



The Influence Of Brand Image And Personal Branding On The Purchase Decision Of Menantea Products In The City Of Malang, East Java

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ABSTRACT

This research was conducted to answer the question of how the influence of brand image and personal branding on the purchasing decisions of Menantea products in Malang City, East Java. This research is quantitative by using a survey method. The sampling technique is purposive sampling through questionnaires to 130 respondents for multiple linear regression analysis. Based on the research obtained linear regression equation ($Y = 0.249 + 0.505 X_1 + 0.294X_2 + e$) this shows that brand image and personal branding have a positive impact on purchasing decisions. The brand image variable has t count $>$ t table, which is $5,366 > 1,978$, then H_1 is accepted. So the conclusion is that brand image has a partial effect on purchasing decisions for Menantea products in Malang City. The personal branding variable has t count $>$ t table, which is $3.123 > 1.978$, then H_2 is accepted. So the conclusion is that personal branding has a partial effect on the decision to purchase Menantea products in Malang City. Based on this research that simultaneously brand image and personal branding have a significant influence on purchasing decisions. The calculated F value is $88.057 > F$ table 3.07 .

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INTRODUCTION

In the business world, brand image is a concept that can affect how customers feel about a product. In addition, many businesses compete to develop a strong brand image by attracting the customer's soul. Consumers' perceptions of a brand are based on their memories of previous brand associations or images (Tjiptono, 2005). Brands that lack excellence and uniqueness will disappear quickly (Eko Sedyono, 2012). According to research by August Halomoan (2020), brand image has a good but not significant effect on consumer purchasing decisions. In contrast, La Ode Sugianto et al. (2022) found that brand image positively and significantly affects consumer purchasing decisions. In this case, the first hypothesis that is being advanced is:

H1: There is a partial influence of brand image on the decision to purchase Menantea products in the city of Malang, East Java.

The goal of personal branding is to consistently reap financial rewards by persuading clients through classified ads that the products or services offered have excellent benefits and ensure customer happiness (M. Adam Husain, 2013). Customers will have a favorable perspective on a product if the brand image is positive. This is done on Menantea products that feature a symbol created by Jerome Polin as part of his personal branding. Jerome Polin distinguished himself by a wide range of accomplishments. A popular YouTuber and "Nihongo Mantappu" author, Jerome Polin. These days, many people utilize personal branding for various reasons, one of which is to engage in image-formation activities or personal branding. According to Augustus Halomoan's research (2020), personal branding significantly impacts consumers' buying decisions. Similar findings were drawn from Rusdiana Adi Permana Sidik's research (2020), which showed that Tzeza Leathermade's branding affected consumer desire to make purchases. In this case, the second hypothesis that is being advanced is:

H2: There is a partial influence of personal branding on the decision to purchase Menantea products in the city of Malang, East Java.

Consumers use a brand image as a guide when choosing products. According to Afransisca Pramitasari Musay's (2013) research, the relationship between brand image and purchase decisions is described by stating that brand image, which includes corporate image, user image, and product image, has a significant impact on decisions. Consumers are more likely to enjoy and accept the products of companies with a positive brand image than those with a negative one. The relationship between personal branding and purchase choices is vital. Consumers today consider more than just online advertising and taste. Even business owners are subject to public scrutiny. Contrary to what Romadhon and Hikamah (2021) found, the relationship between personal branding and purchase decisions has little to no influence on such decisions. In this case, the third hypothesis that is being advanced is:

H3: There is a simultaneous influence of brand image and personal branding on the decision to purchase Menantea products in the city of Malang, East Java.

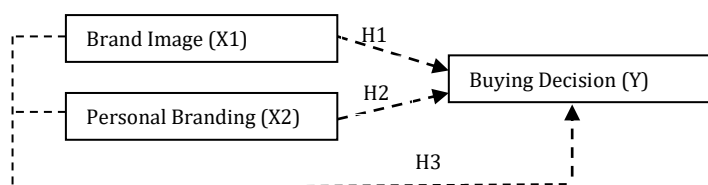


Figura 1. Conceptual framework

RESEARCH METHOD

An approach known as quantitative descriptive research is used in this kind of study. Quantitative analysis, according to Sugiono (2013: 3), aims to ascertain the value of independent variables from one or more variables without linking one variable to another. The survey method was employed in this study.

This research was conducted at the Menantea outlet located in Malang Town Square Jl. Veteran No. 2, Penanggungan, Kec. Klojen, Malang City, East Java, 65111. The time used for this research is from June 2022 to completion. With purposive sampling technique, which determines the sample based on the research objectives by the criteria, namely > 17 years. The scoring technique for the questionnaire uses a Likert scale. Researchers used 5 categories of answers, namely, 5 = Strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree. This study uses multiple linear regression.

