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Analysis of Product Quality, Brand Image, and Price on Purchase Decisions in Richeese Factory Medan Marelan Consumers

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Abstract: The rapid development of the times has had a great influence on the culinary industry, especially in the fast food culinary industry. One of the fast food culinary industries is Richeese Factory. The researcher chose Richeese Factory as the object of research because based on the Top Brand Index of the last 5 years, Richeese Factory always occupies the last position in the retail category with a fast food restaurant sub-category. This study aims to determine the effect of product quality, brand image, and price on buying decisions on consumers of Richeese Factory Medan Marelan. The research was quantitative research. The population was consumers who buy at Richeese Factory in Medan Marelan. The sampling technique is a simple random sampling technique. The number of samples used was 100. The data sources used are primary and secondary data with data collection techniques using questionnaires. The analysis method used is multiple linear regression analysis with the SPSS (Statistic Product and Service Solution) application tool. The results of this study show that the variables of product quality, brand image, and price have a positive and significant effect on purchasing decisions on Richeese Factory Medan Marelan consumers.

Keywords: Product Quality, Brand Image, Price, Buying Decision

Introduction

The development of the current era has a great influence on the culinary industry in Indonesia which is marked by significant growth. In addition to local culinary businesses that offer Indonesian specialties, foreign culinary businesses such as fast food restaurants such as McDonald's, KFC, Richeese Factory, and so on are experiencing rapid development in Indonesia. This business competition makes every business owner develop their business to stay at the forefront of market competition. Not only that, along with the development of the times, increasingly complex consumer behavior demands every culinary industry in accordance with the decisions that will be determined by consumers (Abdullah, 2020).

Purchase decisions are one part of consumer behavior in the form of actions that are directly involved in the effort to acquire, determine products and services, including the decision-making process that precedes and follows these actions. A purchase decision is a process that has started from before the decision is taken until after the purchase decision has been made (Tjiptono, 2020).

As a business actor, understanding the factors that influence consumer purchasing decisions is an important aspect of running a business, as it provides a strong foundation for companies to adapt to market changes and achieve long-term success. In the purchase decision literature (Tjiptono, 2020), it is explained that the consumer's decision to purchase a product includes five dimensions, including product selection, brand, distributor, purchase time, and purchase amount. In the buying process, consumers often look at the brand image, store image, design, price, and product quality before deciding to buy.

Product quality is how well the product performs and how long it lasts. Buyers will admire the well-made products and can appreciate the quality and performance (Ashraf, 2024). Product quality will show the measure of the durability of the product, the reliability of the product, the precision of the product, the ease of operation and maintenance and other attributes that are assessed.

Brand image is the biggest factor influencing a purchase decision (Waluya, 2019). In comparing brand image, there are global brands and local brands. Basically, consumers prefer global brands, unless local brands already have a global reputation, will be the choice of purchase decision. The high selectivity of global products is influenced by a good brand image. It also happens that local brands that have a good image will win the competition in similar category products.

Price is the motivation of consumers in making purchases of a product. Price is an important factor in attracting the attention of consumers, if the price that has been set is not too expensive or not too cheap, then customers can conclude that the price is in accordance with the expected price. If these factors are in accordance with what customers want and expect, consumer satisfaction will be created so that they will automatically become loyal to one company. Then the main goal of the company to survive and earn (profit) will be achieved (Siregar, 2017).

Based on previous studies, many similar studies were found with the same research object, namely the culinary industry, especially in fast food. The growth of the fast food industry in Indonesia is one of the largest markets for the fast food industry in Southeast Asia. In this case, the business competition of fast food industry companies in Indonesia is increasingly fierce and competing to improve the company's image is marked by the results of the 2024 *Top Brand Award*. The following is the percentage *of the top brand index* in the last four years, from 2020 to 2024 in the retail category with a fast food restaurant sub-category.

Table 1. *Top Brand Index* 2020 to 2024

Brand	TBI 2020	TBI 2021	TBI 2022	TBI 2023	TBI 2024
KFC	26.40%	27.20%	27.20%	27.20%	23.60%
McDonald	22.80%	26.00%	26.20%	25.40%	14.30%
Hokben	6.50%	8.50%	9.40%	8.50%	11.40%
Burger King	-	-	-	-	11.10%
A&W	5.90%	7.90%	7.60%	8.20%	9.00%
Richeese Factory	4.90%	5.90%	4.70%	3.70%	6.70%

Source: Top Brand Award (www.topbrand-award.com)

Based on the table above, it can be seen that the top six rankings of *the top brand index* from 2020 to 2024 are the retail category with a fast food restaurant sub-category with the first rank being KFC and the lowest ranking being Richeese Factory. Richeese Factory is ranked sixth in the last 5 years in this category. However, what needs to be noted is that the percentage *of top brand index* achieved by Richeese Factory is very small and quite far compared to the top five rankings. This situation shows that the *fast food brand* Richeese Factory has a low purchase decision and is only able to survive but cannot compete with its competitors.

