Effect of Product Quality and Brand Image Toward Purchasing Decisions Cap Lang Aromatherapy Eucalyptus Oil (A Case Study in PT. Surya Donasin Bogor)

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Info Artikel	Abstract
Keywords: Product Quality, Brand Image, Purchase Decision ISSN (print): 1978-6387 ISSN (online): 2623-050X	The This writer aims to determine the effect of product quality and brand image on purchasing decisions of Cap Lang Eucalyptus Aromatherapy Oil at PT. Surya Donasin Bogor simultaneously and partially on purchasing decisions at PT. Surya Donasin Bogor. The number of samples used in this study amounted to 61 people consisting of customers at PT. Surya Donasin Bogor who filled out the questionnaires that were distributed. Data collection techniques by means of field research as for observation and questionnaires. Data analysis techniques used instrument tests consisting of validity tests, reliability tests, classic assumption tests consisting of normality tests, multicollinearity tests and heteroscedasticity tests, multiple linear regression analysis, hypothetical tests, namely partial tests and simultaneous tests. The purpose of this study was to determine whether product quality and brand image have an effect on purchasing decisions. The research results obtained (1) multiple linear regression equation Y = 3.387 + 0.289 + 0.426 and (2) simultaneous hypothesis f test with fcount of 67.378 with a ftable value of 3.156 meaning there is a significant influence between product quality (X1) and brand image (X2) there is a purchase decision (Y). (3) There is a partial effect of product quality with product quality getting a value of t: 2.503 and brand image partially with a value of t: 2.731. Thus it can be concluded that product quality and brand image influ-ence the purchasing decision of Cap Lang Eucalyptus Aromatherapy Oil at PT. Surya Donasin Bogor.
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1. Introduction

In today's era of globalization, competing to provide similar products or services results in intense competition between companies to gain market share.

During the Covid-19 pandemic, many products were available on the market with various brands, especially those useful against the corona virus.

According to Kotler and Armstrong in Sriyanto and Desty (2016:165) product quality is a characteristic of a product or service related to the ability to meet consumer needs as explained or implied. Since the pandemic or March 2020, the researcher working with Cap Lang products to do research on every plant tested to get eucalyptus extract which is suitable against corona virus.

Table 1., showed sales data for eucalyptus aromatherapy oil cap lang at PT. Surya Donasin Bogor, which was produced from 2019 to 2022. The data proves that consumers appreciate the eucalyptus aromatherapy oil product cap lang because of its good quality. However, it can be observed that netto sales have experienced changes in four consecutive years. It might cause a big problem if eucalyptus aromatherapy oil cap lang does not act quickly by improving the quality of its products according to customer needs.

Table 1. Netto Sales of Eucalyptus Aromatherapy Oil Cap Lang in PT. Surya Donasin Bogor

Year	Sales Netto By Rp	Persentase	Information
2019	Rp 2,066,538,944.72	35.48%	In 2020 there was a decrease of 9.44%, in 2021 it fell by 0.61% and in 2022 it fell by 12.38%.
2020	Rp 1,516,899,049.42	26.04%	
2021	Rp 1,481,358,122.56	25.43%	
2022	Rp 760,063,479.47	13.05%	

Source : PT. Surya Donasiin Bogor/accessed on 13 October 2022

Based on Table 2., the following results were obtained from 2019 to 2022 for the eucalyptus aromatherapy oil cap lang product. The Cap Lang brand has become the best brand in the eucalyptus oil category and poses a threat to its competitors. However, it can be seen from the changes of TBI in the brand image of Cap Lang over the past 4 years. These changes are the standard for cap lang brand image in maintaining the best brand, especially with the presence of eucalyptus aromatherapy oil products, which might be the right solution to address this problem. Particularly products that are useful against corona virus according to consumer needs. According to Olson in Rahmawati and Hidayah (2021:844) buying decision is an integrated process that combines information to evaluate two or more actions and choose one of them.