RESULTS AND DISCUSSIONS

Respondent Description

Table 1 Responden Description

Description	Amount	Presentase
Gender		
Male	38	29%
Famale	92	71%
Total	130	100%
Age		
17-21 years	73	56%
22-26 years	49	38%
27-31 years	7	5,3%
>32 years	1	0,7%
Total	130	100%
Profession		
Student	7	5,3%
College Student	103	79,2%
Lecturer	3	2,4%
Employe	8	6,2%
PNS	1	0,7%
Other	8	6,2%
Total	130	100%
Purchase Frequency		
1X	48	37%
2X	46	35%
3X	16	13%
>4X	20	15%
Total	130	100%

Test Instrument

Table 2 Test Instrument

Variabel	Item	Validity test			Reliability Test		
		r count	r tabel	Ket.	Cronbach	limit	Ket.
<i>Brand Image</i>	X1.1	0,603	0,172	Valid	0,836	0,600	Reliabel
	X1.2	0,617	0,172	Valid			
	X1.3	0,742	0,172	Valid			
	X1.4	0,669	0,172	Valid			
	X1.5	0,669	0,172	Valid			
	X1.6	0,746	0,172	Valid			
	X1.7	0,598	0,172	Valid			
	X1.8	0,511	0,172	Valid			
	X1.9	0,643	0,172	Valid			
	X1.10	0,565	0,172	Valid			
<i>Personal Branding</i>	X2.1	0,646	0,172	Valid	0,868	0,600	Reliabel
	X2.2	0,705	0,172	Valid			
	X2.3	0,682	0,172	Valid			
	X2.4	0,762	0,172	Valid			
	X2.5	0,744	0,172	Valid			
	X2.6	0,798	0,172	Valid			
	X2.7	0,627	0,172	Valid			
	X2.8	0,796	0,172	Valid			
<i>Buying decision</i>	Y1	0,662	0,172	Valid	0,842	0,600	Reliabel
	Y2	0,627	0,172	Valid			
	Y3	0,715	0,172	Valid			
	Y4	0,743	0,172	Valid			

Variabel	Item	Validity test			Reliability Test		
		r count	r tabel	Ket.	Cronbach	limit	Ket.
	Y5	0,727	0,172	Valid			
	Y6	0,576	0,172	Valid			
	Y7	0,767	0,172	Valid			
	Y8	0,747	0,172	Valid			

The results of the instrument validity test with the Peorsen correlation to the Brand Image, Personal Branding, and Purchase Decision questionnaires can be seen. The calculated r value for each item meets the requirements, > 0.172, so 26 items are valid and can be continued. It can be seen in the results of the instrument reliability test with Cronbach Alpha on the Brand Image, Personal Branding, and Purchase Decision questionnaires. The obtained Cronbach Alpha value meets the requirements, namely > 0.600, so that the variables used are reliable.

Classic Assumption Test

(1). Normality Test, When analyzing each research variable to create a normal distribution, the normality test helps validate the data assumptions. The study variable instrument can be observed to be regularly distributed. The residual value is believed to be periodically distributed because the significance value is $0.614 > 0.05$. (2). Linearity test, It is clear from the brand image variable's linearity test results that there is a linear relationship between brand image and buying decision, with a significant value of deviation from linearity of $0.237 > 0.05$. It may be inferred that there is a linear relationship between personal branding and buying decisions, given the results of the linearity test for the individual branding variable, which reveal a significance value of departure from linearity of $0.336 > 0.05$. (3). Multicollinearity Test, To determine whether the regression model identified a correlation between the independent variables, the multicollinearity test was developed (independent). The independent variable has a tolerance value > 0.10 , which means there is no multicollinearity, according to the results of the tolerance value computation. The independent variable has a VIF value of less than 10.00, according to the computation of the Variance Inflation Factor (VIF) value. Therefore, it may be said that the regression model's independent variables do not exhibit multicollinearity.

Data Analysis

Table 3 Multiple Linear Regression Result

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.249	2.417		.103	.918		
1 X1TOTAL	.505	.094	.507	5.366	.000	.370	2.703
X2TOTAL	.294	.094	.295	3.123	.002	.370	2.703

a. Dependent Variable: Y TOTAL

The following is how to generate the equation for multiple linear regression: $Y = 0.249 + 0.505 X1 + 0.294X2 + e$. The following is an explanation of the regression equation that was found: Even without the influence of brand image and personal branding, the constant value (a) of 0.249 shows that the value of purchasing decisions is 0.249. According to the Brand Image coefficient of 0.505, every 1% increase in the X1 (Brand Image) variable will increase the value of the Purchase Decision by 0.505, and vice versa. The Personal Branding coefficient of 0.294 states that for every 1% increase in the X2 (Personal Branding) variable, the value of Purchase Decisions will increase by 0.294, and vice versa.

