



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 2 Tahun 2024 Page 9126-9136

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

## Analysis of The Influence of Brand, Price and Product Quality on The Decision to Purchase Rackets at The Bogor Ambassador Sport Shop

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### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, harga, dan kualitas produk terhadap keputusan pembelian raket di toko Ambassador Sport. Dalam penelitian ini, digunakan metode kuantitatif yang mana data diperoleh dari hasil survei dan olah data kuesioner berdasarkan prosedur statistik. Berdasarkan rumus Yount, sampel didalam penelitian ini adalah sebanyak 55 responden. Pada penelitian ini, telah didapatkan hasil persamaan regresi  $Y = -0,953 + 0.124X_1 + 0.187X_2 + 0.307X_3 + e$ . Variabel citra merek tidak ada pengaruh terhadap keputusan pembelian dengan nilai thitung (0,848) < ttabel (2,00758), variabel harga tidak ada pengaruh terhadap keputusan pembelian dengan nilai thitung (1,165) < ttabel (2,00758), variabel kualitas produk memiliki pengaruh terhadap keputusan pembelian dengan nilai thitung (4,025) > ttabel (2,00758), dan variabel citra merek, harga, dan kualitas produk berpengaruh secara simultan dengan menunjukkan hasil perhitungan Fhitung (29,334) > Ftabel (2,79) dimana jika Fhitung > Ftabel. Sedangkan nilai R<sup>2</sup> sebesar 0,633 atau 63,3%, yang menandakan bahwa variabel independen (X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>) mempengaruhi variabel dependen (Y) sebesar 63,3%, sementara sisanya sebesar 36,7% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci: *Citra Merek, Harga, Kualitas Produk, Keputusan Pembelian*

## Abstract

This research aims to find out the influence of brand image, price, and product quality on racket purchasing decisions at the Ambassador Sport store. In this research, a quantitative method was used in which data were obtained from survey results and questionnaire data processing based on statistical procedures. Based on Yount's formula, the sample in this study was 55 respondents. In this study, the results of the regression equation  $Y = -0,953 + 0.124X_1 + 0.187X_2 + 0.307X_3 + e$ . Brand image variable has no effect on purchasing decisions with  $t_{count} (0.848) < t_{table} (2.00758)$ , price variable has no effect on purchasing decisions with  $t_{count} (1.165) < t_{table} (2.00758)$ , product quality variable has influence on purchasing decisions with  $t_{count} (4.025) > t_{table} (2.00758)$ , and brand image, price, and product quality variables simultaneously influence by showing the results of calculations  $F_{count} (29.334) > F_{table} (2.79)$  where if  $F_{count} > F_{table}$ . While the  $R^2$  value is 0.633 or 63.3%, which indicates that the independent variables ( $X_1, X_2, X_3$ ) affect the dependent variable ( $Y$ ) by 63.3%, while the remaining 36.7% is influenced by other variables outside this research.

Keywords: *Brand Image, Price, Product Quality, Purchase Decision*

## INTRODUCTION

Badminton is a sport that is still popularly played. In fact, this sport often achieves achievements in various prestigious international events. This sport is quite simple, the players only need a racket and a shuttlecock that functions as a ball. This game is usually played indoors so that the shuttlecock is not exposed to gusts of wind. With the increase in badminton sports in Indonesia, there is a new opportunity to start a sports shop business, especially badminton sports. The sport of badminton is becoming increasingly popular everywhere. So there is a big opportunity for us to open a sports shop business. There are many well-known badminton racket brands sold on the market. Big brands such as Yonex, Li-Ning, and Victor are certainly familiar to beginners and professionals. These big brands are very common on the market. However, there are certainly quite a lot of counterfeit goods, aka KW or fakes, that are sold on the market. The price of KW goods is usually much cheaper. For this reason, you need to know well how to differentiate between genuine and fake rackets so you don't buy the wrong one.

