

# The Influence of Brand Image and Price on Purchasing Decisions at the Ampera Restaurant in Bandung

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## ABSTRACT

Rumah Makan Ampera Bandung, known for its traditional food and Sundanese dining experience, has become a top destination for local and international tourists. In order to increase understanding of the factors that influence consumer purchasing decisions, this research aims to analyze the influence of brand image and price on purchasing decisions at Rumah Makan Ampera Bandung. This research method uses a quantitative approach with data collection techniques through questionnaires to a sample of consumers who visit the Ampera Restaurant in Bandung. The collected data was analyzed using the regression method to test the relationship between brand image, price and purchasing decisions. Based on partial correlation analysis, brand image and price have a positive and significant effect on purchasing decisions at the Ampera Bandung restaurant. Based on simultaneous analysis of brand image and price, it has a positive and significant effect on purchasing decisions at Ampera Bandung restaurants.

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## INTRODUCTION

In the current era of globalization, many advances and changes have occurred which are marked by the development of people's mindsets, technological advances and lifestyles (Hasanudin et al, 2022). Especially in urban communities whose lives are increasingly varied (Paendong, 2016). Many female and male workers and students spend time outside the home looking for something that can fulfill their needs, one of which is looking for food and drink (Melda et al, 2020). Apart from that, for those who are busy and don't have time to prepare food for the family or for certain banquets, they will hand over that responsibility to a restaurant they trust. This kind of lifestyle is what makes the restaurant and restaurant industry grow rapidly (Siregar & Hakim, 2018).

Restaurants, as a general term in the gastronomic industry, play an important role in serving a variety of dishes to the public while offering a pleasant and comfortable dining experience (Dewi et al, 2022). Although the main function of a restaurant is to provide a place for customers to enjoy a meal directly on the spot, as consumer needs continue to develop, some restaurants also provide various additional services (Kusen et al., 2022). Services such as delivery services, take-out food sales, and dine-in services provide convenience for customers who want flexibility in enjoying dishes, according to their preferences and schedules (Simanjuntak et al, 2017). Through these various service options, restaurants can expand their range of services and meet the needs of various

consumers, strengthening their position in the competitive food and beverage industry (Yuliani & Nurwulandari, 2023).

Nowadays, in big cities in Indonesia, especially in the city of Bandung, many restaurants are popping up. As a result, many business people compete in the business of serving food and drinks by providing a calm and comfortable atmosphere (Camelia & Suryoko, 2017). A person's taste can arise from the appearance of food and drinks related to the aroma, taste and presentation. With an attractive presentation, consumers will be able to feel the enjoyment of the dishes that have been served (Ridha & Adam, 2018). Product diversity and different presentation methods can also attract consumers and retain consumers. The company does all of these things so that there is an increase in consumer purchasing levels (Melda et al, 2020). And because there are various kinds of similar products offered by various companies. In order to win this competition, restaurants should try to find out what consumers need and want, so that consumers can make purchasing decisions (Kurniasari & Santoso, 2013)

According to Setiadi (2008) a purchasing decision is the selection of two or more alternative purchasing decision options, meaning that for someone to make a decision, several alternative choices must be available. The purchasing decision is the stage in the decision-making process where consumers actually buy. Before actually buying, consumers will go through several stages of the purchasing process (Anwar & Satrio, 2015). Decision making is an individual activity that is directly involved in the process of purchasing goods offered by the company. (Kotler & Keller, 2014). Consumer purchasing decisions are decisions that involve brand image and price.

According to Tjiptono (2010), the term "Brand Image" refers to an image that reflects consumers' associations and beliefs towards a particular brand. Brand image specifically describes the way in which a product is viewed by consumers in general. Every individual can have a similar perception of a brand. On the other hand, according to Freddy Rangkuti (2010), "brand image" is a set of associations that are formed and embedded in consumers' minds. Consumers who are familiar with a brand tend to be consistent in maintaining the brand image. Therefore, in the context of this research, "brand image" refers to the interpretation that appears in consumers' minds when they remember the product brand at Samase Bandung, including the knowledge, responses and experiences they have with the product.

Meanwhile, "price" also has a significant influence on consumer decisions. Price is defined as the amount of money needed to obtain a certain combination of products and accompanying services (Cahyono, 2018). Furthermore, prices reflect the amount of money needed to obtain a number of goods and services, or a combination of both. Consumers tend to choose products that offer quality comparable to the price they pay or choose products that are affordable but still guarantee good quality (Nasution, 2014). For this reason, price is often used as an important consideration besides brand image when consumers want to make purchasing decisions.

In the midst of the rapid growth of the food and beverage industry, traditional restaurants continue to play an important role in attracting visitors by offering authentic culinary experiences typical of Sundanese cuisine. As one of the leading restaurants in

Bandung, Ampera Restaurant has succeeded in maintaining its position as a popular culinary destination among local and foreign tourists. Understanding consumer preferences for brand image and price will help Ampera Restaurant managers in designing effective marketing strategies to maintain their competitiveness in the market. Based on the background description, it is interesting to carry out research with the title The Influence of Brand Image and Price on Purchasing Decisions at the Ampera Restaurant in Bandung.

