

# Influence of Brand Loyalty and Perceived Quality Analysis on Consumer Purchase Decisions

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## Abstract

The purpose of this research is to analyze the effect of brand loyalty and perceived quality on consumer purchasing decisions. The research design used in this study uses a quantitative associative method. Based on the results of data analysis that has been carried out in the first hypothesis (H<sub>1</sub>), which states that brand loyalty has a positive and significant effect on consumer purchasing decisions, the t-count value of 8,197 is greater than the t-table value, which is 1,666, testing the second hypothesis (H<sub>2</sub>), which states that perceived quality has a positive and significant effect on consumer purchasing decisions obtained by a t-count value of 10,769 greater than the t-table value of 1,666, which means that brand loyalty and perceived quality have a positive and significant effect on consumer purchasing decisions, while the R-square value is obtained by 0.616 which states that brand loyalty and perceived quality variables influence consumer purchasing decisions by 61.60% and the remaining 38.40% are influenced by other variables.

*Keywords:* Brand Loyalty; Perceived Quality; Consumer Purchasing Decisions

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## 1. Introduction

The current condition of business competition is getting tougher, where every company does not only compete with similar companies but also has to compete with companies that are not of the same type to reach the existing potential market (Firlana, 2015) as well as to maintain the existence of its products (Barrigusti, 2020) which resulted in the level of business competition will be more competitive and dynamic (Hidayah, 2019). With the high level of business competition, consumers have many choices of products that meet their expectations (Arisa, 2017) and consumers will be more careful and selective in choosing and making purchases of a product (Sari and Prihartono, 2021; Agustina et al., 2018) and increasingly critical in their buying behavior (Nasution and Muhammad, 2018; Nasib and Bashira, 2019).

This requires every manufacturer to be able to produce innovative products (Mutiara et al., 2021) and the products produced must have advantages over products produced by competitors in the market (Mahanani, 2018; Sudarsono, 2020) and has a uniqueness that is able to give attention from consumers to companies that are often referred to as brands (Pradipta et al., 2016) and is considered as an identity that makes a difference with products produced by competitors (Yuliana and Putra, 2018) so consumers can build loyalty to the brand (Butarbutar, 2021) thus manufacturers can compete with competitors to develop their business units (Nofriyanti, 2016).

The process of acceptance of a product or service by consumers will be implemented in the form of a purchase decision (Kurniawan, 2018) and the factors that most influence consumers in making product purchase decisions are a set of

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brand assets (Macdonald and Sharp, 2000) one of them is brand loyalty (Putri and Mutiara, 2018) which is a measure of consumer closeness (Winatapradja, 2013), consumer linkages (Aaker, 2013) and consumer loyalty to a product brand (Rangkuty, 2002) and shows that consumer expectations of a product can be met (Nadhiroh and Rini, 2022) and create satisfaction for consumers as well as have a positive use value (Sumarwan et al., 2011).

Brand loyalty shows a positive attitude and strong consumer commitment to a product brand (Mowen and Minor, 2002) and will subscribe to or repurchase the product consistently in the future (Danish et al., 2018) even though faced with several alternative brands (Fabbe-Costes et al., 2014) and a measure of consumer attachment to a particular brand (Nurfitriana et al., 2013) because without brand loyalty to a product, purchasing decisions made by consumers are only based on the price offered (Eng and Keh, 2007) without giving satisfaction to consumers.

The formation of brand loyalty to consumers can provide value and potential that can be managed by the company (Sukri, 2020) and will provide maximum marketing performance to the company (Udayana and Febriani, 2023). So that with proper management and utilization, brand loyalty will become a strategic asset for companies to increase product sales volume when compared to efforts to attract new customers (Riana, 2008).

Another factor that influences consumers in making purchasing decisions for a product is perceived quality (Chandra and Keni, 2019) which describes the customer response to the quality of a product (Jintu et al., 2013) compared to alternative products (Dib and Alhaddad, 2014) in terms of its relative function (Putra, 2011) in relation to meeting needs and creating satisfaction for consumers (Zeithaml et al., 2013).

Consumer evaluation of positive perceived quality will drive consumer purchasing decisions for a product (Yee et al., 2011) and vice versa if the consumer's assessment of perceived quality is negative, the consumer is not interested in buying the product (Durianto et al., 2001) so that every company must be able to build positive perceived quality for each product it produces to attract consumers in making purchasing decisions (Tarmedid and Penty, 2009).

Perceived quality of a product or service brand can determine the value of the product or service and will directly influence purchasing decisions by consumers and a positive perceived quality assessment will result in brand loyalty, so that in this study an analysis of brand loyalty and perceived quality will be carried out on buying decision.