Methodology

Validity Test

According to (Sugiono, 2021) the validity test, the validity test is the degree of accuracy between the data that occurs in the research object and the data that can be reported by the researcher. The condition in the validity test is to compare between R_{hit} with Rtab, if the Rhit value is above the Rtab value, the statement is said to be valid, while if the Rhit value is smaller than the Rtab, the statement is declared invalid or unsuitable for use. A variable statement is said to be valid if the > calculation from the table (at the level of significance) a = 0.05, and vice versa.

Reliability Test

According to (Sugiono, 2021), the reliability test is used to determine the extent of consistency of the results of the measurement, if the measurement is carried out again against the same factor and measuring tool. This test was carried out to find out whether a measuring tool in the form of a questionnaire could support the research. If the reliability coefficient is greater than 0.60, then overall the questions asked in the questionnaire are reliable.

Classical Assumption Test

Normality Test

(Ghozali, 2018), explains that a good regression model should have a normal data distribution or a distribution of statistical data on the diagonal axis of the normal distribution graph. The method used in this study is the Kolmogorov-Smirnov (KS) method. The condition of the normality test is that, if the probability value > 0.05, then the data is normally distributed. If the probability value < 0.05, then the data is not normally distributed.

Multicollinearity Test

According to (Ghozali, 2018), the multicollinearity test is to test whether a correlation between independent variables is found in the regression model. If there is a correlation, then it is called a multicollineity problem. A good regression model should not have a correlation between one independent variable and another. Multicollinearity can be seen from the value of *tolerance* and *Variance Inflation Factor* (VIF). The multicollinearity provision is, if the value of *tolerance* each free variable > 10% or 0.1, and the VIF value of each variable

< 10, then there is no symptom of multicollinearity, but if it is the opposite, then symptoms of multicollinearity occur.

Heteroskedacity Test

(Ghozali, 2018), explaining that the heteroscedasticity test aims to test whether there is inequality in the regression model *variance* from the residual of one observation to another. The method used in this study to detect heterokedaness is to look at the presence or absence of certain patterns on the graph *scatterplot* between SRESID and ZPRED, where the Y axis is the predicted Y, and the X axis is the residual (the actual Y-predicted Y) that has been *standardized*.

Multiple Linear Regression Test

This analysis method is used to find out how much influence independent variables, namely product quality (X1), brand image (X2), price (X3) on purchase decisions (Y). The form of multiple regression that is the model of this study is as follows:

Y = a + b1X1 + b2X2 + b3X3 + ei

Partial Test

According to (Ghozali, 2018), the t-test basically shows how far an independent variable individually influences in explaining the dependent variable. The test was carried out using a significant level of 0.05 (α=5%).

Simultaneous Effect Test (Test F)

The F test tested the simultaneous influence between independent variables on dependent variables with a significant level of 5%.

Determination Test (R2)

(Sugiono, 2021), stated that the Determination Test is used to show how much influence the independent variable has on the bound variable in proving the relationship. By looking at the R value in the test result by multiplying it by 100.

Result and Discussion

Validity Test

The validity test results are shown in the following table below:

Table 2. Validity Test Results

Variable	No Item	R Calculate	R Table	Information
Product Quality (X1)	X1.1	0,874	0,195	*Valid*
	X1.2	0,888		*Valid*
	X1.3	0,888		*Valid*
	X1.4	0,932		*Valid*
	X1.5	0,886		*Valid*
	X1.6	0,876		*Valid*
Brand Image (X2)	X2.1	0,840		*Valid*
	X2.2	0,883		*Valid*
	X2.3	0,881		*Valid*

Variable	No Item	R Calculate	R Table	Information
	X2.4	0,848		*Valid*
	X2.5	0,820		*Valid*
	X2.6	0,845		*Valid*
Price (X3)	X3.1	0,856		*Valid*
	X3.2	0,909		*Valid*
	X3.3	0,836		*Valid*
	X3.4	0,890		*Valid*
	X3.5	0,817		*Valid*
	X3.6	0,775		*Valid*
	X3.7	0,794		*Valid*
	X3.8	0,850		*Valid*
Purchase Decision (Y)	Y1	0,790		*Valid*
	Y2	0,771		*Valid*
	Y3	0,868		*Valid*
	Y4	0,878		*Valid*
	Y5	0,823		*Valid*
	Y6	0,868		*Valid*
	Y7	0,867		*Valid*
	Y8	0,894		*Valid*
	Y9	0,874		*Valid*
	Y10	0,794		*Valid*

Source: Data processed with SPSS in January 2025

Based on table 2 above, it shows that each item of the statement is declared valid because it has a calculated r value greater than the table r of 0.197. So based on this, the questionnaire data is declared valid and can be used in research.

