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Dulux Wall Paint Purchase Decision: The Role of Brand Image, Price, And Product Quality on Consumer Behavior of Paint Products

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Abstract : Increased economic growth affects consumer needs. Consumer needs for buildings, not only based on its function but also its beauty. One of them is the need for paint. This study aims to determine the effect of brand image, price, and product quality on purchasing decisions. The population of this study is the consumers of Dulux wall paint in the city of Surabaya. The sample of this study consisted of 100 respondents. The sampling technique used the Accidental Sampling method. The analysis technique used is multiple linear regression. The results showed that brand image, price, and product quality partially had a significant influence on purchasing decisions. In addition, brand image, price, and purchasing decisions have a significant role in simultaneous purchasing decisions.

Keywords : Brand image, Price, Product quality, Purchase decision.

Abstrak : Peningkatan pertumbuhan ekonomi memengaruhi kebutuhan konsumen. Kebutuhan konsumen atas bangunan, tidak hanya berdasarkan fungsinya tetapi juga keindahannya. Salah satunya adalah kebutuhan akan cat. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, harga, dan kualitas produk terhadap keputusan pembelian. Populasi penelitian ini merupakan konsumen cat tembok Dulux di Kota Surabaya. Sampel penelitian ini terdiri dari 100 responden. Teknik pengambilan sample menggunakan metode Accidental Sampling. Teknik analisis yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan citra merek, harga, dan kualitas produk secara parsial memiliki pengaruh yang signifikan terhadap keputusan pembelian. Selain itu citra merek, harga, dan keputusan pembelian memiliki peran yang signifikan terhadap keputusan pembelian secara simultan.

Kata kunci : Citra merek, Harga, Kualitas produk, Keputusan pembelian.

INTRODUCTION

Better economic growth leads to an increase in people's purchasing power. This phenomenon makes it easier for people to meet their needs. One of them is the need for a building. One sees not only the function of the building but also the beauty of the building. One

thing to note is the paint used. Currently, paint manufacturers compete to attract consumers to buy their products. One of them is the manufacturer of wall paint Dulux. Various advantages are offered so that consumers buy their products. In addition, paint manufacturers will conduct research on what factors influence people's purchasing decisions. In detail, companies need to know the answers to what, how much, why, how, where, and when they buy the product (Zeithaml, 1988).

Every day people always make purchasing decisions. Zeithaml (1988) states that purchasing decisions are influenced from inside and outside consumers to consume goods with all the resources they have. According to Hawkins and Mothersbaugh (2010), several factors that influence buyer decisions are product, brand, price, and service. Monroe (2002) states that purchasing decisions are the process of accepting certain product brands.

Brand image will have implications for consumer behavior in considering several factors in making purchasing decisions. Brand image has a high enough probability to improve the purchasing decision-making process by consumers (Mardikaningsih and Sinambela, 2016). According to Cheng-Ping (2017); and Amron (2018), brand image has a role in product purchasing decisions. The brand will always be remembered by consumers where the product has succeeded in convincing in terms of quality, price, and expectations to meet the value that can be provided by the product (Darmawan, 2010). The brand image of a product that is strong and recognized by consumers will have the potential to strengthen the emotional bond between consumers and the brand.

Factors supporting consumer purchasing decisions are price. Price is the amount of money that consumers have to pay to get the product (Kotler and Armstrong, 2012). With more and more producers involved in fulfilling consumer needs and desires, every company must be careful to set prices in order to be successful in marketing products (Sinambela et al., 2019). Studies conducted by Hanzaee and Yazd (2010); Iwarere and Fakokunde (2011); Oghojafor et al. (2012); and Sinambela (2017) show that price has an influence on purchasing decisions.

