



ANALYSIS OF BRAND IMAGE AND PRICE IMPACT ON BUYING BEHAVIOR AT BU IMAS BANDUNG RESTAURANT

Frans Sudirjo

Universitas 17 Agustus 1945 Semarang

frans_sudirjo@untagsmg.ac.id

Geofakta Razali

Institut Ilmu Sosial dan Manajemen STIAMI

faktaggeo@gmail.com

Dian Indah Sari

Universitas Bina Sarana Informatika

dianindahsari1977@gmail.com

I Nyoman Tri Sutaguna

Universitas Udayana

trisutaguna@unud.ac.id

Muhammad Yusuf

STIA Bandung

muhammadyusuf@stiabandung.ac.id

ABSTRACT. This study aims to examine how brand perception and price influence patrons' decisions at the Bu Imas Bandung restaurant. For three (three) months, from December 2022 to December 2022, this study was conducted. In this investigation, non-probability sampling was used. This survey has 95 respondents who had bought Mrs. Imas Bandung's items. The method used to collect data on brand image, pricing, and purchase decision variables was a questionnaire. The data analysis techniques used include partial hypothesis testing, or t tests, descriptive analyses, normality tests, validity tests, and reliability tests. The descriptive analysis's findings for elements influencing brand image, pricing, and purchasing behavior are in the "very good" range. Brand image and pricing considerably and favorably influence consumer choice at the Bu Imas Bandung restaurant, according to partial correlation research. It has a positive and significant influence on purchasing decisions made at the Bu Imas Bandung restaurant based on the concurrent study of brand image and price.

Keywords: Brand Image, Price, Buying decision

INTRODUCTION

House Eat is a general term used to refer to a restaurant that serves food to the public, provides a setting in which to eat it, and establishes prices for both the food and the service. Although House Eat often serves food on-site, it also offers services including delivery, dine-in, and takeout for the benefit of customers. Examples of delivery services include GOJEK, SHOPEE FOOD, and GRAB. However, there are instances when the effort House Eat Can Impact No

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** Author correspondence; frans_sudirjo@untagsmg.ac.id*

decent, like the incident in the year 2020 The past is the propagation of the virus covid - 19. The restaurant industry is one effort that is thought to be one of the forms business economy which own prospect which is decent. We can be sure that every person who engages in the business of house eating faces a difficulty, even though house eating has developed into a lucrative industry. Due to the fact that people still require food, business prospects in the food sector are highly plentiful as a result of this matter. Not yet another lazy man who buys food because they can't cook is the problem.

According to numerous House Eaters in Indonesia, particularly in the city of Bandung, consumers have a wide variety of food options, making it challenging for them to make purchasing decisions. Decision-making is a crucial marketing function since benefits can be offered to the home or eaten.

Respectively, each House Eat must have a plan in place to attract customers and remain competitive. The majority of consumers, according to Fandy Tjiptono (2019: 472), will take into account factors such brand image, location, shop, service, mark (values), and quality. They will also be more attentive to price (We are, 2020). Consumers frequently use a brand's reputation as a guide when making a purchase of a good or service. Therefore, restaurants should be able to develop brands with intriguing images while also describing delectable products that are in line with consumer needs and wants, as this will help the consumer develop favorable brand perceptions of their own. Price is incorrect One factor that is crucial in relation to retreat that is the stricter in global culinary. Price that is low and attainable combined with customer buying power will affect consumer choice. Price is crucial for consumers, businesses, and the macroeconomy, according to Fandy Tjiptono (2019:471). One House Eat in the city of Bandung sells nasi padang, nasi box, noodles box, chicken plate, and side dishes. Mrs. Imas is Wrong. As of 2018, the restaurant Miss Imastelah is open for business. Competitors of Mrs. Imas include Mak Bitchy Restaurant, Savory Pondok, Gumarang, and Miramar. In a time of intense competition, where stricter rules force restaurants to introduce novel menu items and prices that are more in line with substance, purse for a worker MSMEs Bandung. Make Miss Imasdan's rivals a bit more difficult to compete with on price, as a result of facet high price content wallet para worker MSME, which will send potential customers away in favor of variant House Eat. Additionally, there are issues with the brand's image, beginning with the creation of orders that take a reasonable amount of time

and other things.