According to Kotler (2012), a brand is a name, term, sign, symbol, or design, or a combination of these, which is intended to identify goods or services from one seller or group of sellers and differentiate products or services from competitors. One of the racket brands that are popular with Indonesian people is the Yonex, Li-Ning, Victor, Felet and Flypower brands. Therefore, making purchasing decisions for consumers is a process of selecting one of several alternative problem solutions with real follow-up. In marketing, price

is the most important unit. Because price is the exchange value of a product or service expressed in monetary units. The relationship between brand and price can be seen from consumer assessments of the product. The consumer's decision to determine which product to choose depends on each brand that suits the consumer's wishes. Then, consumers will also adjust the price offered based on the brand they have chosen. Middle class people are starting to realize the need and importance of increasingly expensive badminton equipment. Due to this problem, the people of Batam City can look for badminton equipment that has good product quality, so that it can be used for a long period of time and is also effective when playing it. Since it first opened, Toko Agus Sport has faced several problems, including the instability of capital prices given to suppliers affect selling prices. Apart from that, the number of new releases affects the brand image, as well as the number of rackets with original or KW grade quality which can affect product quality. Of course, these problems will influence the decision to purchase rackets, which will also affect turnover.

#### Research Purposes

The aim of this research is to:

1. To find out the influence of brands on racket purchasing decisions at the Ambassador Sport Shop.
2. To find out the effect of price on the decision to purchase a racket at the Ambassador Sport Shop.
3. To determine the influence of product quality on the decision to purchase rackets at the Ambassador Sport Shop.
4. To determine the influence of brand image, price and product quality on the decision to purchase rackets at the Ambassador Sport Shop.

#### Variable Definition

According to Abdul Manap (2016), marketing is a process of planning and implementing conception, pricing, product process determination, promotion and location or distribution, as well as a social and managerial process to achieve goals. From the definition above it can be concluded that marketing is an activity which can bring together sellers and buyers by carrying out transactions to determine products and determine prices in order to achieve the desired goals. Marketing management is the art and science of selecting target markets and reaching, retaining and growing customers by creating, delivering and communicating superior customer value (Miguna Astuti, 2020).

Brand image is a sign, name or term that marketers use on their goods or services in order to differentiate them from competitors to identify the product and is designed to satisfy consumer needs such as conveying specific characteristics, benefits and services consistently to consumers (Vanessa. Zainul Arifin., 2017).

According to P. and A. Kotler (2018), price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from owning or using goods or services.

According to P. and K. L. K. Kotler (2016), product quality is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the product or service provided and will influence customers to buy the product again.

According to Fandy Tjiptono (2015), purchasing decisions are one part of consumer behavior. Consumer behavior is an action that is directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows these actions.

#### Theoretical Basis

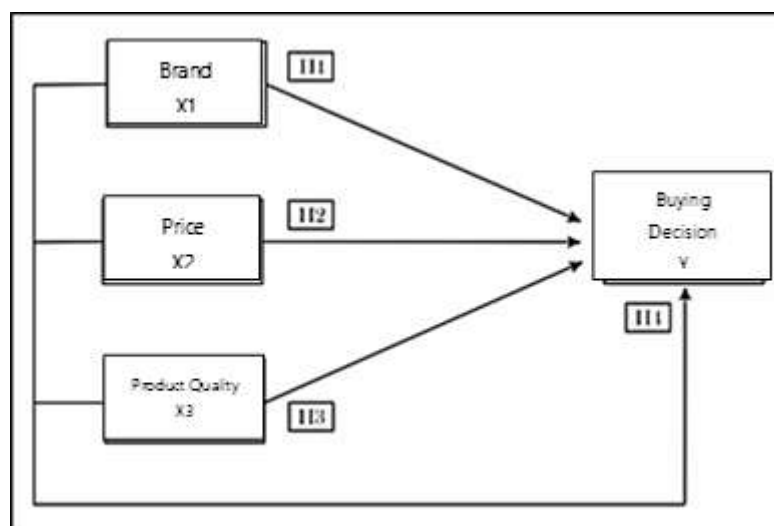


Figure 1. Theoretical Framework

#### Hypothesis

1. Brand image influences the decision to purchase rackets at the Ambassador Sport Shop.
2. Price influences the decision to purchase a racket at the Ambassador Sport Shop.

3. Product quality influences the decision to purchase rackets at the Ambassador Sport Shop.
4. Brand Image, Price and Product Quality influence the decision to purchase rackets at the Ambassador Sport Shop.

## RESEARCH METHOD

Quantitative methods were used in this research. Data was obtained from the results of a questionnaire survey and processed based on statistical data. Quantitative methods can be interpreted as research methods that are based on positivist philosophy, used to research certain populations or samples, collect data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2013).

