

The Influence of Price, Brand Image, and Product Quality on Purchasing Intention in Indomie Consumers in The City of Surabaya

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Abstract

This research is focused primarily on the relationship between price, brand image, and product quality and purchase intention "The Effect of Price, Brand Image, and Product Quality on Purchase Intention in Indomie Consumers in Surabaya City". The main point that is the background for this problem to be discussed is Indomie, which is the top leader in the sale of packaged instant noodles in Indonesia. This happens because of the high consumer buying intention in these products. To be able to attract and increase consumer buying intention, there are various factors that influence, including price, brand image, and the quality of the product itself. The objectives of this study are to: 1) determine the significant relationship between price and purchase intention of Indomie consumers in Surabaya; 2) determine the significant relationship between brand image and purchase intention of Indomie consumers in Surabaya city; 3) determine the significant relationship between product quality and purchase intention of Indomie consumers in Surabaya city; and 4) ensure a significant relationship between price, brand image, and product quality simultaneously. The sample applied in this study was 100 respondents with predetermined criteria. This research applies quantitative methods with multiple regression analysis techniques, and data analysis tools apply SPSS version 22.0 and Microsoft Excel 2007. The conclusion of this study is that there is a significant partial and simultaneous influence between price, brand image, and product quality on buying intention in Indomie consumers in Surabaya city.

A. INTRODUCTION

"Instant noodles have become a very popular food in Indonesia," claimed Mars Indonesia in 2016. Counting 92.4% of Indonesian people, according to a survey conducted in 7 big cities in Indonesia, are consumers of instant noodles, according to the MARS Indonesia Study, which published in 2016 regarding Food Product Consumption Profiles. "People's increasingly dynamic lifestyles due to increasing employment opportunities or client demands have an impact on the way they consume food." (Rahmatika, 2022)

The Top Brand Index (TBI) is determined by measuring three factors based on the findings of direct customer surveys conducted among consumers of certain brands' competing goods and services. Top of mind brand awareness (TOM BA), which measures how much power a particular brand has to dominate consumers' minds (mind share), is the first metric. The second indicator is the respondent's latest brand use (LU), which is measured by market share. The third factor, future intentions (FI), measures respondents' loyalty to the brands of goods and services they intend to use or purchase in the future. The top brand index data for packaged instant noodles for 5 consecutive years is presented below:

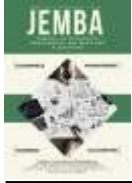
Table 1. Top Brand Index instant noodles in Indonesia for 2019-2023

No	Merek	2019	2020	2021	2022
1	Indomie	71.7%	70.5%	72.9%	72.5%
2	Mi Sedaap	17.6%	16%	15.2%	16.2%
3	Sarimi	3.3%	3.8%	3.1%	2.6%
4	Supermi	3.7%	2.3%	2.7%	1.3%

Source: data processed, 2023

According to the data in Table 1, it can be observed that in the past 4 years starting from 2019 to 2023, Indomie was ranked first with the most sales compared to other brands. With the lowest achievement in 2020, namely 70.5% and the highest achievement in 2021 and 2022, namely 72.9%. Meanwhile, Mi Sedaap always occupies second place in the Top Brand of instant noodles with the lowest achievement in 2021 at 15.2% and the highest in 2019 at 17.6%. This shows that Indomie has occupied the irreplaceable first position as Top Brand for the past 5 years. In third position is Sarimie with the lowest achievement of 2.6% and the highest achievement of 3.8%. And in the last position is Supermie with the lowest achievement of 1.3% and the highest achievement of 3.7%.

Even though Indomie has been the top ranking holder for 5 consecutive years, there was a decline in Indomie's TBI value from 2019 to 2020 and 2022 to 2023 (temporarily). This shows that there is a possibility of weakening current brand recognition among consumers for these goods. Consumers who have a low level of brand loyalty are more likely to switch to another brand, while consumers who have a high level of brand loyalty are more



likely to repurchase the product. And as the top ranking holder, of course there are many factors that Indomie must maintain, starting from the marketing strategies used, customer loyalty, product quality, brand image, to customer service and facilities.

