



## Brand Image, Customer Loyalty And Price To Consumer Purchase Decisions (Study On Customer Cafe & Resto Enzym Signature Palopo City)

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### ABSTRACT

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This research was conducted with the aim of knowing and analyzing the influence of brand image, customer loyalty and price variables on consumer purchasing decisions at cafes and restaurants with enzyme signatures in Palopo City. The data in this research are primary data and the data collection technique in this research uses a questionnaire. The number of samples drawn from the population is 95 samples. Multiple linear regression was applied in this study to analyze the data. For data analysis using SPSS 21. The results of this study, simultaneously variable price brand image and customer loyalty affect the variables of consumer purchasing decisions at cafes and restaurants enzyme signature in the city of Palopo. Based on individual variable brand image, price and customer loyalty have a positive and significant effect on consumer purchasing decisions at cafes and restaurants with enzyme signatures in Palopo City.

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## 1. Introduction

The business world continues to show significant developments, especially the culinary world such as cafes and restaurants, this development is inseparable from the lifestyle of urban communities. Cafes and restaurants are alternative places for urban people to relax with family and friends to spend time together. The development of cafes and restaurants is quite good every year, according to the secretary general of the ruling association. Association of Indonesian Cafe and Restaurant Entrepreneurs (Akprindo) Stevan Lie, the growth of cafes and restaurants annually reaches 15-20% with an estimated income level that continues to increase, from US\$3.4 billion to US\$4.16 billion

The number of cafes and restaurants that continues to increase every year will lead to quite tight competition between cafe and restaurant business people, this competition has a decreasing impact on cafe and restaurant income. This can also happen to the Enzym Signature cafe and restaurant located in Palopo City. Enzym Signature cafe and restaurant, reopened in 2021 after a hiatus of almost a year, in order to improve premises and management. Enzym Signature cafes and restaurants are not without competitors in the city of Palopo, but on the contrary, there are still many well-known cafes and restaurants that are competitors in the city of Palopo, for example Ulu Bale Laut, Lesehan Lela, Serba Nikmat, ARTA Cafe and Resto, La Vecchia Cafe, Warung Bakso Passable II, C'Bezt Fried Chicken, Rabbids Coffee and Breakfast and Warung Tunggal Rasa. For this reason, in order to remain competitive, consumers must pay attention to consumer behavior in determining their decision to make a purchase.

Consumers in making purchases there are several stages that must be passed, according to [1]. Before consumers make a purchase, there are stages that must be passed, these stages are alternatives, problem recognition, evaluation, information search, purchase decisions, and post-purchase behavior. [2] purchase decision is a person's instinct to have something he wants. The consumer's decision to buy a product is based on their perception of the product which is related to the product's ability to meet their needs. Purchase decisions made by consumers are influenced by several factors, including price, brand image and customer loyalty.



According to Kotler (2009) in [4] a brand is the identity of a product in the form of names, symbols, terms and others that have meaning and can be understood by a consumer. Besides that, having an identity that is easy to understand and remember by consumers will increase consumer awareness of the brand of a good product.

The concept of customer loyalty is a form of a very strong relationship between consumers and companies [5], while according to Oliver (2007) in [6] customer loyalty is an indication that consumers have a commitment to the brand they have purchased. Repeat purchases made by consumers with a fairly short time span and are consistent with a brand. Loyalty to a product will not be eroded even though there is a change in the situation or an increase in similar products being marketed

Price is one part of marketing stimuli which initially affects consumer characteristics and ultimately influences consumer purchasing decisions [7]

## 2. Method

### a. Data Types and Sources

This type of research is quantitative research. According to [8] quantitative research is research that analyzes data statistically with the aim of testing predetermined hypotheses and interpreting the results of the analysis in order to get conclusions. Sources of data in this study, using primary data. According to [9] primary data is data whose sources are obtained directly from primary sources.

### b. Population and Sample

Population is the generalization domain of objects or subjects that have certain qualities and characteristics determined by researchers to study and draw conclusions [10]. The population in this study are all consumers of Enzym cafes and restaurants. The sample is part of the number and characteristics possessed by the population [11] The number of samples used in this research is 81 samples.

### c. Data analysis technique

In producing good data and describing the real situation and drawing the right conclusions, it is necessary to have validity and reliability tests. According to Ghazali [12] a questionnaire can be said to be valid if the questions on the questionnaire can reveal something that will be measured in the questionnaire. While the reliability test according to [13] reliability test is the ability of measurement results using the same object, able to produce the same data as well. To test the hypothesis in this research, multiple linear regression analysis was used. The purpose of using multiple linear regression analysis technique is to know and the magnitude of the influence between the dependent variable on the dependent variable with the SPSS application. The multiple linear regression model in this study can be written in the following equation.

$$Y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + e$$

Where:

Y = Purchase Decision

X1 = Brand Image

X2 = Price

X3 = Customer Loyalty

$\beta_1 - \beta_3$  = regression coefficient

e = error rate

### d. Classic assumption test

Before performing multiple linear regression tests, for that first a form of classical assumption testing is needed for the data to be processed. If the classical assumptions are met, the estimation of the ordinary least squares (OLS) regression must be BLUE (Best Linear Unbiased Estimator), this indicates that the decision making using the F test and T test is unbiased [14]. The classical assumption test of this research consists of normality, multicollinearity, and heteroscedasticity tests.

