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THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASING DECISIONS FOR LEMANK BATOK IN TEBING TINGGI CITY

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ABSTRACT

This study aims to analyze and examine the effect of product quality and brand image on purchasing decisions for lemang shells in the city of cliffs. The population in this study were all consumers of Lemang Batok Cliff City, totaling 96 people. The source of data in this study comes from primary data, namely the results of a questionnaire/questionnaire that is filled in directly by the respondent. Hypothesis testing using multiple regression analysis. The results of this study indicate that: (1.) The first hypothesis proposed states that the first hypothesis is accepted, meaning that the Product Quality variable (X1) has an effect on the Purchase Decision variable (Y). (2.) The second hypothesis proposed states that both are rejected, meaning that the Brand Image variable (X2) has no effect on the Purchase Decision variable (Y). (3.) The third hypothesis proposed states that the variable Product Quality (X1) and Brand Image (X2) have an effect on the Purchasing Decision variable (Y).
Keywords: Product Quality, Brand Image, and Purchase Decision

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1. INTRODUCTION

The development of business competition in Indonesia is one of the most interesting phenomena for us to observe, especially with globalization in the economic field which has increasingly opened opportunities for entrepreneurs to compete in attracting consumers. The impact of globalization is becoming increasingly sharp in both the domestic (national) and international markets. The development of a dynamic and competitive business world requires companies to change the orientation of the way they issue products, maintain their products, attract consumers, and deal with competitors (Tjiptono, 2005).

One of the important things that every entrepreneur needs to do and pay attention to is attracting customers and being able to retain those customers. Businesspeople think about how to make businesses in business can get increased profits by adding new customers and retaining old customers. The customer is an entrepreneur's asset to benefit from the sales to the customer. Businesspeople try to make purchasing decisions so that customers remain loyal to the products that have been enjoyed so far. One way to keep customers loyal to buying products, business actors must always innovate to provide more taste and quality to offer food products to be offered.

The following is data on lemang sellers in the city: High Cliff as follows:

Table 1
Lemang Tebing Tinggi Entrepreneurs Data

Name	Sales Location
Lemang Shell	Jl. Tjong Fire Cliff High
Lemang Widia	Jl. Yos Sudarso
Lemang Bamboo Mr. Hj	Jl. Imam Bonjol Simpang Medan
Lemang Barokah	Lalang Village
Lemang Sis Inong	Jl. Yos Sudarso

Source: Data processed 2022

Product quality in question is an understanding that the products offered by the seller have more selling value than competing products, therefore business owners try to focus on the quality of their products and compare them with the products offered by competitors. The product with the best appearance is not necessarily the product with the highest quality, if the appearance is not what

consumers and the market need and want, therefore producer products that are already on the market today are required to be more creative and increase the variety and innovation of their products according to their needs. consumers and markets, while the brand image of a product is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The influence of a product's brand image is related to consumer beliefs and preferences for a product brand. Consumers who have a positive image of a particular brand will be more likely to make repeat purchases of the products produced by the company's brand. Variables that can influence consumers in making purchasing decisions for a product, such as from product quality and brand image of a product, so that consumers will remain loyal to the products produced by the company. The influence of a product's brand image is related to consumer beliefs and preferences for a product brand. Consumers who have a positive image of a particular brand will be more likely to make repeat purchases of the products produced by the company's brand. Variables that can influence consumers in making purchasing decisions for a product, such as from product quality and brand image of a product, so that consumers will remain loyal to the products produced by the company. The influence of a product's brand image is related to consumer beliefs and preferences for a product brand. Consumers who have a positive image of a particular brand will be more likely to make repeat purchases of the products produced by the company's brand. Variables that can influence consumers in making purchasing decisions for a product, such as from product quality and brand image of a product, so that consumers will remain loyal to the products produced by the company. This will allow the consumer to re-purchase the products produced by the company's brand. Variables that can influence consumers in making purchasing decisions for a product, such as from product quality and brand image of a product, so that consumers will remain loyal to the products produced by the company. This will allow the consumer to re-purchase the products produced by the company's brand. Variables that can influence consumers in making purchasing decisions for a product, such as from product quality and brand image of a product, so that consumers will remain loyal to the products produced by the company.

