THE INFLUENCE OF BRAND IMAGE ON PRODUCT QUALITY AND PRICE TO PURCHASE DECISIONS BELLA SQUARE SQUARE HIJAB FOR FEMALE STUDENTS FACULTY OF ECONOMICS AND BUSINESS UNIVERSITY MALIKUSSALEH

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Abstract

This study aims to determine the influence of brand image, product quality, and price on purchase decisions for Bella Square Hijab among students of the Faculty of Economics and Business, Malikussaleh University. The research method used in this study is quantitative. The instruments in this study include validity tests, reliability tests, and classical assumption tests, namely normality tests, multicollinearity tests, and heteroscedasticity tests. This study was conducted on female students of the Faculty of Economics and Business, Malikussaleh University, who had used and made purchases of the Bella Square Hijab. The primary data were obtained by distributing questionnaires via Google Forms to 100 respondents. The data analysis technique employed was multiple linear regression analysis with the help of SPSS. The results indicate that brand image does not significantly affect purchase decisions for Bella Square Hijab. Product quality significantly influences purchase decisions for Bella Square Hijab, and price does not have a significant effect on purchase decisions for Bella Square Hijab. The practical implication of this study is that Bella Square Hijab producers need to improve their brand image, product quality, and price to increase sales.

Keywords: brand image, product quality, price, purchase decisions.

INTRODUCTION

In today's era of global modernization, the fashion industry is experiencing very rapid growth.One of them is the fashion business in the hijab industry. The hijab industry is one of the most influential business industries in the world of Muslim fashion, lifestyle is one of the driving forces for the increasing hijab industry market. One of the most popular hijabs among women in Indonesia is the square hijab. With the development of the hijab business and various models of hijab produced domestically, it will be able to increase the desire of Muslim women to wear the hijab according to their respective fashion trends but still in accordance with the established sharia.

The hijab fashion trend is increasing day by day, that is why the hijab industry focuses more on product quality as the first step in decision making.The decision-making process that requires each person to assess, obtain, or use these goods and services first. In the decision-making process of the evaluation stage, information about competing brands in the market is first processed to find lower prices and find information about the quality of the goods to be purchased,then make considerations on decisions regarding purchasing.

It is important for companies to pay attention to the decision to purchase hijab products which will influence product decisions in advance for price and quality, and hijab companies continue to provide product innovation by displaying various types of colors or models of their hijabs.Currently, Bella Square hijab is one of the brands and hijab products that are already popular among women, especially among teenagers and female students. Bella Square hijab is made of soft double hycon thin cotton. Because the price is cheaper than other types of hijab, bella square hijab is one of the most popular among women.However, this hijab also has its own weaknesses, which lie in the quality of the hijab products produced which are less than satisfactory for the users.

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An initial survey conducted by the author found that 15 female students from the Faculty of Economics and Business, Malikussaleh University, were of the opinion thatBella Square Square Hijab has a good brand image from the perspective of consumers or users, the brand of Bella Square Hijab is very well-known among teenagers and female students.Several students from the Faculty of Economics and Business of Malikussaleh University said they were not interested in wearing the hijab at Bella Square.This is because the quality of the bella square hijab material is less than satisfactory. The problem with this hijab is that it is difficult to shape when worn because the material is too thin and the square side of the hijab is uneven.

This is what causes the bella square hijab to start to decline in interest due to the emergence of competition between other brands of hijab that provide better quality hijab materials, soft, not thin and satisfying for consumers. In addition, this also causes consumers to think more when deciding to buy a bella square hijab. However, in terms of price, the bella square hijab sets a very cheap price, this is not a barrier for every consumer who will make a purchasing decision.Researchers found that some users of the Bella Square Hijab were students of the Faculty of Economics and Business.

In a previous study conducted by Lusiana(2023),reveals that consumer perceptions of the brand, quality, and price of a product influence their decision to purchase the product. In the evaluation process known as the purchase decision, buyers' preferences for existing brands and their confidence in purchasing goods with the most preferred brand.