Table 2. Top Brands for the Eucalyptus Oil Category in 2019-2022

BRAND	TBI 2019	TOP	TBI 2020	TOP	TBI 2021	TOP	TBI 2022	TOP
Cap Lang	72.70%	**TOP**	72.60%	**TOP**	73.60%	**TOP**	72.40%	**TOP**
Konicare	13.40	**TOP**	10.80%	**TOP**	11.90%	**TOP**	11.50%	**TOP**
Cap Gajah	6.20%		6.60%		8.10%		6.90%	
Cap Ayam	2.80%		3.50%		2.90%		3.40%	
Sidola	1.00%		1.50%		1.80%		2.10%	

Research Problem

According to the explanation above, the problem can be formulated as follows:
1. What did product quality and brand image affect the decision to purchase Eucalyptus Aromatherapy Oil from Cap Lang Brand at PT. Surya Donasin Bogor?
2. What does the brand image influence the decision to buy Eucalyptus Aromatherapy Oil from PT. Surya Donasin Bogor?

Research Purpose

According to the research problem above, the purpose of the research can be formulated as follows:
1. Identify the effect of product quality and brand image on purchasing Eucalyptus Aromatherapy Oil from Cap Lang Brand at PT. Surya Donasin Bogor.
2. Identify the effect of product quality on the decision to buy Eucalyptus Aromatherapy Oil from Cap Lang Brand at PT. Surya Donasin Bogor
3. Identify the effect of brand image on buying Eucalyptus Aromatherapy Oil from Cap Lang Brand at PT. Surya Donasin Bogor

LITERATURE REVIEW AND FRAME OF REFERENCE
Literature Review
1. Product Quality

According to Kotler and Armstrong in Madyan and Tiarawati (2018:99) product quality is a characteristic of a product or service related to the ability to meet consumer needs as explained or implied. According to Kotler and Armstrong, product quality is a characteristic of a product or service which has the ability to fulfill customer needs.

Product Quality Indicators

Regarding the buying decision, the quality has the subject format depending on the position. The dimensions of product quality according to Tjiptono and Candra in Sriyanto and Desty (2016:166) include:

1. Performance is the basic operating characteristics of a product and the core product being purchased.
2. Features is a special attribute characteristic that can increase the experience of using the product.
3. Reliability is the probability of an error or damage to the product within a certain period of time, a smaller possibility of damage produces a better product.
4. Conformance is the design and functional characteristics in accordance with the specified standards.
5. Durability is the amount of product used before the product being replaced, the more normal use may result in the longer shelf life of the product.
6. Serviceability is the accuracy or ease of repair, competence, and friendliness of the service staff.
7. Aesthetics is related to product appearance which can be assessed through five senses (taste, aroma, sound, and others).
8. Perceived quality is the quality that can be assessed based on the seller's reputation.

2. Brand Image

According to Kotler and Keller in Wicaksana (2016:75) Brand Image is a process in which a person selects, organizes, and interprets information to create a meaningful Brand Image. According to Tjiptono in Ronitua, et al (2018:115) Brand image is consumer perception and belief in association with consumer memory. According to Aaker and Biel in Supriyadi, et al (2016: 138) the brand image has three supporting components, namely:

a) Corporate image is the association of consumer perceptions toward companies that produce products and services in this regard, such as popularity, reliability, and corporate networks.
b) User image is a set of associations that perceived consumers create with users who use products and services, such as the users themselves, lifestyle, personality, and social status.
c) Product image is a set of associations that consumers feel about a product, such as product characteristics, consumer interest, use, and warranty.

Brand Image Component

Keller in Ronitua, et al (2018: 115) stated the factors that form a brand image:

a. The superiority of the product is one of the factors that shape the image of the brand, and the product stands out from the competition in terms of superior quality (model and easiness to use) as well as characteristics that give the brand its own attractiveness to consumers toward the product.

b. Brand power is a visual association that depends on how information influences consumer awareness and how this process occurs as part of the brand image. The strength of these associations is a function of processing information received during the encoding process.

3. Purchase Decision Theory

According to Kotler and Keller in Wicaksana (2016:75) the purchase decision is the first step in the process of returning the purchase decision, in which the consumer actually chooses a product to buy. In addition, according to Olson in Rahmawati and Hidayah (2021:844) the purchase decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

The purchase decision process according to Ronitua, et al (2018:115) can be seen in Figure 1, namely:
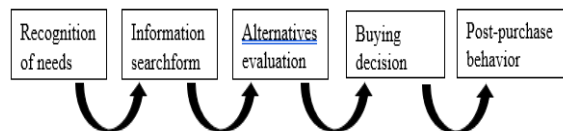

Figure 1. Buying decision process

1. Recognition of needs
2. Information searchformation search
3. Alternatives evaluation of alternatives
4. Buying decision
5. Post-purchase behavior

Factors Toward Purchase Decision

According to Kotler in Amirudin and Y (2016: 262) purchase decisions are based on the environment, personality, psychology, and marketing strategy. Environmental factors include family, cultural, and social references that shape individual buying behavior.

