ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, PRICE, AND DIGITAL MARKETING ON PURCHASING DECISIONS IN TEA BREAK CONSUMER

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Abstract

The purpose of this research is to understand the extent of the impact of brand image, price, and digital marketing on purchasing decisions for Tea Break customers. This research was carried out using quantitative research methods which can be interpreted as methods used to research certain populations or samples, collecting data using techniques such as observation, interviews, and questionnaires, along with literature and literature reviews to test the hypotheses that have been established. The sample in this research was 168 Tea Break consumers. The sampling technique is accidental sampling. The results of this research show that brand image and digital marketing influence purchasing decisions, while price does not influence Tea Break purchasing decisions.

Keywords: Brand Image, Price, Digital Marketing, Purchasing Decisions

INTRODUCTION

The tight rivalry in the industry causes industry players to have the ability to plan programs and policies that can satisfy consumers. To achieve this, the strategy involves creating products with distinctive characteristics, innovation, and excellence that can meet consumer needs is key. The success of a company can be measured through the implementation of effective marketing. Effective marketing has the potential to attract consumers and encourage the purchase of products or services offered, with the main goal of the company achieving profits (Benowati &; Purba, 2020).

In modern times, humans today live life in tandem with technological developments. Technology continues to show its innovation with continuous renewal, making it easier for humans to increase work productivity and support daily activities. The era of digitalization brings significant progress, especially in the business world, including in the culinary field. Competition in the culinary business is getting tighter, both among similar and different businesses. Many culinary businesses have sprung up as a result of this competitive dynamic. Business development in the Food and Beverage (F&B) sector in Indonesia is experiencing rapid growth. Business people, especially in F&B, are faced with the demand to compete effectively to maintain existing market share. One of the key strategies proposed by Sulibhavi & Shivashankar (2022) is the ability to communicate well regarding the products offered. From this perspective, every business actor needs to implement smart strategies to maintain customer loyalty and prevent them from switching to other competitors.

Afrina (2015) views digital marketing as a marketing strategy that is generally used to market products and services by reaching consumers through various digital media. The industry is expected to have information and technology facilities to support smooth business activities, especially in the growing marketing realm. The purpose of using digital marketing is so that the products marketed can be seen in the market and stimulate customer purchase interest. Through product promotion online or through digital marketing, the company strives to be more efficient in attracting the attention of potential customers by achieving a free market grip in a fast and simple way. Other than that, digital marketing can also be directed to increase customer allure in carrying out purchase transactions, in the hope of achieving profits in line with the company's targets.

Now, consumer purchase interest in Indonesia is increasing, as can be seen from the Mandiri Spending Index (MSI) data as of April 2023. The data shows that the shopping frequency index has tripled, reaching 280.7 compared to April 2022. In addition, the public spending value index also experienced a significant increase of 156.7. This increase can be attributed to several factors, one of which is technological advancement.

A detailed model of consumer behavior explains that marketing incentives consist of marketing mix variables, namely brand image, price, and promotional media. Citraamerek includes what customers run over and feel when they hear or see the name of a brand. A quality brand gives an additional dimension, giving a special identity and appeal to the products and services presented. A brand is considered good if it gains high consumer loyalty and continues to be chosen by it. According to Schiffman and Kanuk (2018), the brand image reflects a series of associations related to a brand that is stored in the mind or memory of the customer. Thus, brand image can be interpreted as the perception that customers have of a brand.

According to Nurhayati's research (2017), it was found that the achievement of brand image has no impact on purchasing decisions. Meanwhile, Kamilah's research (2017) states that brand image has a substantial and positive influence on purchasing decisions. Forming a brand image is not an easy task, it takes time and good quality so that customers are lured to try products and form loyalty. Therefore, companies need to increase their efforts in creating a brand image to stay competitive in the business market. In addition to brand image, the price factor also has a high effect on the purchase decision collection procedure.

Kotler and Armstrong (2018: 3) state that price refers to when money is given to get services as well as the value obtained by customers through ownership or use of goods or services. Price is a key factor in the business world that affects the marketing of a product or service (Tjiptono, 2015). Pricing can shape a company's image, where a company may choose to set a high price to create a certain impression. Purchasing decisions involve the steps by which consumers recognize a particular product or brand, evaluate it carefully, and finally make a decision to buy it.

