

**THE INFLUENCE OF BRAND IMAGE AND PRICE PRODUCT OF WINGS
PROTECTOR MEDICAL MASK TO PURCHASE DECISION DURING
THE COVID-19 PANDEMIC IN 2020-2021**

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ABSTRACT

The purpose of this study was to analyze the effect of brand image on purchasing decision (X1), the effect of product price on purchasing decision (X2), and the effect of brand image and product price on purchasing decision (Y). This study used a quantitative approach with the type of research in the form of a questionnaire. The sample of this study were consumers of Wings Protector medical masks in Cilincing, North Jakarta. The analysis of the data used SPSS 26 to test theory and variables with statistical data analysis. From the results of this study, it can be concluded that there was an effect from the brand image inherent in the community on purchasing decisions and affordable product price on purchasing decision. Both brand image variable and product price variable had a positive and significant effect on purchasing decision, this happened because there was an effect of brand image and product price on purchasing decision on consumers of Wings Protector medical masks in Cilincing, North Jakarta.

Keywords: Brand Image; Product Price; Purchase Decision

INTRODUCTION

At a time when people around the world are in an alarming condition due to the impact of the spread of the corona virus dissarse-19 or(covid- 19), various social elements and social activities around them are also required to change and adjust to new habits by improving health protocols to increase the chances of human survival. This Corona Virus is the result of mutations from previously existing viruses and the origin of its spread is still unclear. Until now, the most widely mentioned suspicion is that this virus originated from wild animals that were traded in a market in the city of Wuhan. The veracity of this information has yet to be confirmed but what is clear is that Wuhan was the first city to see widespread spread of the disease in late 2019. The disease spread across China and eventually the world in an uncontrolled manner. And causing this international disaster happened in just a few months and at the time of writing 214 countries have been exposed to the disease.

Consumer purchasing decisions for a product are basically interconnected with

consumer behavior. According to Kotler & Armstrong in (Mu'in, Baha'ul et al 2021) states that purchasing decisions are part of consumer behavior consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. According to Kotler and Keller in (Rohmah, Sumayah Nur & Oktapiani, Serli, 2021) suggest that a purchase decision can be interpreted as a decision made by a prospective buyer regarding whether to buy or not, the consumer purchasing decision process consists of five stages carried out by a consumer before arriving at the purchase decision stage and then the post-purchase stage.

In this study, the scope of research includes Brand Image, Product Price and Purchasing Decisions for Wings Protector brand medical masks. Due to the breadth of existing problems and time constraints, in order to be maximized and directed, the researcher limits the research area, namely specifically in the Cilincing District area, North Jakarta.

The research objectives in writing this thesis are as follows: To analyze and find out how much influence brand image has on purchasing decisions for Wings Protector medical mask products (for consumers in Cilincing, North Jakarta), To analyze and find out how much influence price has on purchasing decisions for Wings Protector medical mask products (For consumers in Cilincing, North Jakarta), To analyze and determine how much influence the brand image and price of Wings Protector medical mask products have on purchasing decisions during the covid-19 pandemic 19 (On consumers in Cilincing, North Jakarta).

LITERATURE REVIEW

The influence of brand image on purchasing decisions Kotler and Keller (2012) "Brand image is the public's perception of the company or its products". Tjiptono (2011) "brand image is a description of consumer associations and beliefs about a particular brand. Meanwhile, associations are attributes that exist within the brand and have a level of strength".

The results of research conducted by Melati & Septarina (2022) said that brand image has a positive and significant effect on purchasing decisions for Scarlett Products in Unaaha City. This means that the better the impression a brand gives to consumers, the more purchasing decisions will increase.

The effect of product prices on purchasing decisions Kotler and Armstrong (2012) "price is the amount of money billed for a product or service, or the sum of all values provided by customers to benefit from owning or using a product or service". Assauri (2012) "price is a burden or value for consumers, which is obtained by obtaining and using a product, including the financial costs of consumption, in addition to non- financial social costs, such as in the form of time, effort, psychic, risk and prestige or social prestige".