In the era of globalization, business competition is increasingly fierce, and companies must be able to meet customer demands while trying to develop products that are superior to competitors. Due to the large number of instant noodle brands available, businesses will be encouraged to compete for customers using various acceptable techniques, such as changing packaging, taste, aroma, advertising, and price, while maintaining product quality. One strategy is to maintain and improve quality. The quality of instant noodle products is determined by taste, texture and appearance. Quality can be measured by how the product has superior value compared to competitor products (Oktafalia dan Janny, 2019; Oloan Asmara, 2017; Rahmatika, 2022; Pandu et al, 2023).

Customers have the opportunity to choose from a variety of alternative products in market conditions where enjoyment is anticipated. However, consumer intention in buying products is also influenced by the brand and price of the product. Pricing provided by service or product suppliers can create a high level of purchasing intention. Consumer intention in buying a product will increase the more the price offered for the product increases. According to research by Rahmatika, (2022) and Pandu et al, (2023), fishbein attitude analysis revealed that a wide variety of tastes was the most important evaluative attribute, followed by cost. Customers will choose and evaluate a product based on their experience, and if the experience is satisfactory, it will likely influence the customer's intention in making a purchase. Observed from a consumer's perspective, the increasing number of instant noodles on the market means that consumers have the freedom to choose the brand that suits their wishes. Based on the research phenomenon, the aim of this research is to test and analyze the influence of price, brand image and product quality on purchasing intention among Indomie consumers in the city of Surabaya.

B. LITERATURE REVIEW

Price (X1)

When there is a level of consumer desire to consume goods or services, the term "demand" is applied. Price is one of the elements that influences demand. Kotler & Armstrong (2018) define price as the amount of money charged for a good or service or the amount of money exchanged by customers for profits from having purchased or utilized the good or service. Thus, it can be stated that price is the nominal amount that must be paid by the person who receives the product or service to the person who provides the goods or services to fulfill their demand (Rahmatika, 2022; Pandu et al, 2023). The quantity of a good desired will decrease if the price rises, according to the law of demand. On the other hand, if the price of a good falls, more people will buy it (*Ceteris Paribus*).

As is common knowledge, when the price of an item rises, fewer people want to buy it. Price is often applied as a measure of the perceived value of benefits for the use of a good or service, however, when evaluated in terms of the benefits that customers will perceive for the things they consume. Therefore, it can be said that if the value of a good or service increases at a certain price point and the benefits are also felt by consumers. Consumers will weigh the capabilities of a product or service against the capabilities of alternatives when deciding its value.

Brand Image (X2)

A brand is a name, word, sign, symbol, design, or a combination of these that identifies the producer or seller of goods or services, according to Raymond (2011); Mulyadi, 2016; Nitisemito, Alex S. (2015); Mangkunegara (2017), brand image is a collection of memories, good or bad, that customers have about a brand. Brand image is considered a form of presumption that customers have when thinking about a particular brand. These preconceived notions may only manifest as certain ideas or perceptions associated with certain brands, as well as when a person thinks about others. Brand image consists of judgments, sentiments, and emotions related to the brand (affective aspects), knowledge and beliefs about the quality of the brand, the impact of brand use, and appropriate usage scenarios. As indicated by the several types of brand associations that exist in consumers'

memories, brand image is defined as the perception and preference of a brand by consumers (Rahmatika, 2022; Pandu et al, 2023).

Product Quality (X3)

"The ability of a product to carry out its function, including overall durability, reliability, accuracy, ease of use, product maintenance, and other product features is referred to as product quality, according to Pandu et al, (2023)". product quality is a comprehensive evaluation procedure carried out on consumers in order to improve the performance of a product. The quality of a product is a component that contributes to its value in relation to the reason why the product was created. In general, the benefits, uses and functions of a product are related to its quality. The aim of product quality is to ensure that the goods produced are able to meet the specified criteria, to minimize inspection costs, to minimize design costs associated with certain production, and to minimize production costs. Rahmatika, (2022) define the term "product quality" as The ability of a product to perform its function includes overall product durability, reliability, accuracy, ease of use and maintenance, and other valued attributes. This means that in order for a product to perform its function, it must also have the following qualities: overall durability, reliability, accuracy, ease of use and maintenance, and other product attributes. Product quality has a positive and significant effect on consumers' repurchase intentions, according to previous research by Rahmi Meutia (2017); Rianty & Chalimatuz (2022). This means that if the quality of a product is good or positive according to consumers, it will increase consumer buying intention.

