Perception of Consumer Purchasing Decisions based on Brand Image and Location
(Case study at a fashion store in Bandung City)

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ABSTRACT

The rapid development of Muslim fashion in Indonesia, making Indonesia a leading Muslim fashion trend. With so many young Indonesian designers introducing Muslim fashion throughout the world and succeeding in kicking off fashion, able to make homeland mode the world's spotlight. The method used in this research is descriptive and verification methods. The samples taken in this study were respondents who were consumers of Mezora Buah Batu Bandung with 96 respondents with accidental sampling technique. The results showed the direct effect of brand image by 5.5%, while the indirect impact was 8.1%, so that the total effect of brand image on purchasing decisions was 13.6%. For the location effect directly 42.5%, while the indirect effect is 8.1%. So the total influence of Location on purchasing decisions is 50.6%. The results showed that the variable Brand image (X1) and Location (X2) simultaneously influence the purchase decision with a total influence of 64.2%. In comparison, the remaining 35.8% influenced by other variables outside this study.

Keywords: brand image, location, purchase decision.

INTRODUCTION

Indonesia is a country that is predominantly Muslim, and most of them are women. Muslim women are required to wear a hijab, which aims to cover their genitals. One of the potentials that Indonesia has is in the Muslim fashion industry. The Muslim fashion industry is the most significant contributor to growth in the creative economy besides culinary. Therefore, to maximize the acceleration of the creative industry and the preparation of a roadmap for the creative Muslim fashion industry, the National Economic and Industry Committee together with the Ministry of MSMEs, Ministry of Industry, Ministry of Finance and Ministry of Tourism held a meeting to discuss the creative industry, especially the Muslim fashion industry in Indonesia.

The rapid development of Muslim fashion in Indonesia has made Indonesia a leading Muslim fashion trend. With so many young Indonesian designers introducing Muslim fashion throughout

the world and being successful in kicking off fashion, they can make Indonesian fashion into the spotlight. Besides, Indonesia is also said to be the center for hijab fashion around the world. Because the design used is acceptable to all Muslim citizens.

Many women initially did not have information and knowledge about the compulsory use of the hijab. However, over time, now, many Indonesian women are wearing a hijab. This climate started with the emergence of the hijabs community, a community of trendy hijab-wearing women who can inspire women to wear the hijab.

Fashionable Muslim clothing attracts the attention of women who have not used the hijab. The existence of such a hijab provides an opportunity for Muslim women to appear creative by utilizing the hijab by their wishes but still obeying the Islamic religious rules in dressing. Besides that, now they have different views about the hijab. In the past, they thought that wearing the hijab seemed old-fashioned and would prevent them from being able to look fashionable. However, nowadays, even though they wear a hijab and dress closed to carry out religious orders, they can also look stylish and trendy.

One of the factors that influence it is a large number of the Muslim population in Indonesia. The large population of Muslims and the demand for Muslim clothing have triggered the number of companies that want to do business in Muslim fashion so that the Muslim fashion industry has grown. With the rapid development of the Muslim style, the Muslim fashion industry is also increasingly competitive, especially in Bandung city.

Competition in the Muslim fashion business is very tight, seen from the large number of outlets engaged in Muslim clothing. With so many producers and products, consumers must be able to choose products that have trusted brands. Also, with a large number of products, it encourages consumers to identify in decision making when determining products and even producers who can meet their needs. Purchasing decisions significantly affect sales growth in a company. If the consumer's purchasing decision is right, it will positively impact sales growth at the company.

Sales of Muslim clothing at Mezora are still quite low due to the decline in consumer purchasing decisions. Companies must know their consumer behavior to implement a development strategy of brand image and location. Many problems may occur in the development of a company, especially for selling Mezora. From the pre-survey results, consumers' purchasing decisions are not sufficiently suspected because the brand image factor on Mezora causes it. A company's success in influencing consumers in purchasing decisions is strongly supported through efforts to build communication with consumers by building brands to consumers, namely by having the right positioning consistently so that it is always number one in the minds of consumers. Having the right brand equity so that the brand has the right concept so that the brand image can continue to be improved. Brand image can also differentiate a brand among other brands (Brexendorf & Keller, 2017) without a healthy and positive brand image, and it isn't effortless for companies to attract new customers and retain existing ones (Aaker, 2004; Juhana, Manik, Febrinella & Sidharta, 2015; Tavitiyaman, Zhang, Wei. & Saiprasert, 2018). Apart from brand image, another factor thought to influence purchasing decisions at Mezora is location. This climate is because some people, when buying a product, will look for a strategic location. The strategic location is not only easy to access but

also a convenient location for consumers when making purchases. Location is also one of the situational factors that influence purchasing decisions. Location refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. Location is essential for the company because it greatly influences the target market decisions in determining purchasing decisions.