## 3. Result and Discussion

### 3.1 Instrument Test

#### a. Validity test

Validity test is used to measure the stability of a research instrument.



**TABLE 1**  
Validity Test Results

Variable	No. Question Items	r Table	r Count	Information
Brand Image (X1)	1	0.202	0.257	Valid
	2	0.202	0.503	Valid
	3	0.202	0.403	Valid
	4	0.202	0.286	Valid
	5	0.202	0.579	Valid
	6	0.202	0.617	Valid
Customer Loyalty (X2)	1	0.202	0.557	Valid
	2	0.202	0.584	Valid
	3	0.202	0.595	Valid
	4	0.202	0.524	Valid
Price (X3)	1	0.202	0.516	Valid
	2	0.202	0.496	Valid
	3	0.202	0.302	Valid
	4	0.202	0.609	Valid
Purchase decision (Y)	1	0.202	0.558	Valid
	2	0.202	0.474	Valid
	3	0.202	0.589	Valid
	4	0.202	0.539	Valid
	5	0.202	0.678	Valid

Based on the data in Table 1, the Validity Test shows that all statement items on the brand image , customer loyalty and purchasing decisions variables used in this study have a calculated r value greater than r table so that it can be concluded that all statement items in this variable are valid.

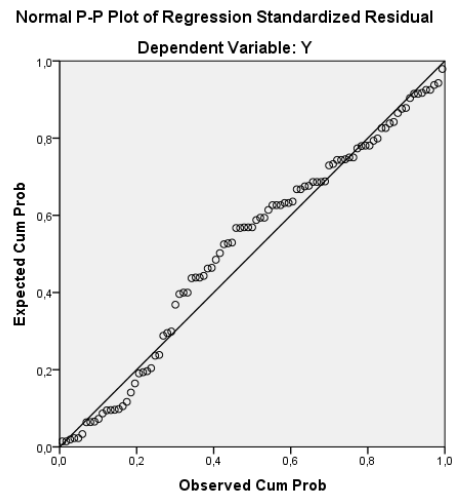
**b. Reliability Test**

**TABLE 2**  
Reliability Test Results

Variable	Cronchbach Alpha	Information
Brand Image	0.821	Reliable
Customer loyalty	0.928	Reliable
Price	0.907	Reliable
Purchase decision	0.954	Reliable

Based on table 2 above, it shows that the Cronbach Alpha (a) value of all variables in this study is above 0.60. This shows that all variables, both independent and dependent, are reliable and it can be concluded that the instrument in the questionnaire statement has the power to measure the indicators of the variables in the research model.

**c. Normality test**



**Figure 1.** Normality Test

The PP Plot graph does not comply with the normality assumption if the items spread far along the diagonal line and do not follow the direction of the diagonal line [15]. Based on Figure 1, the normality test above shows that the distribution of points follows a diagonal line. So it can be concluded that the residuals are normally distributed.

**d. Multicollinearity Test**

Destination This test was conducted to determine whether there is a strong correlation between the independent variables using the Variance Inflation Factor (VIF). if the variable has a VIF 10, this means that multicollinearity occurs, but on the contrary if the variable has a VIF 10, it can be concluded that there is multicollinearity. The following are the results of the multicollinearity test:

**TABLE 3**  
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Brand Image	0.946	1.057
Customer loyalty	0.950	1.052
Price	0.990	1.010

Based on table 3, the multicollinearity test above shows that the calculation results of the VIF value for the independent variable are less than 10 and for the tolerance value above 0.9, it can be concluded that the regression model in this study does not have multicollinearity symptoms.

**e. Heteroscedasticity Test**

The basis for making decisions on the heteroscedasticity test by using Spearman rank is if the value is significant or sig. (2-tailed) above 0.05, it can be concluded that there is no heteroscedasticity problem, but if the significant value is below 0.05, it can be concluded that there is a heteroscedasticity problem.

**TABLE 4**  
Heteroscedasticity Test Results

		Brand Image	Customer loyalty	Price	Unstandardized Residual	
Spearman's rho	Brand Image	Correlation Coefficient	1,000	,232	,102	,036
		Sig. (2-tailed)	.	,024	,327	,730
		N	95	95	95	95
	Customer loyalty	Correlation Coefficient	,232	1,000	,027	0.014
		Sig. (2-tailed)	,024	.	,793	,891
		N	95	95	95	95
	Price	Correlation Coefficient	,102	,027	1,000	0.013
		Sig. (2-tailed)	,327	,793	.	,898
		N	95	95	95	95
	Unstandardized Residual	Correlation Coefficient	,036	0.014	0.013	1,000
		Sig. (2-tailed)	,730	,891	,898	.
		N	95	95	95	95

Based on table 4 above, the significance value or sig. (2-tailed) of the Brand image variable 0.730, or  $0.730 > 0.05$ . The significance value of the price variable is 0.898, or  $0.898 > 0.05$ . The significance value of the customer loyalty variable is 0.891, or  $0.891 > 0.05$ . The value of the variable Brand image, customer loyalty, and price value has a significance value greater than 0.05, so it can be concluded that there is no heteroscedasticity problem.