Brand image according to Keller et.al (2020),is how consumers view a brand, as indicated by the associations they have with the brand. Consumers will make transactions or choose to repurchase goods with the same brand if the brand is considered to have a good image in their eyes. The results of Daya et al.'s (2022) study showed that brand perception helps people make decisions to buy something. However, Hartono et al.'s (2023) study found that brand perception significantly or negatively influenced purchasing decisions.

Product quality consists of the qualities and features of products or services that bear on their ability to satisfy stated needs.Rinjani (2022) argues that,If the company's product has poor quality, buyer preference will decrease. In a study conducted by Olew Yuniwinarti et al. (2023) it was found that product quality has a positive and significant impact on customer choices to buy the product. Hartono et al. (2023) conducted additional research showing that consumer decisions to buy high-quality goods are positively and significantly influenced.

Price is the value shown to customers to emphasize the benefits of purchasing goods or services.(Dema et al. 2020). At this stage, price is something that consumers must consider when buying a product.The results of Wicaksono et al.'s (2023) research show that price has a positive and significant impact on purchasing decisions.The following table shows the sales data for Bella Square Square Hijab from 2021-2023.

Table 1
Bella Square Hijab Sales Chart

JUMLAH TERJUAL HIJAB BELLA SQUARE
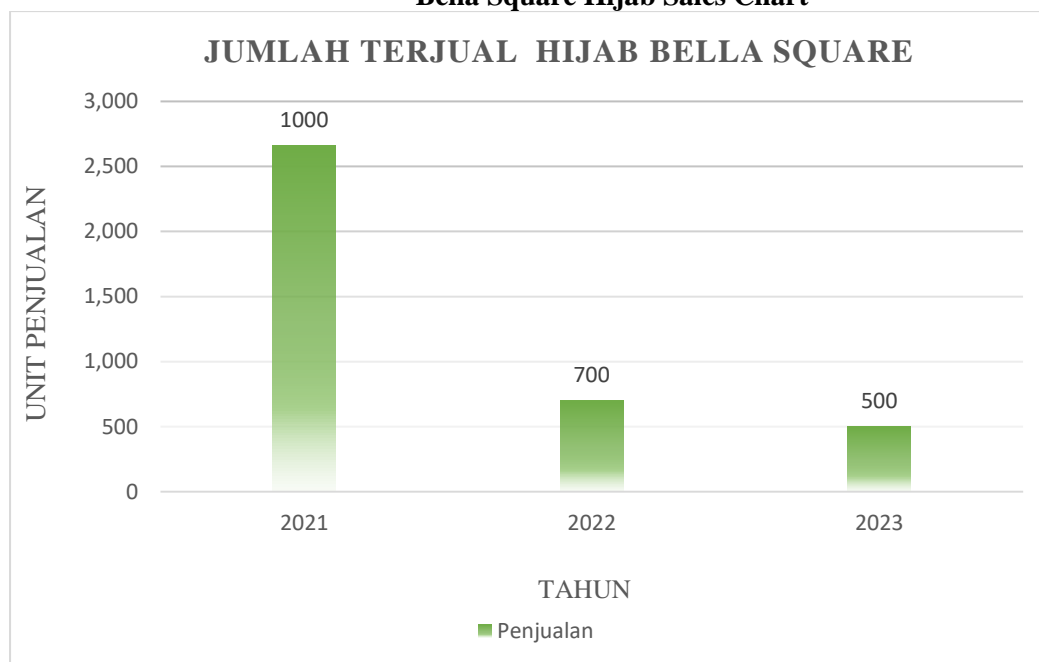
Data Source: Randa Hijab Batuphat Shop

From the graph 1.1 above, it shows that Hijab Bella Square experienced an increase in sales in 2021, reaching 100 pcs of hijab bella square sold. While in 2022-2023 there was a decrease in sales, only reaching 700 pcs in 2022 and 500 pcs in 2023.

