

ULOS PRODUCT PURCHASE DECISION JUDGING

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ULOS PRODUCT PURCHASE DECISION JUDGING FROM ASPECTS OF PRICE, BRAND LOVE AND CUSTOMER BRAND ENGAGEMENT

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Abstract

Tujuan utama penelitian yakni menganalisis pengaruh harga, brand love dan customer brand engagement terhadap keputusan pembelian produk Ulos. Sampel dalam penelitian ini berjumlah 90 responden yang ditentukan dengan pendekatan convenience sampling. Pengumpulan data menggunakan instrumen kuesioner yang kemudian dibagikan secara online. Analisis data menggunakan aplikasi SPSS dengan menampilkan hasil pengolahan data melalui uji instrumen penelitian dengan uji validitas dan reliabilitas, analisis regresi berganda, koefisien determinasi dan uji hipotesis. Berdasarkan hasil analisis data, diperoleh kesimpulan yang menyatakan harga, brand love dan customer brand engagement memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian produk Ulos. Implikasi penelitian menyajikan peranan harga dan brand love merupakan salah satu komponen penting yang melekat pada produk Ulos. Keterikatan pelanggan dalam melakukan pembelian Ulos tidak terlepas dari harga yang ditawarkan yang relatif ekonomis dan kecintaan akan produk tersebut. Dengan hadirnya penelitian ini, diharapkan dapat memberikan tambahan informasi bagi pengrajin Ulos dan pelaku usaha Ulos dalam mengembangkan strategi pemasaran, terutama dalam meningkatkan keputusan pembelian Ulos.

Keywords: Harga, Brand Love, Customer Brand Engagement, Keputusan Pembelian

Abstract

The main objective of this research is to analyze the effect of price, brand love and customer brand engagement on purchasing decisions for Ulos products. The sample in this study amounted to 90 respondents who were determined by a convenience sampling approach. Data collection using a questionnaire instrument which is then distributed online. Data analysis using the SPSS application displays the results of data processing through research instrument tests with validity and reliability tests, multiple regression analysis, coefficient of determination and hypothesis testing. Based on the results of data analysis, it is concluded that price, brand love and customer brand engagement have a positive and significant influence on purchasing decisions for Ulos products. The research implies that the role of price and brand love is one of the important components attached to Ulos products. Customer involvement in purchasing Ulos cannot be separated from the relatively economical price offered and the love for the product. With the presence of this research, it is hoped that it can provide additional information for Ulos artisans and Ulos business actors in developing marketing strategies, especially in improving Ulos purchasing decisions.

Keywords: Price, Brand Love, Customer Brand Engagement, Purchase Decision

7

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INTRODUCTION

Purchase decisions are very important in marketing (Lie, Sisca, et al., 2021). For example, designing a good marketing strategy, the company provides discounts to attract buyers to buy the product or service (Sudirman, Halim, et al., 2021). With consumer attitudes that are always changing in wanting their needs, companies must spread ideas or ideas about products or services more quickly and effectively, so that companies do not sell their products (Halim et al., 2021). One of the efforts of business actors to influence high purchasing decisions from consumers is to integrate elements of the marketing mix into the product marketing concept (Efendi et al., 2022). Interestingly, the marketing mix concept can be used to promote a new business and develop a business that has been running for a long time (Rezeki et al., 2021)

One of the marketing mix elements known as price is one of the crucial factors influencing a consumer's purchase decision (Albari and Safitri, 2018). On the other hand, price is the amount of money charged for a product or service or the amount of value consumers pay to benefit from or have or use the service (Halim et al., 2020). According to (Kotler and Keller, 2016), price can be defined as the amount of money charged for a product or service or in another sense defined as the amount of value that consumers exchange for the benefit of owning and using a product or service that allows the company to earn a fair profit by being paid for customer value (Pradana and Wisnu, 2021). This indicates the crucial role of price for consumers to determine their buying attitude. Research result (Sopiyan, 2019) finds facts that lead to significant price involvement in consumer purchasing decisions.

From a managerial perspective, brand love studies recommend that marketers who want to increase consumer love for brands consider humanizing or personifying their brands (Putri, et al., 2021). One of the benefits is to measure brand love as a multi-dimensional construct. According to Carroll

& Ahuvia (2006), brand love is a level of emotional arousal that consumers have. Consumers who feel they already have feelings of love for a brand will have the opportunity to form a strong relationship with that brand (Sudarso et al., 2019). Brand love is an important element in marketing, because brand love can indicate a desire to repurchase a product, a willingness to pay a higher price, and resistance to negative information or things about a product (Batra et al., 2012). Research result (Peng, 2020), found facts that lead to brand love having a significant effect on consumer purchasing decisions.

