

The Influence of Price and *Brand Image* on Purchasing Decisions for Contemporary Segarkhan Ice Drink in Central Jakarta

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Abstract.

Currently, drinking contemporary Drink is not just enjoying the dish but also enjoying the atmosphere of the contemporary Drink shop. Now contemporary Drink shops can be used to meet with friends, hold work meetings, do assignments or just fill in spare time. The trend of drinking contemporary Drink has penetrated the city of Jakarta, especially North Jakarta. Of the many contemporary Drink shops in North Jakarta, Segarkhan Ice Drink is one of them. This research was conducted with the aim of analyzing the effect of price and brand image on purchasing decisions (a case study on Segarkhan Ice Drink, Jakarta). The variables in this study consist of price and brand image as the independent variables and purchasing decisions as the dependent variable. This research uses quantitative methods. The population in this study were visitors to contemporary Segarkhan ice drink in March 2024 with a total of 4,372 visitors. The sample was determined using the slovin formula and a total of 190 people were obtained, so the respondents used in this study were 190 people. The sampling technique used was non- probability sampling in the form of purposive sampling. Testing the data using multiple linear regression analysis. T test and F test. The price variable has a positive and significant effect on purchasing decisions, with a regression value of 0.834, t test of 6.667 > 1.190 Sig. 0.00 < 0.05 and the coefficient of determination is 0.714 or 71.4%. The brand image variable has a positive and significant effect on purchasing decisions, with a regression value of 0.782, at-test of 5.142 > 1.190 Sig. 0.00 < 0.05 and the coefficient of determination is 0.665 or 66.5%. Simultaneously price and brand image have a positive and significant effect on purchasing decisions, the f test is 115.151 > 2.70 Sig. 0.00 < 0.05 with a coefficient of determination of 0.779 or 77.9%.

Keywords: Brand Image; Price; Purchase Decision

Cronicle of Article: Received (05,10,2024); Revised (12,10,2024); and Published (28,10,2024).

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How to cite this article: Hermawan, Rudianto. Kusyeni, Raden. Saifullah, Saifullah. Novelita, P (2024), 'The Effect of Price and *Brand Image* on Purchasing Decisions for Segarkhan Ice contemporary Drink in Central Jakarta', *Adbispreneur*, 4(5), pp. 487-498

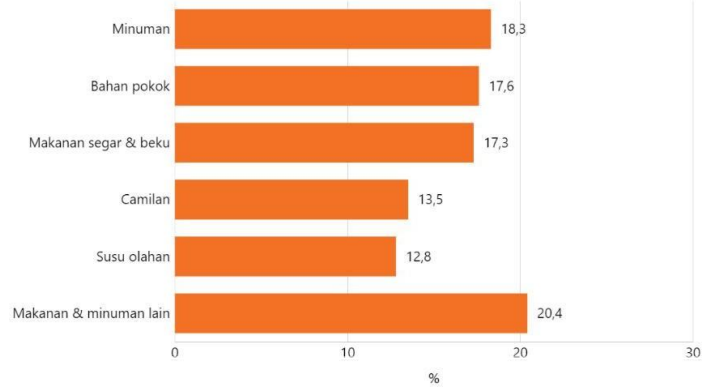
PENDAHULUAN

At this time various businesses in Indonesia including the service business, property business and even the culinary business have grown and developed well over time. One of them in the culinary field is the increasing variety of foods and drinks that are easy to find. Consumers in Indonesia also always want to find things that attract attention. These food and beverage creations are not only interesting in terms of their products, but many other factors. In the surrounding environment, there are already a lot of various culinary creations that can be found, especially for the type of drink. In recent years the culinary business has faced a pretty good surge. One of them is in the field of contemporary Drink, namely contemporary Drink shops.

Nowdays, drinking contemporary Drink is not just about enjoying the food, but also enjoying the atmosphere of the contemporary Drink shop. contemporary Drink shops are now used as places to meet and chat with friends, hold work meetings, do assignments, or even fill spare time. So it's no wonder that existing contemporary Drink shops compete with each other to offer the best service to their customers. The trend of drinking contemporary Drink has recently penetrated the city of Jakarta, as evidenced by the many contemporary Drink shops that have sprung up in the city of Jakarta in recent years and continue to grow, some of the existing Boba Milk Thai Tea, Es Kopi Kekinian, Resep Oreo Bubble Tea, King Mango Thai, Summer Strawberry Yakult, Segarkhan Ice Drink and others.

