THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, PRODUCT DESIGN, AND PRICE ON PURCHASE DECISIONS ON ERIGO BRAND

ABSTRACT

Consumer behavior in deciding to purchase is an important thing for producers to pay attention to, in order to determine product sales strategies that can increase revenue. This study aims to analyze whether partially brand image, product quality, product design, and price influence purchasing decisions on Brand Erigo and whether brand image, product quality, product design, and price simultaneously or jointly affect purchasing decisions on Brand Erigo.

This type of research uses a quantitative approach, the population in this study is people who have bought and used products from Brand Erigo who are domiciled in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Sampling was done by using non-probability sampling with purposive sampling technique. Data were collected using a questionnaire instrument distributed online via google form, and 156 respondent data were collected. The data test analysis phase is validity test, reliability test, normality, heteroscedasticity, multicollinearity. The data analysis technique uses multiple linear regression, coefficient of determination, hypothesis testing consisting of t test and F test with data processing tools is SPSS version 25.

The results showed that partially brand image, product quality, product design, price had a positive and significant effect on purchasing decisions on Brand Erigo, while simultaneously or together had a significant effect on purchasing decisions on Brand Erigo. Brand image, product quality, product design, and price can have a direct influence on purchasing decisions on Brand Erigo, which means that if there is an increase in brand image, product quality, product design, and price, there will be an increase in respondents in making purchasing decisions on the Brand. Erigo. The influence of the 4 independent variables on the dependent variable simultaneously can be said to be strong because it reaches 75.7% percent, while the rest can still be influenced by other factors outside this study.

Keywords: Brand Image, Product Design, Price, Product Quality