Purchase Intention (Y)

Consumer behavior, as explained by Nitisemito, (2015); Mangkunegara (2017), is the behavior that consumers display when searching for, buying, using, evaluating, and spending money on goods and services that they anticipate will meet their needs. According to Raymond (2011); Mulyadi, (2016) ; Nitisemito, (2015); Mangkunegara (2017) understanding how customers behave in various decisions can help someone better understand the relationship between consumer behavior and purchasing decisions, namely

regarding what products or brands to buy (what), reasons for choosing a product and service (why), when someone does it. purchases (when), where someone usually makes purchases (where), as well as how much, how often and how long a product is purchased and consumed (how much, how often, how long to buy). Mangkunegara (2017) revealed that consumers do not make decisions about what to buy in a vacuum. Consumers participate in their local communities and are part of society.

Theoretical Framework

Ghozali (2018) states that every time a study involves two or more variables, a conceptual framework must be presented. According to the literature review made previously, the authors of this study attempted to determine whether the simultaneous or partial influence of price, brand image, and product quality on purchase intentions is significant. The conceptual basis for this investigation is explained as follows:

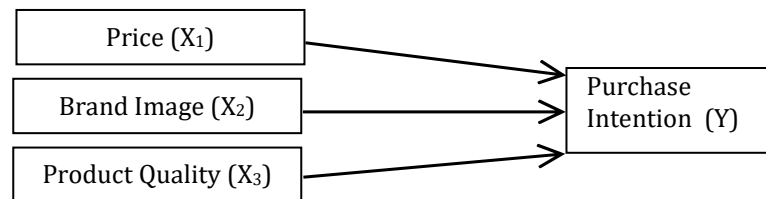


Figure1. Theoretical Framework

Hypothesis

H₁: Price has a significant effect on purchase Intention

H₂: Brand image has a significant effect on purchase Intention

H₃: Product quality has a significant effect on purchase Intention

C. METHOD

The type of quantitative research with the population is Indomie customers in the Surabaya City area, while the research sample is Indomie customers in the Pogot Palm Regency and Morokrengan RW 8 housing complexes with a total of 141 families. This research was carried out by distributing questionnaires directly using the convenience sampling method technique. The research location will be carried out in the Surabaya area with the research implementation time running from March to April 2023 (Ghozali, 2018). The location was

chosen because the area is where the author lives and is inhabited by various occupations and ages so it is easy to reach and collect data (Ghozali, 2018). said that the accuracy required to determine the tolerable number of samples or margin of error is 5% or 0.05.

Research Instrument

Table 2. Research Instrument Indicators

Variable	Indicators	Questions
Purchase Intention (Y)	Transactional Intention	Y.1 The frequency of purchasing Indomie is quite high.
	Referential Intention	Y.2 Consumers are quite committed to Indomie.
	Preferential Intention	Y.3 The recommendations or opinions given about Indomie are good.
Price (X ₁)	Exploratory Intention	Y.4 Indomie as favorite food.
	Price Competitiveness	Y.5 Recommend Indomie products to relatives.
	Affordable Price Stability	Y.6 Indomie products are a reference for fulfilling tastes for noodles.
Brand Image (X ₂)	Product Introduction (Recognition)	Y.7 Consistent in buying Indomie.
	Brand Affinity	Y.8 Prioritize Indomie in meeting the need for instant noodles for monthly shopping.
Product Quality (X ₃)	Reputation	X1.1 Indomie's price is cheaper than competing products.
	Performance	X1.2 Indomie prices are in accordance with the products produced.
	Reliability	X1.3 Indomie product prices are affordable for various groups.
	Durability	X1.4 Indomie has a stable price.
Purchase Intention (Y)	Perceived Quality	X1.5 Affordable prices make consumers make repeat purchases.

