

The Influence of Perceived Quality, Brand Awareness and Price on Rinso Detergent Purchase Decision at Transmart Ngagel Surabaya

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Submission date: 11-Apr-2023 11:40PM (UTC-0400)

Submission ID: 2062209171

File name: Artikel_Elke,_Sengguruh.pdf (909.22K)

Word count: 3857

Character count: 21279

The Influence of Perceived Quality , Brand Awareness and Price on Rinso Detergent Purchase Decision at Transmart Ngagel Surabaya.

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Abstract

This study aims to determine the significant influence on perceived quality, brand awareness and price on the decision to purchase Rinso detergent at Transmart Ngagel Surabaya. To collect data for this study, the authors used an online survey (google form) to 96 respondents, using a purposive sampling technique . The type of research used in this study is a type of quantitative research using multiple linear analysis techniques. Based on the results of the study, it shows that there is a significant influence partially or simultaneously between perceived quality, brand awareness and price on purchasing decisions. This can be shown by the partial significance of perceived quality variables on purchasing decisions $0.000 < 0.05$, brand awareness to purchasing decisions $0.003 < 0.05$, price to purchasing decisions $0.000 < 0.05$. While the significance value simultaneously shows $(0.000 < 0.005)$.

Keywords

Brand Awareness, Price , Purchase Decisions, Perceived Quality.

1. Introduction

In the era of globalization, competition in the business world is getting tougher. In Indonesia currently competition in the business world occurs in various sectors, both service and non-service industries, one of which is the toiletries industry where competition in this business is quite high, this can be seen from the rise of industries that market household products, one of which is Detergent. The detergent brands include Rinso, Daia, Soklin, Attack, Smart etc. With this, companies that produce detergents are competing to provide the best quality and win the hearts of customers. Customers also have to be more selective in choosing detergents in terms of quality and brand. One of them is the Rinso brand which is widely used by customers.

In Indonesia, some people refer to detergent as Rinso, but Rinso itself is a brand of one of the detergents, not a product category name. Rinso is a top brand as are Lux or Lifebuoy soap, Pepsodent Toothpaste, Aqua Mineral Water and Honda Motor. These brands are easy for potential buyers to remember . Brand Awareness is very interesting to discuss and research because of how many brands in the world, but only one brand that comes to the minds of consumers. For example, mineral water (Aqua). Aqua provides the best quality for its consumers. Therefore, consumer perceptions of aqua drinks are always positive. Not enough with Brand awareness and Perceived quality, Price is also a very influential factor in purchasing decisions. Price is the amount of money charged for a product or service and the amount of the value that consumers exchange for the benefits of having or using the product.

The phenomenon along with the increasing use of detergents by consumers in Surabaya, one of which is in the Transmart Ngagel Surabaya shopping center , which sells a wide variety of detergent brands. Based on temporary research, there are a lot of consumers there who decide to buy Rinso detergent even though the price offered is relatively higher. and for the gap obtained from some information that there are still some consumers who prefer other detergents, compared to Rinso detergent. Because there are several other detergents that offer relatively cheap prices and offer prizes. Based on the description above, the problem that arises is the influence of perceived quality, brand awareness and price on the purchasing decision of Rinso detergent.

1.1 Literatur review

1) Perceived quality (X1)

Perceived Quality according to (Aaker, 1996) in (Rachma & Rizal2021) is the customer's perception of the overall quality or superiority of a product and service related to something that the customer

expects. Customer perception will involve what is important to customers, because customers have different interests in a product or service in assessing a quality. Perceived quality can be measured with the following indicators According to (Durianto, 2011):

1. Product quality
2. Product Reputation
3. Product Characteristics
4. Product Performance.

2) Brand awareness (X2)

Brand awareness is where consumers or potential buyers are able to recall or recognize that the brand is a part of a certain product category (Rangkuti, 2004) in (Firmansyah, 2019). Brand awareness can be measured with the following indicators according to (K. Kotler, 2008) in (Semuel & Setiawan, 2018):

1. Consumers understand what the brand looks like.
2. Can recognize brands among competing brands.
3. Be aware of the existence of the brand.
4. Consumers imagine brand traits quickly.
5. Consumers quickly recognize a logo or brand symbol.