## **2. Literature Review**

### *2.1 Brand Loyalty*

Brand loyalty has levels called the loyalty pyramid consisting of switcher/price buyers which are the most basic levels of brand loyalty, habitual buyers are consumers who are satisfied with a product or at least have not experienced disappointment with a product and buy certain product brands out of habit, satisfied buyers. namely consumers who feel satisfied with a product but they are burdened with switching costs, liking the brand, namely consumers who really like a brand and committed buyers, namely consumers who are loyal to one product brand and have pride as users of that product brand (Durianto et al., 2001).

Indicators of brand loyalty are generally measured based on buying the same brand continuously when needed, providing recommendations to other parties, being immune to other brands and being satisfied with the benefits provided by a product (Ballester and Aleman, 2005). Traditionally, the concept states that brand loyalty has dimensions of cognitive, affective, behavioral goals and conventional brand building (Gommans et al., 2001).

There are two approaches to brand loyalty, namely the instrumental conditioning approach which states that consistent purchases over time indicate brand loyalty and an approach based on cognitive theory which states that commitment to a brand is not only reflected by continuous buying behavior (Fatmasari, 2018).

Based on the results of research that has been conducted by (Siali et al., 2016) which states that brand loyalty has a positive and significant effect on consumer purchasing decisions, the same thing was also stated by (Prajapati and Makwana, 2017) which states that brand loyalty has a positive and significant effect on consumer purchasing decisions. Based on the results of some of these studies, the hypothesis in this study is:

Hypothesis 1: Brand loyalty has a positive and significant effect on consumer purchasing decisions.

## 2.2 Perceived Quality

Perceived quality is a consumer's perception of the overall quality and superiority of a product or service compared to alternative products (Wasil, 2017) assessed through seven indicators, namely performance is the main operational characteristic of a product, service ability is the ease of obtaining services related to the product, reliability is the work consistency of a product, product characteristics are the additional parts of a product that are used as a differentiator from other products competitors, conformance with specifications is a condition where there are no defects in the product and conformity of the product with qualification standards, durability is the value or economic age of a product and fit and finish is the quality of the final appearance of a product (Gumilang et al., 2022; Fitri, 2020) and influenced by factors such as previous experience, level of education as well as perceived risk and situational variables such as purchase objectives, buying situation, time pressure and social background of consumers (Ariadi et al., 2019).

In general, the process of forming perceived quality consists of several stages: perception selection is selection that occurs when consumers perceive and select stimuli based on psychological sets, organizing perceptions which means that consumers classify information from various sources into a comprehensive understanding to better understand and act on this understanding, as well as perceptual interpretation is to provide an interpretation of the stimulus received by consumers (Priansa, 2017).

Based on the results of research that has been conducted by (Fenetta and Keni, 2019) which states that perceived quality has a positive and significant effect on consumer purchasing decisions, the same thing was also stated by (Limento and Lukman, 2020) which states that perceived quality has a positive and significant effect on consumer purchasing decisions. Based on the results of some of these studies, the hypothesis in this study is:

Hypothesis 2: Perceived quality has a positive and significant effect on consumer purchasing decisions.

## 3. Research Methods

### 3.1 Research Design and Sample

The research design used in this study uses the quantitative associative method, namely research that aims to determine the effect or relationship between brand loyalty and perceived quality variables on purchasing decisions for Smartphone XX products.

The sample used in this study were people who had purchased Smartphone XX with a total sample of 75 people who had purchased Smartphone XX and the data collection techniques used in this study were interviews, questionnaires and observation (Sugiyono, 2017).

### 3.2 Instrument Test

#### 3.2.1 Validity Test

Validity test is one of the procedures used to measure the research variables used are valid or not. The questionnaire can be said to be valid if the statements on the questionnaire are able to reveal something that is measured by the questionnaire. To be able to find out whether each question item is valid or not by looking at the corrected item total correlation value. If each question item has an r-count value greater than the r-table value, then the question item can be said to be valid (Suharsimi Arikanto, 2006).

#### 3.2.2 Reliability Test

Reliability test is used to determine the consistency of the measuring instrument used and shows the extent to which the measuring instrument can be trusted and relied on in conducting research. Measurement of the level of reliability of a research variable can be seen from the statistical results of cronbach's alpha ( $\alpha$ ), a research variable used is said to be reliable if it gives cronbach's alpha value greater than 0.60 (Sanjaya and Tarigan, 2018).