So, researchers want to review the effects of brand image, price, and digital marketing on purchasing decisions for Tea Break customers. The purpose of this study is to understand the extent of the impact of brand image, price, and digital marketing on consumer purchasing decisions in Tea Break.

REVIEW OF LITERATURE

Purchase Decision

Based on Kotler & Armstrong (quoted in Pramezwary et al., 2021: 26), purchasing decisions are elements of consumer behavior in which individuals or groups selectively choose, buy, use, and evaluate how these goods and services can meet their needs. Purchasing indicators according to Kotler & Armstrong (2018):

a) The purpose of the purchase of an item

b) Data processing

c) The decision-making stage in purchasing an item

d) Advising others

e) Re-make the purchase.

Brand Image

As explained by Schiffman &; Kanuk (2018), brand image includes a number of associations that are tied to a brand and stored in the minds or memories of consumers. The brand image generally consists of several concepts, such as:

a) Perception

b) Cognition

c) Attitude

Price

Kotler & Keller (2016: 3) say that price refers to the amount of money spent to benefit from goods or services, or the value that consumers exchange. There are two main roles in the buyer's decision-making stage, namely:

a) Price allocation function

b) The role of price information

Digital Marketing

Digital marketing is a business marketing that exploits social media platforms to understand consumers and involve them in interaction and cooperation, to achieve the main goals of marketing and business (Robert &; Zahay, 2019). Chaffey & Chadwick (2014) show that there are three main categories of digital marketing media networks that need attention, namely:

a) Paid media

b) Earned media

c) Owned media

Conceptual Framework and Hypothesis

Brand Image Relationship to Purchasing Decision

H1: Brand image has a substantial effect on purchasing decisions for Tea Break customers

In the purchasing decision-making process, brand image plays a major role. Through brand image, customers can distinguish similar products and make decisions to make purchases. As explained by Schiffman &; Kanuk (2018), brand image includes several associations that are tied to a brand and stored in the minds or memories of consumers. Based on this, a research hypothesis was formed:

Price Relationship to Purchasing Decision

H2: Price has a substantial effect on the purchasing decisions of Tea Break consumers

Tjiptono & Candra (2017), on the other hand, said that price is an integral aspect of the product that reflects the level of product quality. From this explanation, it can be concluded that the price is a certain amount of value paid by the customer in return for getting goods as well as services that are in line with the quality offered. Based on this, a research hypothesis was formed:

The Relationship of Digital Marketing to Purchasing Decisions

H3: Digital marketing has a substantial effect on purchasing decisions for Tea Break customers

Digital marketing is a form of marketing products and services that are specifically addressed, measurable, and interactive through the use of digital technology. Digital marketing refers to marketing strategies through the Internet or digital media, which have a general marketing concept but are distinguished by the tools used (Wati, et al., 2020). Based on this, a research hypothesis was formed:

Conceptual Framework

Based on the results described above form the basis of this study. The picture below shows the basis of the research conducted, so it is easier to understand:
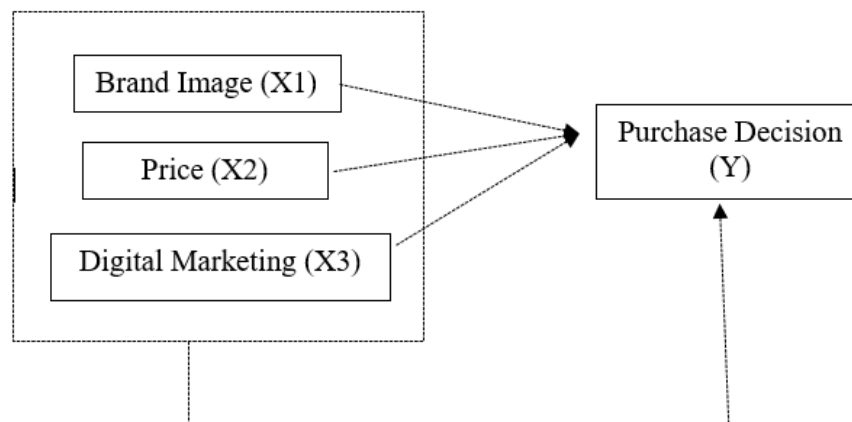

Figure 1.

