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Brand Image Analysis of Purchasing Decisions at Bebek H. Slamet Restaurant, Ciledug Branch

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Abstract. This study aims to determine how much influence the brand image of Bebek H. Slamet Ciledug branch on consumer decisions to buy. The variables involved in this study consist of user image, company image, brand image and purchase decision. The research method used is qualitative. Data collection techniques from interviews and documentation. The research found that the brand image which consists of the company image, user image, and product ideals simultaneously has a significant influence on purchasing decisions.

Keywords: brand image, company image, user image, and product image, purchase decision.

A. INTRODUCTION

There are many reasons behind a consumer's decision to buy a product, such as service satisfaction and quality and of course because of needs. Although there are also consumers who buy only because of spontaneity.

The reason consumers buy products is a combination of knowledge and evaluation of two or more alternative behaviors and feeling good with one of them (Peter and Olson (2000:162). But if there is no element of that fusion at all, then the brand becomes dominant (Schiffman and Kanuk 2008:173). This is the motive of companies strengthening their brands (Lin et al, 2007:122).

Brand image determines the perception of the brand. He reflects on the memory of consumers and associates his brand with the brand (Ferrinadewi, 2008: 165). The brand image component according to Biel (1992) in the journal Xian, et al (2011: 1876) consists of the company image, the wearer's image and the Brand Image. The company image is a picture of the company in the eyes of consumers based on knowledge, responses and consumer experiences to the company concerned. The image of the wearer is a set of characteristics of the consumer that are associated with the characteristics of the consumer of a brand. Meanwhile, the Brand Image is a picture of the product in the eyes of consumers based on knowledge, responses and consumer experiences to the product in question. These three components are important factors that form an image of a brand.

Bebek H. Slamet is one of the restaurants that has a strong brand image. This is evidenced by the many branches in several regions in JABODETABEK. Bebek H. Slamet Restaurant continuously strengthens its brand image in order to achieve the highest position in the hearts of consumers and win the competition. Marketing innovation strategies are always carried out by this restaurant to strengthen its brand image in the minds of consumers. The main thing is to take good care of the quality and deliciousness of the product while opening new branches with the aim of being able to get closer to the consumer. Another simultaneous strategy is to renovate the old branches to improve the newer and more modern look and strengthen the positive mind.

B. LITERATURE REVIEW

Brand image

Surachman (2008:13) defines a brand image as a recognizable but unspoken part of a brand, or a customer's perception of a product or service represented by its brand. Brand image is the perception and belief held by the consumer, as reflected associations embedded in consumer memory (Kotler and Keller, 2009:403).

The image of a company starts from the feelings of customers and business people about the organization concerned as a manufacturer of the product as well as the result of individual evaluations about it (Surachman, 2008: 275). According to Biel (1992) in the journal Xian, et al (2011: 1876) brand image has three components, namely corporate image (company image), user image (user image), and product image (Brand Image). Meanwhile, Brand Image is a public view of a product or category of a product (Surachman 2008: 275).

Purchasing Decision

Purchasing Decision Structure A consumer's purchasing decision is actually a collection of a number of purchasing decisions. Purchasing decisions are an integrating process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Peter and Olson, 2000:162). Each purchase decision has a different component structure, including (Oentoro, 2012: 107):

1. Decisions on the type of product. Consumers may decide to purchase certain types of products such as food products or electronic products.

2. Decisions about the brand. Each brand has its own differences and advantages. Consumers will decide which brand best suits their wants and needs.
3. Decision in the form of a product. This purchase decision is in the nature of selecting the shape of the product regarding, size, quality, product design and so on.
4. Decisions about the seller. In making purchasing decisions, the consumer will determine where or from whom he will buy the product.
5. Decision on the timing of purchase. Consumers can make up their minds about when they will buy a product.
6. The decision on the number of products. The consumer can make a decision about how many products he will buy.

C. RESEARCH METHODOLOGY

Based on the type of data, the research approach used is qualitative. According to Usman and Abdi (2009,7) "qualitative research is to examine the subject of research or informants in a circlen". Qualitative research by describing clearly through the presentation of data that can be through interviews about brand image to buyer decisions.

