

THE INFLUENCE OF PRICE, PRODUCT QUALITY AND BRAND IMAGE ON INTEREST IN REPURCHASING KING BANANA FAN MEDAN IGOR IN MAKASSAR

Tasya Tjiadinegoro¹, J.E Sutanto²

Universitas Ciputra Surabaya, School of Business and Management, Surabaya, Indonesia^{1,2}

Email: tjiadinegoro@student.ciputra.ac.id¹, je.sutanto@ciputra.ac.id²

Abstract: The aim of this research is to determine the influence of price, product quality and brand image on interest in repurchasing fan bananas at Raja Banana Fan Medan in Igor's. The population used in this research were people who had purchased Medan fan fried bananas in Makassar with a sample of 120 people, so the sampling technique used was purposive sampling technique. Data collection was carried out using an online research instrument (Google Form) using a Likert scale. The independent variables studied include price, product quality and brand image, as well as the dependent variable repurchase interest. Researchers processed the data using IBM SPSS 25 software to test the proposed hypothesis. The results of multiple linear regression analysis show that the three independent variables have a significant positive effect on repurchase intention both simultaneously and partially, so that the fourth hypothesis is accepted. The results of this research imply the importance of price adjustments, improving product quality and brand image on repurchase interest in Raja Pisang Goreng Fan in Makassar.

Keywords: *Brand image, price, product quality, repurchase interest*

Submitted: 2024-05-14; Revised: 2024-06-03; Accepted: 2024-06-06

1. Introduction

Recently, the culinary business has become a promising business opportunity when viewed from a profit perspective. Many business people are involved in the culinary sector, from small businesses or MSMEs to restaurant level. Culinary is one of the subsectors of the creative economy which is the activity of preparing, processing and serving food and beverage products which uses elements of creativity, tradition, aesthetics, local wisdom as elements in improving the value and taste of products to attract purchasing power and give experiences for consumers. Therefore, the culinary industry has become a concentration for community development by the government because it is considered to have quite potential value. Data obtained from the Ministry of Tourism and Creative Economy, the culinary subsector contributed 455.44 trillion or 41% of the total creative economy GDP of 1,134 trillion in 2020.

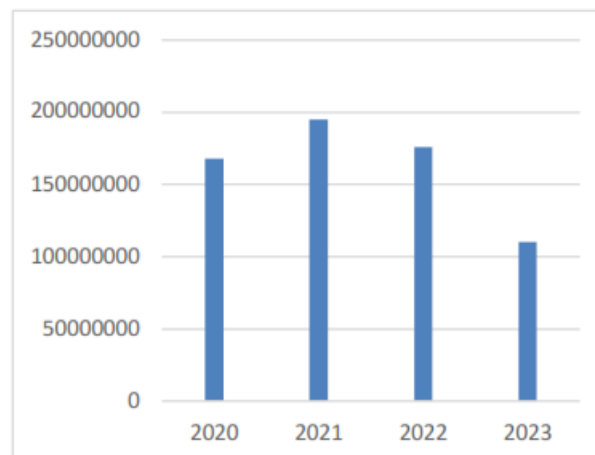
Apart from that, the Ministry of Tourism and Creative Economy stated Makassar City has designated culinary as the leading creative economy subsector in Makassar City. Where the culinary industry has contributed quite significantly to the economic growth of Makassar City. The existence of these potential opportunities has encouraged actors to innovate to create businesses in order to achieve profits by taking advantage of various existing opportunities. Then came the innovation of changing the basic ingredients of banana food to create various

types of contemporary food that were more easily accepted by the market. The food is packaged in the latest style following the conditions of the times. For example, several banana preparations are combined with toppings such as chocolate, cheese, green tea and other processed creations.

Raja Pisang Kipas Medan Igor is a form of creation in the culinary field, a business that has made a long journey in the food and beverage industry since 2004. This business specializes in making fried banana fans with its own brand, which has become its trademark. One of the things that differentiates this product from others is its unique processing process, especially from the main raw material, flour. Raja Pisang Kipas Igor's exclusive recipe makes the product have a distinctive taste that is unmatched by similar products. During more than two decades of operation, Raja Pisang Kipas Igor has proven its success with stable sales growth and increasing from year to year. This success can be largely attributed to consistent product quality and effective marketing efforts to expand market share.

