**The Influence of Brand Image to Purchase Decisions: Survey on Z Generation as Kopilogi’s Consumer**

Rahmawati

*Program Studi Kewirausahaan, Universitas Garut*

**Abstract**

When a consumer decides to buy a product there are a number of factors that influence the consumer in deciding whether the purchase decision will be their image. The purpose of this research is to measure the degree of purchase decision affected by their image. The study has 58 Kopilogi consumer respondents based on data collection through questionnaire distributed online through Google form to the Kopilogi of z-generation data calculations in the study using statistical product and service solutions (SPSS) version 20. Data processing obtained using simple linear regression methods with a causal quantitative approach. Based on the results of this study, brand image has a significant impact on the decision of the purchase of Kopilogi. Brand uniqueness is one of the factors affecting consumers toward the decision to purchase Kopilogi that reflect the consumer's perception of the unique of the coffee. that makes the kopical brand popular. The unique concept of the coffee, makes it a unique attraction for the consumer.

**Keywords** Brand image, Purchasing decision, Z generation

**Introduction**

When consumers decide to buy a product they actually have certain reasons for choosing a product, such as being content with the quality and service it offers. In addition, the consumer buys based on of the need for an item and not a few customers buy a product in an instant, that is, the consumer buys the product without any plans for the previous purchase or without any special considerations when deciding to purchase. Purchase was a process of integration that combined knowledge to evaluate two or more alternative behaviour and chose one of them. It is this reason that encourages the company to strengthen its brand image to create a positive image and to penetrate the consumers mind because through the brand image, consumers are able to recognize a product, evaluate quality, reduce cost of purchases, and gain experience and satisfaction from differentiation of specific products. Brand image is a brand that reflects a consumer memory of its association with that brand. The component of the brand image is made up of the image of the company, the image of the user, and the image of the product. The company’s image is an image of the product in the consumers eyes based on consumer knowledge, responses, and experiences of the products involved (Maulani & Hamdani, 2019). The image of the wearer is a collection of characteristics of the consumer associated with the characteristic of the consumer of the brand. Whereas the image of the product is an image of the product in the consumer's eyes based on consumer knowledge, feedback, and experience of the product involved. These three components are important factors that make up an image of a brand.

Brand image has a significant impact and is associated with the consumer purchase decisions (Malik, M. E., Ghafoor, M. M. & Iqbal, 2012). To point out the importance of development and development of brand image in purchase decisions. A properly managed brand image can have positive consequences. The maker creates the impression of being one of the basic characteristics in modern marketing orientation: by way of greater attention and by the creation of a powerful brand (N. A. Hamdani, Susanto, & Maulani, 2018). The implications of this make the brand a product create an image of the product itself mind is of the consumer and make it a basic motivation for the consumer in choosing a product (Li, B. A. B., & Pembelian, 2001). Kopilogi is one of the coffee shops that have a separate market share among the young Garut. The work of the Kopilogi is good to prove that at the end of the day, the Kopilogi were almost always full of Garut youths who are enjoying coffee and chatting. With simple, modest interiors, a strategic spot in downtown Garut, and an affordable price for young people, make Kopilogi into one of Garut's most favorite coffee shops. This proves that the Kopilogi has a strong brand image in the Garut. Shendy, as the owner of the Kopilogi, says that this tavern not only wants to make a profit, but also wants to keep up to the brand image by bringing the flavor of Garut coffee to the public. Evident from the offered coffee menu, from the single origin coffee from various regions of the Garut to the based espresso coffee that uses a blend of Garut coffee. Many of the younger generations who come to the Kopilogi are Z or generation born after 1996 to 2010. This generation can also be said to be fond of and communing with all groups, especially by using social networks, social media such as facebook, twitter, instagram and other social media. Then too, a generation of Z has an eating and shopping behaviour. This is because buying food outside the home is considered more practical, many foods vary at a reasonable price. Price factors play an important role in the decisions making process, before buying products by the consumer. Any price of a product set by a company will affect the demand rate of the product. Based on the above phenomena researchers are interested in conducting an analysis of how brand image affects the decision of the purchase. This phenomenon provides a reason for researchers to do research in a journal themed consumer behavior on the category of purchase decisions under the title " How brand image affects the decision of the purchase of Kopilogi of the z generation." The aim of this study is to measure the degree of decision of purchases influenced by their image. Based on research purposes, the problem determined by research is knowing how brand image affects purchase decisions.