Brand Image can also influence purchasing decisions. According to Kotler and Armstrong (2001), Brand Image is a set of consumer beliefs about a particular brand. According to Kotler and Armstrong (2008) the brand represents the consumer's perception and feeling of a product and its performance all things about the meaning of the product or service to consumers. The brand is actually a reflection of the promises made by producers to consumers for the quality of the products they will produce.

The advantage of lemang shell food is that it has the quality of lemang, and the quality is very well maintained until now because the taste offered is so tasty and delicious. Lemang Batok does not put flavoring or preservatives in its cooking because Lemang Batok is more concerned with customer trust in its products and that is one of the things that makes Lemang Batok able to survive until now. The ingredients used to make lemang are standard, there are SOPs, of course, in their own language.

Lemang batok is probably the oldest, the most sought after, as it has been revealed that in Tebing Tinggi 50% of the population knows the product of lemang batok, this is because lemang batok is a typical food of the city of Tebing Tinggi, which is known for its expertise in making lemang products, even in Many outside the city of cliffs are familiar with lemang shell, this is because of the advantages possessed by lemang shell itself, such as quality and brand, which the company knows that it greatly affects consumer perceptions and buying interest, and is certainly very loved, especially by consumers. consumers.

Purchase decision is a concept in buying behavior where consumers decide to act or do something and in this case make a purchase or take advantage of certain products or services (Balawera, 2013). Consumer decision making is basically a problem solving process. The researcher uses this purchasing decision variable because the study of purchasing decisions is still worthy of research considering the increasing number of products in circulation resulting in the need for various considerations for the public in making purchasing decisions. Most consumers, both individual

consumers and organizational buyers, go through almost the same mental process in deciding what products and brands to buy (Yulindo 2013).

Consumer behavior is something that is not easy to recognize. Sometimes what the consumer needs can be seen clearly by the marketer. But sometimes what consumers want becomes difficult to know. Every society is a consumer; therefore, consumer behavior is related to the behavior of every human being with all the uniqueness and differences. Humans are rational economic creatures where humans always try to meet their needs and always maximize their satisfaction or needs if their financial capabilities allow and as long as they feel comfortable with it.

Lemang is known as a culinary icon typical of the City of Tebing Tinggi and this city is even dubbed the City of Lemang. The most famous Lemang is Lemang Batok. The culinary lemang in Tebing Tinggi was introduced by the Minangkabau ethnic group around 1947, they used lemang as a source of income. In 1947, lemang culinary was sold at bus terminals, train stations and markets by being upheld using a winnowing winch until one of the former workers from the lemang entrepreneur set up his own culinary business but he chose to stay on KHADahlan street or Tjong a Fie Street until he finally found his place. It is known as the selling center of lemang in Tebing Tinggi. The lemang culinary business in Tjong a Fie itself was first pioneered by Hj. Siti Akmar Tanjung or Grandma Haji in 1958 who came from Singgalang, West Sumatra.

In 1958, the lemang culinary business on Jalan Tjong a Fie at that time already had a small steling for selling. The choice of this place is very strategic because it is in the city center of Tebing which is the center of the crowd, making the marketing of lemang business grow. In the following years, judging by the number of consumers, more and more lemang entrepreneurs appeared in the same place using their respective brands or names, these new entrepreneurs were still ethnic Minangkabau. Until now, the production of lemang business itself is managed from generation to generation.

Lemang Batok is located on Jalan KH Dahlan across from the Tebing Tinggi city mosque, people have known it as Jalan Tjong A fie. The average lemang sold has different sizes of bamboo and different prices.30,000, while for the size of the bamboo that is being pegged at around Rp. 40,000 a taste, and for the large size the bamboo is sold at a price of Rp. 50,000. And there are also jumbo bamboo sizes that are sold at a price of Rp. 70,000, and are made if anyone wants to order.