Conceptual Framework

RESEARCH METHOD

Research Methods using quantitative methods can be interpreted as methods used to examine certain populations or samples, and data collection using techniques such as observation, interviews, questionnaires, along literature and literature reviews. The Likert scale was used as a measurement tool in this study. According to Sugiyono (2017: 134), the Likert scale is a tool used to assess opinions, dispositions, and personal interpretations as well as individual groups of individuals on a particular social event. The type of data to be used is primary data and secondary data. Primary data in this study was obtained from the results of respondents through questions in the questionnaire.

The population in this study refers to customers at the Tea Break Gresik Kota Baru branch. The number of samples in this study was 168 respondents obtained based on the simple random sampling method. The sampling method used in this research is nonprobability sampling. Sample determination is done through accidental sampling techniques, where people who coincidentally meet with researchers and align as data sources will be selected. Sample determination is selected based on the following characteristics:

- Respondents by gender

- Respondents by age

RESULTS AND DISCUSSION

Test Instruments

Test Validity

One aspect that needs to be reviewed by researchers related to the issue of research instruments is their validity. The success of a device is considered valid if it can accurately estimate what it dreams of. The validity of the device is also reflected in its ability to uncover relevant data from the variables under study. The degree of validity of the device reflects how much data collected corresponds to the expected abstraction of the variable being observed. In this study, research instruments were assessed using a sample of 168

respondents. To measure its validity, Pearson's Product Moment Correlation method is used. As an indicator of validity, if n = 168 along with α = 0.05, until the r-value of the table referred to is 0.1515, in accordance with established guidelines (Nurgiyantoro, et al, 2004).

The result r calculates > r table (0.1515) = valid

The result r count < r table (0.1515) = invalid

Testing the validity of the instrument was carried out using the computer software program SPSS 26.00 for Windows.

a. Test the Validity of Purchasing Decision Variables (Y)

Table 1

Purchase Decision Variable Validity Test Results (Y)

Indikator	Corrected Item Total Correlation	R tabel	Keterangan
Y.1	0.744	0,1515	Valid
Y.2	0.782	0,1515	Valid
Y.3	0.770	0,1515	Valid
Y.4	0.817	0,1515	Valid
Y.5	0.701	0,1515	Valid
Y.6	0.645	0,1515	Valid

Based on the achievement of evaluating the validity of the research instrument on purchasing decision variables, it was revealed that the six questions in the questionnaire were considered valid. This is inferred based on the corrected item-total correlation value (r count), all of which exceed the threshold value (0.1515) according to the table r table. Therefore, all items are considered valid in the measurement of that variable.

Brand Image Variable Validity Test (X1)

Table 2
Brand Image Variabel Validity Test Results (XI)

Indikator	Corrected Item Total Correlation	R tabel	Keterangan
X1.1	0.875	0.1515	Valid
X1.2	0.864	0.1515	Valid
X1.3	0.900	0.1515	Valid
X1.4	0.880	0.1515	Valid

Based on the achievement of evaluating the validity of the research instrument on brand image variables, it can be concluded that the four questions in the questionnaire are considered valid. It is arranged based on a comparison of corrected Item-Total Correlation values (r count) which are all greater than the table correlation values (0.1515). Therefore, all items can be considered as valid questions in this study.

Price Variable Validity Test (X2)

Table 3

Price Variable Validity Test Results (X2)

Indikator	Corrected Item Total Correlation	R tabel	Keterangan
X2.1	0.891	0.1515	Valid
X2.2	0.808	0.1515	Valid
X2.3	0.899	0.1515	Valid
X2.4	0.897	0.1515	Valid
X2.5	0.502	0.1515	Valid

Based on the results of the evaluation of the validity of the research instrument on price variables, it was found that the five questions in the questionnaire were considered valid. This is inferred from the fact that the entire Corrected Item-Total Correlation value (r count) is greater than the table r (0.1515) until the whole item is recognized as valid.

Digital Marketing Variable Validity Test (X3)

Table 4
Digital Marketing Variable Validity Test Results (X3)

Indikator	Corrected Item Total Correlation	R tabel	Keterangan
X3.1	0.635	0.1515	Valid
X3.2	0.829	0.1515	Valid
X3.3	0.782	0.1515	Valid
X3.4	0.676	0.1515	Valid
X3.5	0.726	0.1515	Valid

Based on the achievement of the validity test of research instruments on digital marketing variables, it was found that the five questions in the questionnaire were considered valid. This is inferred based on the fact that all corrected Item-Total Correlation values (r count) are greater than table correlation values (0.1515), until all items are considered valid.

