

The Influence of Attitude, Location and Brand Image on Customer Purchase Decision

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Abstract : This study aims to determine the attitude, location, brand image of customers' purchasing decisions at Golden Asia Seluler Medan. This study uses quantitative data that is processed by the SPSS application with multiple linear regression models. The population in this study amounted to 231 with a sample of 70 customers who were taken using the Slovin formula with a tolerance of 10% and the sampling technique used was Non-Probability Sample with Accidental Sampling technique. It was found that attitude and brand image have a positive and significant effect on purchasing decisions. However, location has a positive and insignificant effect on purchasing decisions. The adjusted R square value is 0.768, which means that 76.8% of purchasing decisions are explained by attitude, location, brand image variables and the remaining 23.2% is explained by other variables outside the research variables.

Keywords: Attitude, Location, Brand Image, Purchase Decision.

1. INTRODUCTION:

The increasingly fierce business competition demands to constantly improvise and innovate to attract and retain consumers. The mobile phone shop business is a popular type of business and many are offered in the city of Medan. Therefore, entrepreneurs selling cellphones must be able to create new ideas so that consumers are more interested in visiting them. Business managers must prepare strategies in order to please and build consumer enthusiasm into an experience in consuming products and services, so as to impress consumers. This is done as an effort to gain a competitive advantage over business managers.

The increasingly tight existing business competition, especially competition from similar companies, makes companies increasingly required to move faster in terms of attracting consumers. product marketing efforts. This is because in the concept, one way to achieve company goals is to find out what the needs and desires of consumers or target markets are and provide satisfaction which is expected to create purchasing decisions.

Customer behavior is the study of the processes involved when individuals or groups select, buy, use, or dispose of products, services, ideas, or experiences to satisfy needs and wants (Solomon, 2015). According to Fishbein (in Wilujeng, 2008) attitude is a term that reflects a person's feeling of pleasure, displeasure or mediocrity (neutral) towards something. So the researchers concluded that this attitude really determines a person's decision in making a purchase of a product.

Location is one of the reinforcements for consumers to choose to purchase goods or services. According to Tjiptono (2007:123) the choice of business location can be considered as an investment decision that has a strategic goal, for example to facilitate access to customers. The importance of location for companies or entrepreneurs greatly influences decisions on the target market to make purchasing decisions. Such as the location of the business that is around his home or work environment, easy transportation, easy to find, and adequate parking space. strategic location influences a person in generating a desire to make a purchase.

In addition to location, Brand Image also plays an important role for consumers to decide to buy a product, because the brand is attached to the consumer. This brand image has a big influence on consumers to decide to buy, because there are well-known brands that are reliable, always available, and easy to find, and maintain quality so that more well-known brands are often chosen by consumers over lesser-known brands. Kotler and Keller (2012) argue that brand image is related to associations with brands because when brand

impressions that appear in consumers' memories increase, it is caused by the increasing number of consumer experiences in consuming or buying the brand. Aaker, translated by Ananda (2011: 63), states that a brand is a banner that can be used as an umbrella for all products that use it. In the Brand Image dimension, one of which is affinity parallel to positive associations that make a consumer like a product or service.

With so many existing mobile phone shops and a variety of different types of mobile phones, the author is interested in making Golden Asia Cellular Medan the object of research because the price of mobile phones offered is not much different from other mobile phone shops and even tends to be relatively more expensive but can still survive, especially during the covid pandemic. 19 as it is today. Several indicators in this study made researchers more interested in raising them such as location indicators. This makes researchers want to find out how the Medan Cellular Golden Asia can survive in the midst of tight and innovative mobile phone shop business competition. Why is Golden Asia Seluler Medan always crowded with visitors, is it because of consumer satisfaction when shopping at Golden Asia Seluler Medan, in terms of the location of Golden Asia Seluler Medan, which is quite strategic, is it because of adequate transportation to the location of Golden Asia Seluler Medan, or is it because of the Golden Asia brand? Cellular Medan has been attached to the hearts of consumers which makes consumers decide to buy at Golden Asia Seluler Medan.