Reliability Test

The results of the reliability test are shown in the following table below:

Table 3. Reliability Test Results

It	Variable	*Cronbach's Alpha*	Ordinances	Information
1	Product Quality (X1)	0,954	0,60	*Reliable*
2	Brand Image (x2)	0,947	0,60	*Reliable*
3	Price (x3)	0,924	0,60	*Reliable*
4	Purchase Decision (Y)	0,941	0,60	*Reliable*

Source: Data processed with SPSS in January 2025

Based on the test results in table 3 above, it shows that *the Cronbach's alpha* value of each independent and dependent variable shows a number greater than 0.60, which means that every detail of the statement of all variables *is reliable* and can be used in this study.

Classical Assumption Test

Normality Test

The results of the normality test used two methods, namely with Kolmogorov-Smirnov and with the *Normal Probability Plot* (P-P Plot) graph. The results of the normality test are shown in the table below.

Table 4. Results of the One-Sample Kolmogorov-Smirnov Test Normality Test

One-Sample Kolmogorov-Smirnov Test				
				Unstandardized Residual
N				100
Normal Parametersa,b	Mean			.0000000
	Std. Deviation			3.67544368
Most Extreme Differences	Absolute			.078
	Positive			.078
	Negative			-.075
Test Statistic				.078
Asymp. Sig. (2-tailed)[c]				.134
Monte Carlo Sig. (2-tailed)[d]	Sig.			.133
	99% Confidence Interval		Lower Bound	.124
			Upper Bound	.141
a. Test distribution is Normal.				
b. Calculated from data.				
c. Lilliefors Significance Correction.				
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.				

Source: Data processed with SPSS in January 2025

Based on table 4 above, it shows that the value of *Asymp.Sig* (*2-tailed*) is 0.134 and greater than 0.050. Therefore, it can be concluded that the data is normally distributed and can be used in research. The following is a picture of the normality test results of the normal probability plot chart.

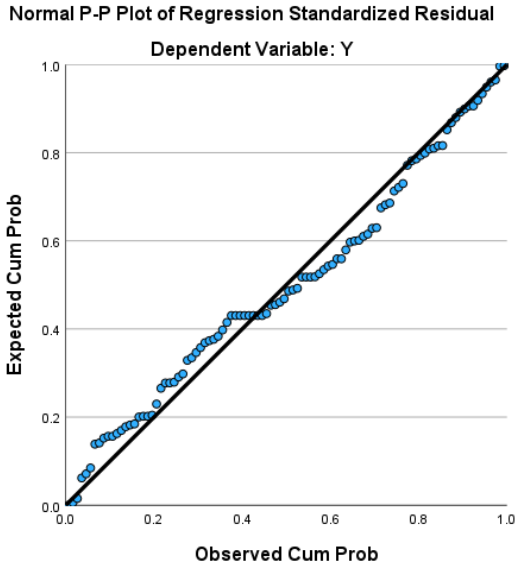

Figure 1. P-P Plot Normality Test Results
Source: Data processed with SPSS in January 2025

Based on the results of the normality test of the P-P Plot graph in figure 2 above, it shows that the dots are scattered around the diagonal line. Thus, it can be concluded that the data that has been collected and processed is suitable for use.

Multicollinearity Test

The results of the multicollinearity test are shown in the table below.

Table 5. Multicollinearity Test Results

Coefficientsa								
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.937	2.269		1.735	.086		
	X1	.430	.132	.274	3.260	.002	.376	2.657
	X2	.581	.164	.359	3.555	<,001 reviews	.261	3.826
	X3	.389	.124	.299	3.139	.002	.293	3.411
a. Dependent Variable: Y								

Source: Data processed with SPSS in January 2025

Based on table 5 above, it can be concluded that the tolerance value is above 10% or 0.10 and the *Variance Inflation Factory* (VIF) value is less than 10. So it can be interpreted that the research variables do not occur multicollinearity (Mappesona, 2020).