Building a strong brand with significant equity provides several definite benefits for the company (Taiminen and Ranaweera, 2019). These include increasing customer loyalty, being immune to market competition, not being easily affected by marketing crises, larger margins, better customer response to price fluctuations, and licensing opportunities and brand extension (France, Merrilees and Miller, 2016). Brand engagement is a sign of an emotional commitment between a customer and a brand (Sudirman et al., 2020). Brand engagement itself is arguably one of the main factors in determining the success of a brand (Sudirman, Wijaya, et al., 2021). Good brand engagement shows that the brand can provide two-way communication with its customers. Brand engagement aims to build relationships between brands and consumers. Because a good relationship is expected to increase repurchase and loyalty from consumers. Research result (France, Merrilees and Miller, 2016) concluded that customer brand engagement significantly affects purchasing decisions.

We realize that currently there is a need for research on what factors need to be evaluated to improve consumer purchasing decisions for local products. Therefore, the urgency of this research is to find out and analyze the extent of consumer purchasing decisions on Ulos handicraft products in terms of price, brand love and customer brand engagement. It is hoped that the findings from

this research will provide additional information for Ulos product artisans and Ulos product business actors to improve and improve purchasing decisions for Ulos products by applying the concept of more competitive prices, maintaining love for domestically made product brands and increasing customer involvement in using local product brands.

LITERATURE REVIEW

Price

Price is reflected by the amount of money consumers spend to buy a product (Sudirman, Halim and Pinem, 2020). Price is the main element that refers directly to the value of the company's revenue (turnover). Price refers to the value of money consumers give to get the product or service being sold (Sudirman, Efendi and Harini, 2020). The price of a product can be considered in the purchase, therefore the pricing must be good (Lestari et al., 2021). Products that are too expensive or too cheap can be a barrier to buying. From the customer's point of view, price is often used as an indicator of an item or service assessment (Moser, 2016). Regarding the price, it is necessary to consider the amount of costs that have been incurred to obtain a combination of goods and services that will be provided to consumers (El-Adly, 2019). Price is a determinant of the creation of sales, and will always be associated with the financial capabilities of consumers (Al Badi, 2018). Price is the amount of money needed to get a combination of products and services. According to (Tjiptono, 2008), price is part of the marketing mix elements that affect the size of the profit or market share obtained following the income received by the company.

Brand Love

Creating a successful brand value can be characterized by several things, one of which is the love of a brand (Zhang *et al.*, 2020). Feelings of love grow when consumers have a deeper interest in a brand than competing brands (Machado *et al.*, 2019).

Contemporary marketing strategies have studied how the brand's love will affect someone in promoting the brand to others (Carroll and Ahuvia, 2006). Consumers often consciously or unconsciously express expressions that lead to love for a particular brand when shopping (Alnawas and Altarifi, 2016). By mentioning the brand name unconsciously we already have an emotional bond in the form of love for a brand (Purba et al., 2021). Consumers who love a product create a euphoria of its own for the surrounding environment (Lee and Workman, 2021). The power of word of mouth advertising can increase the awareness of people around consumers who have a love for a particular brand (Simamora & Yusmalinda, 2021). By creating a brand love in the minds of consumers who can indoctrinate the mindset of consumers to immediately think about a certain brand when they want to buy the product (Le, 2020). Study results (Batra, Ahuvia and Bagozzi, 2012), reveal that someone who loves a particular brand will try as much as possible to be loyal to that brand.

Customer Brand Engagement

Consumer brand involvement is one of the priorities in today's marketing strategy (Susanti, Rafika and Melinda, 2021). By carrying out various communications, business people can use it to approach consumers so that there is an attachment between brands and consumers (Wardhana and Susilawaty, 2021). Brand Engagement is a relationship both emotional and rational that occurs between consumers and potential consumers with the product/brand itself (Hollebeek and Macky, 2019). By connecting brands to consumers through various touchpoint methods, from digital, brand activation, media placement and various others. Brand Engagement is very important in a company because then a brand or product will always be in the minds of consumers (Veloutsou and Guzman, 2017). A positive state characterizes manifestations of consumer bonding with product brands through enthusiasm, dedication and attitudes

of consumers who interact with certain brands will be enthusiastic when interacting with this brand and find it difficult to leave the brand's characteristics (Huang and Chen, 2021). Therefore, brand involvement is one of the crucial elements in implementing current marketing strategies, especially marketing activities related to product sales (Wong An Kee and Yazdanifard, 2015).

