



Measurement factors as determinants of purchasing decisions on fatigon hydro coco products

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ARTICLE INFO

Article history:

Accepted, Jun 30, 2023

Revised Jul 06, 2023

Accepted Jul 17, 2023

Keywords:

Brand Awareness;

Brand Expansion;

Brand Image;

Product Quality;

Purchase Decision

ABSTRACT

In today's business environment, consumers find what they are looking for faster and can reach the same products. In this situation, competition is increasing in traditional areas and anywhere where communication spreads. This study aims to test and analyze the increase in purchasing decisions on Fatigon Hydro Coco isotonic drink products, by exploring conceptual models. The method used in this research is descriptive quantitative with survey. 156 respondents were taken with purposive sampling. From the results of this study, the authors concluded. The first hypothesis is that brand extension has a significant effect on brand image. The second hypothesis is that product quality has a significant effect on brand image. The third hypothesis is that brand awareness has no effect on brand image. The fourth hypothesis is that brand expansion has a significant effect on purchasing decisions. The fifth hypothesis is that product quality has a significant effect on purchasing decisions. The sixth hypothesis is that brand awareness has no effect on purchasing decisions. The seventh hypothesis is that brand image has a significant effect on purchasing decisions. This research is expected to make a theoretical contribution to the literature in this context.

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1. INTRODUCTION

Nowadays, all federations and business entities want alternative means to present their products and services. Consumers recognize the products and services offered and can generate significant profits. The current competitive situation remains fierce, so industries must have a good sales strategy in place (Haryadi et al., 2022; Wang et al., 2016). The tightness of competition can be seen from the continuing diversity of products. Products and services can survive in the market depending on the sales strategies and the quality they offer. In today's ever-evolving market, there is a need to adopt meaningful strategies to advertise parts and products and to make brands sales effective (Kurniasih et al., 2023; Nurwendi & Haryadi, 2022; Qomariyah & Haryadi, 2022; Rifai et al., 2016).

Purchasing decisions are methods that customers use before consuming products. The purchase decision is the act of organizing substitute choices. Customers move in different patterns when making a purchase decision (Pierce & Connolly, 2023). There are five stages that customers go through when making a purchase decision: initial problem recognition, desire recognition, finding ways to solve the problem, considering other options, making a purchase decision, and recognizing the circumstances at the time of the decision. At the time of the purchase decision, one of the patterns is a positive view of the brand of the product eaten (Gui et al., 2021; Yeo et al., 2022; Yufei et al., 2022).

Meeting customers' needs and desires for successful fulfillment motivates them to buy. However, the industry faces significant risks posed by sales activities, such as advertising costs, competition, and the loss of goods and services from the market. Product development requires maximizing sales strategies (Dabbous & Barakat, 2020). To avoid this risk, the right strategy is needed. One of them is uses a famous brand and promotes it to launch new goods and services. This stage is called brand extension. Brand extension is using an already successful brand to launch a new product (Chintalapati, 2020; Graciola et al., 2020; Pambangun, 2016). To increase purchases of a product, companies need to develop brands. Brand development is a famous brand used to change products at the latest launch (Tan et al., 2021). Brand strength is brand understanding, which is how customers recognize a brand. Since customers cannot buy a brand if they do not realize it, brand understanding is a critical factor in forming brand equity. Brand understanding indicates a customer's ability to identify or recall whether or not a particular brand is featured on a product (Bayunitri & Putri, 2016).

Customer purchasing decisions are closely related to product quality. Assumptions about the quality are assumptions made by customers. As a result, if the customer's assumptions about quality are negative, then the customer's purchase decision will be very weak, and, as a result, the product evaluation will not be tested by the customer. If the customer's assumptions are optimistic, then the product will be used by the customer. Purchasing decisions are also influenced by the brand (Li et al., 2022). Product quality is the expertise of a product in performing its functions, including the intense energy, reliability, and accuracy that the product acquires as a whole (Kim, et al., 2023; Priyatin & Setyawati, 2021; Suhendi, 2021). Brand awareness is vital to drive growth when a product is in the early stages of development. Brand awareness, along with revenue and market share, is a measure of marketing effectiveness. The issue is how strongly consumers perceive an isotonic drink brand, whether rated as low, medium, or high (Dedeoğlu et al., 2020). This is important for companies to understand because marketing strategies and programs must consider consumer behavior in detail, including brand awareness. In this context, it is essential to investigate brand awareness of the products that consumers want (Bayunitri & Putri, 2016). Brand awareness is the ability of consumers or potential customers to identify or remember a brand. This can include nicknames, paintings, logos, and specialized jargon used by market players to promote their products (Tan et al., 2021).