D. RESULTS AND DISCUSSION

Brand image

The placement of the brand image in the consumer's mind must be carried out continuously so that the brand image created remains strong and can be received positively. Brand image is an image or impression that a brand has in the minds of customers. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered.

Factors affecting brand image

The supporters of the brand image according to Aaker translated by ananda (2015:196) are

1. Consumer benefits
A brand provides its own value for its consistency which will be seen by customers as the benefits it gets when buying or consuming the product.
2. Atribute Products
A brand brings out a certain product attribute in the minds of consumers that is reminiscent of the characteristics of the brand.
Consumer benefits consist of:
 1. Functional benefits
It is a series of benefits obtained because the product can carry out its main function.
 2. User imagery
User imagery can be defined as a set of human characteristics associated with typical traits of customers who use or consume this brand.
 3. Emotional benefits
It is a series of benefits that are obtained because the product can provide a positive feeling to customers.
 4. Brand personality
Brand personality can be defined as a personal character device that will be associated by customers with a certain brand.
 5. Self expressive benefits
It is a series of benefits obtained when a brand is considered to be able to represent a person's personal expression.

Factors for the formation of brand image according to Keller in alfian (2012: 26)

1. Product excellence is one of the factors that shape the brand image where the product excels in the competition. Due to the superiority of quality (model and comfort).
2. The uniqueness of the brand, is the association of a brand whether or not liked by another brand therefore it must be created an advantage in the competition.
3. The strength of a brand is a brand association depending on how information enters into consumer activities and how the process survives as part of the brand image.

Benefits of a brand

According to Tjiptono (2017: 4343) brands also have benefits, namely benefiting producers and consumers who have the following important roles:

1. Financial sources of returns, especially with regard to future income for consumers, can provide a wide range of value through a number of functions and potential benefits.
2. Signal the level of quality for satisfied customers, so they can easily choose and buy at other times.
3. Means of identification, to facilitate the process of handling or tracking products for companies, especially in organizing and recording accounting
4. A source of competitive advantage, primarily through the legal protection of customer loyalty, and the unique image formed in the minds of consumers
5. Forms of legal protection, against features or aspects of products that are unique brands can get intellectual property protection. Brand names can be protected in registered trademarks.

Purchasing Decision

Structure A consumer's purchasing decision is actually a collection of a number of purchasing decisions. Purchasing decisions are an integrating process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Peter and Olson, 2000:162).

Factors affecting the decision of the buyer

Factors that contribute to purchasing decisions are the emotional bond between the customer and the manufacturer. This happens after a customer uses a product or service from the company and discovers the fact that the product or service adds value. (Tjipto, 2017:296)

The dimensions of the value consist of 4, namely:

1. Social value, the utility derived from the ability of the product to improve the social self-concept of the consumer. Social value is a value embraced by a consumer, regarding what is considered bad and what is considered good by consumers.
2. Emotional value, a utility derived from feelings or effectiveness or positive emotions arising from the experience of consuming the product,
3. Functional value, is the value obtained from the product attribute that provides a functional utility to the consumer this value is directly related to the function provided by the product or service to the consumer.
4. The value of quality, the utility obtained from the product due to the reduction of short-term costs and long-term costs.

Dimensions of purchasing decisions

According to Kothler and Keller (2017:157) the dimensions of purchasing decisions consist of five parts, namely:

1. Introduction to the problem
The purchase process begins with the awareness of a problem in the form of needs, then rises to the maximum level to become an encouragement.
2. Information search
The next stage of actively seeking information is by calling friends, doing online activities, looking for reading materials, and visiting stores to learn about the product.
3. Alternative evaluation
Provide value consciously and rationally.
4. Purchase decision
In the evaluation stage, consumers form references between brands in a selection set.

Brand Image Relationship With Purchasing Decisions

Brand image is a perception associated with brand associations inherent in consumer associations (e.g. 2012:90). Brand image plays an important role in influencing the consumer's purchasing decision process and will make a repurchase. Furthermore, it makes a good impression of the brand.