BASE THEORY

Image Brand

Consumers form impressions of brands based on their perceptions of those brands. Because it functions to distinguish and at the same time to convey an opinion or appraisal of a product that is being marketed, the image brand is an essential component of successful marketing. According to Kotler in Fandy Tjiptono (2018:113), an image brand is a sign made up of images, names, letters, numbers, color combinations, or arrangements of these elements that has the ability to stand out and is utilized in the activity of trading goods or services. The Shadow (2019)

Price

Price is the amount of money offered to a consumer as compensation for a product or service that serves to meet their needs and wants. Please note that the size mark indicates the swapped customer's purchase of the offer. Price is the sole component of marketing or sales that generates profits for a company, claims Fandy Tjiptono (2020) (Hanso, 2020).

Decision Purchase

A decision purchase is something that influences how a buyer makes a decision to buy a product in accordance with what is needed. (Schiffman and Kanuk 2021) define decision purchasing as the selection from two or more alternative choices. This suggests that in order for someone to make a decision, there must be a variety of different choices available. (August 2022, Hermani)

METHOD STUDY

Formula Cochran

In order to calculate the population's size in this study, which is known, the following Cochran formula was employed in the determination sample (Sugiyono, 2017):

$$Z^2 pq$$

Where : $n = \frac{\quad}{e^2}$

n: Sample quantity that was required

Z: Level of belief required in the sample, i.e. 95%

P: 50% Right Opportunity 50% of opportunities are wrong

MOE: maximum allowable error or margin of error When Z is 1.96 and level error is 10% or larger, the confidence level utilized is 95%. The study's overall sample size was as follows:

$$n = \frac{(1.96)^2 (0.5) (0.5)}{(0.1)^2}$$

$$n = 96.04$$

Based on calculations, the minimal sample size that must be used in the study is There were 95 respondents. 2018 (Sugiyono)

Analysis Quantitative

The methodology of the research This is a quantitative study. Method Quantitative research is unique in that its requirements are planned and structured from the beginning to the development of research ideas. According to the quantitative research methodology Data quantitative, according to Sugiyono (2020: 13), is a research methodology based on positivistic (concrete data), research data in the form of numbers which will be measured use statistics as a means of calculating the test, related with the problem under study to produce something conclusion, Positivistic philosophy is used in a specific population or sample. In 2020, Alifa, Islah, and Normansyah

Study This study's usage type is descriptive. According to Sugiyono (2018), descriptive statistics are those that are used to evaluate data in a way that describes or characterizes the data as it has been gathered without implying any conclusions that are applicable for generalization or generalization. 2020's Alifa, Peace & Normansyah

Method Questionnaire for Evaluation Respondents will select option he for each score that is listed. Scores include: 5. Very Agree (SS), 4. Agree (S), 3. Doubtful (RG), 2. No Agree (TS), and 1. Very No Agree (STS).

RESULTS STUDY AND DISCUSSION

Analysis Descriptive

Descriptive analysis was carried out to determine the mark frequency and percentage that each alternative response that was provided by each respondent in the questionnaire survey yielded. This is the description score evaluation response for each variable in the study:

Test Validity

Victor in 2022 According to Sugiyono (2020), items that have a positive correlation with the overall score as well as the maximum correlation suggest that items can be regarded valid if $r = 0.361$; otherwise, the validity of the items' instruments is determined by whether or not the correlation between the items' scores and the total of the items is less than 0.361. Brand image variable (X1), price variable (X2), and variable Purchase decision (Y) value of $r_{count} > r_{table}$ (0,3061) are the findings of the validity test on Table 1. Thus, all claims are true and can be used in study.

Table 1.

**Validity Test Results For Image Variables Brand And Price To Variable Decision
Purchase**

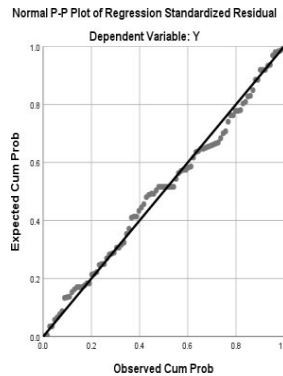
Name	Image brand		Price		Decision purchase	
	r hit ng	Has il	r hit ng	Has il	r hit ng	Has il
1.	0.78 1	Val id	0.82 7	Val id	0.90 9	Val id
2.	0.85 0	Val id	0.69 8	Val id	0.78 8	Val id
3.	0.87 2	Val id	0.65 3	Val id	0.86 1	Val id
4.	0.82 8	Val id	0.67 0	Val id	0.88 1	Val id
5.	0.79 7	Val id				

