

The Influence Of *Brand Image* And *Positioning* On Asera's Consumer Purchasing Decisions In Palopo

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Abstract

Fierce competition in the retail world makes brand image and positioning a crucial factor that influences consumer purchasing decisions. Therefore, companies flocked to give a good impression and image to their companies, including PT Asera Tirta Posidonia. Brand image can be interpreted as the perception that consumers have of a brand or product in general. Positioning *is an important factor because Positioning involves positioning the product to get a good position in the minds of consumers.* Therefore, this study aims to determine how much influence *brand image* and *positioning* have on Asera's consumer purchasing decisions in Palopo. This research is a quantitative research conducted in Palopo city. The sample in this study was consumers of asera drinking water products totaling 70 people. The sampling method is by using incidental sampling. Data collection was carried out through interviews, observation and questionnaire dissemination. The analysis technique used is multiple linear regression analysis with the help of SPSS. The results showed that *brand image* and *positioning* simultaneously had a significant and positive effect on Asera Di Palopo's consumer purchasing decisions. Partially, brand image has a significant and positive effect on the purchasing decisions of Asera consumers in Palopo city while positioning does not have a significant and negative effect on Asera's purchasing decision in Palopo city.

Keywords: *Brand Image*; Purchase decision; *Positioning*

1. Introduction

Today's business development promises many opportunities and challenges for a business to compete with each other to meet consumer demand. Companies must be able to compete with other businesses to survive, and on the other hand businesses must also understand what consumers want, so that consumers can be satisfied. In the era of globalization like now, many new producers have emerged who sell similar goods. Auto, with more manufacturers, will have more competition. Basically, with the increase in the number of competitors, customers also have more choices to be able to choose products that suit their wishes, so the consequence of these changes is that customers become more careful and intelligent in responding to every product on the market.

The nature of consumers who are more selective about their choices makes companies compete to offer something that satisfies the needs and desires of potential buyers. The key to the success of existing or emerging products and services lies in improving, innovating, and listening to what consumers have to say. Competition is so fierce that every business person has to work harder to compete. The challenge facing competing companies is always looking for the best way to gain and maintain market share. Therefore, every business person must be able to formulate and design strategies that can support his business. One strategy that can be

applied is a marketing strategy. The main concepts used in marketing are segmentast, targeting positioning, needs, wants, demand, supply, brand, value and decisions, exchanges, transactions, relationships and networks, marketing channels, distribution branches (supply *chain*), marketing environment and marketing programs [1].

One of the best ways to improve business development is to continue to improve product quality and pay attention to several aspects such as *brand image* and *positioning* can influence consumer purchasing decisions. Attention to the interests of consumers is seen by paying attention to needs and desires so that it can be a key factor for the success of a business in the midst of this increasingly fierce business competition climate. Purchasing decisions are influenced by many factors. In this case, *brand image* and *positioning* can be key factors influencing purchasing decisions. *Brand image* can influence purchasing decisions by showing the level of perception of brand image itself in the minds of consumers. If the brand image level is high, the higher the purchase decision rate. *Positioning* can also influence purchasing decisions because positioning can help consumers choose which products occupy the best position in their market.

Brand image and *positioning* are the main factors influencing purchasing decisions. *Brand image* or brand image is very influential in influencing consumer purchasing decisions. This is based on several previous studies conducted by [2] [3] [4] [5]. Brand image can be interpreted as the perception that consumers have of a brand or product in general. If the brand image of a product is well received by consumers, then purchasing decisions will be easier to achieve. *Positioning is an important factor because* Positioning involves positioning the product to get a good position in the minds of consumers. Some research results state that positioning has an impact on the purchase decision of a product [6] [7] [8]. Brands that have established themselves in the minds of consumers will have a strong influence when consumers need solutions in making purchasing decisions. Overall, it seems that brand image and positioning are important factors influencing purchasing decisions. However, the relative importance of each factor may vary depending on the type of product or service being considered.

PT Asera Tirta Posidonia is a company in the field of bottled drinking water industry in Palopo City. This company is in the form of an Individual which was established in 2000. The company markets its products in 240 ml polypropylene glass packaging, 600 ml bottles, and reusable 19-liter gallons. This company has many competitors engaged in the same field. This will certainly affect consumers in determining the purchase decision of the product to be chosen. Currently, it is not uncommon for consumers to prefer bottled drinking water other than asera because of the many choices that can make consumers more interested and choose other similar products. Of course, this can reduce sales of asera products themselves. There are several important things that can influence consumer purchasing decisions including brand image and positioning, because Brand Image (brand image) and positioning have an important role in a purchase decision. Companies certainly have to pay attention to these things in order to survive competing in the market with other brands. Based on the above phenomenon, the purpose of this study is to analyze the influence of brand image and positioning on consumer purchasing decisions on asera drinking water products in Palopo city.