### 3.3 Classic Assumption Test

#### 3.3.1 Heteroscedasticity Test

The heteroscedasticity test is one of the tests to find out whether in a regression model there is an inequality of variance from the residuals in one observation to another observation (Priyatno, 2011). The heteroscedasticity test in this study uses the scatter plot method, namely by looking at the pattern of the regression scatter plot points, if the points on the scatter plot spread in an irregular pattern above and below zero on the Y axis, then there is no heteroscedasticity problem (Kalesaran et al, 2014).

#### 3.4 Hypothesis Test

##### 3.4.1 Coefficient of Determination Test ( $R^2$ )

The coefficient of determination test is carried out to measure the extent to which the ability of the independent variable to explain the dependent variable. The coefficient of determination test is expressed in percentages whose values range from  $0 < R^2 < 1$ , if the  $R^2$  value obtained is close to 1, it shows a stronger influence (Mulyani and Saputri, 2019).

##### 3.4.2 t-Test

The t-test is one of the individual partial regression coefficient tests used to determine the independent variables affect the dependent variable (Sujarweni, 2015). To find out the truth of the hypothesis, criteria are used if the t-count obtained is greater than t-table then reject  $H_0$  and accept  $H_a$ , meaning that there is an influence between the dependent variable on the independent variable (Lussy, 2018).

## 4. Research Results and Discussion

### 4.1 Instrument Test Results

#### 4.1.1 Validity Test Results

Validity test is one of the procedures used to measure the research variables used are valid or not. The questionnaire can be said to be valid if the statements on the questionnaire are able to reveal something that is measured by the questionnaire. To be able to find out whether each question item is valid or not by looking at the corrected item total correlation value. If each question item has an r-count value greater than the r-table value, then the question item can be said to be valid (Suharsimi Arikanto, 2006).

Based on the table 1, it can be seen the results of the validity test of each variable, including the brand loyalty variable with 4 statements having an r-count value between 0.758 to 0.816 which is greater than the r-table value of 0.227, the perceived quality variable with 5 statements has the r-count value between 0.736 to 0.888 is greater than the r-table value which is equal to 0.227 and the consumer purchase decision variable with 4 statements has an r-count value between 0.610 to 0.715 which is greater than the r-table value which is equal to 0.227.

Based on these results, all statement items on this research variable can be said to be valid because they have an r-count value greater than the r-table value, so that all statement items on this research variable can be used. The way to get the r-table value is  $df = n - 2$ , where the number of respondents is 75 respondents, so  $75 - 2 = 73$ , then the r-table value obtained is 0.227.

#### 4.1.2 Reliability Test Results

Reliability test is used to determine the consistency of the measuring instrument used and shows the extent to which the measuring instrument can be trusted and relied on in conducting research. Measurement of the level of reliability of a

research variable can be seen from the statistical results of cronbach's alpha ( $\alpha$ ), a research variable used is said to be reliable if it gives cronbach's alpha value greater than 0.60 (Sanjaya and Tarigan, 2018)

**Table 1.** Validity Test Results

Variable	Inquiry Code	Corrected Item-Total Correlation	r Table	Information
Brand Loyalty	X <sub>1,1</sub>	0.758	0.227	Valid
	X <sub>1,2</sub>	0.803	0.227	Valid
	X <sub>1,3</sub>	0.800	0.227	Valid
	X <sub>1,4</sub>	0.816	0.227	Valid
Perceived Quality	X <sub>2,1</sub>	0.794	0.227	Valid
	X <sub>2,2</sub>	0.881	0.227	Valid
	X <sub>2,3</sub>	0.888	0.227	Valid
	X <sub>2,4</sub>	0.772	0.227	Valid
	X <sub>2,5</sub>	0.736	0.227	Valid
Consumer Purchase Decisions	Y <sub>1,1</sub>	0.648	0.227	Valid
	Y <sub>1,2</sub>	0.610	0.227	Valid
	Y <sub>1,3</sub>	0.715	0.227	Valid
	Y <sub>1,4</sub>	0.649	0.227	Valid

Source: Primary data processed, 2023.

**Table 2.** Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha standard	Decision
Brand Loyalty	0.798	0.60	Reliable
Perceived Quality	0.865	0.60	Reliable
Consumer Purchase Decisions	0.765	0.60	Reliable

Source: Primary data processed, 2023.

Based on the table 2, it can be seen that the results of the reliability test obtained Cronbach's alpha values for each variable, namely brand loyalty of 0.798, perceived quality of 0.865 and purchasing decisions of 0.765. The Cronbach's alpha value obtained from each research variable is greater than the comparative Cronbach's alpha value, so it can be concluded that all the variables used in this study are declared reliable and have good measurement consistency.

## 4.2 Classic Assumption Test Results

### 4.2.1 Heteroscedasticity Test Results

Figure 1 shows that the points on the scatter plot graph spread in an irregular pattern above and below zero on the Y axis or do not form a certain pattern. This shows that there is no heteroscedasticity in the regression model.