Table 2
Product Type, Price and Quantity Sold in 2022-2023

NO	Types of Square Hijab	Price	Number of sales Year 2022	Number of sales Year 2023
1	Bella Square	15,000	700 pcs	500 pcs
2	Azara	35,000	900 pcs	1,500 pcs
3	Paris Premium	30,000	860 pcs	1,200 pcs
4	Umama	35,000	600 pcs	780 pcs
5	Saudi Arabia	20,000	530 pcs	250 pcs

Source: Randa Hijab Batuphat Shop, 2024

Table 1.1 above shows hijabs with different prices, which experience sales increases and decreases every year. Some consumers assumeThe quality you get will be better if the price is more expensive.Hijab bella square sets a cheaper and more affordable selling price for female students. Another possibility that is the cause of the decline in sales of hijab bella square is because the quality of the hijab material is less preferred by consumers who ultimately prefer hijab with other better brands, and therefore the sales level at bella square has decreased.Based on the description above, the author wants to conduct research to determine the extent to which consumer perceptions of brands, product quality, and prices influence their decisions to purchase goods.

LITERATURE REVIEW
Definition of Marketing

Marketing for every business actor or entrepreneur is the most important activity, this is because it has an influence on survival, profit and market growth.Commerce is the process by which companies create value for customers by satisfying customer wants and needs through products made by the company.Marketing is not only concerned with sales, but also market research, pricing,

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distribution and promotion. However, looking at the existing realities, Hooley et al. (2020) argue that various definitions related to marketing are operationally much simpler.

Buying decision

According to Hastoko et al. (2022) whostates that the purchase option isone of the activities related to the choice of whether or not to buy a product marketed by a manufacturer.In marketing the products made, one of the company's goals is to make purchasing decisions. Before deciding to buy something, customers must see which products can meet their needs and desires.Companies cannot force consumers to buy the products they market, because every consumer has their own rights and decisions in purchasing goods.

Brand Image

Brand image in a product is a supporting component for a brand, and this component represents the quality of each product.Consumers who have a positive and positive image of a brand will be more confident when making purchasing decisions.The opinion put forward by Rachmawati et al. (2020), regardingBrand image is the way customers or buyers see a brand as depicted in their memory of the brand.Consumers when buying a product are very sensitive to the brand image on the product, they want a good brand but with a price that remains balanced. Every company that wants its business to grow in the market will definitely prioritize the brand image they create on their products to attract the attention of their consumers.

Product Quality

For every company, the product is very important because without it the company will not be able to do anything. Bansaleng et al. (2021) said that the ability to determine whether a product or service already has the established utility value is known as product quality. Therefore, if goods or services can be used or have the expected utility value, then the goods or services are considered to have quality.

Price

Price as stated by Kotler et al. (2021) is the total value of consumers who then get benefits by purchasing a product or service.By knowing how much customers pay for similar goods or services, you can determine their value.(Hakim et al. 2021). Before determining a reasonable price, the company must first conduct a survey for the product to be marketed.Companies will suffer huge losses if they set inappropriate prices because they are making products that are not marketable.(Komang et al. 2021).
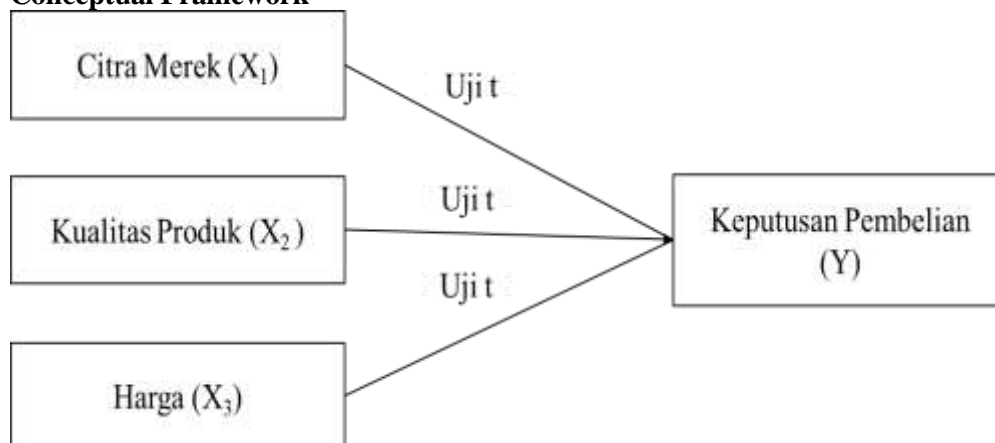
Conceptual Framework