Reliability Test

From the achievement of reliability tests on the purchase decision variable (Y) in 168 respondents who are Tea Break consumers. By using the Alpha Cronbach statistical test formula using SPSS, the reliability test results of the purchase decision scale (Y) were obtained as follows:

Table 5

Reliability Test Results of Purchasing Decision Variables (Y)

ReliabilityStatistics

Cronbach'sAlpha	N ofItems
.839	6

Source: Primary data is processed (2023)

From the reliability table, the alpha value of the Cronbach purchase decision variable (Y) was obtained with 6 question items, namely 0.839. With a standard value of 0.60 along with a Cronbach alpha value of the purchase decision variable of 0.839 > 0.60, it is concluded that the purchase decision data construct is reliable.

Brand Image Variable Reliability Test (X1)

From the achievement of reliability tests on brand image variables (X1) in 168 respondents who are Tea Break consumers. By using the Alpha Cronbach statistical test formula using SPSS the reliability test achievements of the brand image scale (XI) were obtained namely:

Table 6

Brand Image Reliability Test (XI)

ReliabilityStatistics

Cronbach'sAlpha	N ofItems
.903	4

From the reliability table, the alpha value of the Cronbach brand image variable (X1) was obtained with 4 question items, namely 0.903. With a standard value of 0.60 along with

a Cronbach alpha value of brand image variables of 0.903 > 0.60, it is concluded that the construct of brand image data is reliable.

Price Variable Reliability Test (X2)

From the achievement of reliability tests on price variables (X2) in 168 respondents who are Tea Break consumers. By using the Alpha Cronbach statistical test formula using SPSS, the achievement of the price scale reliability test (X2) was obtained, namely:

Table 7

Price Variable Reliability Test Results (X2)

ReliabilityStatistics	
Cronbach'sAlpha	N ofItems
.868	5

Source: Primary data is processed (2023)

From the reliability table, the alpha value of the Cronbach price variable (X2) is obtained with 5 question items, namely 0.868. With a standard value of 0.60 along with a variable Cronbach alpha value of 0.868 > 0.60, it is concluded that the price data construct is reliable.

Digital Marketing Variable Reliability Test (X3)

From the achievement of reliability tests on digital marketing variables (X3) in 168 respondents who are Tea Break consumers. By using the Alpha Cronbach statistical test formula using SPSS, the reliability test achievements of the digital marketing scale (X3) were obtained as follows:

Table 8

Digital Marketing Variable Reliability Test Results (X3)

ReliabilityStatistics	
Cronbach'sAlpha	N ofItems
.782	5

From the reliability table, the alpha value of the Cronbach digital marketing variable (X3) with 5 question items is 0.782. With a standard value of 0.60 along with the alpha Cronbach value of digital marketing variables of 0.782 > 0.60, it is concluded that the construct of digital marketing data is reliable.

Classical Assumption Test

Normality Test

An indication that residuals are normally distributed can be seen from the extent to which the points on the SPSS test achievement graph are close to the diagonal line. Other than that, the normality test can also be carried out using the Kolmogorov-Smirnov one-sample test as described, namely:

Table 9

Normality Test

One-SampleKolmogorov-SmirnovTest	Unstandardiz edResidual
TestStatistic	.061
Asymp. Sig. (2-tailed)	.200[c,d]

Source: Primary data is processed (2023)

From the table, it appears that the value of Kolmogorov Smirnov Z for the variables of brand image, price, and digital marketing on purchasing decisions is 0.061. The significance value (sig) of 0.200 is higher than 0.05. Therefore, it can be concluded that the null hypothesis (H0) is accepted, but the alternative hypothesis (H1) is rejected. In conclusion, it can be interpreted that all residues in the variables of brand image, price, and digital marketing on purchasing decisions have a normal distribution.

Multicollinearity Test

The results of testing the assumption of Multicollinearity show that there is no presence of Multicollinearity in the model. This can be observed through the correlation matrix between the independent variables:

Table 10

Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Citra Merek	.628	1.593
	Harga	.340	2.945
	Digital Marketing	.368	2.719

Source: Primary data is processed (2023)

Multicollinearity testing can be identified through VIF evaluation along with tolerance values. When the tolerance value exceeds 0.10 and the VIF is below 10, it can be concluded that there are no signs of multicollinearity. The test results showed that all VIF values for brand image, price, and digital marketing variables on purchasing decisions were below 10, while tolerance values exceeded 0.10. Therefore, it can be concluded that there is no indication of multicollinearity among these independent variables.

