



Optimization of private label product marketing strategy with brand image analysis and product quality in indomaret trbv1436 Palembang consumer purchase decisions

Santi Oktavianti¹, Vanesha Rahmania², Anton Kurniawan³, Hariyati Ruhmana⁴, Kms.Romi⁵

^{1,2,3,4,5}Department of Management, Faculty of Economics, Universitas Sumatera Selatan, Indonesia

ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received Sep 25, 2024 Revised Sep 30, 2024 Accepted Oct 25, 2024</p> <p><i>Keywords:</i> Brand Image; Product Quality; Purchase Decision; Private Label.</p>	<p>This study aims to test empirically how the influence of brand image and product quality on purchasing decisions, then to see how much brand image and product quality influence purchasing decisions for private label products at Indomaret TRBV1436 Palembang. Quantitative research method using Likert scale measurement questionnaire data collection techniques. The population of this study were consumers of Indomaret TRBV1436 Palembang in the last four months with a sample size of 395 people using the slovin sampling technique. The data analysis technique in this study used the Structural Equation Model- Partial Least Square (SEM-PLS). The results show that both simultaneously and partially brand image and product quality have a positive and significant effect on purchasing decisions for private label products.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p>



Corresponding Author:

Santi Oktavianti,
Department of Management/Faculty of Economics,
Universitas Sumatera Selatan,
Jalan Letnan Murod Nomor 55 Talang Ratu KM 5, Palembang, South Sumatera, Indonesia.
Email: santioktavianti@uss.ac.id

1. INTRODUCTION

The growth of modern retail in Indonesia is growing very rapidly, nowadays consumers are starting to experience a shift in lifestyle and habits by shopping at modern retail stores, because in terms of product quality, service, location is more comfortable, safe and tidy prestigious and more innovative. The growth of the modern retail business in Indonesia has made many new modern retailers appear and made competition in the retail world tighter, making the brand image of a product very important (Hien et al., 2021).

Branding is one of the strategies used by modern retailers to innovate and increase sales, including launching products with their own brands. Brand image is associated with attitudes in the form of beliefs and preferences for brands, brand image has an important role in building a brand to be recognized by consumers (Sinaga & Wijaya, 2022). Brand image has a positive influence in building consumer trust and loyalty, consumers who have a positive view of a brand will tend to buy the product (Keller & Swaminathan, 2020).

The next factor that influences purchasing decisions is product quality, product quality is everything that can be offered to the market to get attention, buy, use or consume that can satisfy consumer wants or desires (Singh, 2021). Product quality can also mean the ability of the product to fulfill reliable product functions and capabilities, if the product quality is getting better, consumer interest in deciding to buy is also high (Kotler & Armstrong, 2017). Quality provides a special encouragement for customers to have a long-term mutually beneficial relationship with the company (Gielens et al., 2021).

Private label products are one way for modern retailers to win the competition to capture consumer segments (Caprice, 2017). Private label is one of the main strategies used by modern retailers to attract consumers to buy a product, modern retailers produce private label products so that they can become an alternative for modern in Indonesia, besides that the distribution of Indomaret outlets is very wide and one of them is in Palembang City. However, the contribution of private label product sellers at each Indomaret outlet is still very consumers get competitive goods and also modern retailers do not need to spend on promotion and brand positioning costs (Lytvynenko & Danylchenko, 2019). The private label concept is actually a further development of the brand concept, a trademark can be defined as a name, term, sign, symbol, design, or combination of these things that are used to identify goods or services sold by one seller or group of sellers from their competitors (Braak et al., 2014). Private label brands can be further divided into economy, standard and premium brand categories based on their quality (Hasanah, 2017). Consumer concepts prefer private label products because the price is relatively cheap and is believed to have the same quality as the national brand. Indomaret is one of the modern retail businesses spread across Indonesia that provides private label products (Tjiptono, 2012).

Indomaret is also a retailer that dominates the growth of modern retail in Indonesia, besides that the distribution of Indomaret outlets is very wide and one of them is in Palembang City. However, the contribution of private label product sellers in each Indomaret outlet is still very minimal, in fact in 2022 less than 20% of consumers choose private label products, this is because consumers are still less aware and the diversity of private label products is still limited (Helmold, 2022). Indomaret itself has not made private label products as one of the superior products, this can be seen in how the placement of less strategic product positions. The effectiveness of the marketing strategy and placement of private label products in Indomaret is a multifaceted issue that hinges on consumer awareness and attractiveness. Private labels, which are increasingly prevalent in Indonesian retail, particularly in minimarkets like Indomaret, are designed to cater to price-sensitive consumers, especially during economically challenging times. The strategic placement and marketing of these products can significantly influence consumer perceptions and purchasing decisions. People in Palembang City themselves are more interested in choosing national brand products because they are more familiar to the public and are considered more reliable and have better product quality.

