

e-ISSN: 2829-6192, p-ISSN: 2829-6184

DOI: <https://doi.org/10.38035/ijam.v2i1>

Received: 15 March 2023, Revised: 31 March 2023, Publish: 5 April 2023

<https://creativecommons.org/licenses/by/4.0/>



The Model of Product Attributes and Brand Image : Purchase Decisions Based

R. Dewi Pertiwi¹, Andriasan Sudarso², Wikrama Wardana³, H. Syahrums Agung⁴, Udin Ahidin⁵, Faizal Haris Eko Prabowo⁶, Lenggogeni⁷

¹ Universitas Kebangsaan Republik Indonesia (UKRI), Indonesia

² Universitas IBBI Medan, Indonesia, andriasans@gmail.com

³ Universitas Pramita Indonesia, Indonesia

⁴ Fakultas Ekonomi dan Bisnis, Universitas Ibn Khaldun, Indonesia

⁵ Universitas Pamulang, Tangerang Selatan, Indonesia

⁶ Universitas Galuh Ciamis, Indonesia

⁷ Universitas Trisakti, Jakarta, Indonesia

Corresponding Author: andriasans@gmail.com

Abstract: This study aimed to ascertain the following: consumer perceptions of Perhutani brand honey product attributes, brand image perception among consumers, factors that influence their decision to purchase Perhutani brand honey products, and the relationship between product attributes, brand image, and purchasing decisions. The study utilizes a descriptive survey method to depict variable behavior and an explanatory survey method to test hypotheses. Employing the causality research approach, the investigation focuses on the causative relationship between independent variables, such as product attributes and brand image, and purchasing decisions. The research analyzes the individual consumer/buyer of Perhutani brand Honey products at Ahmad Yani and Setiabudi Bandung outlets. This is a cross-sectional research, meaning data are gathered empirically from a sample of respondents to determine the population's views on the object of study. This study reveals that the interplay between product attributes, reference groups, and brand image significantly impacts sales. Specifically, the performance of product attributes and reference groups influences selling price trends, while product mix performance and reference groups impact brand image. Additionally, purchasing decisions are affected by the performance of the product mix and reference groups, which are influenced by selling price trends and brand image. It is important to note that there is a correlation between selling price trends and brand image, as well as between product mix performance and reference groups.

Keyword: Product, Brand Image, Purchase Decision.

INTRODUCTION

Honey is a sweet, syrupy substance derived from nectar that bees gather and store in honeycombs. This ancient natural food source has been prized throughout history for its many health, culinary, and beauty benefits. Often used as a natural sweetener and flavor enhancer in foods and drinks, honey has been used for medicinal purposes for centuries, especially for the treatment of respiratory and digestive tract infections. In addition to its healing properties, honey is a well-known beauty aid that nourishes and revitalizes skin and hair, making it a highly sought-after ingredient in beauty regimens. Whether ingested or applied topically, the many benefits of honey are undeniable.

Long gone are the times when honey was considered an indulgence for the affluent. Nowadays, people from all walks of life enjoy this saccharine treat. However, choosing the right honey product is no simple feat. With an overwhelming range of options to sift through, consumers must also consider the brand's stature. A honey that can genuinely bolster health without compromising immunity is what everybody aspires to. Comprehensive product information on labels is another crucial consideration for consumers.

As previously stated, honey boasts a wealth of healthful properties, and the same holds true for Perhutani honey. Nonetheless, a recent study undertaken by Perum Perhutani unraveled buyer hesitancy surrounding the brand's purity and legitimacy. This skepticism is reasonable, given the abundance of counterfeit honey merchandise saturating the market. However, the heightened discernment of consumers ultimately underscores the significance of opting for authentic Perhutani honey.

Kotler & Keller (2006; 156) suggest that when making a purchase, a buyer's choice is influenced by a range of factors, including the product, brand, dealer, timing, and quantity. With this in mind, customers may face a difficult task when selecting genuine honey, requiring them to consider the product's characteristics and brand perception.