2. RESEARCH METHODOLOGY:

This study uses a quantitative research approach with multiple linear regression analysis techniques. This research was conducted at Golden Asia Seluler, Jl. Captain Muslim, Plaza Millennium Floor 3. The total population is taken from the number of customers in September, October, and November 2021, namely 231 customers, then by using the slovin formula, the total sample is 70 people with a sampling technique, namely probability sampling with accidental sampling. Collecting data using a questionnaire with a Likert scale of 5-1. The data suitability test was carried out by using the t test, f test and determination test.

3. RESEARCH RESULTS AND DISCUSSION:

a. Data Quality Test

The results of the analysis showed that the number of research samples with $n = 70$, obtained a calculated r value greater than 0.30. Therefore, all of the research indicators are declared valid and can be used to measure the variables in this study. The results of the SPSS output are known to have Cronbach's Alpha values for all research variables, namely: location, attitude, brand image and purchasing decisions where the overall Cronbach's Alpha value variable is greater than 0.60 so it can be concluded that the questions presented to respondents are reliable or reliable.

b. Classic assumption test

1) Normality test

The results of the data normality test using the PP Plot image show that the data points are spread around the diagonal line so that the data is normally distributed. Here's a graphic image:

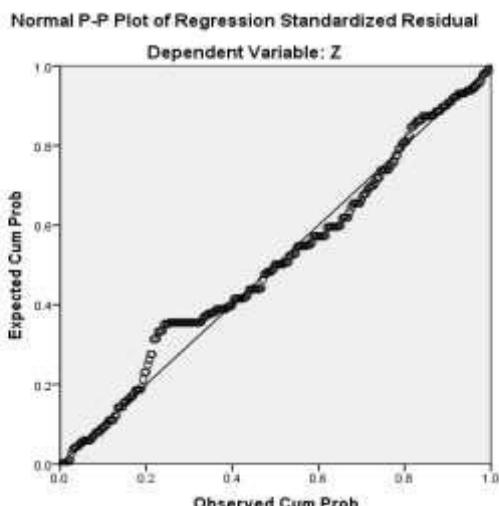


Fig 1. PP-Plot Grafik

2) Heteroscedasticity Test

In this study, the method used to detect symptoms of heteroscedasticity is by looking at the scatterplot graph between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). Here's the picture:

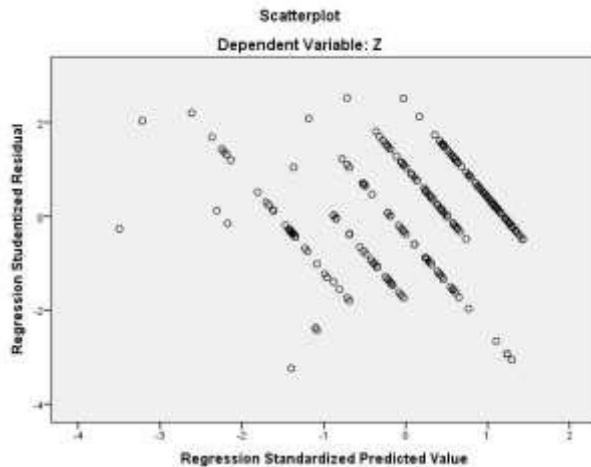


Fig 2. Scatterplot Graph

The scatterplot graph shows that the resulting points spread randomly and do not form a certain pattern or trend line. From the results of this test, it shows that this regression model is free from heteroscedasticity problems.

3) Multicollinearity Test

This test is done by looking at the tolerance and variance inflation factor (VIF) values from the analysis using SPSS. If the tolerance value > 0.10 and VIF < 10, it can be concluded that there is no multicollinearity problem.