This research is based on the theory of consumer behavior, which means that consumer behavior is an activity carried out by consumers in order to find solutions to needs and desires, a series of these activities include various psychological processes such as thoughts, feelings and behavior (Tjiptono, 2012). Then in consumer behavior there is an important main idea in building marketing to make it more effective and efficient or called the consumer analysis framework. Consumer analysis has a grand theory in it, namely cognition theory, cognition factors in consumer behavior, namely purchasing decisions. The purchase decision is the buyer's decision regarding the brand to be purchased, where the decision-making process consists of identifying problems, searching for information, considering reserves, determining decisions (Helmold, 2022).

Brand image reflects consumers' perceptions of the brand as a reflection of the associations that exist in the minds of consumers where the brand association has a certain level of strength and gets stronger as the consumer's consumption experience or

information gathering increases (Clow & Baack, 2021). The importance of brand image lies in its ability to differentiate a brand from its competitors and foster an emotional connection with consumers, which ultimately influences purchasing decisions (Dada, 2021). A strong brand image can lead to repeat purchases, increased customer loyalty, and competitive advantage in the market (Yazid & Kawiryana, 2023). A positive brand image can be formed from a strong marketing strategy and unique associations so that the brand is in the minds of consumers (Peter & Olson, 2014). Kurnialih et al (2023) in their research found a positive and significant effect of brand image on purchasing decisions. The same thing was also found by Supriyatna (2020) who concluded that brand image influences the purchase decision of a yamaha mio motorcycle.

Product quality is the ability of an item to provide results or performance that matches or even exceeds what the customer wants (Ribeiro et al., 2016). The concept of product quality covers various dimensions including features, performance, reliability, fit, durability, aesthetics, serviceability and perceived quality (Hoe & Mansori, 2018). Consumers tend to buy products that are considered high quality because this perception will increase the overall product value assessment (Juhana, 2024). Fatmaningrum & Fadhilah (2020) found that product quality has a positive and significant effect on purchasing decisions for Frestea drinks. Anissa and Yulianto (2022); Prabowo et al (2020); Setiawan dan Lestari (2023); Siregar et al (2022) also found a positive and significant effect of product quality on purchasing decisions.

Several studies have examined the effect of brand image and product quality on purchasing decisions and the results shown vary. Anissa & Yulianto (2022) concluded that brand image has a significant positive effect on purchasing decisions. The same research results were shown by Kurnialih et al (2023); Nurmono (2022); Supriyatna (2020). In contrast, research conducted by Prabowo, Indriyaningrum dan Setyani (2020); Setiawan and Lestari (2023) found that brand image has no influence on purchasing decisions. Research by Anissa and Yulianto (2022); Fatmaningrum and Fadhilah (2020); Prabowo et al (2020); Setiawan and Lestari (2023); Siregar et al (2022) found that product quality has a significant positive effect on purchasing decisions. Meanwhile, research conducted by dilakukan Ababil, Muttaqien and Nawangsih (2019); Teressa et al (2024) concluded that product quality has no significant effect.

The purpose of this study is to empirically test how the influence of brand image and product quality on purchasing decisions, then to see how much brand image and product quality affect consumer purchasing decisions and also the aim is to see Indomaret TRBV1436 Palembang facing retail competition through private label products.

2. RESEARCH METHOD

This research uses a quantitative method approach. The quantitative method aims to identify the independent variables (Brand Image X1 and Product Quality X2) that affect the dependent variable (Purchase Decision Y). This study aims to determine the causal relationship and it is expected that each variable is positive. The research location was conducted at Indomaret TRBVJl. Kapten A. Rivai 1436, Kel.Sei Pangeran, Kec. Ilir Timur I, Palembang City, Prov. South Sumatra.