3) Price (X3)

Price is the amount of money charged for a product or service and the amount of the value that consumers exchange for the benefits of owning or using the product. According to (P. & G. A. Kotler, 2014) in (Oktarini, 2020)

Price can be measured by the following indicators According to Menurut (Fure, 2013) :

1. Prices that match the benefits.
2. Price perception is beneficial.
3. The price of goods is affordable.
4. Price Competition.
5. Price match with quality

4) Purchase Decision (Y)

Purchase decision according to (P. Kotler, 2002) in (Khilyatin Ikhsani Dan Hapzi Ali, 2017) is the action of consumers to want to buy or not to the product. Purchasing decisions can be measured by the following indicators According to (Ardiansyah, 2012) in (Khilyatin Ikhsani Dan Hapzi Ali, 2017) :

1. Purpose in buying a product
2. Information processing to get to the brand selection.
3. Stability in a product.
4. Provide recommendations to others.
5. Repurchase

1.2 Hypotesis

1) Correlation between Perceived quality and Purchase Decision

Research conducted by Devita Adela V1, Nurhaliza Tri Fabella2, Agum Alfanis3 (2020) provides result of Perceived quality effect on purchasing decision, research conducted by Eris Dwiyanti, Nurul Qomariah (2018) provides result of Perceived quality effect on Purchasing Decision, Research conducted by Rachma & Rizal (2021)

H1 : Perceived quality has a partial effect on Purchasing decision.

2) Correlation between Brand awareness and Purchase Decision.

Research conducted by Krisnawati (2016) provides result of brand awareness effect on purchasing decision, research conducted by Nel Arianty (2021) provides result of brand awareness effect on Purchasing Decision, research conducted by Porajow et al., (2020) provides result of brand awareness effect on Purchasing Decision.

H2 : Brand Awareness has a partial effect on Purchasing Decision.

3) Correlation between Price and Purchase Decision.

Research conducted by Basuki et al., (2020) provides result of Price effect on Purchasing Decision, research conducted by Rudot Yuli Saputro, Patricia Dhiana Paramita, (2016) provides result of price effect on Purchasing Decision, research conducted by Putranto & Kartoni, (2020) provides result of price effect on Purchasing Decision.

H3 : Price has a partial effect on Purchasing Decision.

H4 : Perceived quality, Brand awareness, and Price has a simultaneous effect on Purchasing Decision.

1.3 Framework of thinking

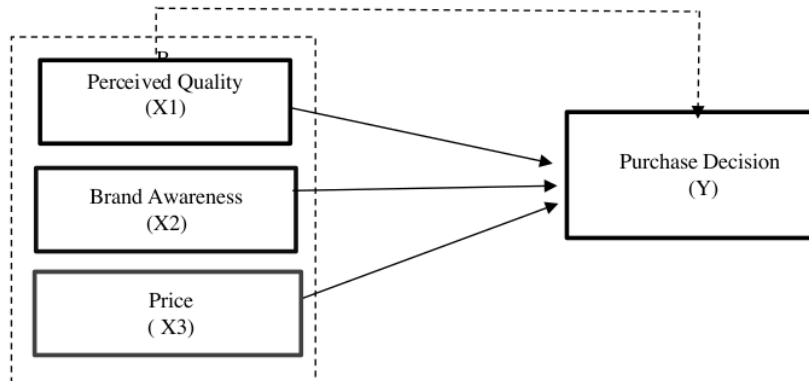


Figure 1.

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2. Research Method

2.1 Data Analysis Techniques

The data used in this study is the type of quantitative data. The source of the data obtained is primary data by taking a sample of 96 respondents from the customer population who shop for Rinso detergent at Transmart Ngagel Surabaya. The data analysis used was multiple linear analysis by taking a samples using the technique of purposive sampling. Purposive sampling is sampling technique with certain considerations. In this sample study, the number of customers who bought Rinso detergent products at Transmart Ngagel Surabaya was more than 2-3 times, male or female under 55 years old. Data processing in this study used SPSS version 18.

3. Result and Discussion

3.1 Validity Test

In the variable validity test, it is declared valid if $r \text{ count} > r \text{ table}$. To find out the value of $r \text{ table}$ with the formula: $df = (n - 2)$ $df = (96 - 2) = 94$, the value of $r \text{ table}$ of significance level 0, 05. A total of 96 samples is 0.1689. The results of the validity test can be seen in the following table:

Table 3 .1 Test Validity

Variable/item	R Count	R Table	Status
Perceived Quality			5
X1.1	0.821	0.1689	VALID
X1.2	0.763	0.1689	VALID
X1.3	0.758	0.1689	VALID
X1.4	0.784	0.1689	VALID
Brand Awareness			5
X2.1	0.814	0.1689	VALID
X2.2	0.841	0.1689	VALID
X2.3	0.803	0.1689	VALID
X2.4	0.693	0.1689	VALID
X2.5	0.491	0.1689	VALID
Price			13
X3.1	0.671	0.1689	VALID
X3.2	0.686	0.1689	VALID
X3.3	0.682	0.1689	VALID
X3.4	0.666	0.1689	VALID
X3.5	0.663	0.1689	VALID
Purchase decision			
Y1	0.730	0.1689	VALID
Y2	0.777	0.1689	VALID
Y3	0.738	0.1689	VALID
Y4	0.532	0.1689	VALID