Figure 1 Conceptual Framework

Location and Object of Research

The Faculty of Economics and Business, Malikussaleh University in Lhokseumawe City is where this investigation was conducted.In this study, the author chose to researchabout the decision made to purchase the Bella Square square hijab by active students at the Faculty of Economics and Business, Malikussaleh University.

Population and Sample
Population

Now (2017) states that researchers will investigate the population currently involved in the study, which indicates that the population is any group of individuals, events, or desires that researchers want to study. Students from the Faculty of Economics and Business, Malikussaleh University are the population used in this study.

Sample

The term "sample" is used to describe a portion of the units used in research to measure the characteristics of each population.

According to Sekaran (2017),states whether the sample is included in the overall population or not. However, only a small part of the sample population, not all. The students of the Faculty of Economics and Business, Malikussaleh University who bought the Bella Square square hijab were used as a sample.

Sampling Techniques

For sampling, purposive and non-probability methods are used. The choice made in purposive sampling method is determined by the sampling criteria. The following are the objectives of this research sample:

1. Undergraduate student of the Faculty of Economics and Business, Malikussaleh University
2. Respondents were aged 18–22 years.

$$n = \frac{Z^2 . p . q}{d^2}$$

Where :
n = number of samples required
Z = normal standard level (1.96)
p = Estimated population proportion
q = 1-p
d = interval/deviation
The sample size can be calculated using the formula above:

$$n = \frac{Z^2 . p . q}{d^2}$$
$$n = \frac{(1,96)^2 . (0,5) . (0,5)}{(0,1)^2}$$
$$n = 96,04$$

Method of collecting data

Primary data is used in this study.Sekaran & Bougie (2017) stated that data can be obtained from both primary and secondary data categories. The main data of this study came from students of the Faculty of Economics and Business, Malikussaleh University who purchased and used the Bella Square Hijab. Each research participant will receive a questionnaire.With the aim of providing weight and value to the indicators of research variables. Where researchers directly process the recapitulation results from the weighting or assessment results of the respondents' answers to be further processed as descriptive data.

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Data Collection Scale

The author uses the Likert scale to measure attitudes, opinions, and perceptions of a group of individuals or people about social phenomena. To collect measurement data. Taking a value with an interval of one from this scale and stating his agreement or disagreement with a number of questions related to the topic being studied.

Table 1
Data Measurement Scale

No	Alternative Answers	Score Value
1	Strongly Disagree (STS)	1
2	Disagree (TS)	2
3	Neutral (N)	3
4	Agree (S)	4
5	Strongly Agree (SS)	5

RESULT AND DISCUSSION
Multiple Linear Regression Results

To find out the strength of the relationship between two or more variables, use multiple linear regression analysis. It also shows how the independent and dependent variables interact with each other.(Ghozali, 2018).The results of multiple linear regression analysis are shown in the following table:

Table 2
Multiple Linear Regression Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12,028	2.132		5,641	.000
Brand Image	.166	.142	.129	1.171	.245
Product Quality	.205	.073	.324	2,797	.006
Price	.082	.129	.070	.630	.530

Source: Data Processed by Researchers (2024)

This is the resulting regression model, as shown in Table 4.11 after multiple linear regression analysis:

$$Y = 12.028 + 0.166X1 + 0.205X2 + 0.082X3.$$

These data were collected as a result of a previous multiple linear regression model.

