

THE INFLUENCE OF MARKETING AND BRAND OF BANDUNG TOFU NR (NURI) ON PURCHASE DECISIONS IN SADARKARYA VILLAGE

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Accepted: October 05, 2024

Published: October 25, 2024

ABSTRACT

This research is a field research with a quantitative approach. Data collection techniques were carried out through questionnaires and Google Forms, while data analysis used quantitative methods that include data reduction, presentation, and drawing conclusions. Data were analyzed using multiple linear regression with the help of the SPSS version 20 application based on 97 respondents. The results showed that the independent variables, namely marketing influence and brand influence, simultaneously influenced purchasing decisions by 94.5%, while the remaining 5.5% were influenced by other variables. Hypothesis testing showed that marketing influence (X1) had a significance value of $0.000 < 0.005$, while the t-test results showed sig. $0.028 < 0.05$. In addition, the F test showed that the calculated F value of 804.422 was greater than the F table of 2.061, so it can be concluded that the variables of marketing influence and brand influence simultaneously had a significant effect on purchasing decisions (Y), and the third hypothesis (H3) was accepted.

Keywords: Purchase Decision, Brand Influence, Marketing Influence

INTRODUCTION

Going concern is the main objective of a business entity since the establishment of the business entity. The going concern of a business entity is closely related to how management manages the business, both in terms of financial and non-financial factors.

Nowadays in Indonesia there are many emerging businesses in various fields, one of which is a business in the manufacturing sector, manufacturing itself is an activity of transforming raw materials into a product that has a form, and selling value. The business world by changing raw materials is very diverse, one of which is changing materials in the form of soybeans into daily staple foods, namely tofu.

Tofu is a food originating from China, tofu has been widely used in local cuisine and is a favorite. Tofu is made from soybeans whose juice is taken, which is then precipitated using a coagulant. Good tofu is tofu that does not have a pungent odor (sour or formalin odor), is soft, not slimy and white in color. In addition to being processed into various types of food, tofu has many health benefits because it is made from soybeans which are a source of vegetable protein and a source of vitamins A, B complex and E as well as calcium, phosphorus, magnesium and iron.

Tofu has been familiar to the tongues of Indonesians for a long time. This food made from variations of soybean processing has become a popular food because its price is relatively affordable for consumption by people from various levels, from the lower class, middle class, to the upper class. Even as reported, tofu is starting to be popular in several neighboring countries such as Malaysia, Japan, and others because of its delicious taste and high nutritional value. The interesting thing about the existence of the tofu industry is the scale of the industry, which is mostly still a small and medium industry that produces using traditional methods, even though the purchasing power of the community for this product is

relatively high. Even in competition with foreign foods, tofu still exists in the market. The market for this product is also quite large, but usually tofu consumers are the lower middle class (Anonymous, 2011).

One of the home-scale industries that develop tofu businesses in Purwakarta city is the NR Tofu industry in Sadarkarya Village, Darangdan District, which uses up approximately 200 kg of soybeans per day. The supply of soybean raw materials is actually not a problem, it's just that the price is quite expensive, so far craftsmen have been getting around it by reducing the size without increasing the price. The NR Bandung Tofu Industry serves demand around the Sadarkarya Village area, Darangdan District, Plered District, and Sukatani District. Because of the increasing demand for the needs, the NR Bandung Tofu industry usually orders 1 ton of soybean raw materials at once, which is used for approximately 5 days. Tofu with the NR brand is in great demand because its taste is different from other brands of tofu, not only the taste is different but also the level of durability can be 2-3 days. As one of the developing business entities, UMKM that produces NR tofu must pay attention to its goals in building a business, one of which is the purchasing decision, making a decision to purchase a product or service. If the brand image is embedded in the minds of consumers, it will help consumers reduce confusion in choosing a product, which in the end will result in consumers buying the product because they believe that the product or brand they buy is in accordance with their perception without considering many things.

According to Kotler and Armstrong (2004:347) stated that product quality is the ability of a product to perform its functions including durability, reliability, accuracy, ease of operation and repair and other valuable attributes. Indicators used to measure product quality include: Durability, Reliability, Accuracy, Taste, Packaging Design. According to Davidson 1998 defines brand image as a series of perceptions embedded in the minds of consumers so that consumers can believe or trust a product. Indicators used to measure brand image include: Recognition, Reputation, Affinity, Consumer confidence in the brand, Brand Loyalty. According to Swastha (1998:118) purchasing decisions are real actions of a consumer in making decisions that include decisions about the type of product, product, time of purchase and method of payment. Indicators used to measure purchasing decisions include: Purchase frequency, Choice of product type, Product, Seller, Number of Products, Recommendations, Repeat purchases.

