.137X1 + 0.388X2 + 0.157X3 From this equation, it can be interpreted as follows:

1). The regression coefficient value of Y (Purchase Decision) is 4.685, meaning that if the value of Product Quality, Price and Brand Image is 0, then the Purchase Decision will increase by 4.685.
2). The regression coefficient value of X1 (Product quality) of 0.137 means that if the product quality variable X1 increases by one scale unit, the value of Y (Purchase decision) will increase by 13.7%.
3). The regression coefficient value of X2 (Price) of 0.388 means that if the price variable X2 increases by one scale unit, the value of Y (Purchase decision) will increase by 38.8%.
4). The regression coefficient value of X3 (Brand Image) of 0.157 means that if the brand image variable X3 increases by one scale unit, the value of Y (Purchase Decision) will increase by 15.7%.

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4.5 Coefficient of Determination (R2)

The determination coefficient with the Adjusted R Square value shows the magnitude of the contribution of the influence of the independent variable on the dependent variable in a model. The value of the Adjusted R Square is 0.346 or 34.6%. This shows the influence of the independent variable (product quality, price, brand image quality) on the dependent variable (purchase decision).

4.6 The Influence of Product Quality on Jiniso Product Purchasing Decisions of Universitas Malikussaleh Students

Based on the research results, it shows that the results of the t-test found a significant value for the variableproduct quality(X1) on purchasing decisions (Y) is 0.012, which is smaller than 0.05 and the value of t count is 2.562, which is greater than t table 1.661, so it can be concluded that H1 is accepted, which means that product quality has a significant effect on purchasing decisions. This test is supported by research conductedMarcelina et al., (2023)entitled The Influence of Brand Image, Product Quality, and Price on Fashion Product Purchasing Decisions of Indonesian Consumers, where the results show that the product quality variable partially has a positive and significant influence on purchasing decisions.

4.7 The Influence of Price on Jiniso Product Purchasing Decisions of Universitas Malikussaleh Students

Based on the research results, it shows that the results of the t-test found a significance value for the price variable (X2) on purchasing decisions (Y) of 0.000, which is smaller than 0.05 and the value of t count is 2.485, which is greater than t table 1.661, so it can be concluded that H2 is accepted, which means that price has a significant effect on purchasing decisions. This test is supported by research conducted by Nadiya & Wahyuningsih(2020)entitled The Influence of Product Quality, Price and Brand Image on 3second Fashion Purchasing Decisions in the Marketplace, the results show that the price variable partially has a positive and significant effect on purchasing decisions.

4.8 The Influence of Brand Image on Jiniso Product Purchasing Decisions of Universitas Malikussaleh Students

Based on the research results, it shows that the results of the t-test found a significance value for the brand image variable (X3) on purchasing decisions (Y) of 0.031, which is smaller than 0.05 and the value of t count is 2.189, which is greater than t table 1.661, so it can be concluded that H3 is accepted, which means that brand image has a significant effect on purchasing decisions. This test is supported by research conducted by Lestari & Widjanarko(2023)entitled The Influence of Brand Image, Price Perception and E-Word Of Mouth on Purchase Decisions of Jiniso.Id Fashion Products in the Shopee Marketplace, the results show that the brand image variable partially has a positive and significant effect on purchasing decisions.

5. CONCLUSION

1. Product quality has a positive and significant effect on purchasing decisions, so the better the quality of the product offered, the greater the likelihood of consumers deciding to purchase the product. This shows that consumer perception of quality is an important factor in determining purchasing choices.
2. Price has a positive and significant effect on purchasing decisions, so the more the product price matches consumer expectations, the greater their tendency to buy the product. Competitive prices that are comparable to product quality can increase consumer appeal.
3. Brand image has a positive and significant effect on purchasing decisions, so the better the brand image in the eyes of consumers, the greater their chances of choosing and purchasing the product. A strong brand image creates purchasing decisions.

5.1 Suggestions

1. Improving product quality, Jiniso needs to continue to maintain and improve quality standards. Focusing on durable materials, comfort, and attractive designs can strengthen consumers' positive impressions of the product. Product innovation can also be done to meet market needs.
2. Price has a very significant influence, Jiniso needs to ensure that the pricing strategy used is competitive and commensurate with the value perceived by consumers. Offering discounts, savings packages, or loyalty programs can be alternatives to attract more consumers without sacrificing profits.

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3. Brand image also plays an important role in purchasing decisions. Therefore, Jiniso needs to strengthen its brand image with more creative and consistent marketing campaigns. Building emotional connections with consumers through social media, influencer marketing, and sustainability or social responsibility programs can increase brand loyalty.

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