



The influence of consumer sentiment and product quality on product brand image (case study of Ayam Geprek Basmallah)

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ABSTRACT

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Keywords:

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This study aims to determine the influence of consumer sentiment and product quality through online reviews on brand image in Ayam Geprek Basmallah Type of quantitative research with a descriptive approach. The research sample was 85 respondents. Data collection techniques using questionnaires. Data analysis techniques use path analysis. The results showed 1) brand image has a positive and significant influence on product quality. 2) Brand image has a positive and significant influence on online reviews. 3) Consumer sentiment has a positive and significant influence on product quality. 4) Consumer sentiment has a positive and significant influence on online reviews. 5) Online reviews have a positive and significant effect on product quality.

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1. INTRODUCTION

In 2017, around 62,922,617 units or 99.99 percent of businesses in Indonesia were SMEs, while the remaining 0.01 percent were classified as large businesses with a total of 5,460 large business units. (Ministry of Cooperatives and Micro, Small and Medium Enterprises of the Republic of Indonesia., 2017). With this significant growth of MSMEs, this will have an impact on increasing MSM competition and it will be increasingly difficult to see the competition map for MSMEs, especially in the culinary sector according to (Fauzi et al., 2021) . One way to win the competition is to study and analyze consumer sentiment towards these MSMEs. A good image means positive behavioral intentions, such as a desire to repurchase the same brand, make more purchases, and recommend the brand to others (a measure of customer loyalty). Kandampully et al., (2000) deep The Year (2017) . Small businesses must be able to assess whether the image conveyed is as expected or needs improvement The Year (2017) In other words, the image is born from a person's experience of something, and eventually his mindset emerges.

This mental attitude is used as a factor in decision making, because the image is seen as an expression of one's entire knowledge of something. Sentiment analysis is a method that can solve problems in determining the grouping of various reviews based on aspects of polarity such as positive, negative, or neutral reviews according to (Andreyestha & Subekti, 2020). One method that can be used to overcome these

problems is the data mining method. Data mining is a field of artificial intelligence that deals with the art and science of finding knowledge, insights, insights, and patterns from data sets, large or small, on demand. (Silvia et al., 2014). Data mining can be used in a variety of fields, from science, business, to medicine. (Primartha, 2018). Product quality can be communicated through tangible product characteristics, such as product benefits. (Prawirosentono & Suyadi, 2004). In most cases, the desire for unique and creative product design is expressed by many consumers. (January 2017).

This is also in line with research conducted by Ahmad Farki et al (2016) entitled The Influence of Online Customer Reviews and Ratings on Purchase Trust and Interest in Online Marketplaces in Indonesia which resulted in research on the importance of reviews and ratings, online marketplaces must use reviews and ratings as one of the main marketing tools, how to increase the use and provision of these reviews and ratings. In addition, online marketplaces also need to increase trust in the company by increasing the credibility of sellers who are there. Another research reference has also been conducted by Indriati and Acmad Ridok (2016) entitled Sentiment Analysis For Review Mobile Applications Using Neighbor Method Weighted K-Nearest Neighbor (NWKN) which resulted in this research is the NWKNN Method can be used to classify mobile application review documents by going through the text processing stages first, namely tokenization, filtering, stemming. Next is the process. Further research was also conducted by Xie, Karen et al (2016) entitled Online Consumer Review Factors Affecting Offline Hotel Popularity: Evidence from TripAdvisor which resulted in research with this online consumer review we can analyze actual consumer review behavior data every day to provide information about the surrounding community

When consumers shop at MSM, they first pay attention to the sentiment and quality of the products they buy online and offline. If consumer sentiment and product quality are good, then the brand image of the product will be good, and in the end consumers will be more interested in buying it. "the influence of consumer sentiment and product quality through online reviews on product brand image".

2. RESEARCH METHOD

2.1 Population and Sample

The population of this study consists of consumers who prefer to buy MSME products in the city of Sidoarjo, and the total consumers targeted every month are 150 consumers. The sample of this study was consumers who bought and enjoyed Bassamalah fried chicken. This study used *purposive sampling technique*, namely criteria sampling.