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Literature Review

Brand Image

The image according to Kotler and Keller is a number of beliefs, ideas, and impressions one has to hold about an object. Tjiptono (2011:49) brand image provides a description of consumer associations and beliefs about specific brands. Whereas associations are attributes that are within the brand and possess a level of power (Musay, n.d.). In conclusion, the brand image is an image or impression produced by a brand in the customer mind. The placement of a brand image in a consumer mind must be repeated to ensure that the image created is strong and can be positively accepted. When a brand has a strong and positive image in the consumer's mind, it is always remembered and it is very likely that the consumer will buy the particular brand. Brand image has three components of corporate image, user image, and product image. The image of a company stems from the feelings of customers and business doers about the organization concerned about the product as well as from individual evaluations on it. The user image implies to whether the brand personality is congruent with the flaws. "Researchers translate the image of the wearer to refer to whether brand personalities are compatible with the consumer. Whereas the image of the product is a public view of a product or a category of a product (Ii, B. A. B., & Pembelian, 2001). In the concept of marketing, brand image is often promoted as a psychological aspect, an image built into the consumers subconscious through the information and expectations expected through product or services. For this reason the construction of a brand image, especially a positive image, becomes one of the important things. Because without a strong and positive image, it is very difficult for companies to attract new customers, and maintain existing customers, while at the same time asking them to pay a high price (Dwi Kurniawan, 2017). Then So that the link as a multimedia object can link the information available from the company to the customer (Yulianto & Maulani, 2018).

There are several steps to build their image, which are as follows: 1) Possession of an appropriate positioning, the brand must be able to occupy or position appropriately to always be number one and principal in the consumer's mind. This is supported not only by the quality of the product but by the quality of the service to meet a consumer satisfaction, 2) Having the right brand value, the producer must create the right brand value to form a good brand personality toward them to make them more valuable and competitive in the consumer's mind. The brand personality changes faster than the brand positioning because the brand personality follows any demands or consumer will, and 3) Having the right concept, to communicate the proper brand value, and positioning requires that the correct concepts according to good results on the product, market segment, how to market, market target, market quality, etc. It helps companies to build a good brand image in mind is of consumers (Bruce, 2013).

Brand image has three components of corporate image, user image, and product image. The image of a company stems from the feelings of customers and business doers about the organization concerned about the product as well as from individual evaluations on it. The user image implies to whether the brand personality is congruent with the flaws. Researchers translate the image of the wearer to refer to whether brand personalities are compatible with the consumer. Whereas the image of the product is a public view of a product or a category of a product (Ii, B. A. B., & Pembelian, 2001). There are three dimensions indicator for the brand image associated with the brand association (Adiwidjaja, 2017):

1) Strength of brand various strength of association depends on information about brands in society's memory and how to maintain them as part of the image of the advertised brand of product. Strength has a sub-indicator as follows:
   a. Personal effects (relationships or attachments) mean society will more easily grow an image in their mind when they see a new marketing program because they already have extensive knowledge and associated with that brand before.
   b. Consistency (consistent/unchanging) means the message delivered to society through a marketing program is consistent.

2) The favorableness of brand, unpredictable, brand possessions are created by convincing people that a brand can have relevant benefits and can satisfy needs and desires and thus form a brand of positive attitude toward them. Favorable has listed as follows:
   a. Desirable meaning the extent of the product brand brought by the marketing communications program can meet the expectations/wishes of the target audience.
   b. Deliverable depends on information about them being delivered to society.

3) Distinctiveness of brand brands unique brand brands are a curious degree of brands that have both a competitive and continuous benefit that can cause an audience of targets to be drawn to use them. Unique has a sub-indicator as a point of clarity (the elements differentiated/difference) meaning the associates-the product brand associations brought by the marketing communications program have different elements (pronounced unique, strongly handled, and properly evaluated by society) when compared with other brands (N. A. Hamdani & Maulani, 2019).

Purchasing Decision

Purchasing decisions are a process of integrating that combines knowledge to evaluate two or more alternative behaviours and chooses one of them. Generally, the consumer purchase decision is to purchase the most popular brand. Relating the decision made by consumers could be a problem solving. In the decision-making process, the consumer has a target or behaviour that he would like to pursue. This may thus help to solve the problem (Musay, n.d.). Problem solving is a continuous flow of mutual between environmental factors, cognitive and affective processes and behavioural actions (N. A. Hamdani & Maulani, 2018). At the first stage is an understanding of the problem. Then there is an evaluation of the alternative existing and the most appropriating actions chosen. At the next stage, the purchase is indicated in the action that eventually the item that has been selected or designated will be used and the consumer will do a re-evaluation of the decision he has taken (Ii, B. A. B., & Pembelian, 2001)(Solihat, Perfana, Setiawan, Nugraha, & Hamdani, 2019). There are two factors that can affect the purpose of taking and purchasing decisions that are:

1) The stand or stand of others can diminish the preference of others. It depends on two things, among other things:
   a. The intensity of another's negative stand toward consumer alternatives
   b. A consumer motivation to indulge the desires of others.