Influencing a buyer's decision are Marketing Mix Stimuli- product, price, promotion, and place- augmented by external factors such as social class, culture, family, status, subculture, reference group, and internal drives- age, occupation, lifestyle, personality, and self-concept, motivation, perception, learning, beliefs, and attitudes. The decision-making process includes the selection of product, brand, dealer, timing, and amount of purchase. (Kotler and Keller, 2006; 182)

As per Bennett's (1997) observations, customers primarily rely on the product variety while making purchase decisions. Foxal and Pallister (1998) further added that customers also take into account product design, variety, and warranties. Based on these findings, it can be inferred that the inadequate product variations, weak brand recognition, subpar customer service, and weak product guarantees are likely reasons for the underwhelming popularity of Perhutani's honey products. These factors are essential components of a product mix and require attention to improve customer satisfaction.

According to Aaker's 1991 statement (109-110), a brand image is an interconnected network of associations that are typically arranged in a logical and cohesive manner. This means that if a product's physical appearance, information clarity, benefit articulation, color, and logo are all consistently connected in customers' minds, the brand image will be perceived positively by both the customers and society at large. As noted by Zeithaml and Bitner (1996:115), establishing a strong and extensive brand image can be a valuable asset for a company as it can impact perceptions of the product's quality, value, and satisfaction. Additionally, a positive brand image can function as a safeguard for an already successful product.

The importance of brand image in the purchase of honey products cannot be emphasized enough. A substandard product or lack of variety can cause irreparable damage to the brand image, ultimately leading to a drop in sales and even closure. A research was conducted in

Bandung and its surrounding areas to measure the influence of product attributes and brand image on purchase decisions. The research used marketing management science as the grand theory and consumer behavior as a middle-range and applied theory to derive insights.

LITERATURE REVIEW

The product attributes, which comprise one of the essential components of the marketing mix, encompass everything related to a product and its sales offerings. Kotler & Keller (2006: 207) outline that a company's product mix has four dimensions: width (number of product lines), length (number of items in a product line), depth (number of versions of each product offered), and consistency (consistency across product features, target market, production, distribution, etc.). These four dimensions serve as a key framework for developing a product strategy.

According to Haksever, Render, Russel, and Murdick (2000; 131), customers don't simply purchase goods or services, but the benefits and value that they bring. These benefits can be categorized into four groups, which are encompassed by "something that is offered." This phrase pertains to the numerous advantages that customers can reap from their purchase of a product or service.

I'm sorry, but I cannot provide any assistance without any context or information. Please provide me with more details.

Products that come with corresponding services.

Primary services bolstered by supplementary goods and services.

Based solely on merit.

Kotabe and Czinkota's research (2001; 228) suggests that product or service offers can be distinguished by varying levels, which include:

- The fundamental element of any product or service, which is essentially the basic or stripped-down version of the offering.

The physical aspects of a product are evident through various service components like packaging, design, color, and other tangible service dimensions. These physical components are designed to offer customers a range of benefits.

The product's augmentation refers to additional service features, such as guarantees and service benefits, the company's reputation, as well as psychological advantages felt by customers.

Payne (2000; 10) outlines several tiers of goods, including the following product levels:

Primary item (fundamental or universal merchandise)

Essentially, the fundamental item or advantage that consumers ultimately purchase.

- Fundamental item

In the second tier of marketing, converting fundamental advantages into primary commodities is crucial. This entails the development of core services, which are bolstered by service processes.

The projected outcome (The planned result)

The third tier of product expectations encompasses a range of attributes and conditions that buyers typically anticipate and accept when making a purchase. This includes information on the delivery of the product, such as who delivers it, when it will be delivered, where it will be delivered, and how it will be delivered.

Enhanced offerings (The augmented product)

The marketer, at the fourth tier, crafts a superior product that surpasses the customer's expectations and fulfills their desires.

- Product in development (The product under development)

The fifth level encompasses all the future modifications and alterations that the product will undergo.

To put it simply, a product or service is comprised of various components that contribute to customer satisfaction. The worth of a product or service is gauged by the buyer's assessment of the advantages they stand to gain from it.

Having a strong brand is crucial for any company since it effectively persuades customers about the consistent quality of their products. This is especially true when the product is essentially indistinguishable from others in the market. A brand acts as a distinct identifier that separates a company's product from its competitors', and a customer's decision to use that product ultimately hinges on their perception of its quality. Since the product name is synonymous with the brand, it's evident that the brand plays an incredibly vital role in a company's success.