The consumers are not only consumers who live in the City of Tebing Tinggi and its surroundings, but because the City of Tebing Tinggi is a city of trajectories, many consumers come from outside the City of Tebing Tinggi. Therefore, the Tebing Tinggi City government makes lemang a regional specialty. Until now, lemang has developed so much that it has become a culinary icon typical of the City of Tebing Tinggi and the City of Tebing Tinggi is very famous with the nickname "City of Lemang" (Feroza, 2016).

In general, every Lemang Batok consumer has a different view of the Lemang Batok attributes that are considered important, so that in the end it can influence consumers in making purchasing decisions.In addition, product quality and consumer brand images that vary affect consumer behavior in carrying out economic activities in shopping. A healthy lifestyle by returning to nature by consuming naturally produced foods is becoming a new trend in society. Changes in consumption can change purchasing patterns in terms of consumer behavior.

Based on the explanation of the background above, the research is interested in conducting research on this matter and presents it with the title**"The Influence of Product Quality and Brand Image on the Purchase Decision of Lemang Batok, Tebing Tinggi City"**

2.RESEARCH METHOD

2.1 Research Framework

This research is field research with quantitative research methods.

2.2 Population and Sample

In this study, the population is Lemang Batok Customers, Tebing Tinggi City

The sample in this study is a representative of the customerfrom Lemang Batok, Tebing Tinggi City. Since the number of population is unknown, the number of samples is sought by the Cochran formula(Sugiyono, 2016):

$$n = \frac{Z^2 pq}{e^2}$$

Information:
N : Number of samples required2
Z2 : Price in normal curve for 5% deposit, with value=1.96
P : Probability of Right 50% = 0.5
q : Probability of False 50% = 0.5
e : Sample error rate (sampling error), in this study using 10%.

n = (1.96)2 (0.5) (0.5)
(0,1)2
n = 96.04

Based on the above calculation, the sample taken is 96 respondents.

2.3 Data Analysis Techniques

Data analysis carried out are:

1. Data Validity Test consists of validity and reliability tests
2. Classical Assumption Test consists of normality, reliability, heteroscedasticity test
3. Multiple linear regression
4. Coefficient of Determination Test
5. Hypothesis test consists of t test and f. test

3.RESULTS AND DISCUSSION

3.1. Research Results

1. Classic assumption test

The testing of classical assumptions with the SPSS 25.00 program carried out in this study includes:

a. Normality test

Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Testing the normality of the data can be done using two methods, graphs and statistics. The normality test of the graph method uses a normal probability plot, while the statistical method normality test uses the one sample Kolmogorov Smirnov Test. Normality test using the graphical method can be seen in the following figure:

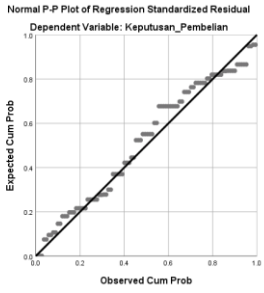

Figure 1 Normal P Plot

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International Journal of Educational Review, Law And Social Sciences

Data that is normally distributed will form a straight diagonal line and plotting the residual data will be compared with a diagonal line, if the distribution of residual data is normal, the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table 2 Test One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			96
Normal Parameters, b	mean		.0000000
	Std. Deviation		1.16346243
Most Extreme Differences	Absolute		.127
	Positive		.090
	negative		-127
Test Statistics			.127
asymp. Sig. (2-tailed)			.001c
Monte Carlo Sig. (2-tailed)	Sig.		.082d
	96% Confidence Interval	Lower Bound	.076
		Upper Bound	.088

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Source: Data processed from attachment (2022)

From the output in table 4.8, it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.082. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF). The calculation of the tolerance value or VIF with the SPSS 25.00 program for windows can be seen in Table 4.12 below:

