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The Influence of Brand Identity on Purchasing Decisions with Price as a Moderating Variable

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Abstrak

Peneliti meyakini bahwa identitas merek yang baik dapat menghasilkan citra yang baik terhadap produk yang dimiliki, antara lain kesan pertama yang baik, kualitas produk, citra produk, dan lain sebagainya yang dapat menarik perhatian calon konsumen sehingga dapat segera memutuskan melakukan pembelian. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori yang menggunakan data primer dengan metode pengumpulan kuesioner yang berisi 14 item pertanyaan yang meliputi 6 item pertanyaan mengenai Identitas Merek, 4 item pertanyaan mengenai Keputusan Pembelian, dan 4 item pertanyaan mengenai variabel Harga. Kuesioner berjumlah 14 item berisi 4 kolom pilihan ganda berupa setuju, sangat setuju, normal/sedang, tidak setuju, dan sangat tidak setuju. Kuesioner terlebih dahulu diuji validitasnya, diuji reliabilitasnya, dan apabila memenuhi syarat maka dilakukan uji Koefisien Jalur untuk mengetahui arah hubungan dan ada tidaknya pengaruh variabel Independen dalam hal ini Identitas Merek. variabel tersebut signifikan terhadap variabel Dependen dalam hal ini Keputusan Pembelian. Alat analisis yang digunakan dalam penelitian ini adalah smart PLS 4.0. Hasil artikel ini menunjukkan variabel Identitas Merek dapat mempunyai hubungan positif dan pengaruh signifikan terhadap Keputusan Pembelian karena nilai P-Values bernilai positif dan berada dibawah tingkat signifikansi 0,05 yaitu 0,027. Selain itu peneliti juga berpendapat bahwa variabel Harga dapat memperkuat pengaruh variabel Identitas Merek terhadap Keputusan Pembelian karena Identitas Merek dapat menarik perhatian konsumen, memberikan kesan pertama yang baik pada konsumen,

melambangkan kualitas produk, dan lain sebagainya. Hal tersebut akan mampu memperkuat pengaruhnya terhadap Keputusan Pembelian jika diiringi dengan harga yang terjangkau. Identitas merek yang baik dan harga produk yang terjangkau merupakan kolaborasi sempurna untuk mempengaruhi keputusan pembelian secara signifikan. Berdasarkan hal tersebut maka peneliti memutuskan untuk menyebarkan kuisisioner mengenai hal tersebut yang telah teruji validitas dan reliabilitasnya menunjukkan hasil yang positif dan pengaruh yang signifikan pada baris kedua tabel Path Coefisien dengan nilai P-Values sebesar 0,000 L lebih kecil dari tingkat signifikansi 0,05 dan lebih signifikan dibandingkan pengujian langsung. 0,027. Dengan demikian hipotesis pertama dan kedua dalam penelitian ini dapat diterima.

Kata Kunci: *Identitas Merek, Keputusan Pembelian, Harga*

Abstract

Researchers believe that a good brand identity can produce a good image for the product that is owned, including a good first impression, product quality, image of the product, and so on which can attract the attention of potential consumers so they can immediately make purchasing decisions. This research is quantitative research with an explanatory approach that uses primary data with a questionnaire collection method containing 14 question items including 6 questions regarding Brand Identity, 4 question items regarding Purchasing Decisions, and 4 question items regarding the Price variable. The 14-item questionnaire contains 4 multiple choice columns in the form of agree, strongly agree, normal/average, disagree and strongly disagree. The questionnaire is first tested for validity, tested for reliability, and if it meets the requirements, a Path Coefficient test is carried out to determine the direction of the relationship and whether or not the influence of the Independent variable, in this case the Brand Identity variable, is significant on the Dependent variable, in this case the Purchase Decision. The analytical tool used in this research is smart PLS 4.0. The result in this article shows the Brand Identity variable can have a positive relationship and a significant influence on Purchasing Decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.027. Apart from that, researchers also believe that the Price variable can strengthen the influence of the Brand Identity variable on Purchasing Decisions because Brand Identity can attract consumer attention, give a good first impression on consumers, symbolize product quality, and so on. It will be able to strengthen its influence on Purchasing Decisions if accompanied by an affordable price. Good brand identity and affordable product prices are the perfect collaboration to significantly influence purchasing decisions. Based on this, the researcher decided to distribute a questionnaire regarding this matter which has been tested for validity and reliability, showing positive results and a significant influence on the second row of the Path Coefficient table with a P-Values value of 0.000 L, smaller than the significance level of 0.05 and more significant than direct testing. 0.027. Thus the first and second hypotheses in this research can be accepted.

Keywords: *Brand Identity, Purchasing Decisions, Price*

INTRODUCTION

According to (P. Kotler, 2008) consumer purchasing decisions are an action taken by consumers to buy a product. Every manufacturer must implement various strategies so that consumers decide to buy their products. Purchasing decisions are one of the main components of consumer behavior. The purchasing decision is the stage in the buyer's decision-making process where consumers actually buy.