Table 1. Multikolinearity Test

Model	Coefficients ^a		
	Collinearity Statistics		VIF
	Tolerance	VIF	
1	Attitude	.342	2.923
	Location	.827	1.209
	Brand Image	.345	2.895

a. Dependent Variable: Buying Decision

Based on table 1 above, it can be concluded that Attitude (X1), Location (X2) and Brand Image (X3) are free from multicollinearity problems or there is no correlation between independent variables.

c. Conformity Test (Goodness of Fit)

1) Multiple Linear Regression Test

Multiple linear regression aims to calculate the effect of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables. The results of the multiple regression test can be seen in table 2 below:

Table 2. Regression Test Result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.148	.587		.955 .052
	Attitude	.725	.046	.697 15.779	.000
	Location	-0.43	.018	-.067 -2.363	.019
	Brand Image	.236	.039	.267 6.071	.000
	a. Dependent Variable: Buying Decision				

Based on this analysis, the following multiple linear regression equation was obtained:
 $Z = 1,148 + 0,725 X_1 - 0,43 X_2 + 0,236 X_3$

The interpretation of the multiple linear regression equation is:

- If everything on the independent variables is considered zero, then the value of the purchase decision (Z) is 1.148.
- If there is an increase in attitude by 1, then the purchase decision (Z) will increase by 0.725.
- If there is an increase in location by 1, then the purchase decision (Z) will decrease by 0.43.
- If there is an increase in brand image by 1, then the purchase decision (Z) will increase by 0.236.

2) Hypothesis testing

a. Partial Test (t Test)

Partial test (t) shows how far the independent variables individually explain the variation. This test is carried out using a significance level of 5%.

Based on Table 2 above, the results of this study can be explained, namely::

- Attitude (X1) directly has an effect of 0.725 with a significant of 0.000. This significant value is smaller than 0.05, so attitude (X1) directly has a positive and significant effect on purchasing decisions (Z).
- Location (X2) directly has an effect of -0.43 with a significant value of 0.019. This significant value is smaller than 0.05 so that location (X2) has a negative and significant effect on purchasing decisions (Z)
- Brand Image (X3) directly has an effect of 0.236 with a significant value of 0.000. The significance value is smaller than 0.05 so that directly Brand Image (X3) has a positive and significant influence on purchasing decisions (Z).

b. Simultaneous Test (F Test)

The effect of the independent variable on the dependent variable is tested with a 95% confidence interval or at = 5% or 0.05.

Table 3. F Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1325.759	3	441.920	75.162	.000 ^b
Residual	517.404	88	5.880		
Total	1843.163	91			

a. Predictors: Attitude, Location, Brand Image

b. Dependent Variable: purchasing Decision

Based on Table 3 above, it can be seen that Fcount is 75.162 while Ftable is 2.71 which can be seen at = 0.05. Significant probability is much smaller than 0.05, namely $0.000 < 0.05$, so the regression model can be said that in this study attitude, location, brand image simultaneously have a significant effect on purchasing decisions. Then the previous hypothesis is Accept Ha or the hypothesis is accepted.

c. Coefficient of Determination

The analysis of the coefficient of determination is used to determine the percentage of the variation in the influence of the independent variable on the dependent variable.

Table 4. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900 ^a	.810	.808	.707
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Z				

From table 4 above, it can be concluded that the relationship between the variables Attitude (X1), Location (X2), Brand Image (X3) on purchasing decisions (Z) is seen from the adjusted R square value which is 0.808 which means 80.8% of the dependent variable, namely purchasing decisions (Z) are explained by independent variables (Attitude, Location, and Brand Image), and the remaining 19.2% is explained by other variables outside of the variables used. So it can be concluded that the multiple linear regression model is feasible to use.

4. CONCLUSION:

Based on the results of research and analysis that has been carried out, several conclusions can be obtained that can answer the formulation of the problem in this study, namely:

- a) Attitude has a positive and significant effect on customer purchasing decisions at Golden Asia Seluler Medan.
- b) Location has a negative and significant effect on customer purchasing decisions at Golden Asia Seluler Medan
- c) Brand Image has a positive and significant influence on customer purchasing decisions at Golden Asia Seluler Medan.

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