Heteroskedacity Test

The results of the multicollinearity test were carried out by two methods, namely, the glacier method and the scatterplot method. The following are the results of the multicollinearity test through the scatterplot method shown in the figure below.

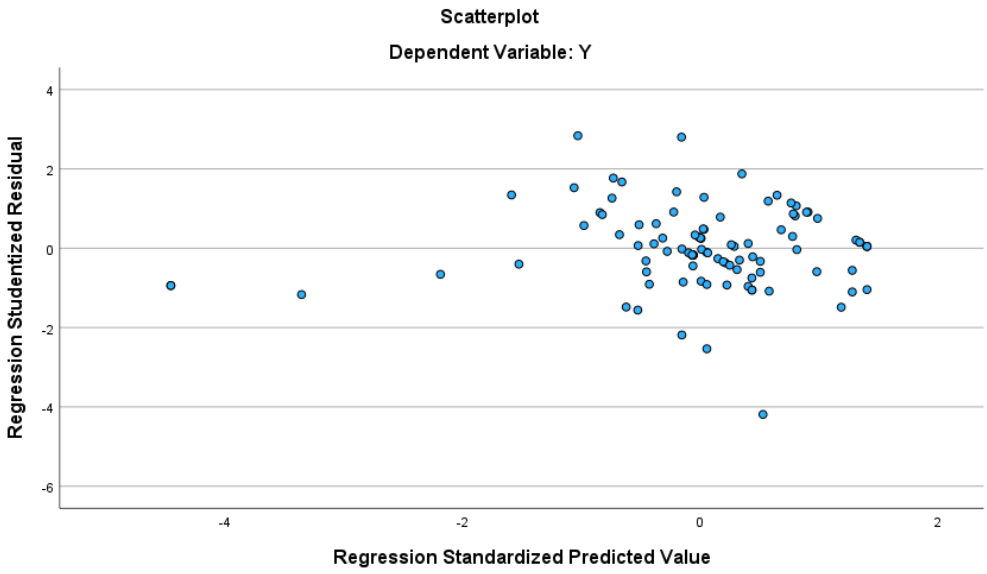

Figure 2. Results of Heteroscedasticity Test of Scatterplot Method
Source: Data processed with SPSS in January 2025

From the figure above, it can be seen that the randomly spread dots are scattered above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity in the research model.
The following is a table of the results of the heteroscedasticity test with the Glacier method.

Table 6. Glacier Heteroscenity Test Results

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.030	1.476		3.408	<,001 reviews
	X1	-.094	.086	-.174	-1.096	.276
	X2	.259	.106	.462	2.433	.017
	X3	-.202	.081	-.449	-2.501	.014
a. Dependent Variable: ABS_RES						

Source: Data processed with SPSS in January 2025

The results of the heteroscedasticity test through the Glacier method as shown in table 6 above, show that the significance of each variable is greater than 0.05. Thus, it can be concluded that there is no heteroscedasticity in the regression model in this study (Fernández, 2019).

Multiple Linear Analysis Test

Below is a table of the results of the multiple linear regression test processed with SPSS as follows.

Table 7. Multiple Linear Regression Test Results

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.937	2.269		1.735	.086
	X1	.430	.132	.274	3.260	.002
	X2	.581	.164	.359	3.555	.001
	X3	.389	.124	.299	3.139	.002
a. Dependent Variable: Y						

Source: Data processed with SPSS in January 2025

Based on table 7 above, the multiple linear regression equation obtained is as follows:

$$\mathbf{Y = 3.937 + 0.430\ X1 + 0.581\ X2 + 0.389\ X3 + ei}$$

From the regression equation above, it can be described that the value of the constant is obtained at 3.937. This means that if X1, X2, and X3 are fixed or = 0, then Y is 3.937. The value of the coefficient X1 has a positive value of 0.430 which means that if X1 increases then the Y variable will also increase, and vice versa. The value of the X2 coefficient has a positive value of 0.581 which means that if the X2 variable increases then the Y variable will also

increase, and vice versa. The value of the X3 coefficient has a positive value of 0.389 which means that if the X3 variable increases, the Y variable will also increase, and vice versa.

Hypothesis Test

Partial Test

Below is a table of partial test results.