Viewed from the marketing perspective of a product, the quality of the product and also the brand if the product is in accordance with customer expectations then the customer will be satisfied and will certainly buy the same product back to that place. Thus the quality of a product greatly influences the purchasing power of customers towards the product and is the main key to increasing the rate or volume of sales.

The quality of a product will certainly be an important point for the existence of a business. Not only that, satisfying customers can also improve the quality of the business in competing with similar businesses.

According to Tjiptono and Diana 2020:3 marketing is the process of creating, distributing, promoting, and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment.

According to Limakrisna and Purba (2017:4), marketing is one of the activities in the economy that helps in creating economic value. Economic value itself determines the price of goods and services. Important factors in creating this value are production, marketing, and consumption. Marketing is a link between production and consumption activities.

According to Kotler and Armstrong (2008), the definition of a brand is a name, term, symbol, sign, design, or a combination of all these aspects that indicate the identity of a product or service from one or a group of sellers that differentiates the product from competitors' products.

Buchari Alma (2008) According to him, a brand can be interpreted as a sign or symbol that provides an identity to a particular item or service which can be in the form of words, images, or a combination of both.

According to Tjiptono (2015:21) defines consumer purchasing decisions as a process in which consumers recognize their problems, seek information about certain products or brands. Meanwhile, according to Kotler and Keller (2016:194) stated that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. Purchasing decisions are inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases, Kotler and Keller (2016:194) stated that purchasing decisions have the following dimensions: Product choice

Consumers can make decisions to buy a product or use their money for other purposes. In this case, companies must focus their attention on people who are interested in buying a product and the alternatives they consider. One important aspect in purchasing decisions is brand choice, where consumers must determine which brand to buy, because each brand has its own differences. Therefore, companies need to understand how consumers choose a brand in order to adjust their marketing strategies. In addition, consumers must also make decisions about the choice of distributor, namely determining where they will buy the product. Factors that influence this decision include close location, cheaper prices, complete availability of goods, and convenience in shopping. Each consumer has different preferences in choosing a distributor that suits their needs. Purchase time is also an important factor in consumer decisions, because each individual has different habits in determining the time of purchase, for example, some shop every day, once a week, or once every two weeks. By understanding the various factors that influence consumer purchasing decisions, companies can develop more effective marketing strategies to attract attention and meet consumer needs optimally.

METHOD

This research was conducted in Sadarkarya Village, Darangdan District, Purwakarta Regency, with the aim of analyzing the factors that influence consumers' purchasing decisions for NR Bandung tofu. The selection of this location was based on the relevance and availability of data that could optimally support the research. The time of implementation of this research took place on Friday, August 25, 2023, starting at 09.00 to 14.00. With the specified time span, this research is expected to collect valid and representative data from participating consumers. The research method used in this research is a descriptive method with a quantitative approach. This approach is used to identify the relationship between research variables objectively and measurably. The research design applied is a causality research design, which aims to determine the causal relationship between independent variables, namely the influence of marketing and brands, on the dependent variable, namely the decision to purchase NR Bandung tofu. In this study, the independent variables consist of the influence of marketing (X1) and the influence of brands (X2), while the dependent variable is the purchasing decision (Y). Data collection was

carried out through questionnaires distributed to consumers in Sadarkarya Village, using a Likert scale to measure respondents' perceptions of the research variables.

RESEARCH RESULT

1. Multiple Linear Regression Analysis Test

Testing through multiple linear regression was conducted to determine the influence of marketing influence and brand influence on purchasing decisions. Based on the results of SPSS 20, the results obtained

Table 1
Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.183	1.653		-3.135	.002
	Pengaruh Pemesan	.947	.044	.894	21.290	.000
	Pengaruh Merek	.132	.060	.093	2.225	.028

Source: SPSS 20 Output (2023)

Based on the table above, the results of multiple linear regression between marketing influence (X1), brand influence (X2) and purchasing decisions (Y) are as follows:

$$Y = -5.183 + 0.947X_1 + 0.132X_2 + e$$

2.T-test

Table 2
T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.183	1.653		-3.135	.002
	Pengaruh Pemesan	.947	.044	.894	21.290	.000
	Pengaruh Merek	.132	.060	.093	2.225	.028

Source: SPSS 20 Output (2023)

- Based on the table above, it can be seen that the significance of the Marketing Influence variable (X1) on purchasing decisions (Y) shows a significant value of $0.000 < 0.005$.
- Based on the value of the t-test results table for sig. $0.028 < 0.05$.