Another factor that supports purchasing decisions is product quality. Before making a purchase decision, consumers usually look at the quality of the product to be purchased. According to Kotler and Armstrong (2012), product quality is the ability of a product to perform its function. These capabilities include: durability, reliability, precision produced, ease of operation and repair, as well as valuable attributes of the product as a whole. Studies conducted by Sata (2013) and Tan et al. (2015) show that product quality has an influence on purchasing decisions.

Purchase decision as the final consumer action before making an actual purchase and brand selection. This stage is decisive for business continuity for producers. Therefore, it is important to do research on this. This study was conducted to determine the role of brand image, price, and product quality on the purchase decision of Dulux wall paint.

RESEARCH METHODS

This quantitative research is the people of Surabaya City who have used Dulux Paint. The sampling technique used the Accidental Sampling method. The number of samples used in this study amounted to 100 respondents. The analysis technique used is multiple linear regression by performing t test, F test, and coefficient of determination test. To test the validity of the research data, the classical assumption test was carried out consisting of normality test, heteroscedasticity test, autocorrelation test, and multicollinearity test.

Brand image (X.1) as the first independent variable, is a set of awareness about the product brand and a set of associations in the minds of customers (Aaker and Biel, 2013). There are three indicators of brand image, namely the image of the maker, the image of the user, and the image of the product.

The second independent variable is price (X.2). According to Kotler and Armstrong (2012), price is the amount of money charged for a product to obtain a product. The indicators are affordable prices, prices according to benefits, prices according to quality, and competitive prices.

According to Kotler and Keller (2012), product quality (X.3) is a number of characters that indicate the degree of benefit of a product in accordance with the wishes and needs of consumers. There are nine indicators to measure product quality, namely form, features, performance quality, impression of quality, durability, reliability, convenience, style, design.

The dependent variable is the purchase decision (Y). According to Kotler and Armstrong (2012), purchasing decisions are actions from consumers to want to buy or not to the product. The indicators of this variable are product choice, brand choice, dealer choice, purchase time, purchase amount, and payment method. In this study, only five indicators were used without involving payment methods.

Furthermore, the indicators of each variable will be translated into a statement on the questionnaire. Questionnaire statements were measured using a Likert scale with five choice scales. The analysis tool is multiple linear regression, t test and F test. Statistical program is carried out with SPSS.

RESULTS AND DISCUSSION

The characteristics of the respondents in this study can be seen from Table 1.

Table 1. Respondent Profile

Characteristics of Respondents		Total Responden Amount
Description	Group	
Gender	Woman	67
	Man	33
Age	<25	12
	25-34	24
	30-34	37
	35-39	21
	>40	6
Level of education	senior High School	33
	Bachelor	56
	master	11

The characteristics of the respondents in this study can be seen from Table 1. Most of the respondents were male, as many as 67 respondents. Based on the age level, the most respondents were aged 30-34 years, namely 37 respondents. Furthermore, based on the education level of the respondents, most of them had an undergraduate education level of 56%.

Before analyzing the data, it is necessary to test the validity so that it is known that the research instrument can be carried out. The statement item in the study is declared valid if the corrected item-total correlation value is greater than 0.3. Based on Table 2, it is known that all statement items in this study have a corrected item-total correlation value above 0.3. These results indicate that all research instruments used are declared valid.

Table 2. Validity Test

Variable	Instrumen	Score
Brand Image (X.1)	1	0.674
	2	0.640
	3	0.315
	4	0.565
	5	0.559
	6	0.532
Price (X.2)	1	0.529
	2	0.612
	3	0.604
	4	0.474
	5	0.404
	6	0.547
Product quality (X.3)	1	0.446
	2	0.511
	3	0.483
	4	0.463

	5	0.389
Purchase Decision (Y)	1	0.591
	2	0.443
	3	0.601
	4	0.481
	5	0.438

Furthermore, the reliability test was carried out. The results of the reliability test in this study can be seen from Table 3. The research variable is declared reliable if the Cronbach's Alpha value is greater than 0.6. From Table 3, it is known that the Cronbach's Alpha value of the brand image variable is 0.789, the Cronbach's Alpha price variable is 0.779, then the Cronbach's Alpha result is 0.695, then the Cronbach's Alpha value of the purchasing decision variable is 0.745. These results indicate that all variables in this study are declared reliable because the Cronbach's Alpha value is greater than 0.6.