The instrument used in this survey research is a questionnaire using a Likert scale of 1-5. Respondents are Indomaret consumers at Indomaret TRBV Jl. Kapten A. Rivai 1436, Kel. Sei Pangeran, Kec. Ilir Timur I, Palembang City, South Sumatra Province. South Sumatra. The population is Indomaret visitors in the last 4 months, which is 30,000 people. Samples were taken using sampling techniques with the slovin formula with an error rate of 5% as follows:

$$N = \frac{N}{1+N(e^2)} = \frac{300.000}{1+300.000(0,05^2)} = 395$$

Based on the above formula, the number of respondents used is 395 people. Data collection in this study was carried out by distributing questionnaires from July 26, 2024 to August 12, 2024. Researchers use independent variables, namely Brand Image (X1) and Product Quality (X2) while the dependent variable is Purchase Decision (Y). The table below is the operationalization of each variable.

Tabel 1. Operationalization

Variable	Indicator
Brand Image (X1)	1. Brand Association Advantage
	2. Strength of Brand Association
	3. Uniqueness of Brand Association
Product Quality (X2)	1. Durability
	2. Conformance Quality
	3. Product Reliability

The data analysis technique uses Structural Equation Model- Partial Least Square (SEM-PLS). SEM-PLS is an analytical technique to determine the pattern of relationships between latent constructs and their indicators. In SEM analysis, there are two measurement models, namely the outer model and the inner model. Outer model is used to assess how the relationship between indicators to their constructs which aims to determine validity and reliability. The validity tests used are convergent validity and discriminant validity while the reliability test uses composite reliability and cronbach alpha. Inner model is a model used to assess the causality relationship between latent variables. In this study, the inner model carried out is the coefficient of determination test, predictive relevance test (Q2), t test, F test. PLS-SEM does not impose such stringent assumptions, making it suitable for a wider range of research scenarios, especially those involving non-normal data distributions and small sample sizes (Hair et al., 2014). However, several tests were also conducted in this study to obtain the best results such as multicollinearity tests, outlier tests. The test aims to ensure that the model can estimate well without any bias.

3. RESULTS AND DISCUSSIONS

3.1 Measurement Model (Outer Model)

Outer Model or also called measurement model focuses on measuring the relationship between indicators and their latent constructs. The Outer Model is important to use to ensure that the constructs are valid and reliable, which can be assessed through convergent validity and discriminant validity (Hair et al., 2014). Outer Model testing is carried out with validity tests (convergent validity and discriminant validity), reliability tests (composite reliability and Cronbach's alpha).

a. Validity Test

Validity testing is a fundamental process in the development and evaluation of questionnaire instruments. It ensures that the instrument accurately measures the construct to be assessed.

1) Convergent Validity

Convergent Validity is an important aspect of construct validity that assesses the level of correlation between two measures that are supposed to measure the same construct. Good convergent validity can be seen from the outer loading value above 0,7 (Ghozali & Latan, 2015; Hair et al., 2017). The outer loading value can still be tolerated up to 0,5 and values below 0,5 can be eliminated from the analysis (Ghozali & Latan,

2015). Some of the outer loading in this study was dropped, namely X1.3, X1.6, X2.1, X2.6 to get better results. The following is a picture of convergent validity:

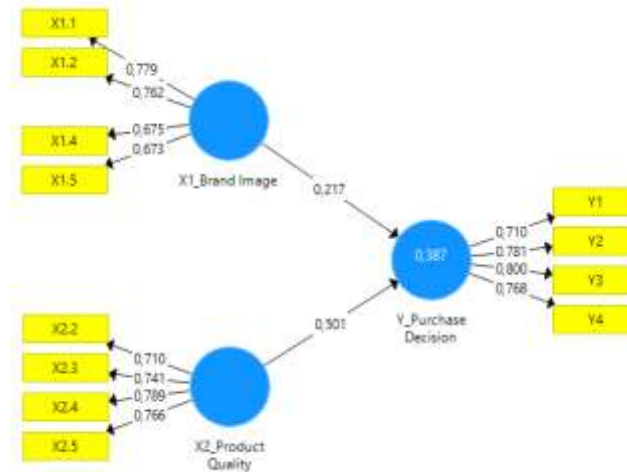


Figure 1. Convergent Validity Re-Estimate
 Source: SmartPLS Data Processing Results, 2024

Figure 1 above is the outer loading value after re-estimate showing no value below 0.5 so that all indicators can be said to be valid and can be used in research. Convergent validity can also be seen from the AVE (Average Variance Extracted) value > 0.5 to get good requirements. The following is the AVE (Average Variance Extracted) value of each variable:

Variable	AVE
X1_Brand Image	0,524
X2_Product Quality	0,566
Y_Purchase Decision	0,586

Source: SmartPLS Data Processing Results, 2024

Based on the table above, the AVE value of each variable is above 0,5, so it can be said that each variable is valid in terms of discriminant validity.