According to (Tjiptono, 2016) purchasing decisions are a process where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision. According to (Tjiptono, 1997), a purchasing decision is the selection of two or more alternative purchasing decision options, meaning that for someone to make a decision, several alternative choices must be available. The decision to buy can depend on how the decision-making process is carried out. Consumer purchasing decisions are influenced by consumer behavior.

It can be concluded that the purchasing decision is a decision-making process where consumers actually buy the product. Therefore, consumer purchasing decisions are a process of selecting one of several alternative problem solutions with real follow-up. After that, consumers can evaluate their choices and then determine the attitude they will take next (Keller, 2016).

There are several things that can influence purchasing decisions, including Brand Image/Brand Identity. Kotler and Armstrong (2018) put forward the definition of brand image "The set of beliefs held about a particular brand is known as brand image". Meanwhile, brand image according to (P. Kotler, 2009) is the perception that consumers have when they first hear a slogan that is remembered and embedded in the consumer's mind. Brand image is a representation of a brand and is formed from information and past experiences with that brand, (Setiadi, 2003). Based on this understanding, it can be concluded that brand image is a person's perception regarding the value of brands. Brand image cannot be described physically, because it only exists in the mind and brand image is a representation formed from information and experience of a brand.

Brand identity is a characteristic that a company has in terms of writing, color, meaning, etc. by which we can communicate with the world and differentiate ourselves from competitors. Often brand identity is how we express ourselves with consumers. Brand identity is a unique form of brand association. To be effective, brand identity must have good resonance with consumers so that it can differentiate the company's own brand from

competitors and can explain what a company does in its ongoing business process (Zebuah, 2018).

According to (P. T. Kotler, 2017) Brand image is the perception and belief held by consumers, as reflected by the associations embedded in consumers' memories, which are always remembered first when they hear a slogan and are embedded in consumers' minds. According to (Wang, D., Xiang, 2021), brand image consists of three components, namely: Corporate Image, User Image and Product Image.

Brand identity itself is unique to every service and goods company. This uniqueness can come from the logo, name, color, and now many people even use a mascot as their brand identity because it is more tangible and easy for people to remember. Most customers entrust their purchasing decisions to certain companies or brands that they already know about the quality of the brand, logos that are very easy to pronounce and easy to remember for many people (Keller, 2016).

Brand identity is a value that is seen or known by consumers because having a unique company identity can make anyone remember it, whether they pass by an advertisement on the side of the road or when they buy the product or service by chance. A brand can also be interpreted as a name, symbol, term, movement, color, sign or design that can be used to identify and differentiate goods, services and products from all other competitors who have similar products or services (Indarto, 2016). This proves that consumers will more often repurchase the goods or services they purchased if their identity is known or they often hear or see them because what many people will remember or remember is the logo and name that the company has. The results of previous research prove that there is a positive relationship between Brand Identity and Purchasing Decisions (Santoso et al., 2020).

There are a number of studies (Kyswantoro, 2014); (Rorlen et al., 2023); (Idawati, 2023); (Hartiningtyas dan Assegaf, 2012) & (Jatmiko & Setyawati, 2019) which shows the direction of a positive relationship between Brand Identity and Purchasing Decisions. Different from previous research, this research adds the price variable as a moderating variable which researchers can strengthen the influence of Brand Identity variables on purchasing decisions.

RESEARCH METHOD

Researchers believe that a good brand identity can produce a good image for the product that is owned, including a good first impression, product quality, image of the product, and so on which can attract the attention of potential consumers so they can immediately make purchasing decisions (Firmansyah et al., 2023). This research is

quantitative research with an explanatory approach that uses primary data with a questionnaire collection method containing 14 question items including 6 questions regarding Brand Identity, 4 question items regarding Purchasing Decisions, and 4 question items regarding the Price variable (Purwati & Cahyanti, 2022). The 14-item questionnaire contains 4 multiple choice columns in the form of agree, strongly agree, normal/average, disagree and strongly disagree. The questionnaire is first tested for validity, tested for reliability, and if it meets the requirements, a Path Coefficient test is carried out to determine the direction of the relationship and whether or not the influence of the Independent variable, in this case the Brand Identity variable, is significant on the Dependent variable, in this case the Purchase Decision (Hair, 2010). The analytical tool used in this research is smart PLS 4.0 with the following research model and its hypothesis (Saputra & Fadhilah, 2022):