Table 3. Reliability Test

Variables	Cronbach's Alpha	Status
Brand Image (X.1)	0.789	Reliable
Price (X.2)	0.779	Reliable
Product Quality (X.3)	0.695	Reliable
Purchase Decision (Y)	0.745	Reliable

This study conducted a normality test to determine whether the data were normally distributed or not. The results of the study as can be seen in Figure 1, the distribution of the data is around the diagonal line. These results indicate that the research data is normally distributed.

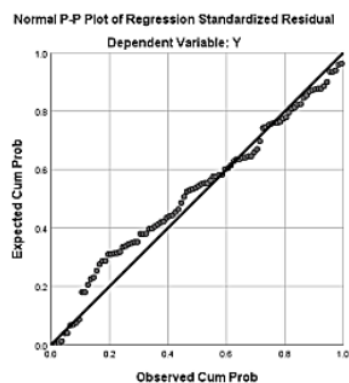


Figure 1. Normality Test

This study used Durbin-Watson to test the autocorrelation. The data is declared not to have autocorrelation if the Durbin-Watson value obtained is between 2 and -2. From the results of data analysis with SPSS obtained the Durbin-Watson value of 1.653. These results indicate

that the research data does not experience autocorrelation. Furthermore, multicollinearity test was carried out. The research model is concluded not to have multicollinearity test if the VIF value lies between 1 to 10 and the tolerance value is less than 1. The results of data analysis show that the brand image has a VIF value of 10,706 and a tolerance value of 0.093. For the price, the VIF value is 14,712 and the tolerance value is 0.068. Furthermore, the product quality variable obtained a VIF value of 18,614 and a tolerance value of 0,054. Based on the VIF value and the tolerance value obtained by each variable, it can be stated that there are no symptoms of multicollinearity in this study. Thus, the independent variables in this study did not have a correlation.

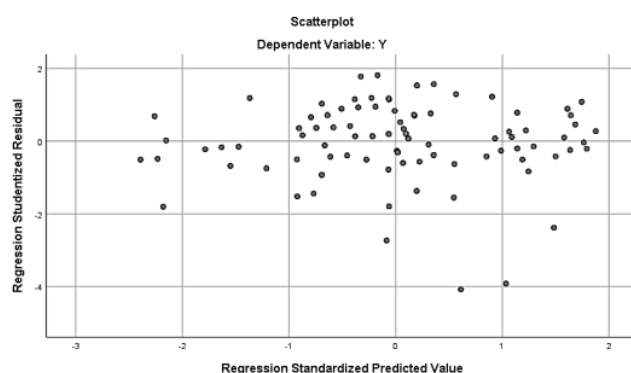


Figure 2. Heteroscedasticity Test

For the heteroscedasticity test, this study was carried out by observing the scatterplot image which can be seen in Figure 2. The results of data analysis showed that the data were scattered and did not form a certain pattern. Thus it can be concluded that the data of this study did not occur heteroscedasticity.

Table 4. T-Test and Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.750	1.030		2.670	.009
X.1	.320	.052	.335	6.143	.000
X.2	.149	.063	.152	2.376	.019
X.3	.494	.069	.514	7.142	.000

Next, the t-test data analysis was performed. This test was conducted to determine the relationship of the independent variable partially to the dependent variable. The results of the t-test in this study as can be seen from Table 4 show that the value of Sig. each variable is less

than 0.05. These results indicate that the variables of brand image, price, and product quality partially have a significant effect on purchasing decisions.