2) The situation factor was not to be anticipated.
The consumer forms an underlying purchase of such factors as family income, expected price and desired product benefits (N. Hamdani, Nugraha, & Mubarok, 2019). Decision-making on the purchase was affected by several factors grouped into two parts of environmental (external) and individual (internal). Consumer decisions arise because of an objective assessment or because of emotional impulse. The decision to act is the result of a series of emotional activities and stimulation. The process of analysis feeling and deciding is essentially the same as an individual in solving many of his problems (Li, B. A. B., & Pembelian, 2001).

Z Generation

The z or gen or centenials, referring to the generation born in 1994-2010. Generations of z grow on technologies, the internet, social media that sometimes allow them to stereotype as technologists, anti-social or social-justice combatants. That context has produced a very comfortable cognitive generation by collecting many information source references and integrating virtual and offline experiences (VITELAR, 2013).

Previous Research

Research found that brand image has a significant impact and is associated with the consumer purchase decisions (Malik, M. E., Ghafoor, M. M. & Iqbal, 2012). The hypothetical test carried out found a positive and significant impact between brand image and the decision of repurchase of Pizza Hut products in prairie city. The more positive their image will be, the more positive their decision of purchase continues. The research reveals that brand image has significant impact on decision purchases. In its study entitled the impact of brand promotion and brand image on Honda jazz decisions made at the presidential palace of Semarang motorized motorcars indicate that their image has a significant impact on purchasing decisions. This theoretical statement corresponds to research. How brand images affect the decision of consumers to buy Honda motorcycle products (study for Honda motorcycle owners in the village of Sutojayan Pakisaji). And a study conducted with the title of the brand image impact on the poor pizza hut semeru consumer decision. Both studies suggest that the brand image has a simultaneously and partial impact on consumer purchase decisions. It is supported by an opinion with the title of a brand image impact on the decision of the axioo brand laptop (a study of the axioo brand at the coffee shop hotspot with the title of yamaha brand image analysis for purchasing decisions (a study in pt charada lestari). Stating that their image has significant impact on purchasing decisions (Ghaizani, A., Pangestutti, E., & Devita, 2018). The development of the hypothesis in this study was based on earlier research and relevant theories. Then the research hypothesis suggested is:

Ho: The brand image did not significantly affect the purchasing decisions
Ha: Brand image has a significant impact on purchasing decisions.

Methodology

The type of marketing research to be used is causal. Defining a causal design as a design for collecting data and creating data structures that allow researchers to understand the causal relationship in research variables. The purpose of causal design is research aimed at knowing links between two or more variables, finding a causal role, influence, causal relationships between independent variables (those affected variables) and variable variables. The way the data is gaining on causal research design is the survey. Surveys are studies that take samples from one population and use a questionnaire as a leading data collection tool. Questionare was a data collection technique employed by giving the respondents a set of questions or written statements to be answered. The target of the population is the Kopilogi consumer who has consumed the photocopies. To provide ideal limits to the population, this unit of research analysis is the consumer of coologists as individuals. While this research observation unit is the copy-consumer, frigate 42, intersection, city line. Gave a large sample formula by referring to the number of independent variables n = 50 + 8t (1). Therefore, the number of samples to be used amounted to 58 respondents on the count of 50 + 8 (1). Respondent criteria determined by researchers in this study are men and women aged over 12 to 25 years who live in the city of Garut. The reason for selecting the age of respondents from 12-25 years is adjusted with the researcher's sample in generation Z. Respondents have consumed Kopilogi products to determine the effect of brand image on purchasing decisions of Kopilogi in generation Z. While the selection of Garut City as a research location is due to Kopilogi only in Garut.

Data analysis techniques in quantitative research use statistics. Stating that simple linear regression is based on functional connections or causal one independent variable with one dependent variable. Simple regression analysis serves to test the extent of the relationship between variable cause factors (x) with those variables (y). The program used to analyze data by simple linear regression methods is statistical product and service solution (SPSS). The scale of the measurements used by the researchers was intervals. Defined interval scale as the scale that allows researchers to do arithmetic calculations on the data gathered from the respondents. Measurements do not have a real zero score. The measurement of consumer attitudes commonly used in marketing research is the likert scale. A likert scale is one asks the respondents to respond the extent of or disagree about the perceived object: strongly agree, agree, neutral, disagree and strongly disagree.