The strategy applied to attract customers to buy their products, as done by the Bebek H. Slamet restaurant, namely by giving rise to the big name of Bebek H. Slamet which has become one of the popular brands in JABODETABEK. Bebek H. Slamet Ciledug strives to maintain its brand image in various ways, such as the speed of the cashier in serving consumers, friendly service and a pleasant restaurant atmosphere with modern outlet designs and musical accompaniment, as well as a guarantee of quality of the products produced. This strategic strategy has proven to be able to make the image of the Bebek H. Slamet restaurant can be received positively by consumers which can then become one of the references for consumers in deciding to buy Bebek H. Slamet products. Richardson, et al (1994) in the journal Gilaninia and Mousavian (2012: 7549) say that brand image is often used as an extrinsic condition to make a purchase decision. The results of this study prove the opinions of experts who state that brand image has an influence on purchasing decisions is true. A brand that has a positive image or is liked is considered to reduce the risk of purchase. This is what causes consumers to often use the brand image of a product as a reference in making a purchase decision. If consumers have no experience with a product, they tend to trust a preferred or well-known brand (Schiffman and Kanuk 2008:173). Thus, it can be concluded that the variables X (Company Image), and X (Brand Image) together have a significant influence on variable Y (Purchase Decision) so that the first hypothesis in this study is proven and acceptable.

Effect of Company Image variable (X) on Purchasing Decision (Y)

1. The image of the company contributes to influencing the purchasing decisions of consumers. The popularity of the company and the company's ability to serve and meet consumer needs largely determine how consumers feel about the company's image. Companies that have a good image of their products tend to be preferred and easily accepted than companies that have a bad image or a neutral image. The company's image is often used as a reference by consumers to decide on purchasing decisions when the consumer does not have experience or knowledge of a product.
2. Effect of Brand Image (X) variable on Purchasing Decision (Y). Brand Image is the impression received by the public on a product. According to Schiffman and Kanuk (2008:174) Brand Image that is considered pleasant has a high chance of being purchased rather than products that have an unpleasant or neutral

image. Results from regression testing show that the Brand Image variable (X) has a significant influence on Purchasing Decision (Y).

Various innovative unique ideas have been created by H. Slamet duck restaurant, where H. Slamet's fried duck has no special way or marketing strategy to attract consumers, which is only through the offer of the taste and enjoyment of fried duck than others, on a crisp texture outside, tender inside and does not leave a fishy smell like in most other restaurants. H. Slamet's fried duck offers several saving packages and kumplit packages, where the saving package is only 37,000 of them, (rice, duck thighs / breast, fried tofu and tempeh mendoan, sambal along with vegetables). And also provides a fried chicken menu. punai birds and other menus. The target consumers of Bebek H. Slamet are from all walks of life, the lower middle class to the upper middle class. With quality assurance in terms of taste and size of the duck which only uses "afkir" duck instead of duck "packing" so as to create a savory, odorless and of course halal taste.

E. CONCLUSIONS AND SUGGESTIONS

The purpose of this study is to determine the meaning of h brand image to consumers' purchasing decisions (Case study of Bebek H. Slamet Ciledug Branch). Based on data analysis, conclusions can be drawn from the brand image test consisting of the Brand Image of consumers is very influential and on purchasing decisions at the Bebek H. Slamet restaurant ciledug branch.

Some suggestions can be given in relation to the influence of brand image on the purchasing decisions of consumers duck H. Slamet as follows:

1. To be given a suggestion box: Where consumers are expected to provide input.
2. Maintain image and quality. Both of these things have proven to be able to be a benchmark for consumers in deciding to buy a product.
3. Understand consumer characteristics: Companies are expected to better understand the characteristics of their consumers and what they need and want so that in the future the Bebek H. Slamet restaurant can better adapt to its consumers.
4. Research development: Further researchers are expected to be able to conduct research using variables that are different from the variables studied in this study so that they can obtain more varied results that can affect purchasing decisions.

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