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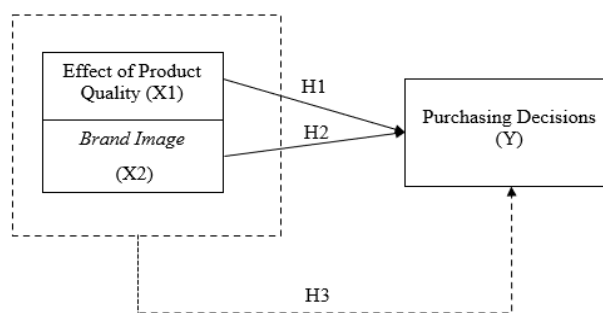(A Case Study in PT. Surya Donasin Bogor)

Frame of Reference

Figure 2. Frame of Reference

Hypothesis Test
Research Hypothesis:
Based on the points and theoretical framework above, the writer made a preliminary answer (hypothesis) whose truth is proven as follows:

1. Product quality and brand image are hypothesized to have a simultaneous effect on purchasing decisions for eucalyptus aromatherapy cap lang oil at PT. Surya Donasin Bogor.
2. Product quality is hypothesized to have a positive and significant effect on purchasing decisions of cap lang eucalyptus aromatherapy oil at PT. Surya Donasin Bogor
3. Brand image is hypothesized to have a positive and significant effect on purchasing decisions of cap lang eucalyptus aromatherapy oil at PT. Surya Donasin Bogor

2. Research Method
a. Data Source Type

According to Sugiyono in Suryani, et al (2020:73) the collection method is a scientific method for collecting data with a specific purpose. The data obtained through the survey is empirical information with valid decisions. This research type is descriptive and verificative based on the studied variables.

According to Zellatiianny and Mudjiyanto (2018: 89) descriptive analysis is a research method that aims to describe and interpret objects according to their property.

1. Primary Data

Sugiyono in Rozhania, et al (2021:131) stated that primary data is data that is provided directly to data collectors. Primary data is obtained from questionnaires that have been completed.

2. Secondary Data

Sugiyono in Suryani, et al (2020: 74) stated that secondary data is a source of data that is not provided directly to the data collector, for example through other people or other scientific work documents related to research on the influence of product quality and brand image on customer buying decisions of Eucalyptus Aromatherapy Cap Lang at PT. Surya Donasin Bogor.

b. Data Collection Technique

According to Sugiyono in Effendy and Sunarsi (2020:707) data collection techniques are the most essential research stages, because the main purpose of research is to obtain information, without knowing data collection techniques, researchers cannot obtain data that comply with the standard that has been set. The quality of research materials can be affected by two data collection techniques, namely the quality of research tools and the quality of data collection. According to Nizar (2018:59) in data collection, there are techniques, i.e. questionnaires, interviews, and observations.

c. Population and Sample
1. Population

Sugiyono defines the population in Suryani, et al (2020:74) as a general domain consisting of objects or subjects with specific characteristics which studied and identified by researchers. The population in this research is 305 active customers and consumers of Eucalyptus Aromatherapy Cap Lang Oil in Bogor City who are registered with PT. Surya Donasin Bogor with pre-order sales and direct sales.

2. Sample

Arikunto in Industri (2022:119) stated sample is "part or representative of the population being studied". The research subject according to Ariikunto in Iindustrii (2022:119), when the research subject is less than 100 respondents, it is better to take all, but if the respondents are more than 100, then the researcher can use a sample of 10-15% or 20-25%. The sample rate of this research is 20% of the population of active customers in the city of Bogor who are registered at PT Surya Donasiin Bogor. Since the total population is over 100, that is 305, then 305 x 20/100 = 61 so the sample used in this research is 61 customers.

d. Data Analysis Method
1. Validity Test

According to Duwi Priyatno in Wijoyo and Girivirya (2020:43), a validity test is used to find out how accurate a measuring instrument or items are in measuring what you want to measure.