In this study, the population was 550 people with a predetermined sample of 55 people which was calculated based on Yount's determination of the sample size (10% of the total population with a range of 101-1,000). All tests carried out in this research aim to test the truth of the statements that have been made. Validity test is a measure that shows the level of validity or stability of an instrument (Susetyo, 2011).

This validity test is used to measure whether or not a questionnaire is valid to ensure that the questions will be clarified on the specified variables. Multiple regression analysis is an analysis that has more than one independent variable, called multiple linear regression. Multiple linear regression techniques are used to determine whether there is a significant influence of two or more independent variables (X) on the dependent variable (Y), which in this study are price (X1), product quality (X2), promotion (X3), and purchasing decisions (Y). The coefficient of determination (R<sup>2</sup>) essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one (Imam Ghozali, 2011).

## RESULT AND DISCUSSION

The characteristics of respondents in this study are divided into several categories, namely age, gender (sex), and income with the following test results:

Instrument Testing

Table 1. Validity Test of Brand Image Variables

Point Statement	Correlation	Rtable Value	Remarks
X1.1	0,832		
X1.2	0,832	0,2706	Valid
X1.3	0,801		

Source: Primary Data, Processed by SPSS, 2023

Table 2. Validity Test of Price Variables

Point Statement	Correlation	Rtable Value	Remarks
X2.1	0,803		
X2.2	0,821	0,2706	Valid
X2.3	0,673		
X2.4	0,804		

Source: Primary Data, Processed by SPSS, 2023

Table 3. Validity Test of Product Quality Variables

Point Statement	Correlation	Rtable Value	Remarks
X3.1	0,580		
X3.2	0,721		
X3.3	0,690	0,2706	Valid
X3.4	0,661		
X3.5	0,697		
X3.6	0,644		

Source: Primary Data, Processed by SPSS, 2023

Table 4. Validity Test of Purchasing Decision Variables

Point Statement	Correlation	Rtable Value	Remarks
Y1	0,838		
Y2	0,851	0,2706	Valid
Y3	0,804		

Source: Primary Data, Processed by SPSS, 2023

From the 4 validity test tables above, the correlation value test results obtained for all statement points from the brand image, price, product quality and purchasing decision variables are greater than the Rtable value of 0.2706. It can be concluded that all statement points are valid and are in accordance with all variables.

## Hypothesis Test

Table 5. Multiple Regression

Variabel	Unstandardized Coefficient		Standardized Coefficient
	B	Std. Error	
Constant	-0,953	1,301	
Citra Merek	0,124	0,146	0,113
Harga	0,187	0,116	0,220
Kualitas Produk	0,363	0,090	0,532

Source: Primary Data, Processed by SPSS, 2023

From the multiple regression table above, the regression equation formula can be calculated as follows:

$$Y = - 0,953 + 0,124X_1 + 0,187X_2 + 0,363X_3 + e$$

The above equation can be concluded as follows:

1. If another variable has a constant value, the Y value will change itself to a constant value, namely - 0.953.
2. If other variables are constant, then the Y value will change by 0.124 for every X1 unit.
3. If other variables are constant, then the Y value will change by 0.187 for every unit of X2.
4. If other variables are constant, then the Y value will change by 0.363 for every X3 unit.

Table 6. T test

Variable	t	Sig.	TTable	Remarks
Brand Image	0,848	0,400	2,00758	Not Influential
Price	1,615	0,112		Not Influential
Product Quality	4,025	0,000		Influential

Source: Primary Data, Processed by SPSS, 2023

Based on table 6, several things can be concluded as follows:

- a. From the table above, it can be seen that the probability value of 0.400 is greater than 0.05. Meanwhile, the brand image variable with t count (0.848) < t table (2.00758) indicates that there is no influence between brand image on purchasing decisions, so it can be concluded that variable X1 has no effect on Y or the hypothesis is rejected.

- b. The price variable with  $t_{count} (1.165) < t_{table} (2.00758)$  indicates that there is no influence between price on purchasing decisions. So it can be concluded that variable X2 has no effect on Y and the hypothesis is rejected.
- c. The product quality variable with  $t_{count} (4.025) > t_{table} (2.00758)$  indicates that there is an influence between product quality on purchasing decisions. The probability value of 0.000 is smaller than 0.05, so it can be concluded that variable X3 has an influence on Y and the hypothesis is accepted.