Heteroscedasticity Test

Heteroscedasticity analysis is also carried out on the variables of brand image, price, and digital marketing on purchasing decisions, as illustrated hereafter.
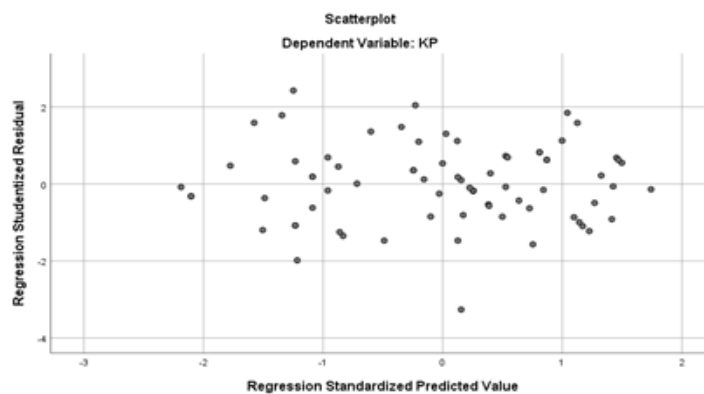

Figure 2

Heteroscedasticity Test

Source: Primary data is processed (2023)

Heteroscedasticity testing for variables of brand image, price, and digital marketing on purchasing decisions shows that the distribution of dots is above and below zero. There is no structured pattern seen in the dotted spread, indicating that there is no heteroscedasticity in the regression prototype.

Multiple Linear Regression Analysis

Multiple linear regression analysis is targeted to understand the effect between independent variables, namely brand image (X1), price (X2), and digital marketing (X3) on the dependent variable, namely purchase decision (Y). The results of the regression assessment, namely:

Table 11

Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1.399	.251
	Citra Merek	.152	.060
	Harga	.075	.095
	Digital Marketing	.335	.111

Source: Primary data is processed (2023)

The From of The Regression Equation Is Certain

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

$$Y = 1.399 + 0.152\ X1 + 0.075\ X2 + 0.335\ X3 + 0.251$$

Where:

Y   = Buying Decision

X1   = Brand Image

X2   = Price

X3   = Digital Marketing

a   = Constant

e   = Standard Error

Interpretation:

1. A constant value of 1.399 indicates that when the value of brand image (X1), price (X2), and digital marketing (X3) are both 0, the value of the purchase decision (Y) will be 1,399.

2. The regression coefficient of the Brand Image variable (X1) is 0.152; with the meaning that when the independent variable experiences an increase in units, until the Purchase Decision (Y) will experience an increase of 0.152. The coefficient is a positive value that has a positive influence on the Purchase Decision.

3. The regression coefficient for the variable Price (X2) is 0.075. This indicates that each copy increase in that independent variable will result in a Purchase Decision (Y) increase of 0.075. With a positive coefficient value, this shows a positive influence on the Purchase Decision.

4. The value of the regression coefficient for the Digital Marketing variable (X3) is 0.335. this indicates that if there is an increase of one unit in the independent variable, namely Digital Marketing the Purchase Decision (Y) will feel an increase of 0.335. With a positive coefficient value, it can be concluded that there is a positive effect between Digital Marketing variables and Purchase Decisions.

5. Standard error is applied to reduce possible errors until the value of e in this case can be minimized to 0.251.

The Hypothesis Test

T Test

The T-test is used to assess substantially the effect of the partially independent variable on the dependent variable. Substantial is measured by a confidence degree of 0.05, and if the substantial value is lower than that limit, an alternative hypothesis is accepted, showing that an independent variable partially has a substantial effect on the variable dependent

According to the test criteria

H0 is rejected if t count < t table (1.9744)

Ha is accepted if t count > table (1.9744)

Based on the result of the SPSS 26 test and the result of the t:

<div align="center">

Table 12

T-Test

Coefficients^a

</div>

Model		t	Sig.
1	(Constant)	5.583	.000
	Citra Merek	2.552	.012
	Harga	.790	.431
	Digital Marketing	3.003	.003

The t-test (partial) statistical test shows that the effect of brand image, price, and digital marketing on purchasing decisions is partial.