2. Reliability

According to Duwi Priyanto in Wijoyo and Girivirya (2020:43), a reliability test is used to test the consistency of a measuring instrument, whether the results remain consistent or not when the measurements are repeated. The reliability test in this research used the Cronbach Alpha method. The decision-making methodology for reliability testing uses a limit of 0.6. According to Sekaran in Wijoyo and Girivirya (2020:44), reliability less than 0.6 is not good, while 0.7 is acceptable, and above 0.8 is good.

e. Classic Assumption Test

1. Normality Test

According to Ghozali in Watung and Ilat (2016:522), the normality test aims to test whether the interfering or residual variables have a normal distribution in the regression model, if this assumption is not qualified, the statistical test will be invalid for the small number of samples. A good regression model is a normal distribution.

2. Multicollinearity Test

The multicollinearity test aims to find out whether the independent variables are linearly related. If some or all of the independent variables are highly correlated means that multicollinearity is a problem. If the value observed is low, then the multicollinearity that occurs is not dangerous for regression. A model tends to have multicollinearity fluctuations if it has a VIF value of < 10 and a tolerance value of about 1.

3. Heteroscedasticity Test

The heteroscedasticity test in the regression model is used to find out whether there are differences in variance of the regression model and the second observation

f. Multiple Linear Regression Test

Multiple regression analyses were used to find out the effect of an independent variable on the dependent variable, in this case, the effect of product quality and brand image on purchasing decisions for Eucalyptus Aromatheirapii Cap Lang oil at PT. Surya Donasin Bogor

1. Correlation Coefficient Test

According to Sugiyono in Iindrawan and Deiwii (2020:82), the correlation coefficient is shown by the number that indicates how strong a relationship between two variables or more.

2. Coefficient of Determination Test

According to Watung and Ilat (2016:523), the coefficient of determination ($R2$) aims to calculate the influence of the independent variable (X) on the dependent variable (Y).

3. Hypothesis Test
4. F Test (simultaneous testing)

The f test is used simultaneously by jointly calculating the impact of product quality (X1) and brand image (X2) on purchasing decision-related variables (Y).

a) T Test (simultaneous testing)

The t-test was used to determine the independent variables, i.e. the partial (single) effect of product quality (X1), brand image (X2), and buying decisions (Y). Hypothesis statement;

1) Ho is rejected Ha is accepted if tcount ≥ ttable
2) Ho is rejected Ha is accepted if tcount ≤ ttable

3. Results and Discussion

Descriptive Analysis

Descriptive analysis is an overview of the data obtained to gain understanding. In obtaining data, the research distributed a total of 305 questionnaires with a sample of 61 consumers, targeting active customers who use Cap Lang Eucalyptus Oil in Bogor City who are registered with PT. Surya Donasin Bogor with pre-order sales and direct sales.

Validity Test

A validity test is used to find the results. For example, a statement that provides a valid explanation has a high validity value, and an invalid variable has a low validity value. This test were carried out by comparing the value of Cronbach's Alpha with the critical value, with the requirements below:

a.   If rca ≤ 0,244 then it is said to be failed or invalid
b.   If rca ≥ 0,244 then it is said valid

Table 3. Product Quality (X1)

No. Questionnaire	Cronbach's Alpha	Alpha Critical Standard	Information
1	0,913	0,244	Valid
2	0,879	0,244	Valid
3	0,800	0,244	Valid
4	0,848	0,244	Valid
5	0,911	0,244	Valid

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Table 4. Brand Image (X2)

No. Questionnaire	Cronbach's Alpha	Alpha Critical Standard	Information
1	0,818	0,244	Valid
2	0,823	0,244	Valid
3	0,897	0,244	Valid
4	0,913	0,244	Valid

Table 5. Purchase Decision (Y)

No. Questionnaire	Cronbach's Alpha	Alpha Critical Standard	Information
1	0,827	0,244	Valid
2	0,833	0,244	Valid
3	0,738	0,244	Valid
4	0,846	0,244	Valid

According to the table above, it can be concluded that all variables are declared valid, since rca ≥ 0,244 then it is said to be valid.