Source: data processed, 2023

The operational definition according to Zikmund and Babin is the process of determining a scale or measuring instrument that is connected to the nature of the concept

being studied. In this research four variables were applied, namely three independent variables and one dependent variable. Price (X_1), brand image (X_2), and product quality (X_3) are the research's independent variables, while purchase intention (Y) is the dependent variable.

Intention to Purchase (Y)

A favorable consumer behavior or response to purchasing a product is described as having purchase intention. This enthusiastic response is proof of the visitors' trust and happiness in consumption. According to Rahmi Meutia (2017), purchasing intention can be identified through several indicators as follows: (a). Transactional intention is a person's tendency to continuously buy goods that they have consumed. (b). Referential intention is a person's tendency to recommend products they have purchased to other people so that they also consume them, by referring to their own consumption experience. (c). Preferential intention is a type of intention that defines behavior in which someone consistently likes the product they have just consumed. Only if something happens to the preference product can this preference be changed. (d). Exploratory intention is the intention of someone who is always looking for knowledge related to the product they are intentioned in and information to support the product attributes they like.

Price (X_1)

Price is an exchange rate for enjoying the benefits of a good or service for individuals or groups which functions to satisfy needs. According to Rahmi Meutia (2017), price perceptions can be identified through several indicators as follows: (a). Price Competitiveness, includes comparing prices from Indomie with prices given by competitors in the market. (b). Affordable Price Stability, includes the price given by Indomie for each type of product variant produced that is affordable to all consumers and has a stable price that does not show a significant decrease or increase.

Brand Image (X_2)

According to Hengky, et al (2021) and Jasinta (2019) brand image is a perception from consumers' minds that appears when they see or remember a product brand as a form

of thought and a certain image that is associated with a brand. Brand image can be identified through several indicators as follows: (a). Product Introduction (Recognition) where the brand must be easy to pronounce, recognize and remember by consumers with or without seeing the brand's products. (b). Brand Affinity is described as a relationship that arises between a product and consumers which makes consumers believe that the brand has the same values as them. (c). Reputation is a manifestation of the consumer's experience with a product or service they receive which will be remembered as the image of the brand.

Product Quality (X_3)

Product quality is the sum of all the properties and qualities of goods or services that affect how well they can meet explicit or implicit consumer needs. According to Hengky, et al (2021); Irwati (2015) and Jasinta (2019), there are several indicators that can be used to determine the quality of a product. (a). Performance, is the main feature and purpose of the product that will be taken into account when purchasing the product. (b). Reliability, is the ability of a product to perform the required functions under certain circumstances for a predetermined amount of time. (c). Product durability is a term applied to describe the ability of a product to withstand repeated use. Quality products are seen as durable and challenging to replace. (d). Consumer perceptions of the quality of a product are based on its reputation, brand and image. Most of the time, consumers assume that more well-known products are of higher quality..

Data analysis technique

The instrument is first tested for validity and reliability, after that a data normality test, multicollinearity test, autocollinearity and heteroscedasticity test are carried out, or what is often also known as the classical assumption test. If the validity, reliability and classical assumptions have been met, a multiple linear regression test will be carried out using the SPSS version 22.0 program to examine the data obtained for this research. Finally, a hypothesis test is carried out, namely the F test or research model test and the t test or partial test.

D. RESULTS and DISCUSSION

The results of the validity and reliability tests in this research confirm that all research instrument questions were declared valid and reliable. The results of the classical assumption test also indicate that the data has been distributed normally, and no symptoms of multicollinearity, autocollinearity and heteriscedasticity were found, so it is usually concluded that the classical assumption test in this study has been fulfilled. The percentage contribution of each independent variable (X_1, X_2, X_3) to the dependent variable (Y) is calculated by applying determination analysis. This coefficient will describe how well the percentage variation in the independent variable is able to describe the variation in the dependent variable.

