



The Effects of Brand Image and Product Quality on Consumer Decision Making of “Erigo” Product on Forscook (Forum Scooter Kediri) in South Region

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Abstract. Fashion products are enlivened by local products that are no less competitive with foreign products, one of which is Erigo products. This discussion leads to a purchase decision by considering the brand image and product quality of the Erigo product. This study aims to determine how much influence between brand image and product quality on consumer decision making. Collecting data in this study using a questionnaire given to 83 respondents using purposive sampling technique. The methodology used to analyze the data in this study is the validity test, reliability test, linearity test, normality test, multiple linear regression, significance test (F and t test) and coefficient determination with SPSS IBM 23. The results showed that brand image and product quality has a significant effect on consumer decision making. Based on the results of the t test, the brand image variable value t count is $3.936 > t$ table 1.990 with a significance of $0.000 < 0.005$ and the product quality variable with a significance value of $0.041 < 0.005$ with a t-count value of $2.074 > t$ table 1.990. Furthermore, brand image and product quality can be obtained by using the F test with an F value of $9.720 > F$ table 3.11, indicating that both variables have a positive effect on consumer decision making.

Keywords: Brand Image · Quality Product · Consumer Decision Making

1 Introduction

The better condition of current economy affects a lot of consumers to buy products more often, for either consumer need or desire. However, with many forms of competition or product diversity in the market will provide more freedom for consumers to decide products that fit to their need and desire. The consumers demand more on things that are in accordance with their favor, need, and buying power. Those factors bring triggers for a serious competition for many commodity trades. The strict competition in this industry triggers similar products sold in the market should be able to compete by showing the identity of each product. Such situation becomes a challenge for the company to understand all kinds of wishes and needs of consumers and attempt to fulfill it. Therefore, a businessman who has trading business must strengthen policies in business in order to achieve the targeted market share.

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Schiffman [1], has explained that decision making is a selection process of two or more alternative choices for individuals when making a buying decision. The consumers will use their own rule to decide buying a product in line with the need and desire. According to Engel, et al. [13], consumer decision making is a way of making buying decision that refers to consistent and wise action performed in order to fulfill individual desire. It should also be noted that the consumer in buying will definitely put attention on brand image created by the company, which is aimed to insert an identity (image) within particular product into the consumers' subconscious [2]. Some consumers will choose products based on their perception to the brand image and product quality to be purchased. A brand will deliver a strong influence when the brand image positively results dominant effects in a product that will certainly make a strong defense in product marketing and quality [3]. In buying decision, the consumers will also look for a reliable product in relation to the quality. This idea has been stated by Ferrinadadewi [4], that the quality perception is a valuation by consumers of a particular product in whole from either product performance or service. Kotler [7] has also written that the brand image is an individual perception of industry or product. So, it is very clear that the brand image can bring effects on consumers' perception of a product. Next, Howard [8], has found that the brand image is a depiction of consumers' thought on product or brand.

The consumers do not merely refer to the brand image, but also product quality to be purchased, whether the product is worth using in a long term, in accordance with the need, and it is certainly followed by other considerations. This idea has been asserted by Kotler & Armstrong [5], who have explained in their research that the product quality is a characteristic of the product itself which depends on the capability to result satisfaction for the consumers' need. Moreover, Goetsch & Davis [10], have also said that the product quality is a situation that undergoes changes relating to object, service, product, and area that are able to fulfill an expectation. Next, Prawirosentono [11] has described that the product quality is a physical condition, function, and character of the product concerned and able to fulfill desire and give customer satisfaction.

Based on the current phenomena, a lot of foreign brands have entered into Indonesia, for instance Uniqlo, Zara, H&M, etc. Many people have also consumed those foreign products, but in fact, many young people prefer wearing local brands that are not less competitive with these foreign brands. One of the most popular brands for young people either man and woman that can support their lifestyle is Erigo brand. The Erigo product known in 2021 can come through until big market. It is one of local products that can spread to all circles of young people to the world. This concern has attracted the researchers to identify the factors that affect the majority of Forscook members wearing Erigo product when they are hanging out than the foreign clothing brands.

Erigo as an Indonesian fashion product has prioritized product quality and design that can support daily activities.

Various marketplaces of Erigo such as *Shopee*, *Instagram*, *Facebook* use "Erigo Apparel" as the account name. In those marketplaces, many reviews and comments from Erigo consumers can be found. They admit that Erigo product is able to go through big market, because this product brand dares to release new model quickly and even add some accessories such as hat, sling bag, and tote bag with a competitive style and

up-to-date trend mode of youth. This is one of factor that brings Erigo product much popular and widespread in the market.