In the midst of increasingly fierce competition in the culinary industry, Raja Pisang Kipas Igor continues to strive to maintain its position as a market leader. Innovation in products, expansion of distribution, and excellent customer service are the company's main focuses in ensuring sustainable growth and competitive advantage. With a solid foundation and a strong commitment to quality, Raja Pisang Kipas Igor is ready to face future challenges and continues to be the main choice for fans of fried banana fans in Makassar and the surrounding areas.

Figure 1. Omzet Raja Pisang Kipas Medan Igor di Makassar



Source: Internal Company Data (2024)

Looking at income data for the last 3 years, Raja Pisang Kipas Medan Igor's income in Makassar has decreased quite significantly. This encouraged researchers to find out what factors influence consumer purchasing decisions for Raja Pisang Kipas Medan Igor in Makassar. The purchasing decision itself is a consumer's choice from two or more alternative products. In deciding to buy a product, consumers will be influenced by several stages, namely, problem recognition, searching for information, evaluating alternative products, purchasing decisions and behavior after purchase (Oktarini et al., 2022).

Various sources indicate that several factors affect purchasing decisions, such as price, product quality, and brand image. Gunawan and Herdinata (2021) describe price as an exchange value that can be equated with money or other goods, reflecting the benefits gained from a product or service by an individual or group at a specific time and place. In contrast, another source defines price as the monetary amount charged for a product or service.

Product quality refers to the characteristics of a product that enable it to meet specific requirements. Companies produce and market products with the aim of attracting attention, demonstrating competence, and ensuring ease of use or consumption, all while considering consumer needs or desires (Siti Ainul Hidayah, 2020). According to Anshori et al. (2021), product quality is defined by the characteristics of a product or service that determine its ability to meet stated or perceived customer needs. Higher quality levels lead to greater customer satisfaction, which can result in higher prices and often lower costs. From these definitions, it is evident that product quality pertains to a product's ability to fulfill consumer desires, including attributes like durability, reliability, ease of use, and freedom from defects and damage.

Brand Image according (Ningsih & Anah, 2021) explains that brand image is based on the experience and information that consumers receive while using the product. Consumers believe that brand image can add value and are therefore willing to pay more for desired products (Alita et al., 2023). It can be concluded that brand image reflects the perception of all consumers about the brand, type, preferences, strengths and uniqueness and can be described based on knowledge and past experience. According to Mudfarikah and Dwijayanti (2022), brand image is assessed using three indicators: the strength of brand associations, the favorability of brand associations, and the uniqueness of brand associations.

To obtain in-depth information regarding the factors that influence consumer decisions in purchasing Raja Pisang Kipas Igor, a pre-survey was conducted through interviews with 30 buyers at the Raja Pisang Kipas Igor outlet in Makassar. The survey results showed that 50% of people bought Raja Pisang Kipas Medan Igor because of its quality, 27% of people reasoned that it was because they knew the Brand Image, the remaining 23% because of the price that made them buy Raja Pisang Kipas Medan Igor. So, the King's purchasing decision Apart from that, the comparison results of Raja Pisang Kipas Medan Igor with other Pisang Kipas are also shown, as in Table 1.1.

Table 1. Comparison of Price, Quality and Brand Image of Raja Pisang Kipas Medan Igor with other brands.

No	Variable	Information	Number of respondents	Persentase
1	Price	More expensive than other brands	9	30%
2	Product Quality	Has inconsistent product quality.	10	34%
3	<i>Brand Image</i>	The problem with this brand is that its marketing is less attractive and the price is expensive.	11	36%
Total			30	100%

Sorce: processed data (2024)

Th findings show from the pre-survey conducted, Raja Pisang Kipas Igor has problems with less competitive price competition, less attractive brand marketing constraints and less consistent implementation of product quality. So, these problems can influence consumer purchasing decisions for Raja Pisang Kipas Medan Igor.

According to the explanation above, we interest in researching more deeply into "The Influence of Price, Product Quality and Brand Image on Purchasing Decisions for Raja Pisang Kipas Medan Igor in Makassar".

2. Literature Review

2.1 The Influence of Price on Repurchase Intention

Price is a significant factor in boosting consumer purchasing interest, as it represents the monetary value that buyers must expend to acquire a product. Therefore, it is determined by the seller, then the buyer can bid on the price until there is an agreement between the seller and the buyer and then a transaction occurs (Nurhidayah Manurung & Hadian, 2021). The price of the Raja Pisang Kipas Medan Igor product (X) has an influence on repurchase interest (Y) in Makassar. Determining prices that are in line with consumer affordability, conformity with the quality and benefits of the product, and price competitiveness will influence how interested consumers are in repurchasing the product.

