



Triggers of consumer purchasing decisions by the brand image with product quality moderating empirical studies on fastron ecogreen products

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ABSTRACT

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The tight business competition in the product and service industry requires companies to be able to create something different. This study aims to test and analyze improving purchasing decisions on Fastron Ecogreen brand oil products which are influenced by brand image and moderated by product quality. The method used in this research is the descriptive quantitative method with a survey approach. 150 research sample respondents. Survey of research objects in three attack workshops that use Fastron Ecogreen lubricants. The results of this study indicate that brand image has a significant effect on purchasing decisions, product quality has a significant effect on buying decisions, and product quality can moderate significantly strengthen the influence of brand image on purchasing decisions. In this context, this research is expected to make a theoretical contribution to the literature

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1. INTRODUCTION

The tight business competition in the product and service industry makes companies must be able to create something different. Companies must have a good brand image in the eyes of consumers to distinguish one company's products from other companies. The tight competition can be seen from the continuing diversity of products. Products and services can survive in the market depending on the sales strategy 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 the brand effective in sales (Kurniasih et al., 2023; Nurwendi & Haryadi, 2022; Qomariyah & Haryadi, 2022; Rifai et al., 2016).

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; Haryadi et al., 2022). To avoid this risk, the right approach is needed. One of them is to use a famous brand and promote 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 (Graciola et al., 2020).

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 (Yeo et al., 2022). 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). One aspect of brand strength is brand understanding, which is the extent thowecognize a brand. Since customers cannot buy a brand if they do not recognize 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). Purchasing decisions can be influenced by brand image. Brand image is a clue that helps customers make decisions about a product when they don't have sufficient knowledge about the product (Lin et al., 2021). Customers prefer to choose products they know are suitable based on their experience with the product and data from various sources (Yufei et al., 2022). The brand vision is organized from the brand federation, but only if the brand federation is linked to the brand memory (Godsey et al., 2020).

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, Kwon, Park, Lee, & Choi, 2023). Product quality is one of the keys to competition among companies offering their products to customers. Although some public members believe that the more expensive a product is, the higher its quality, customers always want to get quality products worth the price. If they can do just that, they can always convince customers and increase their customer base (Xiao & Zhang, 2023).

Sales of Fastron Ecogreen fluctuated from the first product release in September 2019 to September 2020. One month after the first product came out, there was a very significant increase in sales, from 1596 liters to 14. 942 liters. Furthermore, product sales have fluctuated, experiencing a decline at the beginning of the Covid 19 Virus spread disaster from April and May of 2300 liters and 1544 liters to experiencing an increase again due to the New Normal in June, July, and August of 8,936 liters, 8,957 liters and 11. 242 liters. She then experienced a decrease of 794 liters due to the re-implementation of large-scale social restrictions.

The more diverse lubricant brands on the market encourage consumers to be more intelligent and careful in selecting the expected lubricant products because, in general, brands greatly influence consumer purchasing decisions. Consumers assume that brands that are well-known in the market are better and of higher quality than brands that are less popular in the market because brands that are popular in the market provide complete information compared to products with brands that tend to lag in the market, so with a brand, consumers can easily distinguish the characteristics of each product that appears on the market. Companies also need information about factors that can influence consumers purchasing decisions for a product, including

factors that play a role in consumer purchasing decisions, such as brand image and product quality.

This study aims to test and analyze improving purchasing decisions on Fastron Ecogreen brand oil products which are influenced by brand image and moderated by product quality. In this context, this research is expected to provide a theoretical contribution to the literature in the field of marketing management.

2. RESEARCH METHOD

In this research, the method used by the author is descriptive quantitative research with a causal approach. The causal process is research that will look for descriptions of relationships, effects, impacts, and causal effects (cause-and-effect) of various concepts or as factors or some of the ways designed in management science. The population in this study were workshop customers who used Fastron Ecogreen lubricants totaling 371 in one month, according to reports on workshops. The sample in this study were workshop customers who used Fastron Ecogreen lubricants. The sampling technique used is non-probability sampling with purposive sampling, which means buyers who do service change oil at least three times purchase workshop customer products that use Fastron Ecogreen lubricants. The data collection technique used in this study uses a questionnaire with a scale of 1 - 10 using the agree-disagree scale method. One hundred fifty questionnaires were obtained from respondents with a sampling technique using ten times 15 indicators for each research variable. 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 moderation effect. In this study, the authors formulate hypotheses, among others. H1: Brand Image has a significant effect on purchasing decisions H2: Product quality has a considerable impact on purchasing decisions H3: Product quality moderates and strengthens the influence of brand image on purchasing 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:

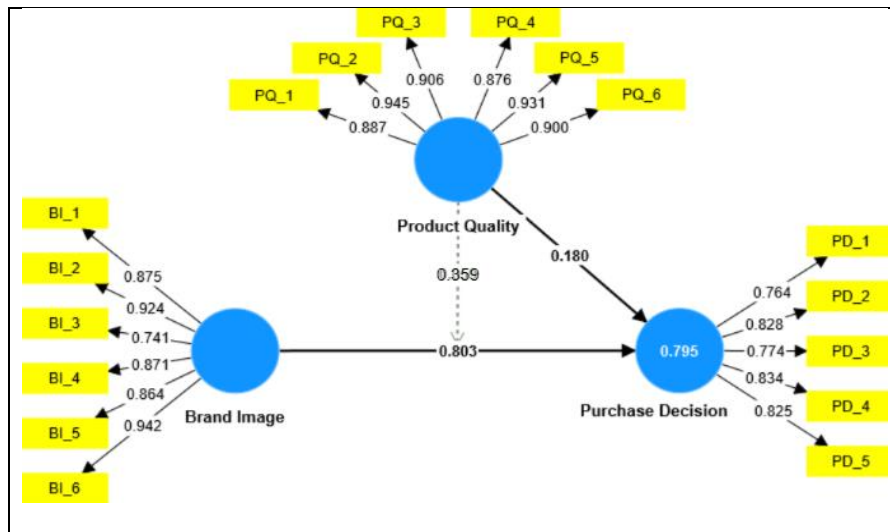


Figure 1. Outer model research
Source: Results of research data processing 2023

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 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 variance for each variable is located above 0.50, as shown in the following table:

Table 1. Outer model and inner model

Variable/Indicator	Factor Loadings			Cronbach Alpha	Composite Reliability	AVE	R-square
	PD	BI	PQ				
Purchase Decision				0,873	0,902	0,649	0,785
PD_1	0,764						
PD_2	0,828						
PD_3	0,774						
PD_4	0,834						
PD_5	0,825						
Brand Image				0,936	0,950	0,760	
BI_1		0,875					
BI_2		0,924					
BI_3		0,741					
BI_4		0,871					
BI_5		0,864					
BI_6		0,942					
Product Quality				0,957	0,966	0,824	
PQ_1			0,887				
PQ_2			0,945				
PQ_3			0,906				
PQ_4			0,876				
PQ_5			0,931				
PQ_6			0,900				

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

Variable	Coefficient	T value	P values	Result
BI → PD	0.803	9.489	0.000	Accepted
PQ → PD	0.180	3.384	0.000	Accepted
BI X PQ → EP	0.359	5.673	0.000	Accepted

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: The first finding in this study is that brand image significantly influences purchasing decisions. Brand knowledge consists of two essential elements: Brand awareness and brand image. Brand image is the perception and preference of the brand in the hands of the feelings and brand connections obtained by the brand (Lin et al., 2021). Brand image is a sufficient condition for brand success, while brand awareness is only necessary (Godsey et al., 2020). Brand image is usually formed through marketing communications, with the desire to gain the resulting benefits of the brand (Balmer et al., 2020).

Meanwhile, purchasing decisions are consumer steps before buying an item (Kotler & Keller, 2016). The consumer purchase decision process begins with the emergence of needs that must be met with most of them (Pierce & Connolly, 2023). Consumer needs arise when there is a difference between the current situation and the desired situation, and if there is no difference, the purchase decision process does not begin (Staniewski & Awruk, 2022).

The second finding in this study is that product quality significantly influences purchasing decisions. Products are producers offering something to the market to fulfill market desires (Li et al., 2022). Quality is the product's function, including durability, reliability, consistency, ease of use and repair, and other valuable attributes (Syreyshchikova et al., 2021). Product quality standards are new products' lifespan, liability, safety, and feasibility (Zhang, Su, & Wang, 2023). Product quality refers to the degree of excellence or the extent to which a product meets or exceeds the expectations of its intended users. It is determined by the product's features, attributes, and characteristics, as well as its overall performance and reliability (Chen & Liu, 2023).

The third finding in this study is that product quality can moderately strengthen the influence of brand image on purchasing decisions. High-quality products are well-designed, function as intended, are durable and reliable, and satisfy customer needs and preferences (Ahsan et al., 2023). Quality refers to safety, environmental impact, and ethical considerations in the production process (Syreyshchikova et al., 2021). In short, product quality measures how well a product meets the expectations of its users and is an essential factor in determining customer satisfaction and loyalty (Anderson & Laverie, 2022). While there is a very close relationship between brand image and product image, it is clear that the same is not the same. With product image, consumers' attitudes and thoughts towards a particular product group try to be explained (Alzate et al., 2022).

On the other hand, brand image is essentially the sum of the elements that add additional meaning and value to a brand in a product group. A brand concept is essential for consumers to evaluate or determent a cut or service (Huang, 2022). In this context, brands enable consumers to reach products or services according to their desires and expectations and become determinants of the purchasing decision process. Because consumers, while mostly preferring products or services, act based on "biased and "brand identity" in addition to fulfilling some of their needs, gaining status with the products they buy, being different, acquiring an identity, following fashion, and others (Rao et al., 2021).

4. CONCLUSION

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 a maximum sales strategy. This study concludes that consumer purchasing decisions are influenced by brand image, meaning that increasing consumer purchasing decisions can be done by improving brand image. Consumer purchasing decisions are influenced by product quality, meaning that enhancing consumer purchasing decisions can be done by improving product quality. Product quality can moderate and strengthen the influence of brand image on consumer purchasing decisions. This research is expected to make a theoretical contribution to the literature in this context.

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