Purchase Decision

Understanding of consumer behavior is very important in marketing. Understanding consumer behavior can be applied in several ways, for example, to design a good marketing strategy and determining the right time for companies to provide discounts to attract buyers (Indahingwati *et al.*, 2019). Understanding consumer behavior in dealing with something can spread ideas more effectively. In making decisions, many aspects can influence consumers to buy a product (Sata, 2013). Consumers can choose various alternatives in determining their purchase decisions according to their needs (Tarigan, Sabrina and Syahputri, 2020). Purchasing decision is when consumers seek information about a particular product or brand then evaluate from two or more available alternative behaviors and then choose the best alternative as a purchase decision (Gabisch and Gwebu, 2011). Purchasing decision is when consumers seek information about a particular product or brand then evaluate from two or more available alternative behaviors and then choose the best alternative as a purchase decision (Istikhomah and Marwati, 2021). The decision-making process is when the consumer decides on a product that he considers to be the best, thus creating an intention in the consumer to buy the product (Martins *et al.*, 2019). If you have found a product that feels right, consumers will make a purchase decision (Rafdinal and Amalia, 2019). Generally, consumers will buy the most preferred product (Hanaysha, 2018). After deciding to buy a product, consumers will experience satisfaction or dissatisfaction

(Lie, Butarbutar, et al., 2021). This information can be a reference for companies to see whether their products or services have satisfied consumers or not.

METHOD

Quantitative research design with associative approach is used in this study. The research population is consumers who buy Ulos handicraft products. Due to the unknown number of the population, the sample was taken using a convenience sampling technique. According to (Hair, 2014), if the total population is unknown, ideally, the representative respondents' size depends on the sum of all indicators in the variable multiplied by 5-10. This study has 15 indicators, so the minimum number of respondents is $15 \times 6 = 90$ respondents. Therefore, the number of respondents taken for this study after being rounded up involved 90 respondents. This number is considered representative to be observed as a representative of the population because it has met the minimum sample threshold. It tests the questionnaire data using a validity test, where if $r_{count} > 0.3$ with a significance of 95% it is declared valid and a reliability test, where a variable is said to be reliable, if it has a Cronbach alpha value > 0.60 . Furthermore, multiple regression tests were carried out, hypothesis testing with simultaneous and partial methods and correlation tests with the coefficient of determination. Furthermore, the development of hypotheses in this study, among others, consists of:

- H1:** Price has an effect on purchase decision.
- H2:** Brand love has an effect on purchase decision.
- H3:** Customer Brand Engagement has an effect on purchase decision.

RESULTS AND DISCUSSION

Table 1. General Profile of Respondents

Category	Details	Amount	Percentage (%)
Gender	Men	40	44.44
	woman	50	55.56

Age (years)	20-29	28	31.11
	30-39	32	35.56
	40-49	20	22.22
	50-59	10	11.11
Level of education	High School	27	30
	Diploma	13	14.44
	Bachelor	50	55.56
Profession	Employee	32	35.56
	Entrepreneur	18	20
	Government employees	20	22.22
	Other	20	22.22
Frequency of purchasing Ulos products (in times)	< 1	12	13.33
	1-5	26	28.89
	6-10	34	37.78
	> 10	18	20

value for each instrument > 0.60, so it can be concluded that all the instruments used are reliable.

Multiple Regression Test

Table 4. Multiple Regression Test Results

Model	Unstandardized Coefficients		t-count	Sig.
	B	Std. Error		
(Constant)	4,227	1,901	2,750	.007
Price	.175	0,057	4098	.000
Brand Love	.106	0,070	3,573	.000
Customer Brand Engagement	.217	.103	4,415	.000

The results of the multiple linear regression above, the equation model is obtained: = 4.227 + 0.175 X1 + 0.106 X2 + 0.217X3, which means that price, brand love, and customer brand engagement positively affect purchasing decisions. Based on these equations, it can be explained as follows:

1. The constant value of 4,227 can be interpreted if the variables of price, brand love, and customer brand engagement are considered zero, then the value of purchasing decisions will be in the range of values of 4.227.
2. The value of the beta coefficient on the price variable is 0.175, which means that every change in the price variable by one unit will result in a change in purchasing decisions of 0.175 units with the assumption that the other variables are at a constant value.
3. The beta coefficient value on the brand love variable is 0.106, which means that every change in the brand love variable by one unit will result in a change in purchasing decisions of 0.106 units with the assumption that the other variables are at a constant value.
4. The value of the beta coefficient on the customer brand engagement variable is 0.217, which means that every change in the customer brand engagement variable by one unit will result in a change in

3.1. Validity and Reliability Test

Table 2. Validity Test Results

Variable	Corrected item- Total correlation	N of Items	Test results
Price	0.501	3	Valid
Brand Love	0.529	3	Valid
Customer Brand Engagement	0.540	4	Valid
Buying decision	0.604	5	Valid

Based on the validity test of table 1 above, it is concluded that all indicators in the study have a value above 0.30, the measurement items used in this research are valid. Next, a reliability experiment is carried out to measure the measurement items on the questionnaire items that describe the indicators of the variables. A questionnaire is reliable if a person's response to a question does not change or is normal from time to time.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Test results
Price	0.796	3	Reliable
Brand Love	0.789	3	Reliable
Customer Brand Engagement	0.808	4	Reliable
Buying decision	0.819	5	Reliable

Based on the results of the reliability experiment shown in table 2 above, it proves that all indicators have a Cronbach alpha

purchasing decisions of 0.217 units assuming the other variables are at a constant value.