With the increasing number of contemporary Drink shops in Jakarta, it should be a special concern for entrepreneurs in this field to provide added value on various sides of the contemporary Drink shop. Tight competition makes business actors required to be able to compete in order to survive and achieve the desired goals. Competition between contemporary Drink shops to attract customers comes in various ways. The added value in this contemporary Drink shop will be the reason for customers to come and make purchasing decisions at the contemporary Drink shop compared to other contemporary Drink shops.

Table 01
Sales of Food and Beverage Products in Indonesian E-Commerce*



Of the many contemporary Drink shops in Central Jakarta, researchers are interested in conducting research at Segarkhan Ice Drink, Central Jakarta. Segarkhan Ice Drink is located on Jalan Kebon Kosong Number Tanah Abang, Central Jakarta, established in May 2021. Since its establishment until now Segarkhan Ice Drink has continued to evolve for the better. Even though it is still relatively new, Segarkhan Ice Drink has attracted many customers as seen from the large number of people who visit every day and orders from online media such as GrabFood and others.

Table 02
Visitors of Segarkhan Ice Drink in December 2023 - March 2024

Month	Number of Visitors
December	360 Visitors
January	452 Visitors
February	378 Visitors
March	476 Visitors

Source: field testing and observations

From the table above, it can be seen that there is a phenomenon of ups and downs in the decline of visitors to Segarkhan Ice Drink. The factor that makes Segarkhan Ice Drinks experience a decline in February is frequent rainfall, because most of the space owned by Segarkhan Ice Drinks is outdoor, this has an impact on the purchasing decisions of visitors. With this, it can be realized that price and brand image are important factors for customers to make purchasing decisions on Segarkhan Ice Drinks.

As supporting data to conduct research on Segarkhan Ice Drinks, researchers conducted a survey of 5 consumers of Segarkhan Ice Drinks. The results obtained are that the price is quite good but there are some shortcomings such as toppings and variants that are used incompletely because there are several menus that are not served. Segarkhan Ice Drink has implemented selfservice but there is no place to wait for food or drinks to be made so that customers who choose to sit must take turns returning to other customers. Some of the facilities owned by Segarkhan Ice Drink include a power outlet to charge visitors' gadget batteries, air-conditioned rooms, free wifi, As for the price, the price offered is quite competitive with other contemporary drink shops.

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The brand image of Segarkhan Ice Drink is quite good because it can be seen from the many enthusiasts and every day many customers visit Segarkhan Ice Drink is a comfortable place that can be used to gather with relatives. The reason customers visit Segarkhan Ice Drink is because Segarkhan Ice Drink provides plenty of seating and there are many plants that make the eyes fresh and the air cooler.

Based on the description above, the purpose of the authors conducting this research is to want to analyze and find out how much influence the facilities, price and brand image have on purchasing decisions (case study on Segarkhan Ice Drink Central Jakarta).

LITERATUR REVIUW

According to Kotler and Keller (2012, p. 410) According to Kotler and Keller (2012, p. 410), price is the amount of money that customers have to pay for the product to be purchased. Meanwhile, according to Kotler (2013, p. 67) Price is the amount of money that consumers exchange for the benefits of owning or using products and services. Price acts as a major determinant of buyer choice.

According to Tjiptono & Diana (2016, p. 126) According to Tjiptono & Diana (2016, p. 126), a brand is a name, term, symbol, or design, or a combination thereof that is intended to identify the goods or services of a seller or group of sellers and distinguish them from the goods or services of competitors. According to Philip (2013, p. 344) Brand image is the overall perception of the brand and is formed from past information about the brand, the image of the brand is related to attitudes in the form of beliefs and preferences for a brand.

According to Assauri (2007, p. 141) According to Assauri (2007, p. 141), a purchase decision is a decision-making process for a purchase which includes determining what to buy or not to make a purchase and this decision, obtained from previous activities. According to Schiffman and Kanuk (2009, p. 112) "A purchase decision is defined as a choice from two or more alternative options." (Schiffman & Kanuk, 2009, p. 112). Meanwhile, according to Tjiptono (2014, p. 21) According to Tjiptono (2014, p. 21), a purchase decision is a process in which consumers recognize their problems, seek information about certain products or brands and evaluate whether each of these alternatives can solve their problems, which then leads to a purchase decision.