H1: Price has a significant influence on repurchase interest

2.2 The Influence of Product Quality on Repurchase Intention

In research (Sunyoto & Dewantara, 2022) it is said that by paying attention to and developing product quality, it will ensure that there is continuous demand by consumers, then with the emergence of continuous demand, behavior or interest in making repeat purchases will emerge (Ningsih & Anah, 2021). The quality of the Raja Pisang Kipas Medan Igor product (X) also influences repurchase interest (Y) in Makassar. Good product quality, such as good taste, features that meet consumer needs, and high product durability, will increase consumer satisfaction and strengthen their repurchase interest.

H2: Product quality has a significant influence on repurchase interest

2.3 The Influence of Brand Image on Repurchase Intention

The level of image a brand has will be perceived by consumers as to whether the brand has a good image or vice versa, which will encourage consumers' desire or intention to repurchase the product. The better the image of a product, the higher the consumer's repurchase interest, and vice versa. Based on research results (Azmi, 2022) it also proves that there is a significant impact between repurchase interest and brand image. The Raja Pisang Kipas Medan brand image (X) has an influence on repurchase interest (Y) in Makassar. If consumers have a positive perception of the brand, including aspects of quality, trust, benefits and price, they tend to repurchase more often.

H3: Brand image has a significant effect on repurchase intention

2.4 Influence of Price, Product Quality and Brand Image on Repurchase Intention (Y)

Together, product quality, price, and brand image (X) have a stimulant effect on repurchase interest (Y) of Raja Pisang Kipas Medan in Makassar. The availability of affordable prices, good product quality and a positive brand image will mutually strengthen and improve consumers repurchase interest.

H4: Price, product quality and brand image together have a significant influence on repurchase intention

2.5 Research Conceptual Framework

The research conceptual framework represents the relationship between different concepts base on the problem being studied. Base the obtained research framework, the following is the conceptual framework that underlies these studies

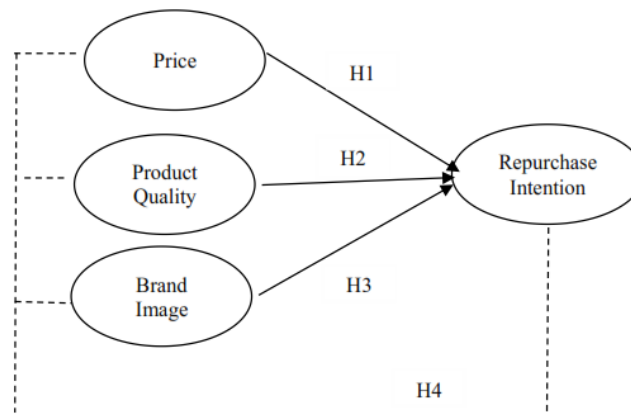


Figure: Research Conceptual Framework

3. Research Method

This study uses a quantitative approach, (Sugiyono, 2020) describes that the descriptive research approach is an approach used to explore the existence of variables independently without making comparisons or looking for relationships with other variables. The research population includes all consumers who have purchased Raja Pisang Kipas Igor products in Makassar. In this research, the author used the Nonprobability Sampling method with a saturated sampling technique (Sugiyono, 2020). The research sample used was 120 respondents. The data analysis is multiple linear regression analysis. In this study, the independent variable (X) includes Price (X1), Product Quality (X2), Brand Image (X3), while the dependent variable (Y) is Repurchase Intention.

4. Results and Discussion

4.1 Results

F Test

The f test in this research uses a significance level value of 0.05, if the sig value is <0.05 then it can be stated that the independent variable simultaneously influences the dependent variable.