## METHOD

The type of research used in this research is quantitative research. Quantitative research methods are a type of research whose specifications are systematic, planned and clearly structured from the start until the creation of the research design. The population in this study were all tourists, both local and foreign, who had visited the city of Bandung and had shopped at the Ampera restaurant in various branches in the city of Bandung. The sample in this study amounted to 100 people with a sampling technique using the Simple Random Sampling technique, namely sampling carried out randomly without paying attention to the strata in the population. In collecting data using a questionnaire with the help of Google Form. The analysis techniques used in this research are testing prerequisite assumptions, multiple linear regression analysis, and hypothesis testing with the help of the SPSS 25.0 for Windows tool.

## RESULTS AND DISCUSSION

### Multiple Linear Test

The goal is to find out whether the relationship is positive or negative, determined by the regression direction coefficient which is symbolized by the letter b, if b is positive then the relationship is positive too. Following are the results of the Multiple Linear Test.

**Table 1** Multiple Linear Test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,829	6,374		1,379	,162
1 Brand_Image	,682	,129	,394	4,820	,000
Price	,758	,139	,401	4,864	,000

a. Dependent Variable: Purchase\_Decision

From the table above, the regression equation is obtained:

$$Y = 8.829 + 0.682X_1 + 758X_2$$

From this equation it can be interpreted as follows:

- The constant value ( $\alpha$ ) of 8.829 indicates that if the brand image and price variables are considered constant or equal to zero (0) the purchasing decision is 8.829.
- The brand image regression coefficient ( $X_1$ ) of 0.682 states that the brand image variable has a positive relationship with the purchasing decision value. This shows that every one unit increase in brand image will cause an increase in the purchasing decision value of 0.682

- c) The Price Regression Coefficient (X2) of 0.758 states that the price variable has a positive relationship with the value of purchasing decisions. This shows that every one unit increase in price will cause an increase in the purchasing decision value of 0.758.

**Hypothesis testing**

- a) Partial Test (t Test)

The results of the T test calculation can be presented in the following table :

**Table 2** t test results

Coefficients <sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,829	6,374		1,379	,162
1 Brand_Image	,682	,129	,394	4,820	,002
Price	,758	,139	.401	4,864	,000

With the ttable value  $\alpha = 5\%$  with degrees of freedom (df)  $nk-1$  or  $100-2-1 = 97$  (n is the amount of data and k is the number of independent variables). So ttable ( $\alpha = 0.05$ ;  $df = 97$ ) is obtained at 1.660. To determine the magnitude of the influence of each independent variable (Brand Image and Price) on the dependent variable (purchasing decision) can be seen from the significant value of each variable:

1. From the calculation results in table 2, brand image has a significant influence on purchasing decisions because the  $t_{count} > t_{table}$  or  $4.820 > 1.660$  and the resulting significant value is  $0.002 < 0.05$ . So this means that the brand image variable has a significant influence on purchasing decisions.
2. From the results of data calculations in table 2, price has a significant influence on purchasing decisions because the  $t_{count} > t_{table}$  value or  $4.864 > 1.660$  and the resulting significance value is  $0.000 < 0.05$ . So this means that the price variable has a significant influence on purchasing decisions.

- b) Simultaneous Test (f Test)

The F test is intended to determine the influence of independent variables (brand image and price) simultaneously or together on the dependent variable (purchasing decision). The results of the F test calculation can be seen in the following table:

**Table 3** F Test Results

ANOVA <sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2116.936	2	1058,434	43,985	,000 <sup>b</sup>
1 Residual	2334.006	97	24,052		
Total	4450.956	99			

a. Dependent Variables: Buying decision

b. Predictors: (Constant), Price, Brand\_Image

From the results of data processing in table 4, it is known that brand image and price together have a significant effect on purchasing decisions because  $f_{count} > f_{table}$  or  $43.985 > 3.09$ , the resulting significant value is 0.000, which is smaller than the level of

significance of 0.05. Because  $f_{count} > f_{table}$ , this means that the price variables and Brand Image together or simultaneously influence purchasing decisions.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination is used to calculate the magnitude of the independent variables (price and brand image) on the dependent variable (purchasing decisions).

**Table 5** Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,687 <sup>a</sup>	,471	,455	4,905

Based on the table above, the amount of R square (R<sup>2</sup>) is 0.471. These results show that 47.1% indicate that the brand image (X1) and price (X2) variables have an influence on the purchasing decision variable (Y) by 47.1%. Meanwhile, the remaining 52.9% of the purchasing decision value is influenced or explained by other factors not examined in this research.

## CONCLUSION

Based on the test results carried out in this research with the help of SPSS Version 25.0 for Windows, the following conclusions were obtained: Based on the results of minor hypothesis testing or t test, a calculated significance value of  $0.002 < 0.05$  was obtained, so it can be concluded that brand image has a positive and significant effect on purchasing decisions at the Ampera Bandung restaurant. Based on the results of the minor hypothesis testing or t test, a calculated significance value of  $0.000 < 0.05$  was obtained, so it can be concluded that price has a positive and significant effect on purchasing decisions at the Ampera Bandung restaurant. Based on the results of major hypothesis testing or the F test, a calculated significance value of  $0.000 < 0.05$  was obtained, so it can be concluded that brand image and price together have a positive and significant effect on purchasing decisions at the Ampera Bandung restaurant. With a magnitude of influence of 47.1%.

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