Table 2 Multicollinearity Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	4,800	1,200		3.999	.000		
Quality_Product_X1	.767	.108	.596	7.138	.000	.955	1.047

	Brand_Image_X2	.076	.085	.074	.890	.376	.955	1.047

a. Dependent Variable: Purchase_Decision

Source: Data processed from attachment (2022)

Based on table 2, it can be seen that the tolerance value of the Product Quality variable (X1) is 0.955, the Brand Image variable (X2) is 0.955 where all of them are greater than 0.10 while the VIF value of the Product Quality variable (X1) is 1.047, the Image variable Brand (X2) is 1,047 where all of them are smaller than 10. Based on the results of the above calculation, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also smaller than 10 so that there is no correlation symptom in independent variable. So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is the Glejser test, in the Glejser test, if the independent variable is statistically significant in influencing the dependent variable, then there is an indication of heteroscedasticity. On the other hand, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016; 138).

The results of data processing using SPSS 25.00 show the results in the following table:

Table 3 Glejser Test Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.072	.704		1.521	.132
	Quality_Product_X1	.040	.063	.068	.639	.524
	Brand_Image_X2	-.037	.050	-.078	-.735	.464

a. Dependent Variable: Abs_RES

Source: Data processed from attachment (2021)

The results of the glejser test show that the sig value of the Product Quality variable (X1) is 0.132 and the Brand Image variable (X2) is 0.524, both of which are greater than 0.050 so it can be concluded that there are no symptoms of heteroscedasticity.

2. Linear Regression Test

Linear regression testing explains the role of the independent variable on the dependent variable. Data analysis in this study used two linear regression equations, using SPSS 25.00 for windows. The results of data processing can be seen in the following table 4.17:

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International Journal of Educational Review, Law And Social Sciences

Table 4. Results of Linear Regression

Coefficientsa

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
(Constant)	4,800	1,200		3.999	.000		
Quality_Product_X1	.767	.108	.596	7.138	.000	.955	1.047
Brand_Image_X2	.076	.085	.074	.890	.376	.955	1.047

a. Dependent Variable: Purchase_Decision

Source: Data processed from attachment (2022)

Based on these results, the linear regression equation has the formulation: Y = b + b1X1 + b2X2 + 1 , so that the equation is obtained: Y = 4.800 + 0.767X1 + 0.076X2.

The description of the multiple linear regression equation above is as follows:

a. The constant value (b0) of 4,800 indicates the size of the Purchase Decision variable (Y) if the Product Quality variable (X1) and the Brand Image variable (X2) are equal to zero.
b. The regression coefficient value of the X1 variable (b1) of 0.767 shows the magnitude of the role of the Product Quality variable (X1) on the Purchase Decision variable (Y) with the assumption that the Brand Image variable (X2) is constant. This means that if the Product Quality variable factor (X1) increases by 1 unit value, it is predicted that the Purchase Decision Variable (Y) will increase by 0.767 unit value with the assumption that the Brand Image variable (X2) is constant.
c. The regression coefficient value of the Brand Image variable (X2) (b2) of 0.076 indicates the magnitude of the role of the Brand Image variable (X2) on the Purchase Decision variable (Y) with the assumption that the Product Quality variable (X1) is constant. This means that if the Brand Image variable factor (X2) increases by 1 unit value, it is predicted that the Purchase Decision variable (Y) will increase by 0.076 unit value with the assumption that the Product Quality variable (X1) is constant.

3. Coefficient of Determination (R2)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R2) is getting bigger (closer to 1), it can be said that the influence of the X variable is large on the Y variable. The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in Table 4.12 below:

Table 5 Coefficient of Determination

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718a	.516	.505	1.172	1,832

a. Predictors: (Constant), Brand_Image_X2, Quality_Product_X1
b. Dependent Variable: Purchase_Decision_Y
Source: Data processed from attachment 4 (2022)

Based on table 5, it can be seen that the adjusted R square value is 0.367 or 36.7%. This shows that the Product Quality variable (X1) and Brand Image variable (X2) can explain the Purchase Decision Variable (Y) of 36.7%, the remaining 63.3% (100% - 36.7%) is explained by other variables. outside of this research model, such as Location, Price and Service.