2.2 Data Types and Sources

The data used in this study are primary data. Data obtained directly from surveyed consumers

2.3 Data Collection Techniques

In this study, we distributed questionnaires and conducted a direct survey to the Geprek chicken stand in Basmara city which was the place of research.

3. RESULTS AND DISCUSSION

Research results In the Geprek Bassamalah case study, researchers conducted several tests to test the validity of the data based on the results of questionnaires distributed to Geprek Bassamalah consumers.

3.1 Outer Model results

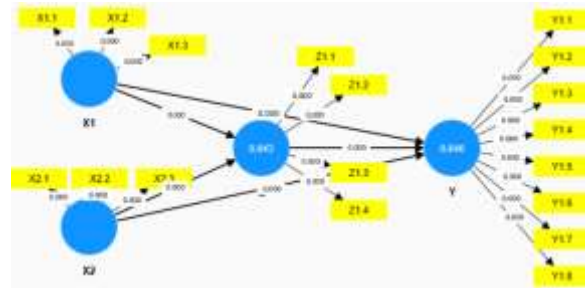


Figure 1 Outer Models

3.2 Uji convergent Validity

The loading factor value of the indicator is based on *the convergent validity test*

Table 1 *Uji convergent Validity*

	X1	X2	And	With
X1.1	0.876			
X2.2	0.803			
X3.3	0.784			
X2.1		0.734		
X2.2		0.882		
X2.3		0.890		
Z1.1			0.774	
Z2.2			0.842	
Z3.3			0.763	
Z4.4			0.748	
Y1.1				0.742
Y1.2				0.755
Y1.3				0.715
Y1.4				0.780
Y1.5				0.832
Y1.6				0.828
Y1.7				0.761
Y1.8				0.768

Based on the evaluation of the results of overall external exposure, the value of all indicators > 0.7 . This means that all indicators can be used effectively in research models.

a. Discriminant Validity

The discriminant validity test is assessed by paying attention to cross loading between indicators and constructs.

Table 2 Discriminant Validity

	X1	X2	With	And
X1.1	0.876	0.311	0.355	0.511
X1.2	0.803	0.179	0.231	0.358
X1.3	0.784	0.362	0.483	0.543
X2.1	0.863	0.734	0.445	0.526
X2.2	0.243	0.882	0.530	0.377
X2.3	0.167	0.890	0.642	0.651
Z1.1	0.531	0.605	0.793	0.529
Z,6mDAY.2	0.379	0.726	0.842	0.429
DAY.3	0.531	0.633	0.763	0.559
DAY.4	0.195	0.669	0.793	0.435
Y1.1	0.165	0.562	0.641	0.742
Y1.2	0.338	0.409	0.367	0.755
Y1.3	0.547	0.398	0.748	0.715
Y1.4	0.542	0.352	0.303	0.780
Y1.5	0.304	0.676	0.590	0.832

Y1.6	0.678	0.555	0.578	0.828
Y1.7	0.365	0.603	0.511	0.761
Y1.8	0.303	0.152	0.464	0.768

b. Validity and Reliability Test

Testing of reliability constructs can be demonstrated using reliability criteria can be shown in table 2 below:

Table 3 *Validity and Reliability Test*

VARIABLE	BIRD	Composite Reability	Cronbach Alpha
Brand Image	0.687	0.746	0.873
Consumer sentiment	0.598	0.807	0.870
Online Reviews	0.675	0.873	0.831
Product Quality	0.565	0.835	0.744

The results of the analysis are in table 2. It is explained that the combined value of the variables of brand image reliability, consumer psychology, online reviews, and product quality exceeds 0.70 which means it can be trusted. The Cronbach alpha value of the four variables is >0.60 so that it can be interpreted as reliable. Because the AVE value is >0.50, the AVE value is interpreted as reliable (Hair et al., 2017)

3.3 Measurement Model Results (Inner Model)

Internal model evaluation is performed using R-squared for dependent structures, Q-squared Stone-Geisser test for predictive association, and t-test and significance for structural path parameter coefficients. Changes in R-squared values can be used to assess the effect of a particular independent latent variable on a latent variable, whether it has a significant effect or not.

a. R Square

A Q-squared value greater than 0 indicates that the model has predictive relevance. On the other hand, the Q-squared value < indicates that the model has predictive relevance.

