

The effect of product quality, advertising, and brand image on purchase intention

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ABSTRACT

This research aims to determine the influence of product quality, advertising, and brand image on purchase intention. The study was conducted at Food Stall (Indonesian: *Warung Nasi Sari Bunda*) in Bireuen Regency, Aceh, Indonesia. Data collection in this research was carried out through a survey approach with a quantitative descriptive research type by distributing questionnaires. Data analysis in this research are descriptive analysis and multiple linear regression analysis. This research shows that product quality, advertising, and brand image affect the purchase intention.

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1. Introduction

Marketing is crucial to a company's business map and product strategy. Both national and international companies need a reliable marketer to market products or services. The success of a product accepted by the target market is determined by the cheap price or quality offered and the marketing strategy carried out. In today's business conditions, marketing is the driving force that increases sales to achieve company goals. Insight into marketing becomes important for companies when faced with several problems, such as decreasing company revenue caused by a decrease in consumer purchasing power for a product, both goods and services, slowing down the company's development (Huda, 2017).

In developing their business, business people must be more creative and innovative so that culinary business people who want to start their business can survive and overgrow. The culinary business is a business that has relatively rapid development because the culinary business is needed by many customers, which makes the culinary business grow from time to time. One example of a business in the culinary field that

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has no end of ideas to be developed is chocolate because chocolate is a trendy food to be used as processed food and drinks. There must be changes so as not to lose in competition. Two of the things that must be considered are product quality and customer satisfaction. If customers can obtain both factors, there will be repurchase interest. Entrepreneurs will undoubtedly try, with all their abilities, to offer consumers their products to satisfy their needs and desires.

According to Kotler et al. (2015), product quality is the ability of a product to carry out its duties, including durability, reliability, progress, product repair, and other characteristics. A product has quality if it complies with predetermined quality standards. Of course, in terms of quality, including an important role with the raw materials used are the number one quality, clean and guaranteed, producing superior products. In addition to affordable prices and the quality provided, for example, the owner uses native chicken by providing a very cheap and affordable price in the selling price of a food business.

Advertising will affect how to influence consumer purchasing behavior, which starts from generating consumer purchase intention. Keller et al. (2015) state that consumer purchase intention is a behavior where consumers desire to choose, use, consume, or even want a product offered.

Providing a unique and creative brand that builds a positive brand image is also one of the strategies to compete. Sangadji & Sopiah (2013) state that brand image is a set of unique associations marketers want to create or maintain. Brand image is very important, and companies must consider it a market player because a good brand image will create emotional value in consumers.

Warung Nasi Sari Bunda has quite a lot of customers. The location of this restaurant is very strategic, and many people pass by, so it is not uncommon to stop for a break while enjoying culinary delights at the restaurant. The neat order and clean room make consumers become regular customers at the restaurant. Sari Bunda rice stall does not have ample space, so there are not many customers who have to queue when they want to eat there. In addition, the parking lot provided is also very narrow, so if the restaurant customers are busy parking their vehicles on the side of the road, and if there are customers who drive a car, they have to park on the side of the road.

In addition, Sari Bunda Rice Shop also provides a variety of food menus presented in the food menu, ranging from various drinks to various types of food. *Warung Nasi Sari Bunda* provides a variety of dishes ranging from Acehnese cuisine, soups, drinks, and other food menus. The menu is also very diverse, which can be seen directly, and it is already neatly arranged on the shelf. Based on the facts above, researchers feel marketing and assume certain factors make consumers want to buy or eat at *Warung Nasi Sari Bunda* again.

2. Literature review

2.1. Product quality

According to Kotler & Keller (2021), product quality is the totality of features and characteristics of a product or service that depend on the ability to satisfy the needs asked or implied. Meanwhile, according to RAP & Iriani (2014), product quality is "the ability of a product to perform its functions, including its overall durability, reliability, precision, ease of operation and repair, and other valued attributes." This means the ability of a product to demonstrate its function, including its overall durability, reliability, precision, ease of operation, and repair of the product, as well as other product attributes.