The results of research conducted (Agustina, Sumowo, & Wijyantini, 2018) Price has a significant influence on the purchase of Aloha Bread in Gunung Kidul Jember Housing. The regression coefficient value for the effect of price on purchasing decisions is 0.329 or 32.9% with a positive direction.

The influence of brand image and price on purchasing decisions stated by Kotler (2012) "purchasing decisions are the stage in the decision-making process where consumers actually buy". Purchasing Decision is one of the final decisions of consumers in making

purchases with various considerations. Purchasing Decisions are one of the stages where the consumer buying process actually occurs (Kotler and Armstrong in Gunarsih (2020). In purchasing a product or services, consumers will tend to consider the various alternatives available. For example, when choosing a mask.

The results of research conducted (Khumairo, Lukiana & Kasim, 2018) Simultaneously brand image and price have a significant influence on purchasing decisions for fire ship coffee in Lumajang. So that the following theoretical framework can be formulated:

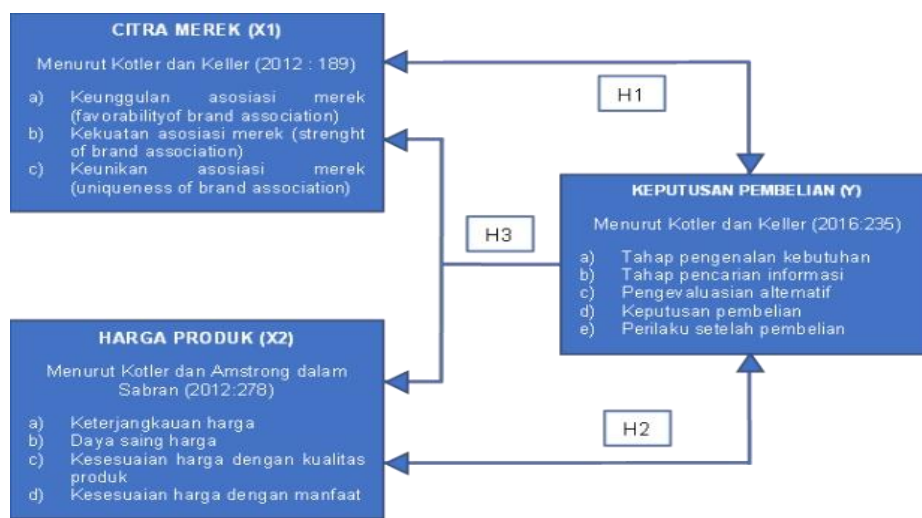


Figure 1. Theoretical Framework

Business Administration is part of the social sciences that studies the process of cooperation between two or more people in an effort to achieve a goal, a science that focuses on human behavior. According to Siagian (2017) Commerce administration can be defined as: all organizational activities, starting from the production of goods and / or services until the arrival of these goods or services in the hands of consumers. According to Irham Fahmi (20191) in his book entitled Introduction to Business Administration that "Administration is a systematically organized relationship building that forms a network that cooperates with each other to support the realization of an organized work mechanism and achieve the expected goals". Irham Fahmi (2015) states that "Business administration is an arrangement that classifies and explains each stage of work in a business that is presented clearly and clearly". Business administration is defined as an arrangement that classifies and explains each stage of work in a business that is presented clearly and firmly and planned.

Every human being has diverse needs and these needs must be met, namely the need for food, clothing, and housing, in popular terms the need for clothing, food, shelter. All these needs are met through business activities.

According to Kotler and Armstrong in (Science, 2018) "marketing as a process where companies create value for customers and build relationships with strong customers to capture value from consumers in return". According to William J. Stanton in (Priansa, 2017) states that Marketing is a total system of business activities designed to plan, determine

prices, promote, and distribute goods that satisfy desires and services, both to current and potential consumers. Terence A. Shimp in (Priansa, 2017) states that "Marketing is a set of business activities and other organizations creating value exchanges between businesses, companies and their consumers".

According to Kenneth and Donald (2018) brand image reflects the feelings that consumers and businesses have about the entire organization as well as individual products or product lines. The company's image is formed by consumers themselves so that it cannot be engineered. Apart from talking about image, of course, it is necessary to discuss the brand, because the brand is a distinguishing mark between one company and another. With the aim that the brand image is formed to influence consumer perceptions, then it can be remembered in the minds of consumers because it is given a name or symbol that distinguishes it from other product or service companies.