Basu Swasta & Handoko [6] have found that the consumer behavior shown by the consumers themselves from either product searching, buying, rating, and spending are expected to be able to deliver satisfaction for their needs. Meanwhile, Forscook group is a group of people founded by scooter lovers which is dominated by young people, the majority of whom always look trendy.

A product that can build competitive superiority involves an understanding of the market need (consumers) and strategy planning to take advantage of available resources in order to distinguish between one business and the other businesses. This strategy needs to consider market target, weakness and strength of a company concerning to the brand image and product quality. Although many researches have explained about brand image and product quality, this recent research is conducted during pandemic, this makes difference from the previous researches before pandemic appeared, in which the consumptive value of society is now getting higher. Moreover, this research is focused on perception of brand image and product quality of Erigo, the focus of this research is only referred to Erigo product as the local product which is able to grab interest of young people. Thus, the researchers intend to examine how the effects of brand image and product quality on consumer decision making process of Erigo product, especially for the members of Forscook (Forum Scooter Kediri) in South Region [1].

2 Method

This research involved three variables: brand image (X1) and product quality (X2) as independent variables, and consumer decision making as dependent variable (Y).

This research used quantitative research method and multiple linear regression analysis method. The population of research was taken from about 83 Forscook members (Forum Scooter Kediri) in South Region. The research data sampling exerted purposive sampling and sand saturated sampling techniques, since the total sample was relatively small about < 100 respondents, therefore, all populations were taken as the research samples. The respondent criteria in this research were member of Foorcook Kediri of South Region from either man or woman, own and wear Erigo product.

The technique of data collection used liker scale, while the instruments of data collection used self-efficacy scale, academic resilience, and academic procrastination. Next, the making of academic resilience scale referred to theory of academic resilience proposed by Bernard (2004). Further, the making of academic procrastination scale referred to theory of academic procrastination proposed by Ferrari (1995).

3 Result and Discussion

Validity test was conducted by exerting Product Moment-Pearson method. Based on the total of 83 respondents, the significance score of 5%, distributed score on r table of 0,361. Thus, the item was valid when the score of r cal in the item was > 0,361. The validity test on brand image scale obtained 4 items came off with item number 5, 6, 10,

Table 1. T-Test (Partial)

Model	Unstandardized B	T	Sig.
Constant	9,137	2,674	0,009
Brand Image	0,428	3,936	0,000
Quality Product	0,178	2,074	0,041

13, and 15. Meanwhile, the validity test on consumer decision making scale showed 5 items came off with item number 2, 4, 8, 10, and 12.

On the reliability test, this research used Cronbach's Alpha technique with the basis of decision making on reliability test that a measuring instrument was said as reliable when coefficient value of $> 0,6$. Based on the reliability test, it obtained the value of 0,718 on brand image scale, 0,733 on product quality scale, and 0,609 on consumer decision making scale. It referred that those three variables were reliable with the value of $> 0,6$.

Next, normality test was conducted in this research in order to identify that the variables to be tested in this research were normally distributed or not. Based on the result of normality test, sig value of $0,154 > 0,05$, so it was concluded that the residual value is normally distributed, while on linearity test, the deviation of linearity brand image value of $0,921 > 0,05$ and product quality of $0,766 > 0,05$, therefore, the variables of brand image and product quality have linear relation with consumer decision making.

On the hypothesis test, the researchers used simple linear regression analysis through IBM SPSS 23 software for windows. Based on the test result, it referred the sig value on brand image of 0,000 and product quality 0,041. This value denoted the effects between variable X1 (brand image) and X2 (product quality) to variable Y (consumer decision making). This result was in accordance with the decision making that when sig value $< 0,005$, it indicated the effects between variable X1 and X2 to Y.

The hypothesis test was also done by exerting t (partial) test with this following result:

Next, t cal value of product quality variable of 2,074 with t Table 1, 990 and sig value $0,041 < 0,005$ which has referred the effects between product quality and consumer decision making. The decision making was based on the value of t cal $>$ t table and sig value $> 0,005$, thus, it resulted the effects between X1 (brand image) and X2 (product quality) to Y (consumer decision making).

Further, the hypothesis test also used F test (simultaneous) and determinant coefficient with this following result: (Table 2).