According to Kotler & Keller (2015), there are nine dimensions of product quality, namely: (1) Form (Form) Products can be clearly distinguished from others based on the shape, size, or physical structure of the product, (2) Product features (Features) Secondary characteristics or equipment that are useful for adding to the basic functions related to choices and development, (3) Performance (Performance) Relates to the functional aspects of an item and is the main characteristic that customers consider in buying the item, (4) Accuracy / Conformance (Conformance) Relates to the level of conformity with previously established specifications based on customer desires. Conformance reflects the degree of accuracy between product design characteristics and predetermined standard quality characteristics; (5) Durability relates to how long a product can be used; (6) Reliability relates to the probability or possibility of an item successfully carrying out its function every time it is used within a certain period and under certain conditions, (7) Ease of repair (Repairability) Relating to the ease of repairing the product if it is damaged. Ideally, the product will be easily repaired by the user if it is damaged; (8) Style The appearance of the product or the consumer's impression of the product, and (9) Design (Design) The overall product features that will affect the appearance and function of the product against consumer desires.

2.2. Advertising

According to Jaiz (2014), advertising is defined as any form of message about a product conveyed through the media, shown to some or all of the public, while according to Fatihudin & Firmansyah (2019), advertising is a communication model that can reach the public at large. Advertising can be used to build a long-term image and also accelerate quick sales. In addition, advertisements are also standardized and can be aired repeatedly and can get a dramatization effect from the aired advertisements. Some of the dimensions that have been described by Kotler et al. (2015) are as follows: (1)

Content marketing, (2) Information conveyed, and (3) Content distribution via social media (direct connectivity to customers).

2.3. Brand image

Brand image can be defined as a perception that appears in the minds of consumers when remembering a brand of a particular product. Tjiptono & Rosari (2015) argues that the definition of a brand is as follows: "A brand is a sign in the form of a picture, name, word, letters, numbers, color arrangement or a combination of these elements that have differentiating power and are used in trading activities for goods or services." The American Marketing Association in Kotler & Keller (2015) defines a brand as a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify goods or services from one seller or group of sellers and differentiate from competitors' goods or services.

A brand is a name, term, sign, symbol, design, or combination to mark the products or services of one seller or group of sellers and distinguish them from competitors. According to Armstrong et al. (2014), a brand is a name, term, sign, symbol or design, or a combination of all of these that shows the identity of a product or service from one seller or group of sellers and distinguishes that product from competitors' products.

Keller & Keller (2015) state that the factors that form a brand image are as follows: (1) Quality or quality, related to the quality of goods offered by producers with certain brands; (2) Trustworthy or reliable, related to income or agreement formed by the community about a product that is consumed, (3) Usefulness or benefits, which are related to the function of a goods product that consumers can utilize, (4) Service, which relates to the duties of producers in serving their consumers, (5) Risk, related to the size of the consequences or profits and losses that consumers may experience, (6) Price, which in this case relates to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image, (7) The image possessed by the brand itself, namely in the form of views, agreements and information relating to a brand of a particular product.

2.4. Purchase intention

Purchase interest is a driving force or motive that is intrinsic in nature and can encourage someone to put spontaneously, naturally, easily, without coercion, and selectively on a product to make a buying decision. Definition of purchase intention according to Keller & Keller (2015), "Purchase interest is a behavior that arises in response to objects that show consumers' desire to make purchases." Nugroho (2013: 342) adds that purchase interest is an integration that combines knowledge, evaluates two or more alternative behaviors, and chooses one.

According to Arsyad and Siti (Alvian, 2012), several purchase intention indicators influence consumer decisions to buy a particular product. Some of these indicators are (1) Product Price, which is the amount of money that consumers or customers pay to get a product from the company; (2) Product Quality, Product quality is an understanding that the products offered by the company have more selling points that are not owned by competing products. Therefore, companies try to focus on product quality or compare it with products offered by competing companies; (3) Income Level: All income that can be used to meet income needs can be in the form of fixed income and side income. The source of income or demand for each person is very different; (4) Consumer Taste: Consumer taste is influenced by desires but can still influence needs closely related to preferences.