1. The value of the dependent variable, purchasing decisions remain the same, but the value of the independent variables price, product quality, and brand reputation do not change. This is indicated by the Constitution 12,028.
2. While other independent variables have fixed values, the Brand Image variable (X1) shows a significant increase of 1 point on the variable. Therefore, since other independent variables have fixed values, the Brand Image variable (X1) will result in an increase of 0.166 in the value of the purchase decision variable.
3. The Product Quality variable (X2) experienced a significant increase of 1 point, according to the regression coefficient of 0.205, which shows good results. This shows that the variable has increased by 1 point. In addition, other independent variables are still valuable. Therefore, the Product Quality variable, the Purchase Decision variable will increase by 0.205
4. Since other independent variables do not have fixed values, the Purchase Decision variable value will increase by 0.082 by the price variable (X3). The Price variable has a regression coefficient of 0.082, indicating that the variable has experienced a significant increase of 1 point.

Coefficient of Determination (R2)

How well does the model provide an explanation of the coefficient of determination and variance of the dependent variable?(Ghozali, 2018).The coefficient of determination has a value ranging between one and zero. The influence of the independent variable on the dependent variable increases with the coefficient of determination. The results of the coefficient of determination (R2) are shown in the following table.

Table 3
Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450a	.202	.177	2.05432

Source: Processed by Researchers (2024)

The R2 value, or adjusted R square value, of the regression model is used to determine how well the independent variables can explain the dependent variable. The results of the determination coefficient test above are presented in Table 4.12. The table above shows that the independent variables of purchasing decisions consisting of price, product quality, and brand image can change by 18.7%, with an R2 value of 0.197. In contrast, variables not discussed in this study affect the remaining 81.3% (total 100% minus 18.7% = 81.3%).

Hypothesis Testing
t-test

To find out how each independent variable affects the dependent variable partially, a partial test is conducted. A partial test can be conducted with a sig. t value with an alpha value of 0.05 and a calculated t value with a decision-making basis of ttable.

1. In a situation where the independent variable is partially affected, the dependent variable is affected by the independent variable if Sig. < 0.05, or if tcount is greater or lower than ttable.
2. The dependent variable is not partially influenced by the independent variable in situations where Sig. > 0.05, tcount is equal to ttable, or -tcount is equal to -ttable.

With a sample of 100, a significance level of 5%, and 3 independent variables, then ttable ($\alpha/2$; nk) = (0.025; 97) = 1.98472.

Table 4
Partial Test Results (t)
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12,028	2.132		5,641	.000
Brand Image	.166	.142	.129	1.171	.245
Product Quality	.205	.073	.324	2,797	.006
Price	.082	.129	.070	.630	.530

Source: Processed by Researchers (2024)

The results of the t-test, presented in Table 4.13 above, show the following data:

1. The first hypothesis, H1 states that the brand image variable partially influences the purchasing decision variable because the brand image variable does not influence the purchasing decision variable which means "rejected". In addition, the ttable value is 1.9872 which is greater than the tcount value of 1.171.
2. The Product Quality variable has a significance value of 0.006, which is smaller than 0.05. On the other hand, the t-value of 2.797 is greater than the t-table value of 1.9872, which indicates that the Purchase Decision variable is influenced by the Product Quality variable. As a result, the

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second hypothesis H2, states that the purchase decision variable "accepted" is partially influenced by the product quality variable.

3. The purchase decision variable is not affected by the price variable because it has a significance value of 0.530, which is greater than 0.05. Because the ttable value (1.98472) is smaller than the tcount value (0.630), the price variable does not affect the purchase decision variable. Therefore, the third hypothesis, H3, states that the "rejected" purchase decision variable is partially affected by the price variable.