2) Discriminant Validity

Discriminant validity can be seen from the cross loading value of the indicator variable on the construct. Discriminant validity is good if the factor loading value of each indicator is greater on its construct than other constructs, the following is a cross loading table:

	X1_Brand Image	X2_Product Quality	Y_Purchase Decision
X1.1	0,779	0,278	0,349
X1.2	0,762	0,339	0,35
X1.4	0,675	0,267	0,249
X1.5	0,673	0,301	0,252
X2.2	0,269	0,71	0,435
X2.3	0,334	0,741	0,362
X2.4	0,31	0,789	0,476
X2.5	0,322	0,766	0,483
Y1	0,274	0,399	0,71
Y2	0,358	0,458	0,781
Y3	0,328	0,462	0,8
Y4	0,327	0,482	0,768

Source: SmartPLS Data Processing Results, 2024

The table above shows that the factor loading value of each indicator is greater to its respective construct than to other constructs. Therefore, the variables have good validity.

b. Reliability Test

Reliability refers to the level of consistency of a measurement (Feng & Yamat, 2019). In the context of questionnaires, the main purpose of reliability testing is to assess the consistency of questions, ensuring that they measure the intended construct uniformly across different respondents and contexts.

a. Composite Reliability

A variable can be declared to meet composite reliability if it has a composite reliability value $> 0,7$, then the construct value has a high reliability value.

Table 4. Composite Reliability

Variable	Composite Reliability
X1_Brand Image	0,814
X2_Product Quality	0,839
Y_Purchase Decision	0,850

Source: SmartPLS Data Processing Results, 2024

Based on the table above, each variable has a composite reliability value above 0,7, this indicates that each variable has met the composite reliability and it can be concluded that all variables have a high level of reliability.

b. Cronbach Alpha

Reliability can also be seen from the Cronbach alpha value where if the value is more than 0,7 then the questionnaire is considered reliable (Ghozali, 2018).

Tabel 5. Cronbach Alpha

Variabel	Cronbach Alpha
X1_Brand Image	0,701
X2_Product Quality	0,745
Y_Purchase Decision	0,764

Source: SmartPLS Data Processing Results, 2024

The table above shows that each variable has a Cronbach alpha value of more than 0,7 and it can be concluded that the Cronbach alpha value has met the requirements so that the construct can be said to be reliable.

3.2 Structural Model (Inner Model)

Inner Model refers to the relationship between latent variables in the model. The Inner Model is very important for understanding how constructs interact with each other. Before conducting the inner data test, it was tested using a multicollinearity test and the results showed that the independent variables were not strongly correlated with each other.

a. Coefficient of Determination Test

The coefficient of determination test aims to see how much or variation of the independent variable can explain the variance in the dependent variable. A higher coefficient of determination indicates a better model fit with the data, indicating that the model explains most of the variance in the dependent variable (Leguina, 2015).

Tabel 6. Coefficient of Determination

Variable	R Square	R Square Adjusted
Y_Purchase Decision	0,387	0,384

Source: SmartPLS Data Processing Results, 2024

The table above shows the adjusted R squared value of 0,384 or 38,4%, which indicates that the brand image and product quality variables are able to explain the variance in the purchasing decision variable by 38.4% and the remaining 61,6% is explained by other variables.

b. Predictive Relevance (Q Square)

Q Square indicates how well the model can predict outcomes based on observed data. A Q Square value greater than zero ($Q > 0$) indicates that the model has predictive relevance (predictive power), while a Q Square value less than zero indicates a lack of predictive relevance (Henseler et al., 2009).

Variable	Q ²
Y_Purchase Decision	0,222

Source: SmartPLS Data Processing Results, 2024

The table above is the Q Square value of 0,222 greater than 0, so the model has predictive relevance where changes in purchasing decision variables can be predicted by brand image and product quality variables.

c. t Test

The t test is used to provide conclusions. The independent variable has a significant effect if the P-Value value is < 0.05 and vice versa if the P-Value > 0.05 then the independent variable has no effect on the dependent variable.

