

# The Influence of Brand Image on Interest to Buy and Stove Product Purchase Decision Rinnai at Home Smart

[Nurul Amalia<sup>1</sup>](#), [Cahyo Pramono<sup>2</sup>](#), [Rindi Andika<sup>3</sup>](#)

<sup>1,2,3</sup>Faculty of Social and Science, Universitas Pembangunan Panca Budi, Medan Indonesia

Email: nurulamaliahr19@gmail.com

**Abstract:** *This research was conducted to explain the partial or simultaneous influence of brand image variables consisting of company image, user image and product image on buying interest and purchasing decisions. The total population used was 96 respondents consisting of consumers who were taken using a questionnaire which was used as a data collection method in this study. This study uses path analysis (path analysis). The results of the analysis show that there is a significant influence partially or simultaneously between the brand image variables consisting of company image, user image and product image on buying interest and purchasing decisions.*

**Keywords:** *research; partial; significant influence*

## I. Introduction

Today's economic development is increasingly leading to intense competition, especially for similar companies. They are required to have a uniqueness that can attract or attract consumers in order to maintain or seize the existing market share. The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). Economic growth is still an important goal in a country's economy, especially for developing countries like Indonesia (Magdalena and Suhatman, 2020).

Consumers today are very critical in choosing a product, until the decision to buy the product. As we all know that today's product offerings are very diverse and numerous, not least for cars which are currently experiencing very rapid development. This increasing number of choices makes many consumers able to determine their choice of a product, in this case the Rinnai Di Home Smart Stove Product which can attract and make these consumers buy and be loyal to the product.

In the face of intense competition in the field of marketing, the demand to introduce product quality is a consideration that must be applied by the company to customers. The importance of product quality is an advantage for a company in improving its product brand image to be able to survive in marketing its products to consumers which consists of company image, user image and product image. The more often a product is introduced to consumers by improving and guaranteeing product quality, the customer will continue to make the product as the main product and the superior product of customer choice which in the end customer loyalty to the product is high.

One of the principles applied in influencing purchasing decisions is corporate image. This means that by improving the company's image, consumer confidence in making purchasing decisions will increase. This means that the better the company's image, the higher it will be for consumers to make purchasing decisions.

The rapid development of the times has resulted in an increase in globalization in the field of information technology so that information can be known quickly. Global information, news and data transmission can be known by following the development of information technology. One of the information technologies is the inter-connected network

or more popularly known as the internet, which is a global communication system that connects computers and computer networks around the world.

A positive brand image is related to consumer beliefs about positive brand value and willingness to seek out the brand. The perception that positive and consumer trust will create a brand image and in the end is one of the factors that will lead to buying interest in consumers. Kotler and Keller (2009) define consumer buying interest as a behavior where consumers have a desire to buy or choose a product based on experience in selecting, using and consume or even want a product.

Various efforts have been made by the company in order to maintain the brand The image they have includes technological innovation, the advantages they have the product, competitive pricing, and targeted promotions. The better the brand image of the product being sold, the higher the buying interest consumer.

Image can be built through good communication from a company stems from the use of characteristics that are not easily changed or consistent because something that remains easy for someone to remember. The presence of a brand ambassador such as Ramon Y Tungka, Darius Sinathrya, David John Schaap & Fiersa Besari which he was chosen as an icon in representing the product or company Eiger

Adventures. Usually the company always chooses the characters that are in vogue or who become public idols because of their achievements or because of their idol's behavior in their respective areas of expertise. Consumers today are also very critical in choosing a product on the decision to buy the product. As is well known that product offerings today are very diverse and numerous, and advertising is no exception Shoe products have developed very rapidly. The alternative choice the more it makes it easier for consumers to make choices according to their tastes and economic capabilities. Therefore, by maintaining quality and model, producers can attract and make consumers buy and loyal to the product. The consumer's decision to buy a product is very influenced by the assessment of the shape, quality and price of the product.

The demand for a quality product makes companies that are in the field of fashion and style competing to improve product quality them in order to maintain the brand image of the products they have. In addition to considering the price and quality of the product itself then be considered by a consumer. Quality is also a thing fundamental to customer satisfaction and success in competition. Something A product can satisfy consumers if it can meet and exceed desires the consumer.

## II. Review of Literature

### 2.1. Brand Image

According to Kotler (2013), brand image is the overall perception of the brand and is formed from past information on the brand, the image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of consumers buy something, not only need the item, but there is something else that they expect. Something else is in accordance with the image formed in him. Therefore, it is very important for organizations to provide information to the public in order to form a good image. The term image has become popular since the 1950s, which was put forward in various contexts such as the image of the organization. Image of the company, national image, image of the brand or brand image, public image, self-image and so on.

According to Lupiyoadi (2015), buying interest is the tendency of consumers to buy a brand or take action related to a purchase as measured by the level of probability that consumers make a purchase. According to Lucas (2012), buying interest is consumer behavior that shows the extent to which commitment in making a purchase. above it can be concluded that buying interest is the initial process carried out by consumers of a product or service

before making a purchase decision, if consumers have received stimuli from the products they have seen so that they arise a desire to own and are interested in buying products or services, consumers will make purchasing decisions. to obtain the product or service.