METODE PENELITIAN

The approach in this research is quantitative, with quantitative descriptive analysis. Quantitative research methods are researchers' efforts to collect numerical data, the numerical data is then processed using statistical work formulas and derived from variables that have been operationalized, with certain measuring scales such as nominal, ordinal, interval, and ratio scales. This study uses two types of variables, namely the independent variable and the dependent variable. The independent variables in this study are Price (X1) and Brand Image (X2), while the dependent variable is Purchase Decision (Y). The data collection technique was carried out through a questionnaire with google form tools. The population in this study were Segarkhan Ice Drink customers in March 2024. The sample in this study was 190 people determined using the slovin formula. The sampling technique used nonprobability sampling technique, namely purposive sampling. The data analysis used in this study is validity test, reliability test, classical assumption test consisting of normality test, heteroscedasticity test, multicollinearity test, multiple linear regression test, F and T hypothesis tests.

HASIL DAN PEMBAHASAN

Price Variable

Price Variable Validity Test Results

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	29.97	15.391	.716	.917
X1.2	30.02	14.907	.732	.916
X1.3	29.92	14.797	.814	.910
X1.4	30.01	15.041	.815	.910
X1.5	30.03	14.978	.788	.912
X1.6	30.00	14.722	.786	.912
X1.7	30.12	14.562	.755	.914
X1.8	30.21	14.541	.623	.928

Price Variable Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.925	8

Brand Image Variable

Brand Image Variable Validity Test Results

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	21.13	9.663	.763	.895
X2.2	21.16	9.375	.800	.889
X2.3	21.09	9.672	.795	.890
X2.4	21.00	9.814	.818	.888
X2.5	21.10	9.206	.791	.891
X2.6	21.04	10.617	.569	.921

Brand Image Variable Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.912	6

Purchase Decision Variable

Purchasing Decision Variable Validity Test Results

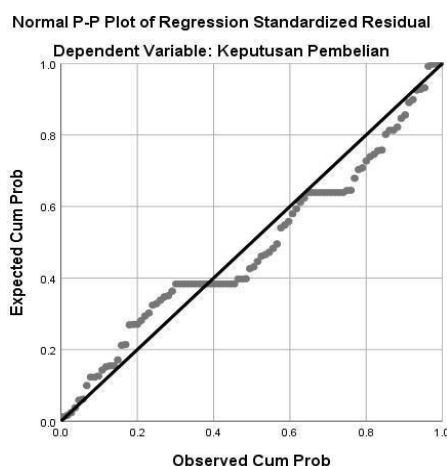
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	47.29	32.577	.704	.931
Y.2	47.22	32.465	.729	.930
Y.3	47.32	32.115	.763	.928
Y.4	47.40	31.644	.740	.930
Y.5	47.24	33.053	.730	.930
Y.6	47.23	33.439	.733	.930
Y.7	47.21	33.428	.703	.931
Y.8	47.27	32.939	.681	.932
Y.9	47.16	33.767	.678	.932
Y.10	47.16	32.056	.842	.925
Y.11	47.13	33.642	.648	.933
Y.12	47.08	34.158	.644	.933

Purchase Decision Variable Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.936	12

Based on the table above, it can be seen that the results of R count are greater than R table, it shows that all the instruments used in this study are valid and reliable.

Normality Test Results



Based on the results of the P-Plot normality test below, it can be seen that the plotting points in the Normal P-Plot of Regression Standardized Residual image always follow and approach the existing diagonal line. Therefore the data is declared normally distributed.