3. F test

Table 3

ANOVA Test Results / F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4904.964	2	2452.482	804.422	.000 ^b
	Residual	286.583	94	3.049		
	Total	5191.546	96			

a. Dependent Variable: keputusan Pembelian

b. Predictors: (Constant), Pengaruh Merek, Pengaruh Pemesan

Source: SPSS 20 Output (2023)

In the table inabove it was obtained that $F = 804.422$ with a probability level of $0.000 < 0.005$. After knowing the magnitude of the calculated F , it will be compared with the F table.

$F \text{ table} = 2 ; 97 - 2 = 2 ; 97$

Then searchedon the F table distribution and the F table value is found to be 2.061. Because the calculated F is 804.422, therefore because the calculated F value is greater than the F table, it can be concluded that the independent variables Marketing Influence (X_1) and Brand Influence (X_2) simultaneously influence the dependent variable Purchase Decision (Y). It can be concluded that the third hypothesis (H_3) is accepted.

4.Determination Coefficient Test (R^2)

This test was conducted to see the magnitude of the influence of Marketing Influence (X_1) on Purchasing Decisions (Y) in Sadarkarya village.

Table 4

Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972 ^a	.945	.944	1.74607

a. Predictors: (Constant), Pengaruh Merek, Pengaruh Pemesan

b. Dependent Variable: keputusan Pembelian

Source: SPSS 20 Output (2023)

It can be seen from the table above that R square can be interpreted that the influence of marketing and brands has an effect on purchasing decisions of R² 0.945, which means that the magnitude of the influence of the independent variable on Purchasing Decisions (Y) is 9.45% and the remaining 4.55% is explained by other variables.

DISCUSSION

1. The Influence of Marketing Influence on Purchasing Decisions

The results show that there is a significant influence for the Marketing Influence variable (X1) on purchasing decisions (Y) showing a significant value of $0.000 < 0.005$.

2. The Influence of Brand Influence on Purchasing Decisions

The research results are based on the value of the t-table test results for sig. $0.028 < 0.05$.

3. The Influence of Marketing Influence and Brand Influence on Purchasing Decisions

The results of the study show F table and the F table value is found to be 2.061. Because the calculated F is 804.422, therefore because the calculated F value is greater than the F table, it can be concluded that the independent variables Marketing Influence (X1) and Brand Influence (X2) simultaneously influence the dependent variable Purchase Decision (Y). It can be concluded that the third hypothesis (H3) is accepted. And to find out the extent of the influence of the independent variables on the dependent variable, it can be seen from the R² value where $R^2 = 0.945$ which means that the influence of the independent variables on purchasing decisions is 9.45% and the remaining 4.55% is explained by other variables.

CONCLUSION

Based on the formulation of the problem, hypothesis, and research results, it can be concluded that there is a positive and significant influence between marketing and brand on purchasing decisions for Tahu Bandung NR in Sadarkarya Village. The results of the analysis using the multiple linear regression method show that marketing has a significant impact on purchasing decisions, where the more effective the marketing strategy implemented, the greater its influence on consumer decisions to purchase the product, with a significance value of $0.000 < 0.005$. In addition, hypothesis testing also proves that brands have a positive and significant influence on purchasing decisions, which means that the stronger the brand image, the higher the likelihood that consumers will choose to buy the product. Simultaneous testing shows that the marketing influence variables (X1) and brand influence (X2) jointly contribute to purchasing decisions (Y), with a calculated F value of 804.422 which is greater than the F table of 2.061, so that the third hypothesis (H3) can be accepted. The R² value obtained of 0.945 indicates that 94.5% of the variation in purchasing

decisions can be explained by marketing and brand variables, while the remaining 5.5% is influenced by other factors not examined in this study. Based on these findings, it is recommended that Tahu Bandung NR producers continue to improve their marketing strategies and strengthen their brand image in order to increase the attractiveness of their products in the eyes of consumers. In addition, further research is expected to explore other variables that also contribute to purchasing decisions, thus providing a more comprehensive understanding of the factors that influence consumer behavior.

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