3. Method

This study's data is quantitative, namely data related to categorization, characteristics, or variable properties. According to Sugiyono (2017), quantitative research methods can be interpreted as research methods based on the philosophy of positivism used to research specific populations and samples. Following the type of data obtained from the study, this data processing technique uses statistical techniques, namely data processing using statistics. Qualitative analysis in this study was carried out descriptively by collecting data from information to be listed and then analyzed. It can be arranged as obtained in this study. The following tests used in this study are classical assumption tests, multiple linear regression tests, and statistical tests.

According to Sugiono (2016: 73), the population is a generalization area consisting of objects or subjects with specific qualities and characteristics set by researchers to study and then draw conclusions. This research was conducted by collecting data from respondents. The data taken is from a sample that represents the entire population. The population in this study consisted of an infinite number of customers at *Warung Nasi Sari Bunda* in Juag City District, Bireuen Regency.

The sample is part of the population that can represent the characteristics of the population.

$$n = \frac{Z^2}{4(moe)^2}$$

Where n is the sample, z is constant (1,96), and moe is the margin of error (0,1). Based on the formula above, the sample can be calculated, namely:

$$\begin{aligned}
 n &= \frac{Z^2}{4(moe)^2} \\
 n &= \frac{1,96^2}{4(01)^2} \\
 &= \frac{3,8416}{4.04} \\
 &= 96,4
 \end{aligned}$$

Based on the calculations that have been carried out, it is found that the sample in this study is 96.04 respondents. From this, the sample in this study is rounded up to 96 respondents.

4. Results

4.1. Multiple Linear Regression Testing

Multiple linear regression analysis measures the magnitude of independent variables on fixed variables and predicts fixed variables using independent variables. In this case, to determine the effect of product quality, advertising, and brand image on the purchase intention of the Kota Juang community at *Warung Nasi Sari Bunda*. The output of statistical data processing obtained the regression value, as shown in Table 1.

Table 1. Result of multiple regression

Model	B	t-test	Sig
Constant	3,497	3,497	,001
Product quality (X ₁)	3,590	3,590	,001
Advertising (X ₂)	3,204	3,204	,002
Brand image (X ₃)	-2,394	-2,394	,019

Note: The Independent variable is Purchase Intention

Source: Own elaboration

Then, the multiple linear regression equation model can be obtained:

$$Y = 3,497 + 3,590X_1 + 3,204X_2 - 2,394X_3$$

The regression analysis above shows that the constant's value is 3.497 if the variables of product quality, advertising, and brand image are eliminated. The coefficient of each variable shows that when the product quality regression coefficient of 3.590 states that every addition of 1 number will increase the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda* and the value of the advertising regression coefficient of 3.204 states that every addition of 1 number will increase the purchase intention of

the people of Kota Juang at *Warung Nasi Sari Bunda*, as well as the value of the brand image regression coefficient of 0.518 states that every addition of 1 number will increase the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda* by - 2.394%. In addition, a positive significance is seen, which means that there is a positive influence between product quality and advertising on the purchase intention of the people of Juang City at *Warung Nasi Sari Bunda*. There is a negative influence between the brand and the purchase intention of the people of Juang City at *Warung Nasi Sari Bunda*.

4.2. Testing the Coefficient of Correlation and Determination

Meanwhile, the effect of product quality, advertising, and brand image on the purchase intention of the people of Juang City at *Warung Nasi Sari Bunda* will be calculated. The output of data processing results obtained the correlation coefficient value, as shown in Table 2.