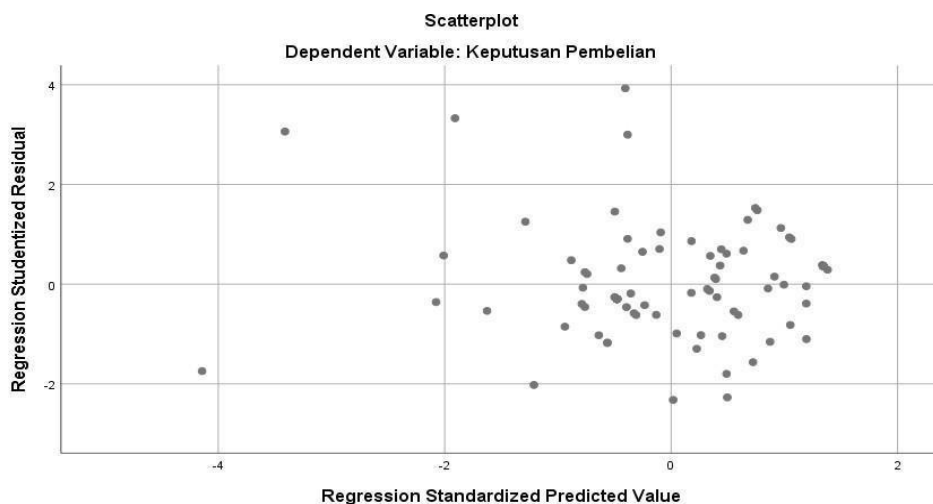
Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Toleranc e	VIF
(Constant)	8.516	2.421		3.517	.001		
Price	.832	.125	.584	6.667	.000	.297	3.370
Brand Image	.782	.152	.465	5.142	.000	.279	3.586

a. Dependent Variable: Purchase Decision

Based on the multicollinearity test results above, it can be illustrated that in all independent variables or independent variables there is no multicollinearity. This can be seen from the tolerance value of the price and brand image variables, each of which is more than 0.10. The VIF value of each variable is also not more than 10.00. So all independent variables in this study do not occur multicollinearity.

Heteroscedasticity Test Results



Based on the heteroscedasticity test table above, it can be seen that in the figure there is no clear and regular pattern such as waves, widening and then narrowing. The dots in the picture spread above and below the number 0 on the Y axis, so in this study there are no symptoms of heteroscedasticity, so the regression model is suitable for use in testing.

Multiple Linear Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.516	2.421		3.517	.001
	Price	.832	.125	.584	6.667	.000
	Brand Image	.782	.152	.465	5.142	.000

a. Dependent Variable: Purchase Decision

Based on the results in the table above, a regression equation can be made as follows: $Y = 8.516 - 0.832X_1 + 0.782X_2$

From the regression equation above, the constant Y is 8.516. It means that if the price and brand image variables together do not change or 0 (zero), the amount of the Y constant (purchasing decision) is 8.516.

The regression coefficient of the price is 0.832. It means that the price variable has a positive influence on the purchasing decision variable, which means that if the price variable increases by 1 unit, the purchasing decision will increase by 0.832 units, assuming other variables remain constant.

The regression coefficient of brand image is 0.782. It means that the brand image variable

has a positive influence on the purchasing decision variable, which means that if the brand image variable increases by 1 (one) unit, the purchasing decision will increase by 0.782 units, assuming other variables remain constant.

Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887 ^a	.786	.779	2.933
a. Predictors: (Constant), Brand Image, Price				

Based on the results of the table above, it can be seen that the Adjusted R square value is 0.779. So the variable, price (X1), brand image (X2) has an influence of 77.9% on the purchasing decision variable (Y). With these results, it can be interpreted that the remaining 22.1% is influenced by other factors not observed in this study.

T Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.516	2.421		3.517	.001
	Price	.832	.125	.584	6.667	.000
	Brand Image	.782	.152	.465	5.142	.000
a. Dependent Variable: Purchase Decision						

It can be seen from the table above, the calculated T value for price is 6.667 while the T table value is 1.190. So it can be seen that T count is greater than T table ($6.667 > 1.190$). While the significance value is $0.000 < 0.05$. So that the hypothesis that there is a positive and significant influence between price and purchasing decisions is accepted, which means that separately there is a significant influence between the price variable on the purchasing decision variable.

It can be seen from the table above, the T value for brand image is 5.142 while the T table value is 1.190. So it can be seen that T count is greater than T table ($5.142 > 1.190$). While the significance value is $0.000 < 0.05$. So that the hypothesis that there is a positive and significant influence between brand image on purchasing decisions is accepted, which means that separately there is a significant influence between the brand image variable on the purchasing decision variable.