3.2. Hypothesis Testing

1. t test (Partial)

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable.

In this study, partial hypothesis testing was carried out on each independent variable, the results of data processing in equation I are shown in Table 4.13 below:

Table 6 Partial Test (t)

Coefficientsa

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
(Constant)	4,800	1,200		3.999	.000		
Quality_Product_X1	.767	.108	.596	7.138	.000	.955	1.047
Brand_Image_X2	.076	.085	.074	.890	.376	.955	1.047

a. Dependent Variable: Purchase_Decision
Source: Data processed from attachment (2022)

a. Hypothesis Testing the Effect of Product Quality Variables (X1) on Purchase Decision Variables (Y)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1) Reject the hypothesis if tcount < ttable or -tcount > - ttable orvalue Sig. > 0.05
2) Accept the hypothesis if tcount ttable or -tcount - ttable orSig. < 0.05

From table 4.13 obtained the tcount value of7.138With = 5%, ttable (5%; nk = 96-2 = 94) obtained a ttable value of 1.661 From the description it can be seen that tcount (7.138) > t table (1.661), as well as the significance value of 0.000 <0.05, it can be concluded that the first

hypothesis is accepted, meaningProduct Quality variable (X1) has an effecton the Purchasing Decision variable (Y). These results are in line with research by Apriliana and Sumowo (2015), Dinan et al (2016), Qomariah (2011) and Cahyono and Kusumaningrum (2016) which support that product quality has a significant influence on purchasing decisions.

b. Hypothesis Testing the Effect of Brand Image Variable (X2) on Purchase Decision Variable (Y).

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1) Reject the hypothesis if tcount < ttable or -tcount > - ttable orvalue Sig. > 0.05
2) Accept the hypothesis if tcount ttable or -tcount - ttable orSig. < 0.05

From table 4.13, the tcount value is 0.890. With = 5%, ttable (5%; 96-2 = 94) the ttable value is 1.661. From the description it can be seen that tcount (0.890) < ttable (1.661), and the significance value is 0.376 > 0.05, it can be concluded that the second hypothesis is rejected, meaning thatvariableBrand Image(X2) has no effecton the Purchasing Decision variable (Y). The results of this study are not in accordance with the results of research conducted by Fransisca Paramitasari Musay The results of regression testing show that the variableBrand Imagehas a significant influence on the Purchase Decision (Y). This is evidenced by the value of tcount for the variableBrand Imageof 3.687 and the probability value of the variable is 0.000 <0.05. These results also show that the variableBrand Imageis a variable that has a dominant influence on purchasing decisions.

2. Test F (Simultaneous)

The f statistic test is also known as the Simultaneous significance test. This test shows how far the influence of the independent variable simultaneously on the dependent variable.

In this study, partial hypothesis testing was carried out on each independent variable, the results of data processing can be seen inTable 5 below:

Table 5 F Test (Simultaneous)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.810	2	39,405	28,497	.000b
	Residual	128,596	93	1.383		
	Total	207,406	95			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), Brand_Image_X2, Quality_Product_X1

Source: Data processed from attachment 4 (2022)

a. Hypothesis Testing the Effect of Brand Image (X2) and Product Quality (X1) Variables on Purchase Decisions (Y)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1) If f-count > f-table, then HA is accepted, meaning that the independent variable has a significant influence on the dependent variable simultaneously.
2) If f-count < f-table, then HA is rejected, meaning that the independent variable does not have a significant effect on the dependent variable simultaneously

From table 4.14 obtained fcount value of28,497With = 5%, ftable (5%; 96-2 = 94) obtained ftable value of 1.661 From the description it can be seen that tcount (28,497) > t table (1.661), and the significance value is 0.000 < 0.05, it can be concluded

that the third hypothesis is accepted, meaning thatvariableProduct Quality (X1) and Brand Image(X2) has a significant effectto the Purchasing Decision variable (Y).