Reliability Test

The reliability test is an instrument that is declared reliable when the alpha reliability standard meets the requirements, these requirements include:

a.   If rca ≤ 0,5 then it is said to be not reliable
b.   Jika rca ≥ 0,5 then it is said to be reliable

Table 6. The Value of the Reliability Test

No.	Variabel	Cronbach's alpha	critical value	Information
1	Product Quality (X$_1$)	0,916	0,50	Reliabel
2	*Brand image* (X$_2$)	0,886	0,50	Reliabel
3	Purchasing Decisions (Y)	0,815	0,50	Reliabel

Based on Table 6., it can be concluded that all statements in the questionnaire are said to be reliable since the value of Cronbach's Alpha is greater than 0.5 so it can be used in this research.

Classic Assumption Test
Normality Test

This test aims to find out whether the regression model, the interference, and the residual variables have a normal distribution. In order to find out whether the data is

normally distributed or not, it can be tested using the Kolmogrov-Smirnov method. The results obtained are as follows:

Table. 7 The Result of Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			61
Normal Parameters[a,b]	Mean		0.0000000
	Std. Deviation		1.40730543
Most Extreme Differences	Absolute		0.165
	Positive		0.089
	Negative		-0.165
Test Statistic			0.165
Asymp. Sig. (2-tailed)			.000[c]
Monte Carlo Sig. (2-tailed)	Sig.		.064[d]
	99% Confidence Interval	Lower Bound	0.058
		Upper Bound	0.070

Source : Data Analyzed with SPSS, 2023

If the Kolmogrov-Smirnov test gives the mean value (alpha) of 0.05 (alpha), then the residual values are normally distributed. The result in Table 19., showed that the significance of the difference is 0.064. It can be concluded that the residual value of all variables were normally distributed.

Multicollinearity Test

The multicollinearity test aim to test the regression model for correlation between independent variables. If the value is tolerance, then the appropriate regression model does not have a correlation between independent variables. For 100% or 0.01. The value of the Variance Expansion Factor (VIF) is 20, so it can be concluded that there is no multicollinearity between independent variables in the regression model.

Table 8. Result of Multicollinearity Test

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
(Constant)	3.387	1.243		2.726	0.008		
Product Quality	0.289	0.115	0.41	2.503	0.015	0.193	5.181
Brand Image	0.426	0.156	0.448	2.731	0.008	0.193	5.181

a Dependent Variable: Purchasing Decisions

Source : Data Analyzed with SPSS, 2023

a. Toleirancei value of product quality 0,193 and VIiF 5,181<10.0
b. Toleirancei value of brand image 0,193 and VIiF 5,181<10.0

There is no multicollinearity for all independent variables used in this study, so these variables are declared independent.

Heteroscedasticity Test

The heteroscedasticity aims to test whether in the regression model, there is an inequality of variance and residuals.

Table 9. Result of the Heteroscedasticity Test

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	2.394	.759		3.153	.003
Product Quality	.022	.071	.092	.316	.753
Brand Image	-.101	.095	-.307	-1.055	.296

a. Dependent Variable: RES2

The result in Table 9., showed that there is no heteroscedasticity occurred. It can be seen from the absence of independent variables which have a significance value of above 0.05. The product quality variable (X1) has a significant value of 0.753 and the brand image variable (X2) has a significant value of 0.296. Therefore, it can be concluded that the regression model does not occur heteroscedasticity.

Multiple Linear Regression Analysis

Table 10. Result of Multiple Linear Regression Analysis

Coefficientsa

Model	B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	3.387	1.243		2.726	.008
Product Quality	.289	.115	.410	2.503	.015
Brand Image	.426	.156	.448	2.731	.008

a. Dependent Variable: Purchasing Decisions

Source: Data Analyzed with SPSS, 2023

Based on the analysis, the results of the multiple regression equations are as follows:

Y = 3.387 + 0.289X1 + 0.426X2

From these equations, it can be concluded that:

1. A positive constanta value of 3,386 means that if the product quality and brand image have the same value as zero then the buying decision will also be positive.
2. A positive coefficient regression value of the product quality variable is 0.289, which means that if the product quality value is equal to zero, then the purchase decision is also positive.
3. A positive coefficient value of brand image coefficient is 0.426, which means that if the brand image is equal to zero then the purchase decision is positive

Correlation Coefficient Test

The correlation coefficient is a value that showed how strong the relationship between two or more variables. As for the interpretation of the correlation coefficient.