Table 2. F Test Result

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	181,923	3	60,641	39,070	0,000
Residual	180,044	116	1,552		
Total	361,967	119			

Source: Processed Data (2024)

From table 4.1, the sig. value is 0.000, so the sig. value is <0.05. So, it is stated that the variables price, product quality and brand image together effect purchasing interest.

t Test

The t test is assessed by looking at the significance value. If the significance value is less than 0.05 then the independent variable has a significant effect on the dependent variable

Table 3. t Test Result

Variable	T	Sig	Remarks
Price	2,031	0,045	Has a significant effect
Product Quality	4,268	0,000	Has a significant effect
Brand image	2,131	0,035	Has a significant effect

Source: Processed Data (2024)

According to the findings presented in Table 4.2, the conclusions are as follows:

1. When testing the impact of price on repurchase intention, the Sig Value is 0.000, which is <0.05 , indicating that the price variable significantly affects repurchase intention.
2. When testing the impact of product quality on repurchase intention, the Sig Value is 0.000, which is <0.05 , demonstrating that the product quality variable significantly influences repurchase intention.
3. When examining the influence of brand image on repurchase intention, the Sig Value is 0.000, which is <0.05 , indicating that the brand image variable significantly affects repurchase intention.

Determination Test (R^2)

The coefficient of determination test functions to identify the percentage of the dependent variable by variations in the independent variable.

Table 4. Determination Test (R^2) Result

R	R Square
0,709	0,503

Source: Processed Data (2024)

Based on table 4.3, the r-square value is 0.503, where 50.3% of the price, product quality and brand image variables are able to explain their influence on the repurchase interest variable, the remaining 49.7% is explained by other variables that were not studied.

4.2 Discussion

Effect of Price on Repurchase Intention

The hypothesis testing results indicate that the price variable indeed impacts repurchase interest. The outcomes of this study support the acceptance of the first hypothesis (H1), which suggests that price significantly affects repurchase intention. This finding aligns with the research conducted by Mudfarikah and Dwijayanti (2022), which similarly highlights the significant and positive influence of price on repurchase interest. Therefore, it can be inferred that setting competitive prices by Raja Pisang Kipas Medan Igor would lead to an increase in repurchase interest.

Price is an important component as a spearhead, because by paying attention to the selling price given, it will have an effect on the product playability. Apart from that, the price is used as a description of the product, so each consumer will be selective in choosing a product to determine which product to purchase to ensure that the price matches the quality received (Nurhidayah Manurung & Hadian, 2021).

The Influence of Product Quality on Repurchase Intention

The findings from the hypothesis testing reveal that the product quality variable indeed impacts repurchase interest. This study confirms the acceptance of the second hypothesis (H2), which asserts the significant effect of product quality on repurchase intention. This aligns with the research conducted by Nurhidayah Manurung and Hadian (2021), which similarly highlights the substantial and positive influence of product quality on repurchase intention. Therefore, enhancing the quality of its products by Raja Pisang Kipas Medan Igor would result in an increased interest in repurchasing.

According to (Anshori et al., 2021) in developing a business, the quality of the product will be involved in determining the rise or fall of the development of the business itself. If market competition conditions become tighter, product quality will be more rapid in developing the business. This is because quality products will be chosen and liked by many consumers and quality products will always innovate their products.

Influence of Brand Image on Repurchase Intention

The outcomes of hypothesis testing indicate that the brand image variable indeed impacts repurchase interest. This study validates the acceptance of the third hypothesis (H3), which posits that brand image significantly affects repurchase intention. This finding resonates with the research conducted by Anshori et al. (2021), which also underscores the notable and positive influence of brand image on repurchase intention. Therefore, enhancing its brand image or fostering a more favorable perception among consumers would lead to an increased interest in repurchasing for Raja Pisang Kipas Medan Igor.

According to (Siti Ainul Hidayah, 2020) when a brand has established itself in the minds of product consumers, its brand image significantly impacts individuals when making purchasing decisions. Before selecting goods or services, individuals tend to take into account the brands they prefer or have a positive association with.

Influence of Price, Product Quality and Brand Image on Purchasing Decisions

The results of hypothesis testing indicate that collectively, the variables of price, product quality, and brand image influence repurchase interest. This study confirms the acceptance of the fourth hypothesis (H4), which suggests that price, product quality, and brand image collectively have a significant effect on repurchase intention. This finding aligns with the research conducted by Anshori et al. (2021), which similarly highlights the significant and positive influence of price, product quality, and brand image on repurchase intention.

5. Conclusion

Based on the findings and discussions regarding the influence of price, product quality, and brand image on repurchase interest among consumers of Raja Pisang Kipas Medan Igor, the following conclusions can be drawn:

1. Price exerts a positive and significant impact on repurchase interest in Raja Pisang Kipas Medan Igor.
2. Product quality demonstrates a positive and significant effect on repurchase interest in Raja Pisang Kipas Medan Igor.
3. Brand image has a positive and significant influence on repurchase interest in Raja Pisang Kipas Medan Igor.
4. Collectively, price, product quality, and brand image jointly exhibit a positive and significant effect on repurchase interest in Raja Pisang Kipas Medan Igor.