2. Research Methods

The location and place in this study are Palopo City, South Sulawesi. In this study, the author collected the necessary data by making direct observations on the person concerned both through the distribution of questionnaires and interviews. The types of data used in this study are quantitative data and qualitative data, while the data sources used are primary data and secondary data. The data collection method used is 1) Questionnaire, which is data collection by distributing a list of questions to respondents who are used as research samples. Questionnaire is a method of data collection carried out by giving a set of questions or written statements to respondents to answer. 2) Interview is a method of obtaining data by conducting questions and answers directly with the parties concerned to obtain data and information that supports analysis in research.) An interview is a conversation between a researcher (someone who wants to get information) and an informant (someone who is considered to have important information about an object. 3) Observation is a technique used to collect data obtained through questionnaires and interviews by seeing and observing directly.

Population is a combination of all elements formed by events, things or people that have similar characteristics that are the center of attention of a researcher because it is seen as a universe of research. The population in this study was all asera consumers in Palopo. While the sample in this study amounted to 70 people. So that the sampling technique in this study is accidental sampling.

Technical data analysis in this study to answer the problems in this study used several data analysis techniques, namely:

- 1) Test Validity and Reliability
 - a. Test validity

The Validity Test is used to measure whether or not a questionnaire is valid. A questionnaire is said to be valid if the questionnaire is able to reveal something measured by the questionnaire. This validity testing is done using the SPSS program. The provisions are that if the correlation value (Correlation bivariate person) > 0.05 , the instrument used is said to be valid or in significant circumstances, otherwise if the correlation value is < 0.05 , the instrument used is invalid [9].

- b. Reliability Test

It is useful to determine whether the instrument in this case questionnaire can be used more than once, at least by the same respondent will produce consistent data. In other words, instrument reliability characterizes the level of consistency of an instrument's criteria when reliable using this technique, if the reliability coefficient is greater than 0.60 [10].

- 2) Multiple regression analysis

This study uses multiple linear regression analysis to determine the influence of several independent variables (variable X) on the dependent variable (variable Y) (Imam Ghozali, 2008: 15). In multiple regression, the independent variable (variable X) is taken into account its influence on the dependent variable (variable Y), where in this study the independent variable (variable X) is more than one, namely brand image (X1), positioning (X2), while for the dependent variable is the purchase decision (Y).

- a. F test (simultaneous)

The statistical test f basically shows whether all the independent variables included in the model have an influence together on the dependent variable. This test is performed by

comparing the f values according to the table. If the calculated f value is greater than the f value according to the table, then simultaneously the independent variables affect the dependent variable. The decision in carrying out the f test can be seen from its significance. If the significant level is below 5%, then simultaneously the independent variable has an effect on the dependent variable.

b. Test t (persial)

The t test is used to determine whether in the regression model the independent variable has a significant effect on the dependent variable. The t-test is used to see the effect of each independent variable individually on its dependent variable. In multiple linear regression, this is necessary because each independent variable exerts a different influence on the model.

c. Coefficient determination

The Coefficient of Determination (R^2) is intended to determine the level of determination that is best at conducting regression analysis, which is indicated by the magnitude of the coefficient of termination (R^2) between 0 (zero) and 1 (one). The coefficient of determination (R^2) of zero of the independent variable has no effect on the independent variable at all. If the coefficient of determination is close to one, then it can be said that the independent variable is dependent on the dependent variable.

3. Results and Discussion

3.1. Research Results

1. Test Validity and Reliability

a. Validity Test

An instrument is said to be valid if it is able to measure what it wants to research. The technique used for this validity test is the correlation of moment or pearson correlant products with a confidence level of 95% ($\alpha = 0.05$) or r table (0.235) carried out by correlating the score of each item with its total score. The number of respondents in this validity test was 70 people with a total of 22 statements. And Test this validity using the SPSS 20 program application.

Table 1. Brand image variable validity test results

Statement	R Calculate	R Table	Information
X1. A1	0,664	0,235	Valid
X1. A2	0,518	0,235	Valid
X1. B3	0,717	0,235	Valid
X1. B4	0,647	0,235	Valid
X1. C5	0,654	0,235	Valid
X1. C6	0,476	0,235	Valid

Source : data processed(2024)

Based on table 1 above, out of 6 statements in the brand image variable, all statements are declared valid because the calculated R value obtained is greater than the table R, which is 0.235.