3.2 Reliability Test

The method used is Cronbach Alpha ,research instrument said to be reliable if the coefficient of use limitation value should be above 0.6 to be said that the Indicator has been reliable. Reliability test results can be seen in Table 3.2 as follows :

9 **Table 3.2 Reliability Test**

Variable	Cronbach's Alpha	Status
Perceived Quality	0.785	Reliable
Brand Awareness	0.778	Reliable
Price	0.787	Reliable
Purchase Decision	0.739	Reliable

3.3 Multiple Linear Regression Test

This analysis was carried out to see the direction of the relationship between the independent variable and the dependent variable whether the value was positive or negative.

Tabel 3.3 Test Multiple Linear Regression
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1,152	1,479			,779	,438
	Perceived Quality	,281	,067	,326		4,205	,000
	Brand Awareness	,113	,081	,117		3,405	,003
	Price	,590	,080	,633		7,404	,000

a. Dependent Variable: Purchase Intention

Based on the results of the analysis in the tabel the following linear regression equation is obtained as follows:

$$Y = 1,152 + 0,281X_1 + 0,113X_2 + 0,590X_3 + e$$

Based on the multiple linear equations, it can be described as follows:

Based on this equation, it can be seen that the perceived quality variable positively affects purchasing decision with a regression coefficient of 0.281, the brand awareness variabel positively affect purchasing decisions with a regression coefficient of 0.113 and the price variable also positively affects purchasing decisions with a regression coefficient of 0.590. In other words, every time there is an increase in the perceived quality, brand awareness and price variables by unit, the decision to purchase Rinso detergent at Transmart Ngagel will increase.

3.4 F . Test

The test was carried out using a significance level of 0.05 (5%). The results of the f test in this study can be seen in the following table:

10 **Table 3.4 Simultaneous Test (Test F)**

F	Sig.	Information
46,761	,000	Significant

Based on the Simultaneous Test table (F test), it can be interpreted as follows :

F test results show that sig. (0.000) < 0.05 with f_{hitung} (46.761) when compared to f_{tabel} (2.70), then $f_{hitung} > f_{tabel}$. so it can be concluded that the model is significant. So it can be seen that Perceived Quality , Brand Awareness , and Price have a significant positive effect on Purchase Decisions.

3.5 T test

The test was carried out using a significance level of α 0.05 (5%) with a one-way hypothesis. The results of the t-test in this study can be seen in the following table:

8

Table 3.5 Partial Test (t Test)

Model	B	T	Sig.	description
(Constan)	1.152	5.618	.000	
Perceived Quality	.281	4.205	.000	Significant
Brand awareness	.113	3.405	.003	Significant
Price	.590	7.404	.000	Significant

Based on the partial test table (t test), it can be interpreted as follows :

- The Perceived Quality variable has a probability value of 0.000 <0.05 with t_{hitung} (4.205) when compared to t_{tabel} (1.661), then $t_{hitung} > t_{tabel}$, which means H_a is accepted and H_0 is rejected so that it is partially significant.
- The Brand Awareness variable has a probability value of 0.003 <0.05 with t_{hitung} (3.405) when compared to t_{tabel} (1.661), which means H_a is accepted and H_0 is rejected so that it is partially significant.
- Price variable has a probability value of 0.000 <0.05 with t_{hitung} (7.404) when compared to t_{tabel} (1.661), which means H_a is accepted and H_0 is rejected so that it is partially significant.

3.6 Coefficient of Determination

Table 3.6 Coefficient of Determination Test

Adjusted R Square	Information
.591	Currently

Based on the Coefficient of Determination Test table (R^2), it can be interpreted as follows:

From the results of data analysis in table 12 the value of R^2 (R Square) = 0.591. This means that the regression model obtained is able to explain that the Perceived Quality, Brand Awareness, and Price variables can influence purchasing decisions on the purchase of Rinso detergent at Transmart Ngagel Surabaya by 59.1%. While the rest is influenced by other variables.

4. Discussion

Perceived Quality has a significant partial effect on Purchase Decisions. detergent rinso at Transmart Ngagel surabaya which has a probability value of 0.000 <0.05 and it can be concluded that the hypothesis H_a is accepted and H_0 is rejected, meaning that the Perceived Quality variable has a partial effect on purchasing decisions. The results of this study are in line with research conducted by (Devita Adela,2020) with the title "The influence of advertising, perceived quality, and brand image on consumer purchases". The results of this study show that perceived quality has a significant positive effect, while advertising and brand image are positive but not significant.