Result

Characteristics of Respondent

Researchers in the total of 58 Kopilogi consumers, with a score of: (1) 15 raised or 25.9% male and 43 male or 74.1% female. (2) 5 or tersoden or 8.6% aged 14-17 years, 46 tersoden or 79.3% aged 18-21 years and 7 or 12.1% aged> 22 years. (3) 50 were suspected or 86.2% of boarding school students / students, 5 were suspects or 8.6% of them and / or 3.2% were injured and (4) 3 or 5.2% used Kopilogi since 2015, 4 or or 6.9% of 10 victims or 17.2% of Kopilogi's angkuk times since 2017, 12 of them or 20.7% of thousands of copilogy since 2018, 200 or or 34.5% of thousands since Kopilogi in 2019.

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**Dimensional Characteristics**

Brand image variable has 3 dimensions, which is brand strength, brand favorability, brand uniqueness. The questionnaires data will be explained at table 1. The average value of variable and the dimensions of the brand image Kopilogi.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Average</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>11.102</td>
<td>High</td>
</tr>
<tr>
<td>Brand strength</td>
<td>3.586</td>
<td>High</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>3.637</td>
<td>High</td>
</tr>
<tr>
<td>Brand Uniqueness</td>
<td>3.879</td>
<td>High</td>
</tr>
</tbody>
</table>

Table 1.

The average value of brand image kopilogi

According to data processing in excel at 58 respondents, the average value of the brand image of Kopilogi is high. Brand strength illustrated with consumer perception over memory of the copter brand. Brand favorability is described with his familial photo logical brand on the consumer mind. Brand uniqueness is described with the consumers perception of the uniqueness of the Kopilogi.

Variable purchase decisions have five dimensions: product choice, brand choice, dealer option, purchase time, and method of payment. The questionnaire's data will be explained at table 2. The average value of the variable and the dimensions of the purchase of Kopilogi.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Average</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing Decision</td>
<td>32.757</td>
<td>Very High</td>
</tr>
<tr>
<td>Choice of product</td>
<td>7.655</td>
<td>Very High</td>
</tr>
<tr>
<td>Brand choice</td>
<td>6.655</td>
<td>Very High</td>
</tr>
<tr>
<td>Choice of distributors</td>
<td>7.551</td>
<td>Very High</td>
</tr>
<tr>
<td>Purchasing times</td>
<td>7.086</td>
<td>Very High</td>
</tr>
<tr>
<td>Method of payments</td>
<td>3.810</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Table 2.

The average value of decision of purchase decision kopilogi

According to data processing with excel at 58 respondents, the average value of typesetting decisions is very high. The choice of products is illustrated by the consumers perception of many products offered by the Kopilogi company. Brand choice is illustrated by the company’s ability to make brands into consumer choices. The choice of distributors is illustrated by the consumers perception of the alternative to the purchase of a product. Purchasing times are depicted by the company's flexibility in buying a product. The method of payment is illustrated by the company's ability to provide a bill when making a transaction.

**Analysis of Brand Images Impact on Purchasing Decisions**

The first analysis is done to know the regression coefficient value on every brand dimension of image toward the dimensions of purchasing decision. The results of the analysis can be seen at table 3. Regression coefficient.