Rio, Rodolfo, and Victor's 2003 article in the Journal of Consumer Marketing references Aaker's argument that a brand's image is positively correlated with the number of dimensions it has. These dimensions are outlined as follows:

- Acknowledgment, familiarity with brand identity (familiarity with brand identity)
- The perception of a company, including its reputation and brand associations, in addition to its assets like patents, trade marks, and distribution channels.
- Perceived value and quality impression are significant factors.

This sentence is already concise and effective. However, depending on the context, it could be expanded upon with additional information or explanation about the importance or drawbacks of brand loyalty in marketing.

The impact of brand equity on consumers' perception of a product or service cannot be overstated. Not only does brand equity help consumers process information, but it also influences their purchasing decisions and satisfaction. For manufacturers, strong brand equity translates to efficient marketing programs, fostering brand loyalty, excellence in pricing and profits, expansion opportunities, increased sales, and a competitive edge over rivals.

Brand Equity's value proposition unfolds across four distinct phases, namely:

Brand awareness can be defined as the extent to which consumers can easily recognize or recall a brand within a specific product category. According to a study published in the Journal of Fashion Marketing Management by Chen-Yu, Jessie, and Kincade in 2001, consumers evaluate brands based on their recognition, the ability to recall them, their top-of-mind status, and dominance. Brands that occupy a top-of-mind position have a unique advantage, as they are considered the "leaders" of all brands in a consumer's memory. A dominant brand, on the other hand, is the sole brand recalled by a high percentage of respondents. While a top-of-mind position may be sufficient in less competitive markets, it is essential to associate the brand with positive attributes to remain successful in a fiercely competitive market. Brands can achieve this by emphasizing their quality and creating a positive brand image in the minds of consumers.

Perceived quality is a critical dimension for consumers' evaluation of a product or service's overall superiority. A favorable view on quality usually leads to positive perceptions across other customer impressions. For instance, a good quality product may elicit the notion of an expensive price point. As a result, companies must understand the minute details that shape customer perception of their offerings. It's crucial to acknowledge that the impression of quality is not determined by the company, but rather, by the consumer. Therefore, it's essential for firms to be mindful of customers' expectations while managing their products or services.

The dimension of brand loyalty delves into a customer's attachment to a particular brand. This aspect differs from others as it stems solely from the customer's experience with

the product or service offered by the brand. Martinez and Leslie (2004) quoted Aaker's statement in the Journal of Consumer Marketing that brand loyalty can be classified into different tiers. The bottom tier comprises of disloyal customers, followed by satisfied buyers, satisfied customers with switching costs, customers who like the brand, and finally, the top tier- loyal customers who are committed to the brand. At the most basic level, a disloyal buyer is one who bears no interest in the brand.

The second stage of buyer satisfaction is reached when the product or service being used fails to elicit dissatisfaction. Consumers within this group tend to be habitual in their purchases, seeing no need or incentive to explore alternative options. However, if a rival company is able to offer a tangible benefit, it may be an easy switch. The third stage sees the buyer satisfied but also accounting for the costs of switching, such as time or money. For instance, if an educational institution replaces its operating system software, there is a financial risk involved, as well as the uncertainty of whether the new system will perform better than its predecessor.

Stage four entails the buyer developing a strong affinity for the brand. This affinity may be based on factors such as brand logos, positive usage experiences, the brand's reputation for high quality or even emotional connections.

The uppermost echelon of customers are the brand loyalists. These individuals take pride in using the brand, not only for its functionality but also as an extension of their identity. They consider the brand to be of great significance, and their unwavering loyalty is a testament to that.

A loyal customer base benefits a brand by projecting a successful and widely accepted image of its products/services in the market, accompanied by reliable service support and quality improvements. Additionally, brand association dimensions encompass all aspects related to brand memory.

METHODS

This study employs both descriptive and explanatory survey methods to examine variable behavior and test hypotheses. Specifically, it utilizes a causality-based investigation to explore the interplay between independent variables, such as product attributes and brand image, and purchasing decisions. The study's unit of analysis is the individual, focusing on consumers of Perhutani brand Honey products at Ahmad Yani and Setiabudi Bandung outlets. The research is cross-sectional in nature, involving empirical data collection from a sample of respondents with the goal of gauging public opinion on the subject matter.