Table 2. Test results of validity of positioning variables

Statement	R Calculate	R Table	Information
X2. A1	0,633	0,235	Valid
X2. A2	0,528	0,235	Valid

X2. B3	0,452	0,235	Valid
X2. B4	0,504	0,235	Valid
X2. C5	0,631	0,235	Valid
X2. C6	0,451	0,235	Valid
X2. D7	0,495	0,235	Valid
X2. D8	0,487	0,235	Valid

Source : processed data (2024)

Based on table 2 above, of the 8 statements on the positioning variable, all statements are declared valid because the calculated R value obtained is greater than the table R, which is 0.235.

Table 3. Test results of validity of purchasing decision variables

Statement	R Calculate	R Table	Information
Y.1	0,404	0,235	Valid
Y.2	0,448	0,235	Valid
Y.3	0,621	0,235	Valid
Y.4	0,487	0,235	Valid
Y.5	0,617	0,235	Valid
Y.6	0,533	0,235	Valid
Y.7	0,580	0,235	Valid
Y.8	0,430	0,235	Valid

Source: processed data (2024)

Based on table 3 above, out of 8 statements on the purchase decision variable, all statements are declared valid because the calculated R value obtained is greater than the table R, which is 0.235.

b. Reliability Test

A reliability test is data to measure a questionnaire which is an indicator of variables. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. SPSS provides facilities to measure reliability with statistical tests that if cronbarch alpha > 0.60 , then the questionnaire on the variable is declared reliable. The results of reliability tests conducted on instruments in this study can be explained in the following table.

Table 4. Brand Image Reliability Test Results (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,666	6

Source: Data processed 2024

Table 5. Positioning Reliability Test Results (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,620	8

Source: Data processed 2024

Table 6. Purchase Decision Reliability Test Results (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,608	8

Source: Data processed 2024

From the table above, it is explained that the results of the reliability test show that the data in this study is declared Reliable because Cronbach's alpha value is greater than 0.60.

2. Multiple Regression Analysis

a. Test F

Test F is a test conducted to determine whether the independent variables, namely *Brand Image* and positioning, together affect the dependent variable, namely *Purchase Decision* with the size *f* count greater than *f* table and use significant 5% ($\alpha = 0.05$).

Table 7. F Test Results

ANOVAa

Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	66,609	2	33,305	5,407	.007b
Residuals	412,662	67	6,159		
Total	479,271	69			

a. Dependent Variable: PURCHASE DECISION(Y)

b. Predictors: (Constant), POSITIONING(X2), BRANDIMAGE(X1)

Source: Data processed (2024)

From the table above, the calculated F value is 5.407 with a probability value of sig = 0.007. The calculated F value (5.407) > the F value of the table (3.134) and the sig value of 0.007 < 0.05, then the first hypothesis is accepted, meaning that *brand image* (X1) and positioning (X2) have a significant effect on the purchasing decisions of asera consumers in Palopo.

b. T Test

Independent variables, namely *brand image* (X1) and positioning (X2) on purchasing decisions (Y), then a significant test is used, namely by comparing the calculated t value and

table t or $< sig$ value of 0.05 from each variable, where from the results of regression testing using spss, the following results are obtained.

Table 8. T Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	25,054	5,600		4,474
	BRANDIMAGE(X1)	,420	,132	,363	3,170
	POSITIONING(X2)	-,050	,118	-,048	-,421

a. Dependent Variable: PURCHASE DECISION(Y)

Source: Data processed (2024)

Based on the results of SPSS calculations in the table above, it can be concluded that:

1. Brand *image* variable (X1) to Purchase decision (Y)

The results of the persial test (Test T) between the brand image variable and the purchase decision showed a calculated t value of 3.170 with t table 1.996 and sig $0.002 < 0.05$, because t count $> t$ table, it can be concluded that the second hypothesis is accepted which means that the brand image variable (X1) has a significant effect on the purchase decision (Y).

2. Positioning variable (X2) to Purchase decision (Y)

The results of persial testing (Test T) between positioning variables on purchasing decisions show a calculated t value of -0.421 with t table 1.996 and sig $0.675 > 0.05$, because t count $< t$ table, it can be concluded that the third hypothesis is rejected which means there is no significant influence between positioning variables (X2) on purchasing decisions (Y) at Asera di Palopo.