Table 8. Partial Test Results

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.937	2.269		1.735	.086
	X1	.430	.132	.274	3.260	.002
	X2	.581	.164	.359	3.555	.001
	X3	.389	.124	.299	3.139	.002
a. Dependent Variable: Y						

Source: Data processed with SPSS in January 2025

Based on table 8 above, it can be explained that the product quality variable (X1) obtained a significant level of 0.002 < 0.05, so the partial influence of the product quality variable (X1) has a significant effect on the purchase decision variable (Y). The results of the brand image variable (X2) obtained a significant level of 0.001 < 0.05, so the partial influence of the brand image variable (X2) had a significant effect on the purchase decision variable (Y). The result of the price variable (X3) obtained a significant level of 0.002 <0.50, so the partial influence of the price variable (X3) had a significant effect on the purchase decision variable (Y) (Baghirov, 2024).

Simultaneous Effect Test (Test F)

The results of the simultaneous influence test or F test can be seen in the table below.

Table 9. Simultaneous Test Results (Test F)

ANOVAa						
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3886.580	3	1295.527	92.996	.001b
	Residual	1337.380	96	13.931		
	Total	5223.960	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Source: Data processed with SPSS in January 2025

Based on table 9 above, which shows the *output* of the SPSS simultaneous influence test, it shows that the significant value of F is 0.001 < 0.05. This means that the regression model is suitable for the next analysis, so it is concluded that variables consisting of product quality (X1), brand image (X2), and price (X3) together have a significant effect on purchasing decisions (Y).

Determination Test (R2)

The results of the determination test can be seen in the following table below.

Table 10. Determination Test Result (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863a	.744	.736	3.732
a. Predictors: (Constant), X3, X1, X2				

Source: Data processed with SPSS in January 2025

Based on table 10 above, it shows that the Adjusted R Square value is 0.736 or 73.6%. This shows that the variables of purchase decision (Y) that can be explained by the variables of product quality (X1), brand image (X2), and price (X3) are 73.6%. While the remaining 26.4% is explained by other factors that are not included in this research model.

Discussion

The Effect of Product Quality on Purchase Decisions

The test results show that the product quality variable has a positive and significant influence on the purchase decision. These results indicate that the quality of the product in *Richeese Factory* Medan Marelan always provides standardization of the right quality of product presentation, so that it is in accordance with consumer desires. The results of this study are consistent with the research (Putri, 2019), which confirms that good product quality improves purchase decisions, consumers will be more likely to choose products with high quality (Rosillo-Díaz, 2020).

The Influence of Brand Image on Purchase Decisions

Based on the test results, it shows that the brand image variable has a positive and significant influence on the purchase decision. These results indicate that the brand image of Richeese Factory Medan Marelan has strength, excellence, and brand uniqueness that is able to give a good impression to consumers. The results of this study are in line with research conducted by (Aulia, 2024) which states that brand image plays an important role in shaping consumer behavior and has a positive influence on purchase decisions.

The Effect of Price on Purchase Decisions

The test results show that price variables have a positive and significant influence on purchase decisions. The result indicates that the price that has been set by the *Richesee Factory* Medan Marelan is affordable and has a suitability with the ability or price competitiveness for consumers. The results of this test are in line with (Laila, 2023) those who state that price is one of the main factors that affect the purchase decision on a product, where consumers tend to choose products that offer the best value according to the price offered.

The Influence of Product Quality, Brand Image, and Price on Purchase Decisions

After testing the data as a whole, the results obtained show that the three independent variables, namely product quality, brand image, and price, have a positive and significant influence on the dependent variable, namely the purchase decision. This indicates that product quality, brand image, and price have a positive and significant effect on purchasing decisions for Richeese Factory Medan Marelan consumers. The results of this study are in line with the research conducted by (Putri, 2019), which states that purchasing decisions are influenced by product quality, brand image, and price, based on the results of the study, these variables have a positive and significant relationship with each other

Conclusion

Based on the results of the analysis and discussion that has been stated previously, it can be concluded as follows: (1) Product quality has a positive and significant effect on purchasing decisions in Richeese Factory Medan Marelan consumers. Maintaining product quality is the most important thing so that the suitability of the right product presentation standardization must always be maintained and improved so that consumers do not turn away. (2) Brand image has a positive and significant effect on purchasing decisions in Richeese Factory Medan Marelan consumers. An increasingly increasing brand image in terms of strength, excellence, and brand uniqueness will be able to give a good impression to consumers. (3) Price has a positive and significant effect on purchasing decisions on Richeese Factory Medan Marelan consumers. Prices that are increasingly affordable and have compatibility with the ability or price competitiveness for consumers will affect consumer purchase decisions. (4) Product quality, brand image, and price have a positive and significant effect on purchasing decisions in Richeese Factory Medan Marelan consumers.

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