Table 3. Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.661	.651	3,15875

Source: data processed, 2023

Table 3 informs that R^2 (R square) is 0.661 or 66.1%. According to this graph, price (X_1), brand image (X_2), and product quality (X_3), the model's independent variables, can explain 66.1% of the variation in purchasing intention, the dependent variable. Meanwhile, other factors outside the scope of this research model have an impact or help explain the remaining 33.9%.

Statistical Test t

Multiple regression analysis using the SPSS version 22 tool will be carried out in this research to evaluate the hypothesis. The first hypothesis, second hypothesis, third hypothesis, and fourth hypothesis, namely as follows, will all be tested in this research by applying two different methods:

H₁: Price (X_1) has a significant effect on Purchase Intention

H₂: Brand Image (X_2) has a significant effect on Purchase Intention

H₃: Product Quality (X_3) has a significant effect on Purchase Intention

If a hypothesis meets the multiple regression criteria and has a significance value of at least 0.05, then it is accepted as having an influence. H₁, H₂, and H₃ are also accepted. The following are the findings from various regression analysis tests of this research:

Tabel 4. t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,158	2,011		3,571	0,000
	Brand image	0,492	0,177	0,162	3,931	0,000
	Product quality	0,808	0,118	0,770	6,839	0,000
	Price	0,305	0,195	0,172	3,561	0,000

Dependent Variable : Purchasing intention

Source: data processed, 2023

Table 4. has a t value of 3.561 > from a t table value of 1.985, so H₂ is accepted. H₁ is accepted or in other words there is a significant relationship between the price perception variable (X₁) and purchase intention (Y), if the significant value of price (X₁) is smaller than 0.05 or a significant value of 0.000. When the brand image variable has a tcount value of 3.931 and a ttable value of 1.985, it can be observed from the condition tcount > ttable that H₂ is approved or in other words, a strong influence of the brand image variable is found on purchase intention. The significant value of brand image (X₂) is <0.05 or has a significant value of 0.000, this means that there is a significant relationship between brand image (X₂) and purchase intention (Y). Therefore, H₃ is allowed because it has a value of tcount > ttable, namely 1.985, which has a value of tcount for the product quality variable of 6.839; This happens because H₃ has a value of ttable. This means that a significant relationship is found between the product quality variable (X₃) and purchase intention (Y) if the significance value of product quality (X₃) is <0.05 or a significance value of 0.000.

F Statistical Test

There is a significant relationship between the price variable (X₁), the brand image variable (X₂), and the product quality variable (X₃) which is jointly tested by applying this

simultaneous regression test. variable intention rate on purchases (Y). F test aim to examine research model too.

Tabel 5. F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1870,729	3	623,576	62,497	0.000 ^b
	Residual	957,861	96	9,978		
	Total	2828,590	99			

Dependent Variable : purchasing intention

Source: data processed, 2023

Predictors: (Constant), Persepsi harga, Kualitas produk, Citra merek

Table 5 shows that the significant value is <0.05 or a significant value of 0.000, while if we observe the provisions $F_{count} > F_{table}$ then the joint test has an F_{count} value of 62.497 while the F_{table} value is 2.70. There is a significant relationship together between price (X_1), brand image (X_2), and product quality (X_3) with purchase intention (Y), because the significance value was 0.05. on the other word the research model was fit

Discussion

The research has informed that in Surabaya, consumer intentions to buy Indomie products are significantly influenced by price. The author carried out research tests on 100 consumers of Indomie products in the city of Surabaya, and the results of multiple regression tests with a significance value of 0.05 support the first hypothesis which states that price has a significant effect on buying intention. Indomie consumers in the city of Surabaya. The results of the multilevel test have a significance of <0.05 or 0.000, and the relationship between $t_{count} > t_{table}$ with a t_{count} value of 3.561 and a t_{table} value of 1.985.