The industrial sector is still the most significant pillar of the national economy, although its contribution tends to decline from year to year. Based on data from the Central Statistics Agency (BPS, 2022), the gross domestic product (GDP) at current prices (ADHB) of the industrial sector reached IDR 877.82 trillion in the second quarter of 2022. This value reached 17.84% of the total GDP, which amounted to IDR 4.29 quadrillion in the same period. In the second quarter of 2022, the food and beverage subsector was the most significant contributor to the industrial sector's GDP, reaching IDR 302.28 trillion (34.44%). After that, there was the coal processing and oil and gas refining subsector of IDR90.29 trillion (10.29%), the chemical and pharmaceutical industry of IDR87.39 trillion (9.96%), the metal goods industry of IDR68.82 trillion (7.84%), the transportation equipment subsector of IDR66.75 trillion (7.6%). (BPS, 2022). The growth of the food and

beverage industry (central) in the third quarter of 2022 reached 3.57%, higher than last year, recorded at 3.49%. Despite being affected by the Covid-19 pandemic, the food and beverage subsector could still grow and contribute to the growth of the non-oil and gas industry, which reached 4.88%. In the same period, the food and beverage industry contributed 37.82% to the GDP of the non-oil and gas processing industry, making it the subsector with the most significant GDP contribution. (Ministry of Industry, 2022). Bottled drinks are often the choice of people when they feel thirsty. Besides being practical, the flavors also vary. Based on the results of the Jejak Pendapat survey (JakPat, 2022), 92.9% of respondents like to buy or consume bottled drinks.

Meanwhile, only 7.1% of respondents dislike buying these drinks. Based on the type, milk is the packaged beverage most favored by the public. The percentage is 60.8%. Next, 57% of consumers said they liked bottled tea water. Then, as many as 44.7% of respondents said they enjoyed fruit juice and yogurt drinks. There were also 43.7% of respondents who liked soft or packaged soft drinks, while only 39% said they wanted health/energy/isotonic drinks (Jakpat, 2022).

This study aims to test and analyze improving purchasing decisions on Fatigon Hydro Coco isotonic beverage products, exploring a conceptual model, and solving the research gap from the variables of brand extension, product quality, and brand awareness through the brand image of Fatigon Hydro Coco isotonic beverage products. The following research design is presented in Figure 1 below.

2. RESEARCH METHOD

In this research, the method used by the author is descriptive quantitative research with a causal approach. The causal process is that the investigation will look for descriptions in the form of relationships, effects, impacts, and causal effects (cause-and-effect) of various concepts or as factors or, in some ways, designed in management science. The population in this study are consumers who buy Fatigon Hydro Coco isotonic drinks in Serang Regency, whose population is unknown. The sample in this study were consumers who bought Fatigon Hydro Coco isotonic drinks by taking in three sub-districts in Serang Regency. The sampling technique used is nonprobability sampling with purposive sampling, meaning buyers who make purchases at least three times purchase fatigon hydro coco products. The data collection technique used in this study used a questionnaire with a scale of 1 - 10 using the agree-disagree scale method. One hundred fifty-six questionnaires have been obtained from respondents. The data analysis technique in this study is a descriptive analysis using the SPSS version 26 assistance program, then to find the influence between variables using inferential analysis with the SmartPLS version 4.0 assistance program through the outer model test, which includes validity test and reliability calculation test then by looking at the square root value of each variable. Then proceed with the inner model test by looking at the R2 (R Square) value. To find the direct and indirect effects between variables using the bootstrapping test by looking at the immediate impact and indirect effect. In this study, the authors formulate the following hypothesis. H1: Brand expansion has a significant effect on brand image, H2: Product quality has a considerable effect on brand image, H3: Brand awareness has a significant impact on brand image, H4: Brand extension is having a substantial impact on purchasing decisions, H5: Product quality has a significant effect on purchasing decisions, H6: Brand awareness has a significant impact on purchasing decisions, H7: Brand image has a significant effect on buying decisions.