Table 2. Correlation and determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,613 ^a	,376	,354	1,606

a. Predictors: (Constant), Brand Image, Advertising, Product Quality

b. Dependent Variable: Purchase Intention

Source: Own elaboration

Based on Pearson correlation using the determination formula as follows:

$$\begin{aligned}
 KD &= (r^2) \times 100\% \\
 &= (0.664)^2 \times 100\% \\
 &= 0,376 \text{ (37,6\%)}
 \end{aligned}$$

From the above results, product quality, advertising, and brand image are included in the category of strong correlation in the interval range (0.50-0.699) with a value of 0.613 influence on the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*. While the coefficient of determination is a value of 0.376 or 37.6% of the contribution of the influence given by the independent variable, the remaining 100% - 37.6% = 62.4% is caused by other variables.

Product quality variable

The correlation significance test can be found using the t-test. In hypothesis testing using a two-party (two-tailed) test, the t-test value is compared to the t-table value (see table). From testing the hypothesis with the t-test, it was found that the t-test value for the product quality variable was 3.590 with a significance value of 0.001 greater than 0.05, and the t-table value for df = 89 (df = 91-2) obtained a value of 1.662 with an error rate (α) set at 5%. Thus, the t-test value for the product quality variable is greater than

that of the t-table ($3.590 > 1.662$). Then, the hypothesis decision is that H_{a1} is accepted and H_{o1} is rejected, meaning that product quality affects the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*.

Advertising variable

The test results (t-test) of the advertising variable hypothesis obtained a value of 3.204 with a significance value of 0.002 is smaller than 0.05, and the t-table value for $df = 89$ ($df = 91-2$) is obtained nil.

Table 3. Result of T test

Model	t hitung	t table	Sig
Product quality	3,590	1.662	,001
Advertising	3,204	1.662	,002
Brand image	-2,394	1.662	,019

Source: Own elaboration

Simultaneous test

Furthermore, hypothesis testing is carried out simultaneously (F test) by comparing F-test with F-table with df_1 numerator ($4-1 = 3$) and df_2 denominator ($91-4 = 88$) for an error rate of 5% is 2.71. The following simultaneous test results (F-test) can be seen in Table 4.

Table 4. Result of F-test

	F-test	F table	Sig
Model	17,452	2,71	0,000

Source: Own elaboration

From the F-test hypothesis testing, as mentioned above. The F-test results are greater than those of the F-table ($17,452 > 2.71$), with a significant level of 0.000. The conclusion drawn is that the H_a hypothesis is accepted and rejects H_o , so it can be concluded that there is a simultaneous influence between product quality variables (X_1), advertising variables (X_2), and brand image variables (X_3) on purchase intention (Y) of the people of Kota Juang at *Warung Nasi Sari Bunda*.

5. Discussion

5.1. The influence of product quality on purchase intention

Product quality is defined as the overall characteristics and characteristics of a product or service that affect the product's ability to satisfy particular needs. This means that we

must be able to identify the product's characteristics related to quality (product quality) and then create a basis for benchmarks and ways to control them.

According to Kotler & Armstrong (2016), product quality is the ability of a product to demonstrate its function, including overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Product quality is the ability of an item to provide results or performance that matches and even exceeds what the customer wants. According to Priansa (2020) states that consumer purchase interest is a decision to pay attention to something that is accompanied by a feeling of pleasure towards goods or services then the individual's interest creates a desire so that a convincing feeling arises that the goods or services have benefits so that individuals want to own these goods by paying.

Based on the theoretical explanation, this study found the results of hypothesis testing, namely that there is no partial influence between product quality on purchase intention, so the hypothesis decision is that there is an effect of product quality on the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*. The results of this study are inversely proportional to other research conducted by Haqiqi et al. (2021), who found that the study results can conclude that product quality has a relevant influence on the level of consumer purchase intention.

5.2. The Effect of Advertising on Public Purchase Interest

Advertising has a role in introducing products and informing people about the advantages of these products. Advertising is any form of non-personal information and promotion of ideas, goods, or services by certain sponsors who must be paid (Kotler & Kaller, 2016). With advertisements, people will know what goods or services are being sold. As we know, advertisements rarely air on television, so potential customers do not know all the products and advantages of the products.