Whereas According to Laksana (2010), purchasing decisions are: a person's decision where he chooses one of several alternative choices. The process of making purchasing decisions for everyone is basically the same, it's just that not all of these processes are carried out by consumers.

## **2.2. Buying Interest**

Schiffman and Kanuk 2007:201 (in Febiana and Srikandi 2014: 2-3) stated that “interest is one of the a psychological aspect that has a considerable influence on behavioral attitudes. The consumer's assessment of the product depends on his knowledge of information about the actual function of the product, thus consumers who are interested in purchasing a product are influenced by the information received. According to Ferdinand, 2002 (in Pamenang and Harry 2016:207) buying interest can be identified through the following indicators: a. Transactional interest b. Referential interest c. Preferential interest d.

Word of Mouth Hasan, 2010: 32, defines word of mouth in the business world as the act of consumers providing information to other consumers from one person to another (interpersonal) non-commercially for brands, products and services. Thus, it can be interpreted that word of mouth is a communication in which there is the delivery of information about a brand that is carried out by someone to another person based on previous buying experiences so that other people know the good and bad that actually exists in the brand. Dimensions of word of mouth according to Rosiana, 2011 (in Ina Ratnasari, 2016: 54):

- a. Positive story
- b. Recommendation
- c. Invite

## **2.3. Brand Personality**

According to Best, et al. 2007 (in Ocktaria and Heroine 2015: 2) stated that brand personality is a set characteristics of humans who have association with the brand. Brand with personality tends to be more impressive and better than brand without personality, just like humans Brands can have different personalitie such as being a professional or being competent.

Jennifer L. Aaker (in Bambang and A. Rahman 2017: 165-166) argued that brand personality has indicators designed for describe the structure and properties of brand personality. Those five indicators known as "The Big Five" are as follows:

- a. Sincerity
- b. Excitement
- c. Competence
- d. Sophistication
- e. Ruggedness

A strong and positive image becomes one of the important things. No image strong and positive, it is very difficult for company to attract new customers and maintain existing ones. Sutisna, 2001: 83 (in Tiarawati 2014) said that consumers with the image positive towards a brand, more possible to make a purchase.

As for the brand indicators image according to Lamb et all (in Aprianto 2016: 76) states that the indicators of brand image are as follows:

- a. Brand easy to remember
- b. Overall product quality
- c. Product fame
- d. Trusted brand

### III. Research Methods

Based on the research method, this research is a type of quantitative research with an associative approach. According to Sugiyono (2010:6) causal associative research is research that is intended to reveal causal problems between two or more variables. The type of data in this study is primary data. Primary data is data obtained directly from respondents through questionnaires and structured interviews to the source, namely the respondent. Data collection techniques using questionnaires or questionnaires. Questionnaire is a list of questions containing questions to be filled out by consumers.

### IV. Result and Discussion

#### 4.1. Validity Test

Validity test is used to measuring the validity or validity of a questionnaire (Ghozali, 2009:49). Based on the results of the validity test on substructural I variable Brand image, Brand personality, on word of mouth shows that in column r count greater than the value of r table (0,1966) with significance value is less than 0.05 so it can be concluded that all the item of the statement instrument on the questionnaire variable brand image, brand personality, word of mouth is declared valid.

Based on the results of the validity test on substructural II variable Brand image, Brand personality, word of mouth on buying interest shows that in column r count greater than the value of r table (0,1966) with significance value is less than 0.05 so it can be concluded that all the item of the statement instrument on the questionnaire variable brand image, brand personality, word of mouth and buying interest stated valid.

#### 4.2. Reliability Test

Ghozali (2013: 47) suggests that the reliability test is a tool to measure a questionnaire which is an indicator of variables or constructs.

Table 1. Realibility Test

| Variabel               | r Alpha | Syarat Reliabel | Keterangan |
|------------------------|---------|-----------------|------------|
| Brand Image (X1)       | 0,775   | $\alpha > 0,60$ | Reliabel   |
| Brand personality (X2) | 0,769   | $\alpha > 0,60$ | Reliabel   |
| Word Of Mouth (Y1)     | 0,798   | $\alpha > 0,60$ | Reliabel   |
| Minat Beli (Y2)        | 0,759   | $\alpha > 0,60$ | Reliabel   |

Based on the table above can explained that all questions are used in each variable declared reliable (reliable) due to the value Alpha is greater than the value of Cronbranch Alpha by 0.60.

#### 4.3 Heteroscedasticity Test

Ghozali (2013: 139) put forward that heteroscedasticity test aims to test whether in the regression model variance inequality from residual One observation to another observation. if the variance of residual one observation into other observations remain, it is called Homocedasticity and if differently called Heteroscedasticity.

#### 4.4. Normality Test

Ghozali (2013: 160) suggests that normality test aims to test whether in the regression model, disturbing or residual variables have Normal distribution. In principle normality can be detected by seeing the spread data (point) on the diagonal axis of the graph or by looking at the histogram from residual.