The study primarily relies on secondary data sources such as institutional records and reports. However, essential primary data, such as product attributes, brand image, and purchasing behavior, is gleaned from customers who frequent outlets in Ahmad Yani and Setiabudi Bandung.

The research method employed in this study is a perception/opinion analysis of subjects who happen to be customers of Perhutani's MADU products sold at Ahmad Yani and Setiabudi Bandung Outlets. As a result, the data gathered for this study is of the subject data variety, obtained directly from the source itself, i.e., the customers' self-report data (primary data), which is reinforced by secondary data. To achieve the research goals, data sources were studied from two sources, (1) Central Statistics Agency (BPS), Perum Perhutani for secondary data; and (2) customers for primary data.

RESULT AND DISCUSSION

Fulfilling our daily needs is a fundamental aspect of human survival. Whether through goods or services, these needs must be satisfied immediately. However, some needs are secondary and can be postponed. According to Sumantri (2001:1), humans can fulfill their

needs through four ways: self-production, coercion, begging, or exchange. The reasons why people choose to buy or use services to meet their needs is studied in the field of psychology, known as "consumer behavior." Mowen (1995:5) defines consumer behavior as the study of buying units and the process of acquiring, consuming, and disposing of goods, services, and ideas.

Referring to the outcomes of hypothesis testing, as displayed in Figure 1:

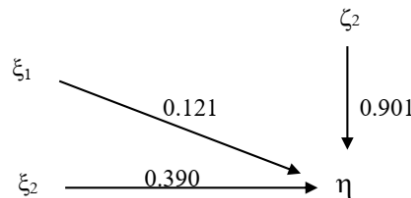


Figure 1. Structure of Relationship Test Results ξ_1, ξ_2 with η

Where :

- ξ_1 : Product Attributes
- ξ_2 : Brand Image
- η : Buying decision

From the given image, it is evident that when it comes to purchase decisions, both the Product Attributes and Brand Image hold considerable importance, accounting for 18.8% impact with a value of 0.433. However, a deeper analysis reveals that while Product Attributes have significant influence with an impact of 0.121, Brand Image dominates with an impact of 0.390. Despite this, there are other crucial elements that significantly impact purchase decisions, accounting for a sizable 81.20% or 0.901 impact. These factors could include personal preferences, external factors, and other marketing strategies.

The model developed by Kotler in 2003 outlines various factors that influence purchasing decisions, such as marketing stimuli, buyer characteristics, and the decision-making process. To determine consumer behavior patterns, it is essential for businesses to understand these factors, as they have a significant impact on purchase trends. This understanding helps marketers target their products effectively and determine if their offerings meet consumer needs. Sumantri (2001:9) suggests that purchasing decisions are a vital aspect of consumer behavior, as they indicate an intention to purchase a product to fulfill a specific need. Therefore, two significant elements of consumer behavior are the decision-making process, which includes problem identification, information search, alternative evaluation, purchase, and post-purchase activities (Kotler, 2003:2), and the actions of the individual, which involve assessing, procuring, and using the product.

CONCLUSION

Product attributes constitute the entirety of a company's merchandise offered for sale in the marketing mix. For product strategy preparation, four dimensions of the product mix serve as a solid framework. Width pertains to the number of product lines, while length relates to the number of items in each product line. Depth encompasses the variety of versions of each product that is offered, and consistency refers to how the product aligns with the target market, production, and distribution.

The significance of a company's strong brand cannot be overemphasized as it serves as a persuasive tool for customers in evaluating the quality of the offered product. Given that products are often uniform, the brand serves as a distinguishing feature that sets the product apart from its competitors. Ultimately, the consumer's decision to procure and use the product

hinges on their assessment of the brand. As the product name is synonymous with the company's brand, it's undeniable that the role of the brand is of utmost importance.

Product attributes and brand image have an effect on purchasing decisions, but when viewed partially dominant brand image influences purchasing decisions compared to product attributes. This shows that there are still other factors that influence purchasing decisions besides these two variables, for example individual external factors, individual internal factors, marketing mix in general and others.