F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2971.813	3	990.604	115.151	.000 ^b
	Residuals	808.646	94	8.603		
	Total	3780.459	97			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Price						

Based on the results in the table above, the calculated f value obtained is 115.151 while the f table value is 2.70. So it can be seen that the value of f count is greater than f table ($115.151 > 2.70$) with a significance level of $0.00 < 0.05$. So that the hypothesis that there is an influence between price and brand image simultaneously or together is accepted. In other words, the price and brand image variables together have a positive and significant effect on the purchasing decision variable.

The Effect of Price (X1) on Purchasing Decisions (Y)

Based on the test results, the price variable has a positive influence on purchasing decisions. This is evidenced by the test results that the X1 coefficient value is 0.832, which means that every time the price increases by 1 unit, the purchasing decision variable will increase by 0.832, assuming that other variables are not examined.

Other evidence can also be seen in the t test results. The calculated t value owned by the price variable is greater than the t table value, namely $6.667 > 1.190$ with a significance value of $0.00 < 0.05$. With this, hypothesis 2 is accepted, namely price has a positive and significant influence on purchasing decisions.

1. The Effect of Brand Image (X2) on Purchasing Decisions (Y)

Based on the test results, the brand image variable has a positive influence on purchasing decisions. This is evidenced by the test results that the X2 coefficient value is 0.782, which means that every time the brand image increases by 1 unit, the purchasing decision variable will increase by 0.782, assuming that other variables are not examined.

Other evidence can also be seen in the t test results. The t value owned by the brand image variable is greater than the t table value, namely $5.142 > 1.190$ with a significance value of $0.00 < 0.05$. With this, hypothesis 3 is accepted, namely brand image has a positive and significant influence on purchasing decisions.

2. The Effect of Price and Brand Image on Purchasing Decisions

Based on the test results, price and brand image have a positive effect together or

simultaneously on purchasing decisions. This is evidenced by the calculated F value which is greater than the F table, which is $115.151 > 2.70$ with a significance of $0.00 < 0.05$. This proves that hypothesis 3 is accepted, namely price and brand image simultaneously have a positive and significant influence on purchasing decisions.

Other evidence can be seen in the determination coefficient table. The coefficient of determination is 0.779. So the price variable (X1), brand image (X2) has an influence of 77.9% on the purchasing decision variable (Y). With these results, it can be interpreted that the remaining 22.1% is influenced by other factors not observed in this study.

SIMPULAN DAN SARAN

Based on the discussion described above, as well as based on the results of the data obtained in this study, the conclusions for this study can be drawn, namely as follows: Separately or partially, obtained an R^2 value of 0.714, it means that the price variable can explain the purchasing decision variable by 71.4%. Separately or partially, the brand image variable has a positive and significant influence on purchasing decisions. Obtained R^2 value of 0.665, it means that the brand image variable can explain the purchasing decision variable by 66.5%. The price and brand image variables together or simultaneously have a positive and significant influence on purchasing decisions. Obtained an adjusted R^2 value of 0.779, it means that the price and brand image variables together can explain the purchasing decision variable by 77.9%, the remaining 22.1% is influenced by other factors not observed in this study.

Based on the results of the analysis described in the discussion, the authors have several suggestions that are expected to be used for consideration of Segarkhan Ice Drinks regarding price and brand image. The suggestions are as follows: Segarkhan Ice Drinks should be able to improve the layout and tables and chairs available, especially tables and chairs on the 1st floor outdoor, Segarkhan Ice Drinks should be able to expand wifi coverage, so that consumers on the 2nd floor can access wifi, Segarkhan Ice Drinks should be able to create a logo to build identity and characteristics that can be recognized by the general public, especially consumers, it is hoped that Segarkhan Ice Drinks to maintain prices and can continue to adjust prices to the benefits and quality obtained by consumers so that consumers can continue to make purchases, Segarkhan Ice Drinks are expected to make observations about market prices so that Segarkhan Ice Drinks can continue to compete with other contemporary beverage shops, It is hoped that Segarkhan Ice Drink can often interact with consumers, can be through social media that already has two-way communication features such as Instagram, namely question box features, polls and others, Building a good brand image can also be through product development such as adding variants of drinks and food, if the food and drinks created have their own characteristics, the brand image of Segarkhan Ice Drink will be even better, The concept of the Segarkhan Ice Drink room looks different from other contemporary drinks around it, but referring to the suggestions, it is hoped that Segarkhan Ice Drink can improve it so that the Segarkhan Ice Drink has a good brand image.

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