Table 7. F test

Variable	F	Sig.	FTable	Remarks
Brand Image				
Price	29,334	0,000b	2,79	Influential simultaneously
Product Quality				

Source: Primary Data, Processed by SPSS, 2023

The results of this calculation are compared with the F table obtained using a risk level or significance level of 5% or with a degree of freedom =  $n - k - 1$ . If we look at the significance, the  $sig. < 0.05$ , so it can be concluded that the variables Brand Image (X1), Price (X2), and Product Quality (X3) simultaneously have a significant effect on Purchasing Decisions (Y), whereas from the Fcount value, it can be seen that Fcount (29.334) > Ftable (2.79) where if Fcount The following is a discussion of the overall test results that have been carried out :

1. Based on the results of the hypothesis test, the calculation results for variable X1 were obtained with  $t_{count} (0.848) < t_{table} (2.00758)$ , so it can be concluded that variable This confirms research (The Influence of Brand Image and Price on Purchasing Decisions at the Sukma Medan College of Management Sciences by Desy Irana Dewi Lubis and Rahmat Hidayat, 2017) which conducted research with the results of  $t_{count}$  of Brand Image variable (0.709) <  $t_{table} (1.976)$  which means There is no influence between brand image variables on purchasing decisions.
2. Based on the results of the hypothesis test, the calculated results for variable So it can be concluded that variable X2 has no effect on Y and it can be concluded that the second hypothesis (H2) is rejected. This is confirmed by research (Analysis of the Influence of Product, Price and Location on Consumer Purchasing Decisions at Mom Milk Manahan Solo by Rizkia Triziana Viesti in 2017) which found that the t-count of

the price variable was 1.497 with a t-table of 1.985 which shows that price has no effect on decisions. purchase.

3. Based on the results of the hypothesis test, the calculated results for variable X3 were obtained with  $t_{count} (4.025) > t_{table} (2.00758)$  indicating that there is an influence between product quality on purchasing decisions. Besides that, the probability value of 0.000 is smaller than 0.05, so it can be concluded that variable X3 has an influence on Y and it can be concluded that the third hypothesis (H3) is accepted. This supports previous research (The Influence of Price, Product Quality, and Promotion on Decisions to Purchase Online Baby Equipment Products at the Molamolastore Store by Aruna Irani., 2022) which shows that the t-count value of the product quality variable (3.101)  $> t_{table} (0.167)$ , it is concluded that Product quality influences purchasing decisions.
4. Based on the results of the F test, it shows that  $F_{count} (29.334) > F_{table} (2.79)$  with a sig value.  $<$  of 0.050. Meanwhile, the results of the analysis of the coefficient of determination with the R Square (R<sup>2</sup>) value are 0.796. So it can be concluded that the variables Brand Image (X1), Price (X2), and Product Quality (X3) simultaneously have a significant influence on the Purchase Decision variable (Y) amounting to 63.3%, while the remaining 36.7% is influenced by other variables outside this research, which means the fourth hypothesis (H4) is accepted. This confirms previous research (The Influence of Brand Image, Price and Product Quality on the Decision to Purchase Yonex Brand Badminton Rackets by Faisal Ardiansyah, Prihartini Budi Astuti 2021) which shows that  $F_{count} (83.571) > F_{table} (1.63)$ , so it can be concluded that Image Brand, price and product quality simultaneously influence purchasing decisions.

## CONCLUSION

Based on the results above, the following conclusions can be drawn:

1. The results of research tests carried out by the author show that the brand image variable has no effect on purchasing decisions with the results of t count (0.848)  $<$  t table (2.00758), so the first hypothesis is rejected.
2. The results of research tests carried out by the author show that price has no effect on purchasing decisions with the result tcount (1.615)  $<$  t table (2.00758), so the second hypothesis is rejected.
3. The results of research tests carried out by the author show that there is an influence between product quality on purchasing decisions with the results of t count (4.025)  $>$  t table (2.00758), so the third hypothesis is accepted.

4. The results of research tests carried out by the author show that the variables Brand Image (X1), Price (X2), and Product Quality (X3) simultaneously influence the Purchasing Decision variable (Y) with the result F calculated (29.334) > F table (2.79), then the fourth hypothesis is accepted.

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