Suggestion of the research, Raja Pisang Kipas Medan Igor must can maintain product quality of taste, quality and durability and be able to innovate again to increase the quality of its products by adding new menus and variants. Or create a characteristic of the product. suggestions for further research, Researchers can then distribute research instruments directly and involve several types of industry in order to increase respondent participation and represent other types of business. There is a need to expand research by adding independent variables that influence repurchase interest, for example word of mouth, digital marketing and other factors that can be studied further. Apart from that, the research indicators used in the research can be supplemented with other indicators outside this research that are relevant to the research to be conducted.

References

- Alita, F. A., Ismoyowati, D., & Kastawiyana, W. (2023). Analysis of Consumers' Perception on Purchase Decisions of Takeaway Coffee Drinks in Yogyakarta. *AgriTECH*, 43(2), 178. <https://doi.org/10.22146/agritech.55875>
- Anshori, F. I., Ekawaty, N., & Cahyani, J. D. (2021). Pengaruh Brand Image dan Kualitas Produk terhadap Minat Beli Produk J.CO Donuts & Coffee di Resinda Park Mall Karawang pada Masa Pandemi Covid-19. *Jurnal Ilmiah MEA (Manajemen, EKonomi, Dan AKuntansi)*, 5(2), 2024–2045.
- Azmi, M. (2022). Pengaruh Iklan, Sales Promotion, Dan Citra Merek Terhadap Minat Beli Ulang (Studi Pada Pengguna Shopee). *Journal of Entrepreneurship, Management and Industry (JEMI)*, 4(4), 151–160. <https://doi.org/10.36782/jemi.v4i4.2181>
- Gunawan, N. F., & Herdinata, C. (2021). The Effect of Price, Product Quality and Brand Image on the Interest in Purchasing Two Good Bakery Products. *KnE Social Sciences*, 2021, 282–296. <https://doi.org/10.18502/kss.v5i5.8816>
- Mudfarikah, R., & Dwijayanti, R. (2022). Pengaruh kualitas layanan dan harga terhadap minat beli ulang. *Jurnal Manajemen*, 13(4), 654–661. <https://doi.org/10.30872/jmmn.v13i4.10161>
- Ningsih, C. S., & Anah, L. (2021). Pengaruh Brand Image, Kualitas Produk dan Harga Terhadap Minat Beli Produk Oriflame (Studi Kasus Pada Mahasiswa di Universitas Hasyim Asy'ari Jombang). *BIMA: Journal of Business and Innovation Management*, 3(2), 165–184. <https://doi.org/10.33752/bima.v3i2.5480>
- Nurhidayah Manurung, R., & Hadian, A. (2021). Pengaruh Harga Dan Kualitas Produk Terhadap Minat Pembelian Ulang Dalam Berbelanja Online Shopee Info Artikel Abstrak. *Jurnal Bisnis Mahasiswa*, 2(1), 106–118.
- Oktarini, R., Kencana, P. N., & Wahidah, N. R. (2022). The Influence of Service Quality and Price on Purchasing Decisions At Mr. Fox Restaurant, South Jakarta Branch. *International Journal of Economy, Education, And Entrepreneurship*, 2(2), 477–484.
- Siti Ainul Hidayah, R. A. E. A. (2020). Analisis Pengaruh Brand Image,Harga,Kualitas Produk,Dan Daya Tarik Promosi Terhadap Minat Beli Ulang Konsumen Batik Pekalongan. *Journal of Economic,Business and Engineering*, 1(1), 26.
- Sugiyono. (2020). *Metode Penelitian Kualitatif*. alfabeta.
- Sunyoto, L. I., & Dewantara, Y. F. (2022). Pengaruh Kualitas Produk Terhadap Minat Beli Ulang di Union Deli Grand Indonesia. *Jurnal FAME*, 4(2), 1–7. www.kemenperin.go.id,

Sutanto, J. E., Minantyo, H., & Soediro, M. (2022). The Influence of Product Quality, Promotion and Social Media towards increase sales Volume (A case Study at paradise Cafe Surabaya). *International Journal of Economics, Business and Management Research*, 06(10), 185–195.