Table 4 *R Square*

VARIABLE	R-SQUARE
Product Quality	0.633
Online Reviews	0.635

The results above show that the value of 0.633 for the Product Quality Variable, can be interpreted that with brand image and consumer sentiment can explain product quality 63.3%. A value of 0.635 for the online review *variable*, it can be interpreted that with brand image and consumer sentiment can explain online reviews by 63.5%.

b. Estimate for Path Coefficient

Table 5 Estimate for Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic {(O/STDEV)}	P Value
CM > KP	0.039	0.037	0.070	2.687	0.435
CM > UO	0.194	0.547	0.091	6.112	0.000
SK > KP	0.142	0.685	0.055	10.850	0.000
SK > UO	0.730	0.224	0.101	1.889	0.065
UO > KP	0.673	0.283	0.069	4.751	0.000

The results of Table.6 above explain that the calculated t value obtained is greater than the table t value (1,663) so that it shows that, brand image has an influence on

purchasing decisions with a statistical t value of $2,687 > 1,663$ and a P value of 0.435. Brand image has an influence on online reviews with a statistical t value of $6,112 > 1,663$ and a P value of 0.000. has a consumer sentiment influence on product quality with a statistical t value of $10,850 > 1,663$ and a P value of 0,000. Consumer sentiment has an influence on product quality with a statistical t value of $1,889 > 1,663$ and P value of 0.065. Online reviews affect product quality with statistical t values of $4,751 > 1,663$ and P values of 0,000.

3.4 Discussion

a. Brand Image to Product Quality

A Q-squared value greater than 0 indicates that the model has predictive relevance. On the other hand, the Q-squared value $<$ indicates that the model has predictive relevance. (January 2017)

b. Brand Image Against Online Reviews

The above analysis shows that brand image has a positive and significant influence on online reviews. Brands also play an important role in consumer decisions when buying the products we sell. Therefore, the presence of online reviews on social networks also has a significant impact on our business.

c. Consumer Sentiment on Product Quality

The results of the analysis found that consumer sentiment had a positive and significant effect on product quality. Consumer psychology is also an important factor that can be considered by consumers regarding product quality and influenced by the company (Harahap et al., 2021)

d. Consumer Sentiment Towards Online Reviews

Analyze the things that make consumer sentiment have a positive and significant influence on online information. (Fauzi et al., 2021) with the title Big Data Analysis of MSME Consumer Sentiment in the Culinary Sector Using Multi-Label K-Nearest Neighbor

e. Online Reviews of Product Quality

Analyzing product quality reviews online has a positive and significant influence on product quality. Therefore, online reviews published on social networks have a great influence on consumers.

4. CONCLUSION

Based on the results of this study the author can conclude that: This consumer sentiment can be significantly influenced through online reviews of the Geprek Bassmalah chicken product brand. Online Customer Reviews provide valuable information for consumers about products and services in e-commerce. Consumers will choose products or services that have positive reviews. Purchasing products on the marketplace is influenced by reviews from previous users which can be the basis for evaluating the product. Not only in the marketplace, online customer reviews are also a basis for consideration when buying products online, such as food products. Positive reviews will also arouse positive emotions in potential buyers influence their purchasing decisions

The quality of this product can have a significant influence through online reviews on the chicken product brand Geprek Bassmalah. Online Customer Rating is a quick reference for consumers in making choices products and services online. Through the rating feature, consumers can sort products and services based on the highest rating, making it easier to select products. Products that have a high rating tend to get the

attention of potential buyers due to limited information to select the required product. If consumers see a product with a high rating from previous customers, they will consider the product satisfactory and has quality that meets expectations. This can influence their perception of the product and increase their tendency to buy. The more people leave good reviews, the better those online reviews, the better the quality of service, and the friendlier it will be. This person will be interested in buying it himself.

With the research that I made, this research is ready to be a reference for the surrounding community, my hope is that there will be further research that can make this research a reference and motivate someone to do this research according to the development of MSMEs in the future

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