	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1_Brand Image -> Y_Purchase Decision	0,217	5,011	0,000
X2_Product Quality -> Y_Purchase Decision	0,501	11,446	0,000

Source: SmartPLS Data Processing Results, 2024

Based on the table above, it can be explained that: (a) X1 variable, namely Brand Image, has a significant effect as seen from the P-Value $< 0,05$ (0,000 $< 0,05$) and has an original sample value of 0,217 which is positive. The results can be concluded that Brand Image has a significant positive effect on Purchasing Decisions. (b) Variable X2, namely Product Quality, has a significant effect as seen from the P-Value $< 0,05$ (0,000 $< 0,05$) and has an original sample value of 0,501 which is positive. The results can be concluded that Product Quality has a significant positive effect on Purchasing Decisions.

d. F Statistical Test

This test aims to determine how the influence of the independent variables together on the dependent variable. This study conducted an F test with the formula f count which will be compared to the F table. Previously known R Square was 0.384 with the number of independent variables K, namely two (brand image and product quality) and the value of n (total sample) was 395 and a significance level of 5%, according to Sugiyono (2018) F count can be calculated as follows:

$$F = \frac{R^2/K}{(1-R^2)/(n-k-1)}$$

$$= \frac{0,384/2}{(1-0,384)/(395-2-1)}$$

$$= \frac{0,192}{0,00157} = 122,18$$

Then the F table is obtained from the F table with a significance level of 5%, DF N1 = independent variable = 2, DF N2 = N-K-1 = 395-2-1 = 392. Then the F table value is 3,02. Based on the results of the calculation of F count $122,18 > F$ table $,02$, it can be concluded that the Brand Image (X1) and Product Quality (X2) variables together have a significant positive effect on Purchase Decision (Y).

3.3 Discussion

a. The Effect of Brand Image on Purchasing Decisions

Based on the explanation in table 8 direct effect, it can be seen that brand image has a significant positive effect on purchasing decisions for private label products. Brand image plays an important role in influencing purchasing decisions, which serves as a significant determinant of consumer behavior in various markets. A strong brand image not only increases consumer confidence, but also shapes perceptions, which leads to increased purchase intentions. In the context of private label products, for example, it is considered to offer products with the same quality as national products but at a more affordable price, consumers will be more likely to have private label products to buy. These findings are in line with consumer behavior theory, which states that consumers are influenced by their perceptions and feelings towards brands, which ultimately guide their purchasing decisions. These results are in line with several studies by Kurnialih et al (2023); Nurmono (2022); Supriyatna (2020); Anissa and Yulianto (2022) concluded that brand image has a significant positive effect on purchasing decisions.

b. The Effect of Product Quality on Purchasing Decisions

Based on the explanation in table 8 direct effect, it can be seen that product quality has a significant positive effect on purchasing decisions for private label products. If private label products are able to match or even exceed consumer expectations that are usually reserved for national brands, this will create positive perceptions and increase consumer confidence. Quality not only affects direct consumer choice but also plays an important role in shaping long-term satisfaction and loyalty. This is in line with consumer behavior theory, which states that consumers tend to choose products that meet their quality expectations, thereby increasing their satisfaction and likelihood of repeat purchase. This relationship is well supported by various studies that are in line with consumer behavior theory, which emphasizes the importance of product attributes in shaping consumer preferences and decisions. Research by Anissa and Yulianto (2022); Fatmaningrum and Fadhilah (2020); Prabowo et al (2020); Setiawan and Lestari (2023); Siregar et al (2022) found that product quality has a significant positive effect on purchase decision.

4. CONCLUSION

Based on the results and discussion, it can be concluded that brand image and product quality have a positive and significant effect on purchasing decisions for private label products at Indomaret. Both brand image and product quality are critical determinants of purchasing decisions. A positive brand image enhances consumer trust and loyalty, while high product quality meets consumer expectations and satisfaction. The combined effect of these two factors creates a compelling case for businesses to invest in both their branding strategies and product development to drive sales and foster long-term customer relationships.

This research has limitations, namely that it was only studied in a small scope or the sample used was small. Future research should aim to deepen the understanding of these relationships and their implications for marketing strategies. Future researchers can add other variables that may influence the purchasing decision of private label

products such as promotions, either conventional or e-promotions. In terms of private label products, future researchers may focus on understanding the complex dynamics of consumer perception, the effectiveness of customized marketing strategies, and the implications of e-commerce. Retailers must remain agile and responsive to these trends to successfully navigate the competitive landscape and increase the appeal of their private label offerings. In today's market where consumers care not only about price and quality but also social responsibility, image and so on. Today's consumers are a much more tech-savvy generation and use that technology to conduct product searches. Retailers like Indomaret must leverage technology and data to market their private label products to meet the diverse needs of consumers.

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