Based on the description above, the researcher tries to formulate the problem of how much influence the brand image and location has on the purchase decision at Mezora Buah Batu while the purpose and objective of this research are to find out and analyze the influence of Brand Image and Location on Purchasing Decisions at Mezora Bandung.

FRAMEWORK

When purchasing a product, consumers will prefer a product with many benefits, according to taste, gives an attractive impression, is of high quality, is durable, and has a well-known brand. (Camacho-Otero, Boks & Pettersen, 2019).

Location is an essential factor in the continuity of a company's business. Because in determining purchasing decisions, consumers will prefer a location that is easily accessible by public transportation, easy to see, free from traffic jams, and also has a large parking area. Because a strategic location can affect business growth in the future. (Henninger, Alevizou, Goworek & Ryding, 2017)

Brand image is something important in creating consumer purchasing decisions. A good brand image is a brand image that creates positive value for a brand so that consumers will always think positively about the brand and will

lead to consumer purchase decisions in meeting consumer needs. (Foster, Sidharta & Rahman, 2018) Brands play an important role in contributing to influencing consumers to make purchasing decisions. If the brand image of the product has a positive value in consumers' eyes, it will lead to big purchasing decisions for the outcomes desired by consumers. (Oladepo & Abimbola, 2015).

Location as a place where a company operates or where a company carries out activities to produce goods and services and distribute products and services that are its business activities to consumers. The selection of the right location is an essential element that can help the process of marketing goods and services within the company. A location is a place that significantly influences a consumer's desire to come and shop. If the company succeeds in obtaining and maintaining a strategic and attractive location for consumers, it will make consumer purchasing decisions even higher. (Muhammad & Abdul Karim, 2018)

The right location and a good brand image will influence consumer decisions to determine purchases or transactions. (Rachmawati, Shukri, Azam & Khatibi, 2019) Location and brand image must be considered carefully by the company because it will influence purchasing decisions. (Hansen, 2001). Location is an essential factor for the company. If the location is strategic, many consumers will likely make purchases; besides that, a good brand image will positively affect the company. If the company has a good brand image, consumers will not have much consideration for other brands. Due to consumer confidence in the brand, there is no doubt that consumers will no longer hesitate to make purchasing decisions. (Anderhofstadt & Spinler, 2019) Location and brand image are critical in influencing purchasing decisions.

RESEARCH METHODS

The method used in this research is descriptive and verification methods. This descriptive method uses to answer the problem formulation. This verification method uses to answer the formulation of the problem of how much influence between the variables studied. The place and time of this research carried out at the Mezora Outlet located on Buah Batu Street. The scope of this research includes the influence of brand image and location on purchasing decisions at Mezora Buah Batu. This research was completed within five months.

In this study, the variables used are the independent variable, and the dependent variable is the dependent variable. The independent variables in this study are Brand Image with the dimensions of Brand Strength, Advantages of brand attributes and the uniqueness of the brand (Kotler & Amstrong, 2012) and Location with dimensions of Access, Visibility, Traffic, Parking Space, Expansion, Environment and Competition (Tjiptono, 2014). The dependent variable or dependent variable, which is influenced by the independent variable. The dependent variable in this study is the Purchase Decision with the dimensions of Product Choice, Brand Choice, Distributor Choice, Purchase Amount, Purchase Time, and Payment Method (Kotler & Keller 2012).

The questionnaire was given to customers of Mezora as respondents to obtain primary data to obtain customer assessments regarding brand image, location, and purchase decisions.

The sample is part of the number of characteristics possessed by the population. In this study, the method used in sampling is an accidental sampling method. Researchers select respondents by visiting the place in Buah Batu. Because the population size of this study not identified, to determine the number of samples of this study can use the Normal Distribution Level approach at a significant rate of 5% (1.96) with a Max Margin of Error of 10%. Based on the calculation with the formula above, the minimum number of good samples is 96.

Validity testing is a test proposed to determine that data can be trusted to be valid following reality. After testing the validity of the data, then it is followed by testing the reliability of the data. The method used to test the reliability of measuring instruments in this study is to use the Cronbach method. Path analysis tests the regression equation involving several independent variables and the dependent variable at the same time to allow testing of intervening variables or intermediate variables. Path analysis can also measure direct and indirect relationships between variables in the model.