The results showed that the company's image, User image and product image have a positive and significant effect on buying interest in Rinnai Di Home Smart Stove Products, both partially and simultaneously. Company image influences purchasing decisions through buying interest as an intervening variable on Rinnai Di Home Smart Stove Products. User image influences purchasing decisions through buying interest as an intervening variable on Rinnai Di Home Smart Stove Products. Product image influences purchasing decisions through buying interest as an intervening variable on the Rinnai Di Home Smart Stove Product.

#### V. Conclusion

In the face of intense competition in the field of marketing, the demand to introduce product quality is a consideration that must be applied by the company to customers. The importance of product quality is an advantage for a company in improving its product brand image to be able to survive in marketing its products to consumers which consists of company image, user image and product image. The more often a product is introduced to consumers by improving and guaranteeing product quality, the customer will continue to make the product as the main product and the superior product of customer choice which in the end customer loyalty to the product is high. The results showed that the company's image, user image and product image have a positive and significant effect on buying interest in Rinnai Di Home Smart Stove Products, both partially and simultaneously, corporate image.

That the use of the Arrhenius method has the advantage that it can formulate the material to be tested, it can be conditioned to unlimited inhibitor effects but requires a special rubber laboratory testing infrastructure for the Arrhenius test and requires a faster time. The drawback is that this method cannot be separated from the simulation mechanism which is basically non-existent represent condition which the actual application of rubber as an LPG hose, but at least it has provided a fairly valid initial picture with the assumption that the use of LPG hoses is not extreme.

That the use of the test method of sampling the LPG rubber hose market from consumers (unconditioned) has advantages, namely: focus orientation on not require time to wait for the hose to be used by consumers, the sample can be more numerous and varied so that the bias level of the method can be minimized. However, the drawback of this approach is the justification for the period of use of LPG rubber hoses by consumers, it has high uncertainty so that it has the potential to produce biased estimates of the life of LPG hoses.

That the use of the test method of sampling the LPG rubber hose market from consumers (conditioned) has the advantage that it has a high level of certainty regarding the period of use of the LPG hose, the target sample of consumers of users can be determined both in type and quantity, but the drawback is that this method requires a high cost. larger because even though the test sample is only a small part of the interval, this method requires a fairly long period of time. Hulme, A. (2012). Life Prediction of Polymers for Industry. Journal of Sealing

The researcher suggests that if the condition of LPG hose products in the market varies greatly and the explosion case is caused by high LPG hoses, then method 2 is very appropriate to choose considering that method 2 is very concerned with varying samples both for consumers and brands, requires faster time and costs less. relatively inexpensive. In contrast to method 1 and method 3, it is very appropriate to do it before the product

## References

- Alma, B. 2014. *Marketing Management and Service Marketing*. Bandung: Alfabeta.
- Gitosudarmo, Indriyo. 2015. *Marketing Management First Edition*. Yogyakarta : BPF.
- Hurriyati, Rati. 2010. *Service Marketing Mix and Consumer Loyalty*. Bandung: Alfabeta.
- Kotler, Philip. (2013). *Asian Perspective Marketing Management*. Book Two. First Edition. First Printing. Yogyakarta. Salemba Four.
- Kurniawan, Firman. (2018). *The Influence of Brand Image on Purchase Decision(Survey of class XII students of SMAN 15 Surabaya who use ASUS branded laptops)*.
- Lamb, et al. 2011. *Marketing Book I*. Jakarta: Salemba Empat.
- Like, Dawn. (2010). *Marketing Management*. Yogyakarta: Graha Ilmu.
- Listyawati, Indri Hastuti. (2014). *Analysis of the Effect of Brand Image on the Decision to Purchase Simpati Cards in Yogyakarta*.
- Lucas, DB, & Britt, SH 2012. *Measuring Advertising Effectiveness*. New York: McGraw-Hill.
- Lupiyoadi, Rambat and Hamdani, A. 2015. *Service Marketing Management: Theory and Practice*. Jakarta:Four Salemba
- Magdalena, S., Suhatman, R. (2020). *The Effect of Government Expenditures, Domestic Investment, Foreign Investment to the Economic Growth of Primary Sector in Central Kalimantan*. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 3, Page: 1692-1703.
- Peter, J. Paul. 2011. *Consumer Behavior: Consumer Behavior and Marketing Strategy*. Jakarta : Erlangga.
- Pratiwi, Made Suci. (2014). *The Influence of Company Image, Product Image and User Image on Purchase Decisions for Foremost Products at Ruby Soho Distro in Singaraja*.
- Shah, M. M., et al. (2020). *The Development Impact of PT. Medco E & P Malaka on Economic Aspects in East Aceh Regency*. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 1, Page: 276-286
- Sudaryono. (2013). *Application of Analysis (Path Analysis) Based on the Order of Placement of Variables in Research*. *Journal of Education and Culture*, Vol. 17, Number 4, July 2011.
- Sugiyono, 2010. *Business Research Methods*. Bandung: Alfabeta.
- Sunarto. 2010. *Marketing Management*. Yogyakarta: UST Press