Based on the results of SPSS calculations in table 24. The results of the T Test are then obtained simultaneously multiple regression as follows:

$$Y = 25.054 + 0.420X1 - 0.050X2$$

From the equation can be interpreted as follows:

- 1) $a = 25.054$ which is a constant value, meaning that in the absence of brand image (X1) and positioning (X2), the purchase decision (Y) changes by itself by the value of the contanta which is 25.054.
- 2) $b1 = 0.420$ which indicates the regression coefficient of the brand image variable (X1), meaning that if the brand image increases by one unit, then the purchase decision (Y) will increase by 0.420 assuming positioning (X2) constan or fixed.
- 3) $b2 = -0.050$ which indicates the regression coefficient of the positioning variable (X2), meaning that if positioning increases by one unit, then the purchase decision (Y) will decrease by 0.050 assuming a brand image (X1) constan or fixed.

c. Test Coefficient of Determination (R²)

The coefficient of determination is used to determine how much influence the independent variables have on the dependent variable, in this case the brand *image* (X₁) and positioning (X₂) variables on the purchase decision (Y). The value of the coefficient of determination is determined by the value of r square as can be seen in the following table:

Table 9. Coefficient of determination (R²)

Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.373a	.139	.113	2,482

a. Predictors: (Constant), POSITIONING(X₂), BRANDIMAGE(X₁)

Source: Data processed 2024

From the calculation results using SPSS. It can be seen that the coefficient of determination (R square) obtained is 0.139. Then it can be concluded that *Brand Image* and *Positioning* 13.9 percent of the time on purchasing decisions was influenced by the remaining 87.1 percent was explained by other variables not studied in this study.

3.2. Discussion

The results of research *on brand image variables on purchasing decisions show that there is a significant influence between brand image and consumer purchasing decisions in Palopo*. This shows that the purchasing decisions of asera consumers in Palopo are influenced by the *brand image* of the product. Brand image consisting of maker image, product image and user image according to asera consumers is already in a very good position. Consumers agree that Asera products are made by companies that have a good reputation as well as an extensive product distribution network. Consumers also strongly agree that the Asera brand is easy to remember and suitable for all circles, besides that consumers also feel safe and comfortable using Asera. Based on the results of the research conducted, this study is in accordance with [2] [3] [4] [5] which states that brand image has a role in product purchase decisions by consumers. In addition, it defines the brand image as an association that arises in the minds of consumers when remembering a particular brand. Associations will appear in the minds of consumers in the form of certain thoughts or images associated with a brand. In this case, the brand image of a product is very important because if a product has a good brand image, the brand image will always be in the minds of consumers. The results of this study are in accordance with the theory according to [11] suggests that brand image provides an overview of the extrinsic nature of products or services including the way in which brands try to meet the psychological and social needs of consumers.

So Brand image is the image or impression that a brand creates in the minds of customers. The brand image must be continuously embedded in the minds of consumers so that the brand image created remains strong and can be received positively. If a brand has a strong and positive image in the minds of consumers, then the brand will always be remembered and the possibility that consumers will buy the brand is very high.

The results of persial research from positioning variables showed no significant influence between positioning on the purchasing decisions of asera consumers in Palopo. This shows that the purchasing decision of asera consumers in Palopo is not influenced by the *positioning* of the product. This research is in line with several previous studies that have also found that positioning has no impact on consumers' purchasing decisions about certain products. However, several other studies have found that positioning influences consumer purchasing decisions [6] [7] [8]. *Positioning* is the act of designing the offer and image of the company so that it occupies a distinctive position (compared to competitors) in the minds of its target customers [12]. The goal is to put the brand in the minds of consumers to maximize the potential benefits of the company. Good brand positioning helps the marketing strategy by clarifying the essence of the brand, what goals the consumer achieves thanks to his help, and the way he does it in a unique way. The end result of positioning is the successful creation of a customer-focused value proposition, i.e. a compelling reason why the target market should buy that product.

4. Conclusion

Based on the data obtained from the results of hypothesis testing using multiple linear regression, it can be concluded that:

1. *Brand image* and *positioning* have a significant influence on purchasing decisions for asera consumers in Palopo. Thus the first hypothesis was accepted.
2. *Brand image* has a significant influence on purchasing decisions for asera consumers in Palopo. Thus the second hypothesis is accepted.
3. *Positioning* has no significant effect on purchasing decisions in asera consumers in Palopo. Thus the third hypothesis is rejected.

5. Acknowledgement

The author's gratitude is conveyed to the management study program, Faculty of Economics and Business, Andi Djemma Palopo University for facilitating the author to conduct research and facilitate in participating in this international seminar. Hopefully what is obtained from the results of this research and from this activity can be useful for Andi Djemma University, especially the management study program.

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