Brand awareness has a partially significant effect on purchasing decisions for Rinso detergent at Transmart Ngagel Surabaya which has a probability value of 0.003 <0.05 and it can be concluded that the hypothesis H_a is accepted, H_0 is rejected, meaning that the brand awareness variable has a partial effect on purchasing decisions. The results of this study are in line with the research conducted by (Krisnawati, 2016) with the title "The Effect of Brand Awareness on the Purchase Decision of Aqua Brand AMDK". The results of this study indicate that brand awareness has a significant positive effect on purchasing decisions.

Price has a significant effect partially on the decision to purchase Rinso detergent at Transmart Ngagel, Surabaya. which has a probability value of 0.000 <0.05 and it can be concluded that the H_a hypothesis is accepted and H_0 is rejected, meaning that the Price variable has a partial effect on purchasing decisions. The results of this study are in line with research conducted by (Basuki et al., 2020) with the title "The influence of brand awareness, product quality and price on the purchasing decision of Pepsodent Toothpaste". The results of this study indicate that quality and price have a significant positive effect on purchasing decisions.

Perceived quality, brand awareness and price simultaneously influence the decision to purchase Rinso detergent at Transmart Ngagel Surabaya. Which shows that sig. (0.000) < 0.05, so it can be concluded that the model is significant. The results of this study are in line with research conducted by (Rudot, et al., 2016) with the title "The Influence of Brand Awareness, Perceived Quality, and Price on Purchase Decisions for Honda Vario 125". The results of this study indicate that brand awareness, perceived quality and price have a positive and significant effect on purchasing decisions

5. Conclusion & Suggestions

Based on the results of the research and discussion described above, it can be concluded that Perceived quality has a partial effect on purchasing decisions for rinso detergent buyers at Transmart Ngagel Surabaya, Brand Awareness partially affects purchasing decisions for rinso detergent buyers in Surabaya. Transmart Ngagel Surabaya, Price has a partial effect on purchasing decisions on rinso detergent buyers at Transmart Ngagel Surabaya and Perceived Quality, Brand Awareness, and Price have a significant positive effect simultaneously on Purchase Decisions.

For further researchers, should expand the research so that more complete information is obtained about what is able to influence purchasing decisions or there are other variables that have a greater influence on purchasing decisions such promotion, product design quality, etc.

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Biography / Biographies

Elke Yulenda is a student studying economics and business at Narotama University, Surabaya Indonesia. Previously She works at PT. Sanjaya tama lestari (Unilever) for 4 years and now she is work at Pt. Rohto Pharmacy as Sales promotion girl.

Sengguruh Nilowardono is a permanent lecturer at the Faculty of Economics and Business, Narotama University, Surabaya. Completed his Doctoral education in Management Science at the Postgraduate School of the Widya Mandala Catholic University, Surabaya. Previously served as Head of Narotama University's Master of Management Study Program and Head of Narotama University's Career Center. Some of his journal publications have been indexed by Scopus. Some of the subjects taught include Brand Management, Digital Marketing, Strategic Marketing Management, Marketing Research, Marketing Practicum, Consumer Behavior. In addition, he is the holder of the BNSP Assessor certification for the field of Marketing Management.

Agus Sukoco is a Lecturer/Supervisor at the Faculty of Economics and Business, Narotama University, Surabaya Indonesia. He holds a Bachelor of Naval Engineering degree in Naval Engineering from Institut Teknologi Ten November, a Master of Management Business degree in Narotama University and a Doctoral Student of Management Business degree in STESIA, Indonesia. He has been recognized as a professional construction management consultant with more than 18 years of experience working with closely held businesses. He is also a member of INTAKINDO Consultant Indonesia.

Hj.I Gusti Agung Aju Nitya Dharmani, fondly called Bu Ayu Rai, is a permanent lecturer at the Faculty of Economics and Business, Narotama University, Surabaya. at the National Library. its journal publications have been indexed by Scopus. Some of the subjects taught include Introduction to Business, Introduction to Management, Business Ethics. Community activities are also supervised as CHAIRMAN OF HIPWA (Traders Association of Stalls) JAWATIMUR, Secretary of PERSANI (Indonesian Gymnastics Athlete Association) Surabaya City, Chairperson of KPJ (East Java Makeup Community), East Java PEKNAS DPW supervisor.

Joko Suyono is a lecture at Narotama University, Surabaya Indonesia. He is also head of master of management at Narotama University , Surabaya Indonesia. He got bachelor degree in business administration and also accounting, he got master degree in industrial management also in marketing management. And he got doctoral degree in business administration prior becoming a lecturer, he is practitioner as senior manager in some multinational corporation such a stanley works indonesia (USA Company), Ericsson Indonesia (European Company) and lotus indah Textile industries, a multinational company in the textile, spun yarns.

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