Hypothesis Testing.

Table 4. T-T

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.249	2.417		.103	.918
	Brand Image	.505	.094	.507	5.366	.000
	Personal Branding	.294	.094	.295	3.123	.002

a. Dependent Variable: Buying decision

According to the statistical findings of the t-test, H1 is approved because the brand image variable has a t count > t table, $5.366 > 1.978$, or a significance value of 0.000 alpha (0.05). Therefore, it can be said that brand image partially influences consumers' decisions to buy Menantea products in Malang City, East Java. With a t count > t table for the personal branding variable of $3.123 > 1.978$ and a significance level of 0.002 alpha (0.05), H2 is acceptable. Thus, it can be said that personal branding has a partial influence on people's decisions to buy Menantea products in Malang City, East Java.

Table 5. F TEST

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2314.324	2	1157.162	88.057	.000 ^a
	Residual	1668.907	127	13.141		
	Total	3983.231	129			

a. Predictors: (Constant), Personal Branding, Brand Image

b. Dependent Variable: buying decision

With a significant level of 0.000 0.05 and a computed F value of $88.057 > F$ table 3.07, H3 is acceptable. The finding is that Menantea product purchases in Malang City, East Java, are influenced by personal branding and brand perception at the same time.

Table 6. Coefficient Of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.574	3.62505

a. Predictors: (Constant), Personal Branding, Brand Image

b. Dependent Variable: Buying Decision

The coefficient of determination test's R Square value of 0.581 indicates that the independent variables of brand image (X1) and personal branding (X2) account for 58% of the influence on the dependent variable, buying decisions (Y), while the remaining 42% is explained by other variables not included in this study.

The Relationship Between Brand Image And Purchasing Decisions Purchases are somewhat influenced by how a brand is perceived. Based on the ten variable statement frequency items for brand image. Most responders who offered alternate answers to the statement chose "Strongly Agree" as their response. Product categories under the brand "Menantea" are diverse (X1.5), with an average frequency of 83 and a percentage of 63.8%. The respondents' answers strongly agreed

with a frequency of 25 and 19.2% that the item Brand "Menantea" has a reasonable price compared to its rivals (X1.8). At the same time, the lowest response strongly disagreed with that statement.

Relationship Of Personal Branding With Purchasing Decisions, In Malang City, East Java, consumers' decisions regarding Menantea products are not significantly influenced by personal branding. It considers the eight factors for the frequency of personal branding statements. Strongly Agree is the most common response from respondents who offered alternative answers to the question about whether the item's owner, "Jerome Polin," can represent the being advertised product, "Menantea" (X2.1), with a frequency of 72 and a percentage of 55.4%. The personality of the owner, "Jerome Polin," (X2.4), highly agrees with the respondent's response with a frequency of 39 and a percentage of 30%, even though it is the lowest response that strongly agrees with the statement.

The study results show that consumers' choices to purchase Menantea products in the East Javan city of Malang are influenced by brand image and personal branding. It is founded on the eight frequent assertions that affect buying choices. The product item "Menantea," which has an excellent taste quality (Y3) and (Y7), received the most responses from respondents with alternative answers: Strongly Agree, with a frequency of 52 and a percentage of 40%. The respondent's response, with a frequency of 20 and a percentage of 15.4%, is the least frequent and has the strongest agreement for the item Reason for buying the product "Menantea" because the price is quite low (Y1).

CONCLUSION

According to the analysis's findings and the discussion, customers' choices to purchase Menantea products in Malang City, East Java, are somewhat influenced by brand image and individual branding. Additionally, the various brand perceptions and branding of Menantea items in the East Javan city of Malang considerably impact consumers' decisions to purchase them. 92 (or 71%) of the 130 respondents were women, and 38 (or 29%) were men. The bulk of responders, including 73 with a frequency of 56% and just one with a frequency of 0.7%, are between the ages of 17 and 32. Suggestion, (1) For the Menantea corporation, upkeep and improvement of the products in each brand image variable, personal branding, and researched buying decisions (2). Future researchers may add moderating or mediating variables or broaden the conceptual framework to improve their findings or results in clarifying the factors that can influence purchasing decisions (3). The F&B research in Malang predominately made up of female respondents, is meant to be used by later researchers.

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