Simultaneous and Partial Hypothesis Testing

To examine the variable binding simultaneously, experiment F is used. Simultaneous hypothesis testing attempts to analyze whether the variables of price, brand love, and customer brand engagement can simultaneously influence purchasing decisions.

Table 5. Simultaneous Test Results

Model		Sum of Squares	df	F	Sig.
1	Regression	128,737	3	16,359	.000b
	Residual	243,434	87		
	Total	402.171	89		

Based on the results of the simultaneous test analysis in table 5, the Fcount value is 16,359 > from Ftable with (0.05; 3 vs 87) of 2.71 or with a significant 0.000 < 0.05, it can be interpreted as price, brand love and customer Brand engagement affects purchasing decisions simultaneously. Subsequently, a partial test was conducted to partially analyze the effect of price, brand love, and customer brand engagement on purchasing decisions. Based on the results of data analysis in table 4, the results of the t-test in this study are as follows:

1. The price has a significant level of 0.000 0.05, meaning that the price has a significant effect on purchasing decisions
2. Brand love obtained a significant level of 0.000 0.05, meaning that brand love significantly affects purchasing decisions.
3. Customer Brand Engagement obtained a significant level of 0.000 0.05, meaning that customer brand engagement significantly affects purchasing decisions.

Coefficient of Determination Test

The coefficient of determination is used to measure how far the ability of a model to explain the variation of the dependent variable. The results of the determination test in this study can be explained in Table 6 below:

Table 6. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622a	.386	.333	1.423

Based on the results of the data analysis in table 6 above, the coefficient of determination value is 0.386, which means that the level of purchasing decisions of 38.6% can be explained by price, brand love and customer brand engagement, while other factors can explain the remaining 61.4%. not discussed in this study.

Discussion

Based on the results of partial hypothesis testing (H1), price has a significant effect on purchasing decisions. This shows that consumer purchases depend on the price given to Ulos products (Thanabordeekij and Syers, 2020). The need factor based on culture is why the price affects the purchase intensity of Ulos products. One of the representatives of consumer satisfaction lies in the price offered for the purchase or use of a product. Consistency in pricing will be tested to the extent to which the company can manage consumer emotions towards the price offered.

Based on the results of partial hypothesis testing (H2), brand love has a significant effect on purchasing decisions. These results prove that the indicators of brand commitment, brand proximity and brand enthusiasm contribute significantly to the formation of behavior to buy a brand (Alnawas and Altarifi, 2016). Some of the respondents' opinions summarized in filling out the questionnaire show their high commitment to love local product brands, especially Ulos products. The ability of Ulos artisans to apply innovation and creativity to their Ulos and coupled with full support from the Government to love domestic products, has contributed to the significant sales growth of domestically made products.

Based on the results of partial hypothesis testing (H3), customer brand engagement has a significant effect on

purchasing decisions. These results prove that customer engagement can occur when consumers feel interactions, effects, experiences, or reactions to the products or services used. When consumers have a high brand involvement, they will tend to form behavior to buy that brand (Adhikari and Panda, 2019). Currently the process of customer or consumer involvement in marketing activities can occur offline and online. Both of these marketing activities can form brand loyalty from consumers. So when any program is created, consumers will be more motivated to participate in following the development of the brand.

CONCLUSION

Of the three hypotheses developed, all hypotheses can be accepted. The results of this study provide additional information that it is necessary to improve its determination based on each product criteria for the marketing mix element in terms of price. Price sensitivity that is too high results in a decrease in consumer purchasing power, so this causes the price aspect to be unable to encourage an increase in consumer purchasing power. Price sensitivity is very sensitive to consumers, because price is an important component for income or income for the company. Furthermore, the study results show that the role of customer involvement in the brand is the most influencing factor for customers to make purchases. Furthermore, the findings of this study highlight the importance of managing brand engagement,

Managerial contributions that can be made in this study include, among others, increasing customer enthusiasm for using Ulos products, business people should always emphasize the various advantages contained in the Ulos products. it aims to bring customers closer to product brands in various marketing communications run by business people. In addition, these uses are intended to increase consumer enthusiasm and instill a sense of pride in using domestic products. On the other hand, Ulos business actors can carry out brand extensions if the company decides

to use an existing brand on its products in a new category.

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PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12