## 4.3 Hypothesis Test Results

### 4.3.1 Coefficient of Determination Test Results ( $R^2$ )

The value of the coefficient of determination ( $R^2$ ) ranges from  $0 < R^2 < 1$ . A small value of  $R^2$  means that the ability of the independent variable to explain the variation of the dependent variable is very limited. Conversely, if the value is close to 1, it means that the independent variable provides all the information needed to predict the dependent variable.

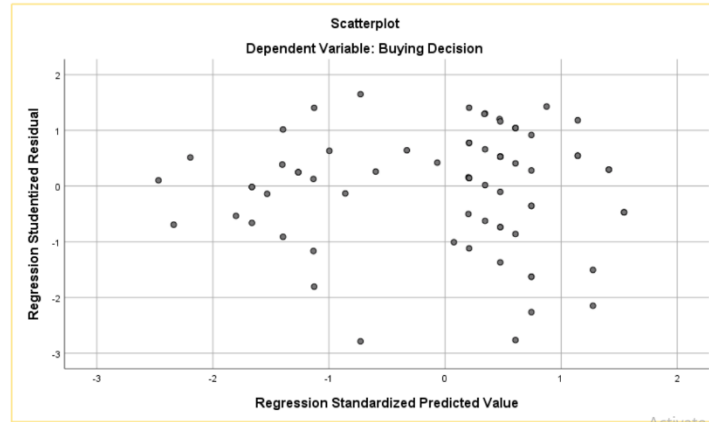


Figure 1. Heteroscedasticity Results

Table 3. Coefficient of Determination Test Results

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	0.785 <sup>a</sup>	0.616	0.605	0.318

Source: Primary data processed, 2023.

Based on the table above, it can be seen that the results of the coefficient of determination test ( $R^2$ ) obtained an R-square value of 0.616, which means that the variability of the independent variables can explain the dependent variable of 61.60% or this value states that brand loyalty and perceived quality variables have an effect on consumer purchasing decisions of 61.60% and the remaining 38.40% is influenced by other variables.

#### 4.3.2 t-Test Results

Hypothesis testing with t test is used to determine which partial hypothesis is accepted. The first hypothesis ( $H_1$ ) states that brand loyalty has a positive and significant effect on consumer purchasing decisions.

Table 4. The Results of the Hypothesis Test of Brand Loyalty on the consumer purchasing decisions.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.285	.095		6.648	.000
	Brand Loyalty ( $X_1$ )	.560	.068	.692	8.197	.000

Source: Primary data processed, 2023.

Based on the table 4, it can be seen that the results of the first hypothesis test ( $H_1$ ) obtained a t-value of 8,197 greater than the t-table value of 1,666. Thus the first hypothesis proposed can be accepted, namely brand loyalty has a positive and significant effect on consumer purchasing decisions. This is in accordance with the results of the coefficient of determination test ( $R^2$ ) that has been carried out, where 61.60% of consumer purchasing decisions for Smartphone XX are influenced by brand loyalty and perceived quality.

The second hypothesis ( $H_2$ ) states that perceived quality has a positive and significant effect on consumer purchasing decisions.

Based on the table 5, it can be seen from the results of the second hypothesis test ( $H_2$ ) that the t-count value is 10,769 which is greater than the t-table value, which is 1,666. Thus the second hypothesis proposed can be accepted, namely perceived quality has a positive and significant effect on consumer purchasing decisions. This is in accordance with the

results of the coefficient of determination test ( $R^2$ ) that has been carried out, where 61.60% of consumer purchasing decisions for Smartphone XX are influenced by brand loyalty and perceived quality.

**Table 5.** The Results of the Hypothesis Test of Perceived Quality on the Consumer Purchasing Decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.582	.067		6.812	.000
	Perceived Quality ( $X_2$ )	.504	.047	.783	10.769	.000

Source: Primary data processed, 2023.

## 5. Conclusion

The research that has been done aims to analyze the effect of brand loyalty and perceived quality on consumer purchasing decisions. Based on the results of the research that has been done, the following conclusions can be drawn: Based on the results of data analysis that has been carried out in the first hypothesis ( $H_1$ ), the t-count value is 8,197 greater than the t-table value, which is 1,666 and in the second hypothesis ( $H_2$ ), the t-count value is 10,769 greater than the t-table value, which is 1,666 which means that brand loyalty and perceived quality have a positive and significant effect on consumer purchasing decisions. The R-square value obtained is 0.616 which states that brand loyalty and perceived quality variables influence consumer purchasing decisions by 61.60% and the remaining 38.40% are influenced by other variables.

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