Price And Brand Image Analysis Of Interest In Buying Re Madjank Store Brand Products

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Abstract

The purpose of this study was to Determine the effect of price and brand image on the interest in the brand repurchases (case studies at the Madjank Store), both partially and simultaneously. The type of research used is descriptive with associative causal approaches. This research was conducted with a total of 45 consumers. The sampling technique used is a non-probability sampling technique. Hypothesis testing is done by multiple linear regression tests. through the SPSS 21 program for Windows. The results partially showed significantly that prices did not influence the interest in the brand repurchases (case studies on Madjank Store consumers), while brand image significantly variables influence the interest in the brand repurchases (case studies at Madjank Store consumers)

Keywords: price, brand image, interest in repurchase.

INTRODUCTION

Re-purchase interest becomes very important for the company which will be decisive in the company's success captivate consumers on products offered and the company should be able to captivate consumers in order to make purchases of such products(Hasanah, 2016), Consumers are aware of the price of a product will know the quality and excellence of the goods they receive so that it will know how the quality of the product(Priyantari, 2017),

Price is often regarded as an indicator of quality therefore price setting are often designed as an instrument of sales and as an instrument of competition that determines the success of the company(Purnamasari et al, 2016), The price of a product be the deciding factor in market demand, if consumers feel comfortable with the price and quality offered, then they would have an interest to buy(Ghanimata and Kamal, 2012),

Brand image is the perception of the brand is a reflection of consumer associations in memory of the brand (Aldin, 2017). Positive image attached to a brand will further enable consumers to make repeat purchases interest. The better the brand image created by a product, the greater the interest in the purchase will be done by the consumer (Ferrinadewi, 2008).

METHODS

This type of research is a survey method that is included in quantitative methods, this method is used to examine the population or a particular sample, data collection using research instruments, analysis of quantitative data or statistics, with the aim to test the hypothesis that has been set in order to find out information about the effect of price and brand image of the customer's interest in repurchasing the brand in Madjank Store. Total sample in this research is 45 respondents and sampling using non-probability sampling by using purposive sampling method. Step analysis of the
data used is Test Reliability, Test Assumptions Regression, Classical Assumption Test, Multiple Linear Regression Analysis.

RESULTS AND DISCUSSION

Testing reliability of the instrument can be done externally and external internal. Secara testing can be done with the test-retest (stability), equivalent and a combination of both. Internally reliability of the instrument was tested by analyzing the consistency of the grains contained in instruments with a particular technique (Sugiyono, 2012: 183).

Results of testing the reliability of the above for a price variable (X1) obtained Cronbach's Alpha value for the correlation coefficient of 0.687. According to John Anton Nugroho (2011: 33), a coefficient of 0,687 included in the criteria is reliable. It can be concluded that the questionnaire used in measuring variables questionnaire hargaadalah reliable because it can give very different results if the measurements back to the same subject at the time to come.

Results penggujian normality of the data can be seen from the graph Normal Probility plot shows that the lines spread around the horizontal line. Normal data is data that form dots that spread not far from diagonal lines. This shows that the regression model is free of symptoms heteroskedstisitas.

The results of the multiple linear regression analysis can be compiled by an equation
Multiple regression as follows:
\[ Y = 3.475 + 0.075 \times X1 + 0.709 \times X2 \]

The results show the price variable relationships and brand image has a unidirectional relationship to re-brand purchase interest in madjank store.

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients unstandardized</th>
</tr>
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<tbody>
<tr>
<td>(Constant)</td>
<td>3.475</td>
</tr>
<tr>
<td>Price</td>
<td>0.075</td>
</tr>
<tr>
<td>Brand image</td>
<td>0.709</td>
</tr>
</tbody>
</table>

Source: Questionnaire Output Data Analysis with SPSS 21, 2019

Costant value of 3.475 indicates the value of buying interest equal to 3.475 if the value of the variable price X1), brand image (X2) is equal to 0.

Price variable coefficients (X1) of 0.075 (positive showing unidirectional relationship) states that each increase of 1 (one) variable price will lower buying interest re-0.075 and conversely any decrease of 1 (one) the price will lower buying interest re-0.075, assuming other independent variables constant or fixed.—
Brand image variable coefficients (X2) of 0.709 (positive showing unidirectional relationship) states that each increase of 1 (one) image they will raise interest in buying back at .709 and vice versa every decrease of 1 (one) brand image will reduce buying interest again at 0.709, assuming independent variables other constant or fixed.

Based on t test results on the price variable (X1) obtained value $t = -0.531$ with a significance of 0.598. By using a significance limit of 5% or 0.05 obtained ttable of ± 2.016. It showst (0.531) < ttable (2,016), which means that H0 is accepted and Ha is rejected, with a significance level of 0.598 which is above the 0.05 limit so that it can be concluded that there is no significant effect on the price increase buying interest re-brand in Madjank Store.

<table>
<thead>
<tr>
<th>Table 2 Test Results F (Simultaneous Testing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of data: The result of a questionnaire with SPSS 21, 2019</td>
</tr>
<tr>
<td>F</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>39.700</td>
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</table>

F test results to the study variables, it is necessary hasilFtable. Results Ftable at a significance level of 5% or 0.05 with degrees of freedom (nk - 1) = 45 - 2 - 1 = 42, the obtained Ftable = 3.22. According to the table above can be seen the valueFhitungsebesar 39.700 greater than Ftable of 3.22 with a significance level of 0.000 less than 0.05. It can be concluded that there are significant price and significant brand image simultaneously to re-brand buying interest in Madjank Store.

<table>
<thead>
<tr>
<th>Table 3 Calculation Results The coefficient of determination (R2)</th>
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<tbody>
<tr>
<td>Model</td>
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<tr>
<td>-------</td>
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<tr>
<td>1</td>
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</tbody>
</table>

Data Sources: Questionnaire Results Data Processing with SPSS 21, 2019

From the results of these data shows that the coefficient of determination (R2) obtained a yield of 0.654. This means that 65.4% of buying interest again can be explained by price and brand image. The rest 34.6% of the buying interest re-dipengaruh by other variables not examined in this study.

Based on the results of price analysis states that there is a significant influence on the price of the buying interest re-brand in Madjank Store. The results showed that the price does not affect the buying interest re-brand in Madjank Store.

From the analysis of brand image which shows that there is a significant influence of the brand image of the brand re-purchase interests in Madjank Store. The results showed that the brand image affects the interest of repeat purchases. This shows the brand image according to the desire of consumers to make repeat purchases interest.

**CONCLUSION**

The research was conducted on consumers Madjank Store on the effect of price and brand image of the brand re-purchase interests in Madjank Store. Based on the results of data analysis and discussion that has been described in previous chapters, it can be concluded as follows:

Results of testing the first hypothesis stating that there are significant price and brand image is partially significant to re-purchase interest in Madjank Store. The results showed a variable cost no significant effect partially to re-brand purchase interest in Madjank Store.
Results of testing the second hypothesis which states that there are significant price and brand image simultaneously significantly to the re-purchase interest in Madjank Store. The results showed the brand image variable significant effect partially to re-brand purchase interest in Madjank Store.

Results of testing the third hypothesis which states that there are significant price and brand image is partially significant to re-purchase interest in Madjank Store. The results showed a variable price and brand image simultaneously significant effect on the interest repurchase the brand on Madjank Store.

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