According to Kotler and Armstrong (2016), price is the amount of money spent on a product or service, or the amount of value that consumers exchange for the benefits, ownership, or use of a product or service. Price according to Tjiptono (2018) is a monetary unit or other measure that is exchanged in order to obtain ownership rights or use of a good or service.

Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (product/quality, distribution and price) are the only elements that provide income.

According to Kotler and Keller (2016) Purchasing decisions made by consumers also vary according to the behavior of purchasing decisions. Meanwhile, according to Buchari Alma (2016) suggests that a purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people, process. So that it forms an attitude in consumers to process all information and draw conclusions in the form of a response that appears what product to buy. Then according to Tjiptono (2016) Purchasing decisions are one part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions.

METHOD

In this study the authors used quantitative research. According to Sugiyono (2017) Quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses. The analysis technique used is multiple linear regression analysis, multiple linear regression is a regression model involving more than one independent variable. According to Sugiyono in (Fera & Pramuditha, 2021) multiple linear analysis aims to determine the variable (X) on variable (Y).

According to Sugiyono , population is a generalized field which includes: objects / subjects with certain numbers and characteristics determined by researchers to study and draw conclusions. According to Sugiyono the sample is part of the number and characteristics possessed by the population. in this study researchers used Non Probability

techniques According to Sugiyono (2017) Non Probability Sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sampling technique used namely saturated samples. Meanwhile, the sampling method used by the author in this study is accidental sampling According to Sugiyono, (2016) Incidental Sampling / Accidental Sampling is a sampling technique based on chance, namely any patient who happens to meet the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. The samples taken by the authors in this study were consumers of Wings Protector medical masks in the Cilincing area, North Jakarta.

In this study, the number of samples taken according to hair if the population is declared infinite, namely by means of a total of 35x5 statements, so that 175 people were obtained. The indicators in this study consist of 2 (two) independent variables and 1 (one) related variable.

Regression analysis is usually used to measure how much influence between the independent variable and the dependent variable. Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis is performed to determine the direction and how much influence the independent variable has on the dependent variable.

(Ghozali, 2018). In addition, it is also used to test the truth of the hypothesis proposed in this study, as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Description:

Y = Dependent Variable Value for Product Purchase Decision

α = Constant Coefficient Value

b_1, b_2 = Regression Coefficient Value

X_1 = Independent Variable Value for Brand Image X_2 = Independent Variable Value for Price

e = Error Hypothesis Test

Partial Test (t Test)

The t test is used to determine the effect of purchasing decisions on the purchase of Wings Protector medical masks individually (partially). The t test can be done by comparing t count with t table (Ghozali, 2018). This test can be done by comparing t count with t table or by looking at the significant value of the variable. Conclusion:

- If t count < t table and sig > 0.05, then H_a is accepted.
- If t count > t table and sig < 0.05, then H_a is rejected.

Simultaneous Test (F Test)

The F test is used to test the ability to influence purchasing decisions on the purchase of Wings Protector medical masks. According to Ghozali (2018) testing can be done by comparing the Fcount value with Ftable at a significant level of <0.05. The F test aims to test the significance of the equation used to determine how much influence the independent variables

(X) have together on the independent variable (Y). Conclusion:

1. If $F_{count} < F_{table}$ and $sig > 0.05$, then H_a is accepted.
2. If $F_{count} > F_{table}$ and $sig < 0.05$, then H_a is rejected.

Test Coefficient of Determination (R²)

This coefficient of determination test is carried out with the intention of measuring the model's ability to explain how the influence of the independent variables together (stimultan) affects the dependent variable which can be indicated by the adjusted R - Squared value (Ghozali, 2016). The coefficient of determination shows the extent to which the contribution of the independent variables in the regression model is able to explain the variation in the dependent variable. The coefficient of determination can be seen through the R- square (R²) value in the Model Summary table. According to Ghozali (2016) a small coefficient of determination means that the ability of the independent variables to explain the dependent variable is very limited, on the other hand, if the value is close to 1 (one) and away from 0 (zero), it means that the independent variables are very limited.