RESULTS AND DISCUSSION

The respondents' characteristics are to describe or provide an overview of the respondents' identity in this study. Describing the respondents' identity were the samples in this study, it will be known to what extent the respondents' identity in this study.

The characteristics of the respondents include gender, age, occupation, income, and frequency of visits. In this study, 96 respondents determine. Therefore, a description of the respondent's identity will be presented, which can be described as follows, showing that the majority of customers of Mezora, namely 89.6% are female customers. The results of processing respondent profile data based on the respondents' age showed that the majority of respondents, namely 41.7%, were around 18-25 years old, at which age people tend to want to

look fashionable in appearance. Visitors who became respondents at Mezora were dominated by visitors aged around 18-25 years, namely 41.7% and 26-35 years old, at 38.5%. This respondent shows that visitors aged 18-25 years are considered more trustworthy and selective in using the products offered by Mezora. The respondent's occupation shows that almost 43.8% of the respondents are private employees. This characteristic is because private employees tend to pay more attention to the appearance and the comfort of the products used while working.

Respondents based on income per month, on average, respondents who make purchases at Mezora Buah Batu Bandung earn more than Rp. 2,000,000 and is the most significant number, namely 31.3%, followed by those with income less than IDR 500,000, namely 27.1%. This characteristic shows that Mezora has target market segments in all circles, from the lower, middle, and upper classes. This condition is also because Mezora tends to set product prices with all market segments so that all people can buy them. Respondents based on the frequency of visits indicated that most of the respondents visited Mezora only once a month, which is around 77.1%.

Before analyzing the data, the validity and reliability testing conducted. The test results show that most of the research instruments are valid, with a correlation between 0.486 - 0.774 and a realistic range between 0.906-0.922.

Verification analysis uses to test the hypothesis by using statistical tests and focuses on revealing the behavior of the research variables. This method studies concluding the entire population based on the data contained in the research sample. The path analysis calculation can describe as follows:
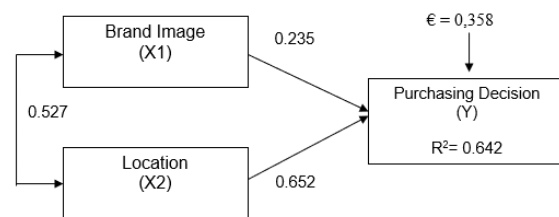

Figure 1. Path Analisis

From the table and figure 1 above, the path coefficient of the brand image is 0.235, and the path coefficient of the location is 0.652.

Based on the influence of each variable can be seen in the following table:

Table 1. Direct and Indirect

| Variable | Direct | Indirect | | Total | Sum |
		X1	X2		
Brand Image	5.5%	-	8.1%	8.1%	13.6%
Location	42.5%	8.1%	-	8.1%	50.6%
Total					64.2%

It can conclude that the effect of Brand Image and Location on purchasing decisions is 64.2%, and 35.8% influenced by other factors not examined in this study.

This study tries to reveal the condition of the brand image, location, and purchasing decisions at Mezora. Furthermore, it also looks at the influence of brand image on purchasing decisions, the influence of location on purchasing decisions and brand image, and location on purchasing decisions.

Descriptively, it can explain that the variables of brand image, location, and purchasing decisions at Mezora obtained the test results are quite good. Factors in the field indicate that customers give a reasonably good assessment of the Brand Image factor. This result is because the brand of Mezora is not yet

fully known by many people. Therefore, to increase consumer confidence and increase sales data, the company, Mezora, can improve purchasing decisions to increase sales data. Field indicators show that in general, customers give a reasonably good rating on the location factor. This result because the location of Mezora is strategic, but many Muslim fashion competitors can influence purchasing decisions. Factors in the field indicate that in general, customers give a reasonably good assessment of the purchasing decision factor. This phenomenon is because the brand image and location factors get positive values from consumers.

Aaker (2004) explained that the activation potential of a brand is sometimes called top-of-mind awareness is influenced by several factors. One of them is by the number of recent purchases and the experience of consumers using the brand. Consumers tend to think they will buy and use products with brands they have used before.

CONCLUSIONS

Based on the research results, it can conclude that the Brand Image is in a reasonably good category. The location is in a pretty good category. Purchase decisions are in the Good enough category. The results showed that the variables brand image and location simultaneously influence purchasing decisions with a total effect of 64.2%. In comparison, the remaining 35.8% influenced by other variables outside of this study. The following are some suggestions for optimizing the brand image, location, and purchase decision. Management should provide information to customers about the advantages possessed by a brand compared to other brands to attract consumers to make

purchases. Also, management can explain the price given to consumers, which is expected to make consumers make purchasing decisions.

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