3. RESULTS AND DISCUSSIONS

Before carrying out the assumption test, it is necessary to test the validity to show how positively an instrument method or way of measuring something is designed. In this

research, validity trials are tried by looking at convergent and discriminant validity numbers. Furthermore, the results of the validity trial can be observed in the following sketch:

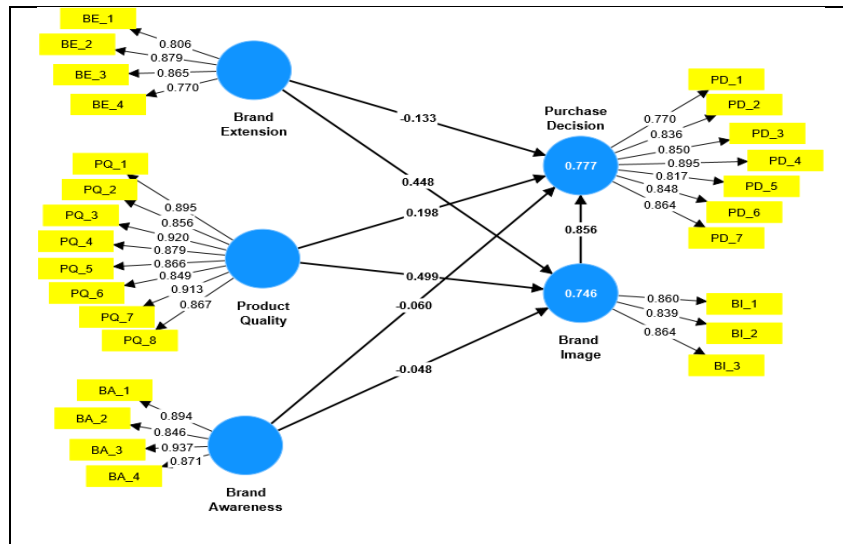


Figure 1. Outer Model Research
Source: Results of research data processing 2023

Figure 1 shows that all the elasticities of each indicator have a value greater than 0.70, which automatically meets the standard of validity of the data. Opinion (Ghozali & Latan., 2015: 74) Indicators are claimed to be accurate if each indicator has an outer loading number greater than 0.70. Not only looking at the number of external loading but convergent validity can also be observed from the number (AVE), which must be greater than 0.50 (Ghozali & Latan., 2015: 74). In this form, the average number of extracted variances for each variable is located above 0.50 as shown in the following table 1:

Table 1. Outer model and inner model

Variable/Indicator	Loading Factor					Cronbach Alpha	Composite Reliability	AVE	R-square
	PD	BE	PQ	BA	BI				
Purchase Decision						0,931	0,944	0,707	0,777
PD_1	0,770								
PD_2	0,836								
PD_3	0,850								
PD_4	0,895								
PD_5	0,817								
PD_6	0,848								
PD_7	0,864								
Brand Expansion						0,850	0,899	0,691	
BE_1		0,806							
BE_2		0,879							
BE_3		0,865							
BE_4		0,770							
Product Quality						0,959	0,965	0,776	
PQ_1			0,895						
PQ_2			0,856						
PQ_3			0,920						
PQ_4			0,879						
PQ_5			0,866						
PQ_6			0,849						
PQ_7			0,913						
PQ_8			0,867						
Brand Awareness						0,910	0,937	0,788	

Variable/Indicator	Loading Factor					Cronbach Alpha	Composite Reliability	AVE	R-square
	PD	BE	PQ	BA	BI				
BA_1				0,894					
BA_2				0,846					
BA_3				0,937					
BA_4				0,871					
Brand Image						0,815	0,890	0,730	0.746
BI_1					0,860				
BI_2					0,839				
BI_3					0,864				

Source: Results of research data processing 2023

Table 1 shows that each variable has a value from reliability testing showing the importance of Cronbach's Alpha Composite Reliability on all variables; there are points above 0.70. Thus the conclusion is that all variables are reliable or fulfill the reliability test, then the Average Variance Extracted (AVE) value > 0.50 so that construct reliability & validity are fulfilled. The following hypothesis testing can be seen in Table 2 below.