Research methods are designed to describe the nature of the data. Methods should be well elaborated and improved, including models, approaches to analysis, and steps taken. Equations should be numbered as pictured. This section usually has the following sub-sections: Sampling (description of the target population, research context, and unit of analysis; sample; and profile of respondents); data collection; and size (or, alternatively, measurement). The research method should include the following: A brief description of the prevalence of this research method; the reasons for choosing a particular method are well explained; the accuracy of the research design is appropriate; the research sample is suitable; the data collection process is carried out correctly; and the relevance of data analysis methods is demonstrated.

RESULT AND DISCUSSION

The explanation of the multiple linear regression test results is as follows:

1. The value owned by the constant coefficient is 15.408, this value means that if the X₁ and X₂ variables (brand image and product price) have a value of zero, then the value of the purchase decision is 15.408.
2. The value of the brand image variable has a regression coefficient value of 0.352 and shows a positive value on the dependent variable, namely purchasing decisions, so it can be concluded that every 1% increase in the brand image variable, the purchase decision increases by 35.2%.
3. The value of the product price variable has a regression coefficient value of 0.885 and shows a positive value on the dependent variable, namely the Purchase Decision, so it can be concluded that every 1% increase in the product price variable, the purchase decision increases by 88.5%.

Table 1. Multiple Linear Regression Test Results

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
	B		Std. Error			
1	(Constant)	15.40	2.81		5.46	.00
	BRAND IMAGE	.35	.11	.22	2.98	.00
	PRODUCT PRICE	.88	.10	.62	8.49	.00

a. Dependent Variable: PURCHASE DECISION

Source: Data processed by SPSS 26, 2022

Partial Test (T Test)

The t test can be done by comparing t count with t table (Ghozali, 2018: 78). In testing, a hypothesis is used to determine and see the extent of the correlation of the two variables studied. The partial significant test (t test) carried out on the independent variable is the following hypothesis:

H1: There is an influence between brand image on purchasing decisions positively and significantly.

H2: There is an influence between price on purchasing decisions positively and significantly.

This test is done by comparing t count with t table. An independent variable is said to have a significant effect if $t \text{ count} > t \text{ table}$ with a significant level of 0.05 (5%). Then the t table value ($df = N - K - 1 = 175 - 2 - 1$) in this study is 1.973. Apart from comparing the value of t Count with t Table, it can also be seen from the magnitude of the significant value. If the sig value < 0.05 , then the independent variable individually affects the dependent variable.

Table 2. Partial Test Results (t Test)

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
	B		Std. Error			
1	(Constant)	15.40	2.81		5.46	.00
	BRAND IMAGE	.35	.11	.22	2.98	.00
	PRODUCT PRICE	.88	.10	.62	8.49	.00

a. Dependent Variable: PURCHASE DECISION

Source: Data processed by SPSS 26, 2022

Partial test results (T test) show that:

1. First Hypothesis Testing (H1) It is known that the significance value for the effect of X1 on Y is $0.00 < 0.05$ and the t value is $2.985 > t \text{ table } 1.973$ so it can be concluded that H1 is accepted, which means that there is an effect of X1 on Y and it is significant.
2. Second Hypothesis Testing (H2) It is known that the significance value for the effect of X2 on Y is $0.00 < 0.05$ and the t value is $8.494 > t \text{ table } 1.973$ so it can be concluded that H2 is accepted, which means that there is an effect of X2 on Y and it is significant.

Simultaneous Test (F Test)

According to Ghozali (2018) testing can be done by comparing the calculated F value with the F table at a significant level of <0.05 . The F test aims to test the significance of the equation used to determine how much influence the independent variables (X) have together on the independent variable(Y). Conclusion:

- If $F_{count} < F_{table}$ and $sig > 0.05$, then H_0 is accepted.
- If $F_{count} > F_{table}$ and $sig < 0.05$, then H_0 is rejected.