From the results of data analysis, multiple linear regression models were obtained, namely: $Y = 2.750 + 0.320X.1 + 0.149X.2 + 0.494X.3$. From the multiple linear regression model shows that brand image (X.1), price (X.2), and product quality (X.3) have a positive effect on purchasing decisions (Y). These results indicate that the value of purchasing decisions is 2.750 if the value variable brand image (X.1), price (X.2), and product quality (X.3) is worth 0.

Table 5. ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3733.463	3	1244.488	1165.152	.000 ^b
	Residual	102.537	96	1.068		
	Total	3836.000	99			

To determine the effect of all independent variables partially on the dependent variable, the F test was carried out. The F test in this study was carried out by looking at the Sig value in Table 5. Based on Table 5, the F value was obtained at 1165,152 with a Sig value. 0.000. These results indicate that brand image (X.1), price (X.2), and product quality (X.3) simultaneously have a significant effect on purchasing decisions (Y).

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.987a	.973	.972	1.033	1.653

The analysis of the coefficient of determination can be seen in Table 6. The value of the coefficient of determination obtained is 97.3%. This value shows that brand image, price, and product quality influence purchasing decisions while the remaining 3.7% is the role of other variables outside the variables studied in this study.

Based on the data analysis, it was found that brand image has an influence on purchasing decisions. These results are in accordance with previous research from Darmawan (2011); Cheng-Ping (2017); Rizan et al. (2017); Zainudin (2018); and Amron (2018). Brand image exists by showing the existence of brand associations that appear in the minds of consumers in the long term and are consistent (Koubaa, 2008). A good product brand image will encourage potential buyers to buy the product rather than buying the same product from another brand (Seno and Bryan, 2007). As such, their image should be treated as a tool to help consumers make brand choices among the wide variety of brand offerings.

Studies conducted by Darmawan (2004; 2009; 2017); Hanzae and Yazd (2010); Iwarere and Fakokunde (2011); Oghojafor et al. (2012); Rizan et al. (2017); Al Hakim and Arifin (2017); and Sinambela (2017) show that price has an influence on purchasing decisions. In buying a product, consumers do not only consider the quality, but also consider the feasibility of the price (Khasanah, 2010). Price is one of the determinants of product selection that affects purchasing decisions. Price is often associated with quality, consumers tend to use price as an indicator of quality or potential satisfaction of a product. Reasonable price means the value that is perceived as appropriate at the time the transaction is made and the price also determines the achievement of satisfaction for customers (Malik et al., 2012; Darmawan, 2019).

Product quality has a significant influence on the purchasing decisions of Dulux wall paint products. This finding is in line with studies conducted by Darmawan (2011); Sata (2013); Tan et al. (2015); Rizan et al. (2017); and Zainudin (2018). Products marketed get attention if they have good quality (Iskandar, 2003). On the other hand, products with low quality will get a bad rating from consumers. Therefore, the resulting product must always be of good quality. A product will be considered quality if it can meet consumer expectations and it also determines consumer satisfaction and repurchase interest. As long as producers and marketers offer the right quality of products and reasonable pricing supported by a good brand image according to consumers, it will be easier to justify higher prices by encouraging consumers to associate and justify prices with product benefits to address consumer needs.

CONCLUSION

The conclusions in this study indicate that brand image has an influence on purchasing decisions. Price also has a significant effect on research decisions. In addition, product quality has a significant role in purchasing decisions. The three independent variables, namely brand image, price, and purchasing decisions have a significant role in simultaneous purchasing decisions. Based on the results of this study, the researcher provides several suggestions. Companies need to strengthen the positive image of their product brands. This can be done by using advertising ambassadors who have a positive image among the public. In addition, companies need to set prices that can compete with the prices of competing paint products. It is also necessary to improve product quality. Companies need to know the quality of products expected by the people who are their marketing segments. For future researchers, the researcher suggests examining other variables that are indicated to influence purchasing decisions. In addition, it is expected to examine more populations with different types of products.

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