Table 2 Hypothesis Tests with Bootstrapping

Hypothesis	Relationship between Variable Influence	Path Coefficient Direct Effect		
		Original Sample	T Statistic	P Values
H1	Brand expansion → brand image	0,448	6,270	0,000
H2	Product quality → brand image	0,499	6,205	0,000
H3	Brand awareness → Brand image	-0,048	1,069	0,285
H4	Brand extension → purchasing decisions	-0,133	2,541	0,011
H5	Product quality → purchasing decisions	0,198	2,844	0,004
H6	Brand awareness → purchasing decisions	-0,060	1,052	0,293
H7	Brand image → purchasing decisions	0,856	13,904	0,000

Source: Results of research data processing 2023

Table 2 is the result of the Bootstrapping test with SmartPLS 4.0 can be explained in the discussion below: Hypothesis testing using the bootstrapping method shows a significant effect of brand expansion on brand image. It is known that brand extension methods have been widely used as a growth strategy by many companies over the past few decades; for example, Keller et al. (2011) have noted that About 80-90% of new product introductions are done through brand extensions. Expansion of existing brands has lower advertising costs and higher sales rates than new brands. Because consumers are already familiar with the original brand. Customers are more comfortable accepting the products they market by making small changes rather than radical changes to the brand's products.

The second finding in this study is that there is usually a strong correlation between product quality and brand image. This is because the quality of a product is often seen as a reflection of the value and reputation of the brand. If a brand consistently produces high-quality products, consumers tend to view the brand positively and associate it with quality, reliability, and trustworthiness. On the other hand, if a brand produces low-quality products or experiences quality control issues, this can negatively impact the brand's image and reputation. Brand image can also influence the perception of product quality. If a brand is known to be innovative, environmentally conscious, or socially responsible, consumers may assume its products are high quality and worth the investment. Overall, product quality and brand image are intertwined, and the quality of its products can heavily influence a brand's reputation.

The third finding in this study is that Companies that build brand awareness will affect the brand image of a company (Saleem et al., 2015), However, the establishment of

brand awareness must be done carefully. For example, if a company's brand awareness is high, but the message is unclear or inconsistent, it may not significantly impact the brand image. In this case, consumers may be aware of the brand but not have a clear understanding of its meaning or value. Also, if a company's products or services are not significantly different from its competitors, even high brand awareness may not result in a positive brand image. Consumers may be aware of the brand but may not strongly prefer it if they do not see it as offering anything unique or valuable.

The fourth finding in this study is that Brand extension involves bringing new products to market using successful brand names in different categories. Brand extension strategies can be implemented in many ways. The decision to expand a brand is of strategic importance to an organization. The practice of brand extension, which allows companies to introduce new products to the market, is gaining popularity. Due to the financial risks involved in introducing new products to the market and the heavy promotional expenditure, companies have adopted the problem of brand extension by using their proven brands in the market and associating their new products with existing brands. If it does not hurt other similar brand products, the brand extension creates an effect that strengthens the image of other products. This is because brand extension activates the similarity comparison function in existing customers and increases the market share of similar products of the same brand launched before due to the effect of brand extension.

The fifth finding in this study The perception of high product quality is an essential step in generating purchase intentions and forming the basis for customer satisfaction and recommendations to others. One of the information that consumers refer to in their purchasing decisions, such as quality, brand, and product function. Consumers are often willing to pay more for products they perceive to be of higher quality and are more likely to be satisfied with products that meet or exceed their expectations of quality. In many cases, the perceived quality of a product can be influenced by factors such as branding, marketing, and packaging. However, in the end, the actual quality of the product will play a crucial role in determining its success in the market. Poor-quality products are more likely to generate negative words and reviews, damaging a company's reputation and sales. On the other hand, consistently high-quality products can help build a brand reputation and lead to repeat purchases and customer loyalty.