Discussion
The Influence of Brand Image on Purchasing Decisions

The results of this research hypothesis testing are unreasonable. H1 is rejected because not all brand images affect purchasing decisions. This is due to the fact that each respondent's perception of the product brand is different. This means that when brand reputation increases, consumer decisions to purchase products also increase. Conversely, when brand reputation decreases, consumer decisions will also decrease.Not only that, consumers when making purchasing decisions are not only based on brand image, but also based on consumer trust or confidence in the Bella Square square hijab, whether they are satisfied or not after using it.Hartono et al. (2023), who support the research results by stating that brand perception does not affect customer decisions to purchase products. This is also in line with research by Utami et al. (2022) who found that consumer decisions to purchase goods are not influenced by their brand perceptions.

The Influence of Product Quality on Purchasing Decisions

The results of the research hypothesis test are accepted. H2 is stated as accepted because the decision to buy a particular product is influenced by its quality. When it comes to the target market, buyers sometimes understand the quality of the goods they buy very well. Whether the product will last long usually depends on its quality. Consumers choose expensive and high-quality goods over poor quality goods. Therefore, you can find out whether the decision to buy a particular product is always influenced by each quality. Maiza et al. (2022) support the finding that buyers' decisions to buy goods are greatly influenced by product quality. This is also in line with the study of Nursukmah (2022), which states that consumers have a positive and significant impact on their decisions to buy high-quality products.

The Influence of Price on Purchasing Decisions

The results of the hypothesis test of this study are rejected. H3 is rejected because not all product prices affect customer purchasing decisions. The quality of goods is usually influenced by their price. However, this does not mean that a high or low price on a product can cause customers not to decide to buy the product.Not all consumers care about the price of goods that are too expensive or cheap, they tend to think or choose better quality goods even though the price set by the market is more expensive. Some consumers do not have a problem with the price, because what they need is good quality goods at expensive prices, even though consumers will still buy them.Wolff et al. (2021) support the findings of this study by stating that, although slightly, price influences purchasing decisions. In addition, research by Liyono (2022) shows that price does not influence purchasing decisions.

Conclusion

Based on the previous results and discussions, several conclusions can be made:

1. A student at the Faculty of Economics and Business, Malikussaleh University, chose to buy the Bella Square square hijab because the brand is not known to everyone.This is because there is a lot of competition from other similar hijab products that are easier to recognize.
2. The decision of Malikussaleh University students of the Faculty of Economics and Business to buy square hijabs at Bella Square was significantly influenced by product quality. This is

because if the quality of the Bella Square hijab meets customer expectations, they will choose to purchase the product.

3. The decision of Malikussaleh University students of the Faculty of Economics and Business to buy square hijabs at Bella Square was not significantly influenced by price because the prices of competing products were cheaper than Bella Square.This causes consumers to switch to competing products, because in other hijab products they find the same fit as they expect.

Suggestion

1. It is expected that the production team of Bella Square hijabin order to maintain brand reputation and price, encourage customers to return to buy,because maintaining brand image and maintaining product prices greatly influences hijab producers to increase their sales.

2. By using various variables that influence consumer decisions to purchase Bella Square square hijab, future researchers are expected to be able to conduct this research.

Research Limitations

1. This study can only be accessed by female students of the Faculty of Economics and Business, Malikussaleh University.So that when conducting further research, it is hoped that research can be conducted in all Faculties at Malikussaleh University.

2. The three independent variables used in this study are brand image, product quality, and price. Future researchers are expected to include additional variables for reference and comparison purposes.

3. Limited knowledge of the author in compilingThe thesis shows that this research still requires more research because it is far from perfect.

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***T H E   I N F L U E N C E   O F   B R A N D   I M A G E   O N   P R O D U C T   Q U A L I T Y   A N D   P R I C E   T O
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