**f. Multiple Regression Analysis**

**TABLE 5**  
The Results Of The Coefficient Of Determination

Model	Unstandardized coefficients (B)	t Count	Sig. t
Brand Image	0.214	2.050	0.043
Customer loyalty	0.283	2.110	0.038
Price	0.372	2.237	0.028
Constant = 19.396		f Count = 5.502	
R Square = 0.154		sig. f = 0.002	
Multiple R = 0.392			



**g. Determinant Coefficient Test (R<sup>2</sup>)**

Based on table 5, the adjusted R Square is 0.482, this means that 15.4% of the dependent variable purchasing decisions is explained by independent variables consisting of brand image, customer loyalty and price, the remaining 84.6% is explained by other variables not included in the model.

**h. Simultaneous TEST (F)**

From table 5 above, the sig value is obtained. of 0.002 and compared with a significance value ( $\alpha = 5\%$ ) 0.05, or  $0.002 < 0.05$ , so it can be concluded that there is a significant influence between brand image, customer loyalty and price variables on purchasing decisions.

**i. Partial Test (T)**

1. Variable brand image has a significant value of  $0.043 < 0,05$ . this indicates that that variable brand image has a positive and significant relationship to the purchasing decision variable.
2. The price variable has n values significant  $0.038 < 0.05$ , these results indicate that the price variable has a positive and significant effect on purchasing decisions.
3. customer loyalty variable has a value significant  $0.028 < 0,05$ , this result can be explained that the customer loyalty variable has a positive and significant effect on the purchasing decision variable.

**3.2 Discussion of Research Results**

**a. The Influence of Brand Image on Consumer Purchase Decisions at Cafe & Resto Enzym Signature Palopo City**

Brand image regression coefficient shows 0.214, this means that every increase in the value of the brand image variable causes the purchase decision to increase by 0.218 or 21.8%. Based on the results of the t test, the brand image variable has a positive and significant influence on the consumer purchasing decision variables of Cafe & Resto Enzym Signature Palopo City. The results of this study confirm the research conducted by [16] with the title Analysis of the influence of food quality and brand image on purchasing decisions for Ganep's Roti kecil bakery in Solo City, the results of the research show that the brand image variable has a positive and significant effect on purchasing decisions. The same results are also shown by research conducted [17], the results of their research conclude that brand image has a positive and significant effect on purchasing decisions.

**b. The Influence of Customer Loyalty on Consumer Purchase Decisions at Cafe & Resto Enzym Signature Palopo City**

The results of the multiple linear regression estimation in table 5 show that the customer loyalty variable has a significant value of 0.038 with a coefficient value of 0.283. From these results it can be explained that when there is an increase in customer loyalty, it will increase consumer purchasing decisions by 0.283 or 28.3%, and the results of this regression also show that the customer loyalty variable has a positive and significant effect on consumer purchasing decisions at Cafe & Resto Enzym Signature. Palopo City. The results of this study are in accordance with the results of research conducted by [18] the effect of promotion, price and customer loyalty on purchasing decisions of fatty oil products at PT. Cipta Sarana Jaya Abadi, the results of the research conclusions state that the customer loyalty variable has a positive and significant effect on purchasing decisions

**c. The Influence of Price on Consumer Purchase Decisions at Cafe & Resto Enzym Signature Palopo**

Based on table 5 above, it shows that the coefficient value of the price variable is 0.372 and the significant probability is 0.028 and has a positive sign, from these results it can be explained that an increase in price in 1 unit will increase purchasing decisions by 0.372 or 37.2%. In addition, these results can also be explained that the price variable has a positive and significant effect on consumer purchasing decisions at the Enzym Signature Cafe & Resto, Palopo City. The results of this study are in line with research [19], with the research title "analysis of the influence of price, product quality, and location on purchasing decisions (Study on Buyers of Milkfish Products Juwana Elrina Semarang)", the results of the research show that the price has a positive and significant impact to purchasing decisions. The results of the same study are also shown by [20] where the results of his research conclusions show that the price variable has a positive and significant effect on purchasing decisions.

#### 4. Conclusion

The results of this study have been described in the results and discussion section. For this reason, the conclusions of this study can be explained in the Simultaneous variable \_ brand image , customer loyalty and price have an effect on consumer purchasing decision variables at Cafe & Resto Enzym Signature Palopo. Customer loyalty variable has a positive and significant effect on consumer purchasing decisions at Cafe & Resto Enzym Signature Palopo City. The price variable has a positive and significant effect on consumer purchasing decisions at Cafe & Resto Enzym Signature Palopo City.

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