The sixth finding in this study is that brand awareness refers to the extent to which consumers are familiar with a brand and can recognize it when they see or hear it. It is an essential aspect of marketing because it can influence consumer behavior and purchasing decisions (Ilyas et al., 2020). When consumers are familiar with a brand, they may be more likely to consider it when making a purchase decision (Lin et al., 2014; Rahman et al., 2021). Nevertheless, brand awareness is not an essential factor in purchasing decisions. For example, if consumers buy products that they only buy occasionally, they may not strongly prefer a particular brand. In addition, if consumers have negative associations with a specific brand, they are less likely to choose that brand, even if they are familiar with it.

The seventh finding in this study For consumers, a brand is the easiest way to recognize a product. It informs consumers about the product and ensures that favorite products are easy to remember and buy. In addition, it also assures product quality by mediating the delivery of complaints about the product to the relevant places. Brands can provide benefits to manufacturers in terms of the promotion of their products, placement of company and product image, price/value comparisons between different pricing policies, and new products to the market. Thus, consumers can determine the most suitable product and producers or sellers can control their market share by selecting the most appropriate pricing policy.

Mediation 1: the relationship between the indirect effect of brand expansion on purchasing decisions is mediated by brand image, obtained an original sample coefficient

intervals value of 0.384 with a T statistic value of 5.439 > T table 1.960 and P values 0.000 < 0.05. These results indicate that brand image can mediate the influence of brand expansion on purchasing decisions. Mediation 2: the relationship between the indirect effect of product quality on buying decisions is mediated by brand image, obtained an original sample coefficient intervals value of 0.427 with a T statistic value of 6.059 > T table 1.960 and P values 0.000 < 0.05. These results indicate that brand image can mediate the effect of product quality on purchasing decisions.

Mediation 3: the relationship between the indirect effect of brand awareness on purchasing decisions mediated by a brand image obtained an original sample coefficient intervals value of -0.041 with a T statistic value of 1.091 < T table 1.960 and P values 0.275 > 0.05. These results indicate that brand image cannot mediate between the influence of brand awareness on purchasing decisions.

4. CONCLUSION

In today's business environment, consumers find what they are looking for more quickly and can reach the same, many products quickly. In this situation, competition is increasing in traditional places and wherever communication is widespread. From the results of this study, the authors conclude. The first hypothesis is that brand extension has a significant effect on brand image. The more effective the Brand Extension, the better the Brand Image. The second hypothesis is that product quality has a significant effect on brand image. The higher the Product Quality, the higher the Brand Image. The third hypothesis is that brand awareness has no effect on brand image. Brand awareness cannot affect brand image improvement. The fourth hypothesis is that brand extension has a significant effect on purchasing decisions. The more effective the Brand Extension, the Purchase Decision will increase. The fifth hypothesis is that product quality has a significant effect on purchasing decisions. The higher the Product Quality, the stronger the Purchase Decision. The sixth hypothesis is brand awareness does not affect purchasing decisions. This means that brand awareness is not able to provide an increase in purchasing decisions. The seventh hypothesis is that brand image has a significant effect on purchasing decisions. The higher the Brand Image, the higher the Purchase Decision. This research is expected to provide a theoretical contribution to the literature in this context of course in the context of marketing management. For future research, it is necessary to add research variables such as brand love, brand trust, and brand loyalty. besides that it is necessary to add research samples in order to strengthen statistical results.

ACKNOWLEDGEMENTS

The authors would like to express their deepest gratitude for the cooperation and dedication of the entire team. Mantik Journal: Journal of Management, information technology, and Communication, which has reviewed the article and published the report prepared by the author. In addition, the author would also like to thank all bestiary partners who have collaborated and supported the preparation of this article so that it can be successful and published in the Mantik journal: Journal of Management, Information Technology, and Communication.

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