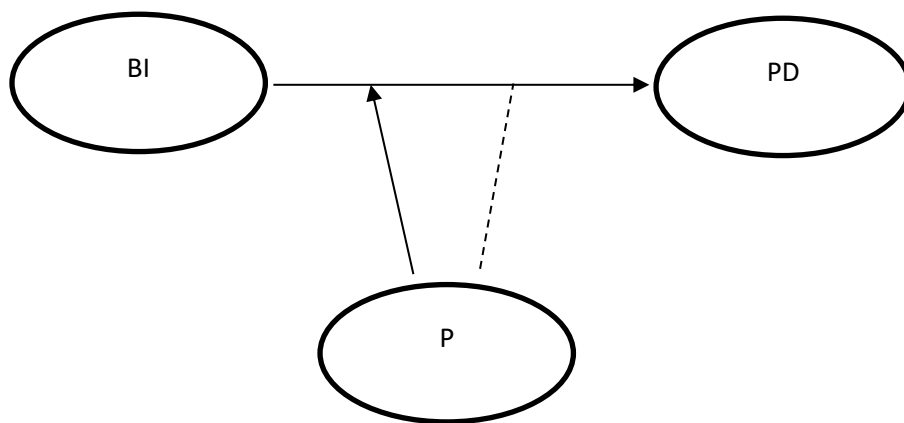


Figure 1. Model

Noted:

BI : Brand Identity

PD: Purchase Decision

P: Price

Hypothesis:

H1: The Influence of Brand Identity on Purchase Decision

H2 : Price Can Moderates The Influence of Brand Identity on Purchase Decision.

RESULT AND DISCUSSION

Validity Test

In line with the research method presented above, if the questionnaire that the researcher distributed to 150 producers and 150 consumers, the 3 applications that have the largest online market share are Shopee, Tiktokshop and Facebook market place. Apart from

that, the researcher also stated that the first stage that must be carried out if using primary data with the PLS 4.0 analysis tool, the initial stage that must be completed is a validity test with the following results (Gujarati, 2013):

Table 1. Validity Test

Variable	Question Item	Loading Factor
Brand Identity (X1)	Brand identity can produce good perceptions in potential consumers	0.818
	A good brand identity reflects good product quality	0.821
	A good brand identity can attract interest from potential consumers	0.822
	A good brand identity can make employees curious about the product	0.819
	A product must have a good brand identity	0.836
	Good brand identity can improve consumer purchasing decisions	0.828
Purchase Decision (Y)	Purchase decisions can be influenced by a good first impression	0.877
	Purchasing decisions can start from consumers' interest in seeing Mere Identity	0.881
	Purchasing decisions can be influenced by good Brand Identity	0.895
	Purchasing decisions can be influenced by the price of a product	0.891
Price (Z)	The price of a product can influence purchasing decisions	0.921
	The price of a product can attract consumers	0.945
	The price of a product can increase demand	0.966
	The price of a product can support the influence of Brand Identity on Purchasing Decisions	0.989

Valid > 0.70

Realibility Test

In the research methodology section above, after testing the validity of 14 question items consisting of 6 question items for the Brand Identity variable, 4 question items for the Purchase Decision variable, and 4 question items for the Haga variable. The next stage is the reliability test as well as the final stage towards the Path Coefficient with the following Reliability Test results (Sarstedt et al., 2014):

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Brand Identity	0.889	0.848	Acceptable
Purchase Decision	0.961	0.921	Acceptable
Price	0.987	0.946	Acceptable

Reliable > 0.70

Path Coefisien

In the research methodology section above, if the data is collected through a questionnaire method consisting of 5 column statements of strongly agree, agree, normal/average, disagree, and strongly disagree from 14 question items consisting of 6 question items for the Brand Identity variable, 4 question items for the Purchase Decision variable, and 4 question items for the Price variable. If you have passed the validity test and reliability test stages, you can enter the Path Coefficient stage with the Path Coefficient results as follows (Ghozali, 2016):

Table 3. Path Coefisien

	Variable	P-Values	Noted
Direct Influence	BI-> PD	0.027	Accepted
Indirect Influence	P* BI-> PD	0.000	Accepted

Signifianct Level < 0.05

Researchers believe that a good brand identity can produce a good image for the product that is owned, including a good first impression, product quality, image of the product, and so on which it can attract the attention of potential consumers so they can immediately make purchases decisions. In line and side by side with these statements, the results of the first third row of the Path Coefficient table show that the Brand Identity variable can have a positive relationship and a significant influence on Purchasing Decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.027. These results are in line with research (Kyswantoro, 2014); (Rorlen et al., 2023); (Idawati, 2023); (Hartiningtyas dan Assegaf, 2012) & (Jatmiko & Setyawati, 2019) which show similar results.

Apart from that, researchers also believe that the Price variable can strengthen the influence of the Brand Identity variable on Purchasing Decisions because Brand Identity can attract consumer attention, give a good first impression on consumers, symbolize product quality, and so on. It will be able to strengthen its influence on Purchasing Decisions if accompanied by at an affordable price. Good brand identity and affordable product prices are the perfect collaboration to significantly influence purchasing decisions. Based on this,

the researcher decided to distribute a questionnaire regarding this matter which has been tested for validity and reliability, showing positive results and a significant influence on the second row of the Path Coefficient table with a P-Values value of 0.000 L, smaller than the significance level of 0.05 and more significant than direct testing. 0.027. Thus the first and second hypotheses in this research can be accepted.

CONCLUSION

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