3.3. Discussion

Based on the results of hypothesis testing that has been done, the next step is to explain the relationship between the variables in this study which is then associated with consumer behavior, previous studies, and management science so that it can support pre-existing statements. Explanation of the results as follows:

1. **Effect of Product Quality (X1) on Purchase Decision (Y)**
   Based on the results of the analysis of hypothesis 1 From the description it can be seen that the ttable value is 1.661. From the description it can be seen that tcount (7.138) > t table (1.661), as well as the significance value of 0.000 <0.05, it can be concluded that the first hypothesis is accepted, meaningProduct Quality variable (X1) has an effectto the Purchasing Decision variable (Y). These results prove that product quality has a significant effect on purchasing decisions. Product quality is an opportunity offered by a company that has more selling value that competing products do not have. Therefore the company tries to focus on product quality and compare it with products offered by competing companies. Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes (Kotler and Armstrong, 2012: 283). These results are in line with research by Apriliana and Sumowo (2015), Dinan et al (2016)

2. **Effect of Brand Image (X2) on Purchase Decision (Y)**
   Based on the results of the analysis of hypothesis 2, it can be seen that from the description it can be seen that the tcount value is 0.890 With = 5%, ttable (5%; 96-2 = 94) the ttable value is 1.661. From the description it can be seen that tcount (0.941) < t table (1.661), and the significance value is 0.376 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that the Brand Image variable**(**X2) has no effect on the Purchase Decision variable (Y). The results of this study are not in accordance with the results of research conducted by Fransisca Paramitasari Musay. The results of regression testing indicate that the Brand Image variable has a significant influence on Purchase Decision (Y). This is evidenced by the tcount value for the Brand Image variable of 3.687 and the variable probability value of 0.000 <0.05. These results also indicate that the Brand Image variable is a variable that has a dominant influence on purchasing decisions.

3. **Variable EffectProduct quality(X1) andBrand Image (X2) Against Purchase Decision Variable (Y)**
   Based on the results of the analysis of hypothesis 2, it can be seen that from the description it can be seen that the fcount value is 28,497 With = 5%, ttable (5%; 96-2 = 94) the ttable value is 1,661. From the description it can be seen that fcount (28.497) > ftable (1.661), and the significance value is 0.000 > 0.05. So, it can be concluded that the third hypothesis is accepted, meaningProduct Quality variable (X1) andBrand Image(X2) effectto the Purchasing Decision variable (Y). The results of this study are in accordance with the results of research conducted. All independent variables, namely product quality (X1) and brand image (X2) together (simultaneously) have a positive effect on purchasing decisions (Y). With the influence of the brand image of 0.941 and the influence of product quality of 9.456. Based on these results, it can be assumed that the better or better the brand image and product quality, the more it can improve purchasing decisions

4.CONCLUSION

Based on the results of research and discussion in the previous chapter, it can be concluded as follows:

1. The first hypothesis put forward states that the first hypothesis is accepted, it meansProduct Quality variable (X1) has an effectto the Purchasing Decision variable (Y).
2. The second hypothesis proposed states that both are rejected, meaning that the Brand Image variable (X2) has no effect on the Purchase Decision variable (Y).
3. The third hypothesis put forward states thatProduct Quality variables (X1) andBrand Image (X2)affect the variablePurchase Decision (Y).

To complete this research, there are several additional aspects proposed in this research suggestion, namely as follows:

1. The results of the study are expected to be used as material for further studies in adding insight and knowledge for researchers regarding the influence of product quality and fan brand image on purchasing decisions for lemang shells in the city of cliffs.
2. It is hoped that the owners of lemang shells in the city of cliffs will make this research a comparison with the conditions that occur in the field (practice) so that the comparison will be able to improve the quality better.

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