<table>
<thead>
<tr>
<th>Dimensi</th>
<th>Koefisien Regresi</th>
<th>Standard Error</th>
<th>Nilai T</th>
<th>Stg</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Konstanta</td>
<td>2,936</td>
<td>0,499</td>
<td>2,476</td>
<td>0,016</td>
<td></td>
</tr>
<tr>
<td>Brand Strength</td>
<td>0,037</td>
<td>0,103</td>
<td>0,356</td>
<td>0,723</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>0,143</td>
<td>0,097</td>
<td>1,474</td>
<td>0,146</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Uniqueness</td>
<td>0,527</td>
<td>0,116</td>
<td>4,526</td>
<td>0,000</td>
<td>Berpengaruh</td>
</tr>
<tr>
<td>Konstanta</td>
<td>0,998</td>
<td>0,682</td>
<td>1,463</td>
<td>0,149</td>
<td></td>
</tr>
<tr>
<td>Brand Strength</td>
<td>0,099</td>
<td>0,141</td>
<td>0,700</td>
<td>0,487</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>0,057</td>
<td>0,132</td>
<td>0,433</td>
<td>0,666</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Uniqueness</td>
<td>0,491</td>
<td>0,159</td>
<td>3,087</td>
<td>0,003</td>
<td>Berpengaruh</td>
</tr>
<tr>
<td>Konstanta</td>
<td>1,053</td>
<td>0,695</td>
<td>1,516</td>
<td>0,135</td>
<td></td>
</tr>
<tr>
<td>Brand Strength</td>
<td>0,322</td>
<td>0,144</td>
<td>2,235</td>
<td>0,030</td>
<td>Berpengaruh</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>0,061</td>
<td>0,135</td>
<td>0,453</td>
<td>0,652</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Uniqueness</td>
<td>0,414</td>
<td>0,162</td>
<td>2,553</td>
<td>0,014</td>
<td>Berpengaruh</td>
</tr>
<tr>
<td>Konstanta</td>
<td>1,504</td>
<td>0,629</td>
<td>2,391</td>
<td>0,020</td>
<td></td>
</tr>
<tr>
<td>Brand Strength</td>
<td>0,170</td>
<td>0,130</td>
<td>1,309</td>
<td>0,196</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>0,116</td>
<td>0,122</td>
<td>0,947</td>
<td>0,348</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Uniqueness</td>
<td>0,280</td>
<td>0,147</td>
<td>1,906</td>
<td>0,062</td>
<td>Berpengaruh</td>
</tr>
<tr>
<td>Konstanta</td>
<td>1,936</td>
<td>0,484</td>
<td>3,999</td>
<td>0,000</td>
<td></td>
</tr>
<tr>
<td>Brand Strength</td>
<td>0,048</td>
<td>0,100</td>
<td>0,479</td>
<td>0,634</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>0,271</td>
<td>0,094</td>
<td>2,884</td>
<td>0,006</td>
<td>Tidak berpengaruh</td>
</tr>
<tr>
<td>Brand Uniqueness</td>
<td>0,189</td>
<td>0,113</td>
<td>1,675</td>
<td>0,100</td>
<td>Berpengaruh</td>
</tr>
</tbody>
</table>

Source: Data processing with SPSS 20 for Windows on the 58 respondents

A second analysis is done to determine the level of relationship between the brands image and the decision of the purchase. The test results by using the relationship coefficient and determinations found in table 4. A summary model.
Based on table 4, the coefficient of the relationship between the brands image and the decision of the purchase was stated at an $r$ rate of 0.757. If a coefficient interval of 0.60-0.799 shows the level of relationship between the brand image and the decision of purchase is high. However, the rupiah still had a chance to strengthen to rp9,100 per dollar, he said. That is, the brand image affects the decision of a purchase of 57.2%. While 42.8% are other independent variables outside of the regression model. A third analysis is performed to see if the brand image dimension influences the decision of the purchase. The study has a major hypothesis that will be tested $H_a$: the brand image has a significant impact on purchasing decisions. Tests were made using the significance found on table 5.

$\text{ANOVA}^a$

\[\begin{array}{|c|c|c|c|c|}
\hline
\text{Model} & \text{Sum of Squares} & \text{df} & \text{Mean Square} & \text{F} & \text{Sig} \\
\hline
\text{Regression} & 606,799 & 1 & 606,799 & 74,954 & 0.00^b \\
\text{Residual} & 453,356 & 56 & 8,096 & 0.162 & 0.949 \\
\text{Total} & 1,060,155 & 57 & & & \\
\hline
\end{array}\]

$^a$ Dependent Variable: KEPUTUSAN PEMBELIAN

Based on table 5, if the value significant $0.00 < 0.05$ then $H_a$ is accepted. That is, the brand image has a significant impact on purchasing decisions. The results of this study are assumed to be widely implemented outside the focus of research on the brand images impact on the decision of Kopilogi. The results of this study are similar research which suggests that the brand image has a significant impact on the decision of the purchase. Based on the results of the analysis, brand image that influences purchasing decisions is brand uniqueness. The uniqueness of the brand that reflects consumers’ perceptions of the uniqueness of the famous Kopilogi with the current coffee shop in Garut, makes the Kopilogi brand needs a lot of people. Kopilogi’s unique concept makes it a special attraction for consumers. Benefits and advantages Kopilogi allow consumers to choose the products they want. Affordable prices and strategic location make consumers interested in enjoying products at Kopilogi with convenient comfort for conversation. The preferred time also makes consumers more interested in buying Kopilogi products. The existence of diverse payment facilities make consumers comfortable when making transactions.

Conclusion

After analyzing the theories and results of previous studies, researchers obtained results to answer the formulations of research problems with the following conclusion: the study would like to see how the brand image affects the decision of purchases made with case studies of the copy-consumer consumers who have consumed copies of the product. Researchers have reached a conclusion based on data analysis that there has been an effect on the brand image purchase decision.

References


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**Corresponding author**

Rahmawati can be contacted at: 24081119010@fkwu.uniga.ac.id