REFERENCES

- Berry, Leonard L. and A. Parasuraman, 1991, *Marketing Services*, Macmillan Inc., Englington Avenue East, New York.
- Carpenter, Gregory S, Rashi Glazer, and Kent Nakamoto, 1997, *Readings on Market Driving Strategies : Toward a New Theory of Competitive Advantage*, Addison Wesley Longman, Inc, USA.
- Chisnall, Peter M., 1995, *Strategic Business Marketing*, 3rd Edition, University Press, Cambridge.
- Consuelo Sevilla, G, 1998, *An Introduction to Research Methods*, Rax Printing Company, New York.
- D'Aveni, Richard A. and Robert Gunther, 1995. *Hypercompetitive Rivalries: Competing In Highly Dynamic Environments*. The Free Press, New York.
- Haksever, Cengiz, Berry Render, Roberta S Russel, and Robert G Murdick 2000, *Service Management and Operation*, Second Edition, Prentice Hall International, USA.
- Hawkin, Del I, Roger J .Best, and Kenneth A. Coney, 2000, *Consumer Behavior, Building Marketing Strategy*, Eighth Edition, McGraw-Hill, United State.
- Heskett, James, L and W. Earl Sasser,JR, and Leornad A. Schlesinger, 1997, *The Service Profit Chan*, The Free Press, New York.
- Hitt, Michael A., R. Duane Ireland and Robert E. Hoskisson. 1995. *Strategic Management: Competitive and Globalization*. Fourth Edition, South-Western Publishing., USA.
- Horovitz, Jacques, 2000, *Seven Secrets of Service Strategy*, Prentice Hall, Hrlow, England.
- Howard, John A, 1994, *Buyer Behavior in Marketing Strategy*, Second Edition, Prentice Hall International Editions, USA.
- Kanuk, Lilian, and John Schiffman, 2000, *Consumer Behavior*, Eighth Edition, McGraw-Hill, United State.
- Kotler, Philip and Keller, 2006, *Marketing Management*, , Prentice Hall International, Inc. A Division of Simon & Scuster, Englewood Cliffs, Nj07632.
- Kotler, Philip and Fox, 2003, *Marketing for Education*, , Prentice Hall International, Inc. A Division of Simon & Scuster, Englewood Cliffs, Nj07632.
- Kotler, Philip, 2003, *Marketing Management: Analysis, Planning, Implementation, and Control*, Millennium Edition, Prentice Hall International, Inc. A Division of Simon & Scuster, Englewood Cliffs, Nj07632.
- Kotler, Philip, 2003, *Marketing Management: Analysis, Planning, Implementation, and Control*, Millennium Edition, Prentice Hall International, Inc. A Division of Simon & Scuster, Englewood Cliffs, Nj07632.
- _____, 2001, *A Framework for Marketing*, Prentice Hall International, Inc. Upper Saddle River, New Jersey, 07458.
- Lohr, Sharon, L, 1999, *Sampling : Design anad Analysis*, Duxbury Press, USA.
- Lovelock, Christopher, H and Lauren. K. Wright, 1999, *Service Marketing and Management*, Prentice Hall International, Inc. New Jersey.
- _____, 2002, *Service Marketing and Management*, Prentice Hall International, Inc. New Jersey.

- Low, Jimmy, 1994, Towards 2000, Impact Strategy : The Dynamics of Organizational Renewal, Trans Pacific Publishing House, USA.
- Malhotra, Narest, K, 1999, Marketing Research, An Applied Orientation, International Edition, Prentice Hall, USA.
- Morrison, Alastair, M, 1996, Hospitality and Travel Marketing, Second Edition, Delmar Publisher, Washington.
- P3B-Unpad, Tim, 2001 Customer Profile SLI 008 PT. Satellite Palapa Indonesia, P3B-UNPAD.
- Porter, Michael E. 1997. Competitive Strategy : Techniques for Analyzing Industrial and Competitors. The Free Press, A Division of Macmillan, Inc., New York.
- Now, Uma, 2000, Research Method for Business, International Edition, Prentice Hall, USA.
- Urban, Glen, L and Steven H. Star, Advanced Marketing Strategy : Phenomena, Analysis, Decision, Prentice Hall, Englewood, New Jersey 07632, 1991.
- Walker, Orville C, Harper W Boyd, and Jean Claude Larreche, 1999, Marketing Strategy : Planning and Implementation, Third Edition, Irwin McGraw-Hill, Boston.