Based on the explanation of this theory, the results of the partial testing hypothesis of the advertising variable obtained a value of 3.204 with a significance value of 0.041, more diminutive than 0.02 and a t-table value of 1.662 with an error rate (α) set at 5%. Thus, the hypothesis is that advertising influences the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*.

The results of this study are supported by research conducted by Prawira et al. (2019), which says that the results of the hypothesis test state that H_0 is rejected, meaning that advertising has a positive and significant effect on consumer perceptions, then consumer perceptions have a positive and significant effect on repurchase interest in partial.

5.3. The effect of brand image on public purchase interest

When consumers decide to choose a product or store that they will make a customer, the store or product is evaluated by consumers because the product benefits them. A brand is a sign, symbol, name, term, or a combination of all to determine that the product can be recognized by consumers and a product identity that can distinguish the product from competitors. Brand image can be remembered in the minds of consumers when they want to buy a product with a particular brand. Venessa & Arifin (2017) state that brand image is the views and beliefs that consumers have and then embedded in consumers' memories of something, which consumers first remember as a slogan.

According to Kotler and Keller (Sakinah & Suhardi, 2018), brand image measurement can be done based on aspects or indicators of a brand, namely: (1) Strength, an advantage possessed by a brand that has a physical value and cannot be found in other brands. (2) Uniqueness, the ability possessed by consumers to distinguish a brand from other brands. (3) Favorability: A product is easily recognized and becomes a favorite in the community because it has uniqueness in a brand that is easy for consumers to remember and pronounce.

Based on the explanation of this theory, the results of partial hypothesis testing (t-test) of the advertising variable obtained a value of -2.394 with a significance value of 0.000 smaller than 0.05 and a *t*-table value of 1.662 with an error rate (α) set at 5%. Thus, the t-test value for the advertising variable is greater than that of the *t*-table (-2.394 > 1.662). Then, the hypothesis is that H_a accepts and rejects H_o , meaning that brand image influences the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*.

The results of this study are supported by research conducted by The results of this study are supported by other research conducted by Randi (2016) with the research title the effect of brand image on purchase intention in Fried Chicken Fast Food. The results of his research say that brand image has a robust relationship with purchase intention in Texas Chicken. Brand image has a positive effect on purchase intention, so if there is an increase in the Texas Chicken brand image, it will also lead to an increase in purchase intention in Texas Chicken.

5.4. The effect of product quality, advertising, and brand image on public purchase interest

Repurchase interest is an encouragement from a consumer to consume an item more than once, which aims to meet the needs of these consumers. The perceptions built by these consumers can also influence purchase interest. Consumer perception is a reaction that arises due to a stimulus that occurs for a product, and perception is also a process of organizing, selecting, and interpreting information that comes from goods or services.

This is in line with Priansa (2020) opinion, stating that consumer decisions to buy products are influenced by their perceptions of the products they will buy. This means that consumers act influenced by their views on a product by the situation faced by consumers, and consumers will give a good perception of a product and then evaluate the same product and recognize each product until they make a purchase or repeat purchases.

The results of the F-test hypothesis testing are mentioned above. The F-test results are greater than those of the F-table ($17.452 > 2.71$), with a significant level of 0.019. The conclusion drawn is that the H_a hypothesis is accepted and rejects H_o , so it can be concluded that there is a simultaneous influence between product quality, advertising, and brand image on the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*.

6. Conclusion

Based on the results of research and analysis that has been done in the previous chapter, the conclusion is that there is no influence between the product quality variable on the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*, there is a positive influence of the advertising variable on the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*. The positive effect of the brand image variable on the purchase intention of the people of Kota Juang at *Warung Nasi Sari Bunda*, there is a simultaneous influence between the variables of product quality and advertising on purchase intention, and the results of a strong category correlation.

Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

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