Based on F test, it showed F cal value of 9,720 with F Table 3,11 and sig value $0,000 < 0,005$. This result referred that the effects were found between brand image and product quality variable to consumer decision making variable. The decision making was based on the value of F cal $>$ F table and sig value $> 0,005$. It referred that the effects were found between X1 (brand image) and X2 (product quality) to Y (consumer decision making). Besides, it also signified the result of determinant coefficient with an

Table 2. F Test (Simultaneous)

Effects Between Variables	F	Sig.	Conclusion
Effects of Brand Image and Product Quality on Consumer Decision Making	9,720	0,000	Effects are found

Table 3. Determinant Coefficients

R	R square	Adjust R Square	Std. Error of The Estimate
0,442	0,196	0,175	2,051

amount of 0,196 or equivalent to 19,6%, and the rest of 80,4% were affected by other factors.

Based on hypothesis test, this research used simple linear regression analysis by exerting IBM SPSS 23 software for windows. The test result showed sig value on brand image of 0,000 and product quality 0,041, next, the t test (partial) resulted that variable of brand image has t cal value of 3,936 > t Table 1,990 and product quality has t cal value of 2,074 > t Table 1,990. Next, on F test (simultaneous), brand image and product quality variables obtained F cal of 9,720 > F Table 3,11, which this referred a positive effect between variable X1 (brand image) and X2 (product quality) to Y (consumer decision making). Hence, the higher brand image and product quality could determine the higher consumer decision making.

Howard [8] has asserted that brand image was a depiction of consumers' thought on the product or brand. While, according to Rangkuti [14], brand image was a set of brand association that stuck in the mind of consumers. Based on the brand image indicators [9], the strength of brand association, Erigo product has been popular in Forscook members; this situation was seen that many members of Forscook preferred wearing Erigo product during their community activities. Moreover, based on superiority indicator and brand association uniqueness, Erigo product was able to attract the heart of Forscook members because of fashionable and elegant appearance, so it fitted to Forscook's character and was very suitable for daily activities.

Kotler [7] has asserted that product quality was a product which was contained of components within the product, such as variety, quality, design, and feature. Based on variety aspect, Erigo product has offered a variety of clothing choices, for example T-shirt, shirt, jacket, hat, sling bag, and many other products. Next, based on quality aspect, this research found that Erigo has a good quality and product performance. Also, Erigo product has a pretty interesting designs, for instance American vibes, American vintage, music, etc.

Supriyadi [15] has revealed that the consumers assumed that the products with popular brand in market were better and have more quality than the products with less popular brand. As in the case with Erigo product which was able to offer material quality until being well-known by many people and has been widespread until the international level.

Erigo already has their own consumers in buying products. Besides the special attraction from the good product quality, Erigo product was also able to release various items and wearable by many genders (either man or woman). The consumers would certainly make buying decision when he really needed and wanted a product. In this research, within the decision making process of Erigo product, the consumers would pass thinking and consideration phase whether the product was fitted to the current need, the consumers would keep searching for information about Erigo product and collecting information in order to ensure that the product was really needed or not and based on quality, price, and many other aspects. Furthermore, the consumers would try comparing between Erigo product and other brand products in order to find which product was more worth and suitable to the need, after going through many considerations, it would be ended by buying decision of Erigo product. When the consumers have received the product, it would appear behavior that might signify when the consumers like Erigo product on the basis that the product was widely known in public society and has a good quality. Several members who have owned some items of Erigo product and found comfort of product would tend making other repurchase of Erigo products, like jacket, hoodie, T-shirt, etc.

This research concluded that positive effects were found between brand image and product quality to consumer decision making of Erigo product on members of Forscook in South Kediri. This result could define that the brand image was already stuck in the mind of Forscook members directly or through social media. Moreover, Forscook members have their own satisfaction, because Erigo product was fitted to the character of members' activity, which it has various items with simple design and printing in both summer and vintage styles. Therefore, the decision making of Forscook members has definitely considered a few of alternative choices, including brand image and product quality through the information obtained about the product until it ended to buying decision. If the consumers felt comfortable with the product purchased, it would trigger the consumer to repurchase product, because they already put trust on the product.

This research expected that Erigo Apparel could improve and maintain brand image and product quality, because those two aspects were consumers' basis to decide product purchase.

Next, the members of Forscook were expected to be able to make buying decision of Erigo product with a better understanding of product quality. Also, for the next researchers, hopefully they could add more studies from either theories or preliminary studies concerning to brand image and product quality and consumer decision making. Inasmuch as, this research still has a lot of restrictions and limitations, so this research result could be modified with different variables in order to obtain more varied results that could affect consumer decision making.

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