Coefficient of Determination Test (R2)

Correlation (R) indicates the extent to which variation in the dependent variable Y can be explained by the independent variable X. When the value of the coefficient of determination is 0 ($R^2 = 0$), the variation of Y cannot be explained by X at all. Inversely proportional to when $R^2 = 1$, this indicates that variable X can fully explain the variation of Y. The achievements of the R2 determination test can be found in the table, namely:

Table 13

Coefficient of Determination (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. ErroroftheEstimate
1	.547^a	.299	.287	.60476

Source: Primary data is processed (2023)

Based on the data in the table, the R2 value was found to be 0.299, or the equivalent of 29.9%. This indicates that 29.9% of the contribution of the effects of independent variables, such as Brand Image, Price, and Digital Marketing, to Purchasing Decisions can be explained. In other words, variations in the independent variable can explain around 29.9% of the variations in the dependent variable, namely Purchase Decisions. Meanwhile, around 70.1% of the remainder is affected or explained by other factors not included in this research prototype.

The standard error of the estimate is a metric that measures how accurate the regression prototype is in projecting the Y value. The regression results produce a value of 0.60476, which shows the level of error in predicting Purchase Decisions. As a reference, if the standard error of the estimate is lower than the standard deviation of Y, it can be assumed that the regression prototype has better performance in predicting the Y value.

Discussion

This research aims to understand the extent of the impact of brand image, price, and digital marketing on consumer purchasing decisions at Tea Break. The location of this research is Gresik and its surroundings. The number of respondents in this study was 168, and these respondents were Tea Break consumers. The test tool used in this research was SPSS 26. Data from respondents was obtained from a questionnaire in the form of a gform.

Based on test results using SPSS 26, this research shows that brand image and digital marketing variables influence purchasing decisions, while price variables do not influence purchasing decisions. Based on the results of testing carried out on the hypothesis, each variable can be explained as follows:

The influence of brand image on consumer purchasing decisions for Tea Break

Based on research results, the Brand Image variable (X1) shows a regression coefficient value of 2,552, with a significance value (sig.) of 0.012 in the coefficients table. With an α value (degree of significance) of 0.05, it can be concluded that 0.012 < 0.05, indicates that there is a substantial effect. The t-test also indicates that the value 2.552 > t table (1.9744). Therefore, it can be concluded that Brand Image has a positive and substantial effect on Purchasing Decisions. This research achievement is supported by research results from Miati (2020), Ekasari & Mandasari (2021), Amalia (2019), and Widiastutik (2022), who said that brand image has a positive and substantial effect on purchasing decisions.

The influence of price influences consumer purchasing decisions for Tea Break

Based on the findings of this research, Price (X2) shows a regression coefficient value of 0.790, along with a significance value (sig.) of 0.431 in the coefficients table. With an α value (significance level) of 0.05, it can be concluded that 0.431 > 0.05, so there is no significant effect. Apart from that, the t-test shows that the value 0.790 < the t-table value (1.9744). Therefore, it can be concluded that price does not have a positive and substantial effect on purchasing decisions. The results of this research are inversely proportional to research by Amalia (2019) and Widiastuti (2022) who said that price has a significant effect on purchasing decisions. However, this research is supported by research results from Yuliana & Maskur (2022), which say that price does not affect purchasing decisions.

The influence of digital marketing influences consumer purchasing decisions for Tea Break

Digital Marketing (X3) shows a regression coefficient value of 0.353 with a significance (sig.) of 0.003 in the coefficient table. With an α value (degree of significance) of 0.05, it can be concluded that 0.003 < 0.05, indicating a substantial effect. The t-test shows a value of 3.003, exceeding the t-table value (1.9744). This means that Digital Marketing has a positive and substantial effect on Purchasing Decisions. This research achievement is supported by research results from Ekasari & Mandasari (2021) and Widiastuti (2022), which say that digital marketing has a positive and substantial effect on purchasing decisions.

CONCLUSION

Based on the results of the research that has been carried out, the conclusions that can be drawn are:

a) There is an effect of brand image on purchasing decisions.

b) There is no significant effect of price on purchasing decisions

c) There is a significant effect of digital marketing on purchasing decisions

Based on the evaluation and conclusions from this research, there are recommendations to improve results. It is hoped that future research will not be limited to the variables that have been studied, such as brand image, price, and digital marketing. On the other hand, it is hoped that the following research can include other aspects that may have an impact on purchasing decisions. Future researchers are also expected to be able to expand or use different research objects.

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