Test Reliability

A tool for measuring something with a questionnaire that has signs from variables is test reliability. Test reliability, according to Sugiyono (2019:187), is the degree to which measurement findings using an identical object would yield same data. The Cronbach Alpha formula is used to measure test reliability. Instrument the said trustworthy when r count $>$ from r table, and instrument the said unreliable when r count from r table. Victor in 2022

Table 2.
Reliability Test Results For Variables Brand Image, Price And Decision Variables Purchase

Cronbach's Alpha	N of Items
.951	13



One-Sample Kolmogorov-Smirnov test

Unstandardized residual		
N		95
Normal Parameters ^{a,b}	Means	.0000000
	std.	1.51064569
	Deviation	
MostExtremeDifferences	absolute	.062
	Positive	.062
	Negative	-.058
test Statistics		.062
asympt. Sig. (2-tailed)		.200 ^{c,d}

a. test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

this is a lower bond of the true significance.

Based on Table 3 Based on test findings, the normalcy P - P Regression normalized residual plot with points distributed around the diagonal line and moving in the same direction as the line. Data can then be concluded to be distributed normally, making model regression worthwhile to use. Based on the independent insert variable, the prediction variable's bound.

Test Analysis Regression linear And Double

Table 4.

**Equality Analysis Regression linear Double For Influence in between variable
Image Brand and Price Against Decision Variables Purchase.**

		Equality Analysis Regression
		linear Double
A	3,731	$Y = 3.731 + 0.515.X_1 + 0.167.X_2$
b ₁	0.515	
b ₂	0.167	

According to Table 4, a value of 3.731 indicates that the value of Y is equal to 3,731 if the values of X1 and X2 are both 0. Regression coefficients are positive-signed.

Table 5.

**Results Test hypothesis Partial Or Test t To Influence brand image and price on
decision purchase in House Eat Mrs. Imas Bandung.**

Coefficients^a

Standardized Coefficients		Standard dized Coefficients			
Unstandardized Coefficients		Betas			
Model	B	std. Error		t	Sig.
1	(Const ants)	3,731	1,061	3,518	.001
	X1	.515	.066	.643	.7852
	X2	.167	.068	.202	.2466

a. dependent Variables: Y

Testing the hypothesis based on the findings in table 4 The partial or test t for the variable influence on the image brand is 7.852, demonstrating that it matters. This indicates that (7,852>1,985), t count > t table It denotes that influence image brand has a favorable and significant impact on House Eat purchase decisions as well as significant influence on House Eat Mrs. Imas Bandung's buying decisions.

Test hypothesis in a manner Partial or Test t

Results verify the theory. The following is a partial or test t for the following relationship between brand image and price variables and individual purchasing decisions:

Imas Bandung, Mrs. Variable influence price doesn't matter as much (2,466) This means that $t_{count} > t_{table}$ ($2.466 > 1.985$) indicates that price has a favorable and large influence on the decision to buy rice curls for Bandung's house to eat.

CONCLUSION

Descriptive based on outcomes analysis For varying brand image, pricing, and buying decision, the Bu Imas restaurant in Bandung is rated as very Good. According to test results, which favorable and substantial brand perception influences decisions to buy food at a house or restaurant and where is Miss Imas Bandung? This suggests that as a brand's reputation grows, more people will choose to dine at House Eat Mrs. Imas in Bandung. Results of the test on whether price has an impact on decisions on purchases for the house, for eating out, and for finding Miss Imas Bandung? This suggests that the buying decision on House Eat Mrs. Imas Bandungakan will increase the more the pricing effect at the restaurant Mrs. ImasBandung. Calculated results indicate that brand and price have an impact in addition to the variable image. Which is 0.615 or 61.5%, which is favorable and important to the decision to buy from House Eat Mrs. Imas Bandung.

SUGGESTION

In order to improve a brand's perceived image, one must be aware of the limitations that can cause that image to degrade and take steps to fix any issues that crop up. This will make the brand more dependable and positive in the eyes of consumers. Additionally, the price must be appropriate for the target market; a seminar on brand image, price, and buying decisions might be helpful in this regard. With so can party help House Eat to get perspective for overcoming constraints that will arise in the future and to expect being able to move forward once more.

Due to the fact that the research results are only able to show that the variables used to see

the effect on purchase decision as big as 61.5%, the remaining 38.5% are influenced by other factors that were not explained in the study, the researcher additionally expected to add variable other to examine the influencing factors purchase decision.

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