The findings of this study are consistent with Hengky, et al (2021) and Hartanti (2017) idea that customers make sacrifices and pay perceived higher prices for these products in order to be more intentioned in purchasing them over other products. Apart from that, this research is related to previous research by Hengky, et al (2021); Irwati (2015); Jasinta (2019); Nugrahaningsih, Hartanti (2017). Previous research findings show a

strong correlation between consumers' views of the price of Indomie goods and their tendency to buy them.

The research has informed that in Surabaya, consumers' intention to buy Indomie is significantly influenced by brand image. The author's research on 100 respondents who are Indomie consumers in the city of Surabaya obtained significant results from the multiple regression test with a significance value of 0.05, supporting the second hypothesis which explains that brand image has a significant effect on Indomie consumers' buying intention in the city of Surabaya. The test results are statistically significant at 0.05 or 0.000 and $t_{count} > t_{table}$ with a t_{count} value of 3.931 and a t_{table} value of 1.985.

The findings of this research support the theory put forward by Dewi Kurniawati, that brand image consists of consumer perceptions and beliefs which are reflected in associations embedded in consumers' memories, associations that are continuously remembered for the first time when they hear the slogan and are embedded in consumers' minds. Apart from that, this research is related to previous research by Amilia (2017); Dimas, et al (2023). The findings of this research show that brand image can leave a good impression in customer memory, which can influence consumer desires.

Indomie purchase intentions are significantly influenced by product quality. The author conducted research tests on 100 consumers of Indomie products in the city of Surabaya, and the results of multiple regression tests with a significance value of 0.05 support the third hypothesis which proves that product quality has a significant effect on buying intention for Indomie products in the city of Surabaya. The results of the multilevel test have a significance of 0.05 or 0.000 and the relationship between $t_{count} > t_{table}$, with a t_{count} value of 6.839 and a t_{table} value of 1.985.

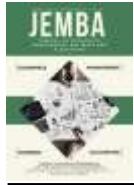
The findings of this research are consistent with the ideas put forward by Kotler and Keller, according to which the general features and attributes of a product decide how well the product can meet explicit or implicit requirements. Apart from that, this research is related to previous research by Amilia (2017); Aprilita (2017); Dimas, et al (2023); Hengky, et al (2021); Irwati (2015); Jasinta (2019); Nugrahaningsih, Hartanti (2017). Based on

previous research, there is a strong correlation between product quality and consumer buying intention. The author conducted research tests on 100 consumers of Indomie products in the city of Surabaya, and the results of multiple regression tests with a significance value of 0.05 support the fourth hypothesis which explains that Price (X_1), Brand Image (X_2), and Product Quality (X_3) simultaneously influence significant impact on Purchase Intention (Y) of Indomie Products in the City of Surabaya. This hypothesis can be accepted. The results of the multilevel test have a significance of 0.05 or 0.000 and $F_{count} > F_{table}$ with F_{count} 62.497 and t_{Table} value 2.70. This shows that pricing, brand image and quality of a product made by a company with more comprehensive and easy to understand information, as well as consumer perceptions of the price of Indomie products, can all work together to influence their intention to buy the product (Oktafalia dan Janny, 2019; Oloan Asmara, 2017; Rahmatika, 2022; Pandu et al, 2023).

E. CONCLUSION

The conclusion of this research informs that there is a substantial relationship between price and the purchase intention of Indomie consumers in the city of Surabaya. Indomie consumers in the city of Surabaya have strong brand perceptions and purchase intentions. Product quality and purchasing intentions of Indomie consumers in Surabaya have a substantial relationship. There is a sizable simultaneous influence between price, brand image and product quality on the purchasing intentions of Indomie consumers in Surabaya. Researchers chose to carry out research in two locations, the Pogot Palm Regency Housing Complex and the Morokrembangan Area because they thought it would be useful for data collection. Supermarkets, local modern trade, or traditional markets are some of the locations that researchers can suggest for additional research. Considering several limitations of this research, it is recommended that additional research be conducted to produce findings that explain how factors such as price, brand image, and product quality influence consumers' desire to purchase Indomie goods.

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