This test is done by comparing F Count with F Table. Independent variables are said to have a positive and significant effect simultaneously if $F_{Count} > F_{Table}$ and significance <0.05 . Then the value of the F Table ($df_1 = k - 1$; $N - k = 2 - 1$; $175 - 2 = 173$) in this study is 3.05. Test Simultaneous significance (F test) carried out on the dependent variable is the following hypothesis:

H_3 : There is an effect of brand image and product price on purchasing decisions positively and significantly.

Table 3. Simultaneous Test Results (F Test)

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7768.54	3884.27	172.138	.000b
	Residuals	3881.16	22.56		
	Total	11649.71			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), PRODUCT PRICE, BRAND IMAGE

Source: Data processed by SPSS 26, 2022

Third Hypothesis Testing (H_3) based on the output above, it is known that the significance value for the simultaneous effect of X1 and X2 on Y is $0.000 < 0.05$ and the calculated F value is $128.639 > F_{table} 3.05$ so it can be concluded that H_3 is accepted, means that there is a significant effect of X1 and X2 simultaneously on Y.

Table 4. X1 Determination Coefficient Test Results on Y

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.726a	.527	.524	5.64322	1.982

a. Predictors: (Constant), BRAND IMAGE

b. Dependent Variable: PURCHASE DECISION

Source: Data processed by SPSS 26, 2022

Based on the output above, it is known that the R Square value is 0.527, this means that the effect of X1 partially on variable Y is 52.7%.

Table 5. X2 Determination Coefficient Test Results on Y

Model Summary^b				
Model R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.806a	.650	.648	4.85761

a. Predictors: (Constant), PRODUCT PRICE

b. Dependent Variable: PURCHASE DECISION

Source: Data processed by SPSS 26, 2022

Based on the output above, it is known that the R Square value is 0.650, this means that the effect of X2 partially on variable Y is 65.0%.

Table 6. Results of Determination Coefficient Test X1 & X2 on Y

Model Summary^b				
Model R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.817a	.667	.663	4.75026

Predictors: (Constant), PRODUCT PRICE, BRAND IMAGE

Dependent Variable: PURCHASE DECISION

Source: Data processed by SPSS 26, 2022

Based on the output above, it is known that the R Square value is 0.667, this means that the effect of X1 and X2 simultaneously on variable Y is 66.7% and 33.7% other factors.

From the overall results of the Coefficient of Determination Test between each independent variable on the dependent variable, the results obtained that have the most influence on the purchasing decision variable are the product price variable (X2) with a value of 60.0% and the brand image variable (X1) has a smaller influence with a value of 57.2.0%.

CONCLUSION (S) AND RECOMMENDATION (S)

Based on the data presented from the analysis carried out in this study, the following conclusions are obtained:

1. In the Brand Image variable (X1) there is a partial and significant influence on Purchasing Decisions (Y) on consumers of Wings Protector medical masks in Cilincing, North Jakarta by 52.7%.
2. In the Product Price variable (X2) there is a partial and significant influence on Purchasing Decisions (Y) on consumers of Wings Protector medical masks in Cilincing, North Jakarta by 65.0%.
3. In the Brand Image (X1) and Product Price (X2) variables, there is a simultaneous and significant influence on purchasing decisions (Y) of Wings Protector medical mask consumers in Cilincing, North Jakarta by 66.7% and the remaining 33.3% is influenced by other factors outside of this study that are not examined by researchers.

As for some suggestions that can be given as input for companies from the author's research on the Effect of Brand Image and Product Price of Wings Protector medical masks during the co-19 pandemic in Cilincing, North Jakarta, the suggestions submitted by researchers are as follows:

1. Based on the results of respondents' responses who have the smallest average value on the Brand Image variable (X1), it is hoped that the company will introduce it to the public directly through events or events so that the product image is more attached and the public believes that the product used is a quality product.
2. Based on the results of respondents' responses who have the smallest average value on the Product Price variable (X2), it is hoped that the company will make prices more affordable, can be purchased by all circles of society, because then people's needs will be met properly and generate more profits for the company.
3. Based on the results of respondents' responses which have the smallest average value on the Purchase Decision variable (Y), it is hoped that the company will make improvements and always evaluate and promote human resources to improve product quality and mask variants in order to compete with competitors to meet market share in order to become the dominant product.

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