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Table 11. The Result of the Correlation Coefficient Test

Model Summary			
Model	R		
		df2	Sig. F Change
1	.836ᵃ	58	0.000

a. Predictors: (Constant),
Brand image, Product
Quality

Source : Data Analyzed with SPSS, 2023

From the table above, it is known that the value of Sig. F change is less than 0.05, so it can be concluded that the relationship between product quality and brand image influences purchasing decisions simultaneously. While the R-value is 0.836, showed that there is a very strong correlation, so any increase in product quality and brand image is expected to increase purchasing decisions.

Determination Coefficient Test

Table. 12 Result of Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836ᵃ	0.699	0.689	1.431

a. Predictors:
(Constant), *Brand image*, Product
Quality

Source : Data Analyzed with SPSS, 2023

The table above showed that the coefficient definition for R square is 0.699. This value means that independent variables have the ability of 69.9% to explain dependent variables, while other variables influence 30.1%. It is suspected that other factors are in Pratama (2021:631) Kotler explained that consumer purchasing decisions are influenced by many factors in the purchasing stage, a consumer's decision-making will be driven first by market stimuli such as product, price, promotion, and distribution.

Hypothesis Test
Simultaneous Test (f)

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Table 13. Result of Simultaneous Test (f)

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ANOVAª					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	276.088	2	138.044	67.378	.000ᵇ
Residual	118.831	58	2.049		
Total	394.918	60			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), *Brand Image*, Product Quality

Source : Data Analyzed with SPSS, 2023

According to the test in Table 13., it can be seen that fcount is 67,378, while ftable is 3,156, thus fcount value is bigger than ftable (67,378 > 3,156) with a significant 0,000 < 0,05. Therefore Ho is rejected and H3 is accepted, and it can be concluded that product quality and brand image variables influence purchasing decisions of Cap Lang Eucalyptus Aromatherapy Oil (A case study of PT. Surya Donasin Bogor)

Partial Test (t)

In determining the value of ttable using the formula as follows ttable = (α2, n-k,1 = t (0,05/2 : 61-2-1) ttable = value of 0,025: 58 in distribution value then it is found thati ttable is 2.00172. As for the t-test, it can be explained below.

Results and Decision making in the first t-test

Based on the output coefficients, tcount value is higher than ttable (2.503 > 2.00172) and significant value of 0,015 < 0,05. Then Ho is rejected and H1 is accepted. So the hypothesis is that there is a significant effect of product quality on purchasing decisions partially accepted.

Results and Decision making in the second t-test

Based on the output coefficients, tcount value is higher than ttable (2.731 > 2.00172) and the significant value I 0,008 < 0,05. Then Ho is rejected and H2 is accepted. So the hypothesis is that there is a significant influence of brand image on purchasing decisions partially accepted.

4. Conclusions and Suggestions

Conclusion

The results of the research can be concluded as follows:

1. Product quality and brand image have a positive and significant effect on purchasing decisions for Cap Lang Eucalyptus Aromatherapy Oil.
2. Product quality has a positive and significant effect on purchasing decisions for Cap Lang Eucalyptus Aromatherapy Oil.
3. Brand image has a positive and significant effect on purchasing decisions for Cap Lang Eucalyptus Aromatherapy Oil.

Suggestion

Based on the results of the analysis and conclusions that have been included, it can be suggested for companies that are assigned to this research object and the following research can be described as follows:

1. Based on the results of the questionnaire on product quality variables, it can be seen that the lowest score is 4.3 with the statement "I use Cap Lang Eucalyptus Oil Oil because it can provide warmth that fits my need." For this reason, it is advisable to pay more attention to the warmth level in accordance with customers' needs. Therefore it can increase consumer interest in purchasing Eucalyptus Aromatherapy Oil Cap Lang products because of their good quality
2. It is recommended that the brand image variable of Cap Lang to be maintained as well as improving the image of the company itself and also the image of the products produced since it can help consumers decide to buy Eucalyptus Aromatherapy Oil Cap Lang.
3. Paying attention to the price variable is quite influential in consumer purchasing decisions. Even though product quality and brand image are considered very good, price must also be considered since unaffordable prices will also affect consumers purchasing decisions, it can be prevented by providing discounts and promotions.
4. Further research must be carried out on different variables, such as product, price, promotion, and distribution.

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