The Effect of Product Variation, Brand Image and Price Perception on Purchase Decisions of Fried Sedaap Noodles at Smbako Agent in Kumpay Village, Banten

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Abstract:

This study aims to determine the effect of product variations, brand image, and price perceptions on purchasing decisions for fried noodles at basic food agents in the Kumpay sub-district, Banten. The sample in this study were 100 respondents who had purchased fried noodles at least once. This study uses primary data with data collection methods through questionnaires distributed to 100 respondents. The data analysis technique uses inferential analysis with multiple linear regression and uses the Statistical Product and Service Solution (SPSS) version 22.0 program. From the results of multiple linear regression analysis, using the t test where Product Variation (X1) has a positive and significant effect on purchasing decisions with a score of 3.665 > 1.985. Brand Image (X2) has no positive and significant effect on purchasing decisions with a score of 1.276 <1.985 and Price Perception (X3) has a positive and significant effect on purchasing decisions with a score of 4.873 > 1.984. So it can be concluded that Product Variation and Perceived Price have a positive effect on purchasing decisions. Meanwhile, brand image has no positive and significant effect on purchasing decisions.

Keywords: Product Variation, Brand Image, Perceived Price and Purchase Decision

INTRODUCTION

In this modern era, business development is very rapid and makes competition tighter. This causes companies to more carefully determine competition strategies. The right marketing strategy can help business activities for competitive advantage. In everyday life, humans have different needs, one of the basic human needs is food. The staple food of Indonesians is rice, but with the development of modern times there are many fast foods as a substitute for the share of rice which is considered more efficient and practical. One of them is instant noodles.

Mie Sedaap is an instant noodle product produced by Wings Group investors through its sub-group, Wings Food. The first flavor variant produced by Mie Sedaap is a fried noodle flavor variant with "crunch-kriuk" which until now has become an original flavor variant with the characteristics of Mie Sedaap. Mie sedaap goreng is a variant of noodles without soup. In this fried sedaap noodle variant, this combination of spices will produce a savory sedaap noodle taste that kicks and is guaranteed to be addictive. What makes this fried Sedaap noodle has a distinctive taste is that the fried onions are more than fried noodles from other brands. The fried onions owned by this fried sedaap noodle have a distinctive level of crunch and even when sprinkled into cooked

noodles, the fried onions will not melt and will still crunch. The flavor variants of fried sedaap noodles are fried sedaap noodles, geprek chicken tasty sedaap noodles, Korean spicy sedaap noodles, special chicken sedaap noodles and white curry sedaap noodles.

Instant noodles are fast food and easy to get anywhere. Instant noodles are sought after and can be accepted in various market segments. Basic necessities are very important basic needs. A staple food agent is a business or business as an intermediary for retail distribution channels and end consumers. Food agents sell basic necessities for customers. This makes food agents part of the community's business. In Lebak Banten Regency, there are staple food agents who sell instant noodle products, one of which is a staple food agent in Kumpay Village. There are two large staple food agents in Kumpay Banten, namely Dila Agent and Iksan Agent who sell instant noodles for retail customers and end consumers.

The competition for instant noodle products in Indonesia is very tight, because Indonesian citizens have a market with high potential with a large population. The increasing income of Indonesian citizens, the competition for instant noodle producers increases. Various brands of instant noodles on the market are, Mie Sedaap, Indomie, Sarimi, and Supermi. The following table will be displayed illustrating the instant noodle brands circulating in Indonesia with their respective market share masters.

Table 1. Top Brand Index Data for Instant Noodles 2020 – 2022 Packaged Instant Noodles

	2020	**2021**	**2022**
Indomie	70,5%	72,9%	**72,9%**
Sedaap	16,0%	15.2%	**15,5%**
Supermi	3,8%	2,7%	**1,6%**
Sarimi	**2,3%**	**3,1%**	**2,6%**

Source: www.topbrand-award.com

From the Top Brand Award table, in 2020 the market share share was 16.0%, then in 2021 Mie Sedaap decreased to 15.2% and in 2022 Mie Sedaap had a slight increase to 15.5%. Furthermore, the Sales Data Table of sedaap noodles will be displayed at the Kumpay Banten Village Basic Food Agents, namely Dila Agents and Iksan Agents who serve the business market in 2018-2022 for retail customers.

Table 2. Instant Noodle Sales Data at Dila and Iksan Agents at Retail Customers in Kumpay Banten Village in 2018 –

2022

Sedaap Noodle Sales Data

Year	Agent Name	Percentage	Sum
2018	Dila	50 %	**110%**
	Iksan	60 %	
2019	Dila	46%	**109%**
	Iksan	63%	
2020	Dila	42%	**97%**
	Iksan	55%	
2021	Dila	50%	**102%**
	Iksan	52%	
2022	Dila	53%	**108%**
	Iksan	**55%**	

Source : Agent Owner

From the sales data table above, it can be informed that the market demand for Mie Sedaap at Dila and Iksan Agents for retail customers in 2018 has a market share of 110%. In 2019 the ruler of the market share percentage was 109%. In 2020, the market share ruler percentage was 97%. In 2021, the market share ruler percentage was 102%. Then in 2022, the ruler of the market share percentage is 108%. In conclusion, the market share of Mie Sedaap in Dila and Iksan Agents from 2018 - 2022 always fluctuates.

The data above can illustrate the problem of purchasing behavior of Mie Sedaap in retail customers at the Kumpay Banten Village staple food agent. Problems in purchasing behavior can indicate fluctuating purchasing decisions tend to decline. Problems in purchasing decisions can be influenced by product variations, brand image and price perception.

The purchase decision is the last stage of the consumer decision-making process until the purchase is made. Consumers can freely choose products according to their needs. Consumers buy products not only for their purposes, but also for their social and emotional value. The purchasing decision is thus the final choice between alternative purchasing decisions, i.e. one can make a decision, there must be several alternative choices (Kotler and Amstrong, 2012). According to (Kotler and Keller, 2012) Purchasing decisions are the decisions of individuals, groups or organizations where to choose, buy, use and utilize goods or services and experiences to satisfy needs.

Product variations can influence purchasing decisions (Indra Nurrahman, 2016). According to (Kotler &; Amstrong, 2013) defines product variation as a unit of its own within a brand or product line that can be distinguished based on size, price, appearance or another characteristic. Meanwhile, according to (Tjiptono, 2012), product variations are suitable to be chosen if the company intends to take advantage of product flexibility as a strategy to compete with producers,

for example standard products. In conclusion, product diversity is the overall range of product lines and types of products offered by sellers to buyers, including the number of product lines and related factors, can be attached. Product variations and packaging are part of the elements of a product that can influence consumer purchasing decisions.

Brand image can influence purchasing decisions (Hallein Ridho Panggayuh, 2016). According to (Kotler and Keller, 2016) Brand image is a consumer's perception of a brand as a reflection of associations that exist in the minds of consumers. Brand image is an association that arises in the minds of consumers when they remember a particular brand. This association can only appear in the form of thoughts and feelings of image associated with a brand. Brand image is related to attitudes in the form of beliefs and preferences for a particular type of brand. Brand Image is the entirety of consumers' perception of the brand, or how they perceive it, which may not be similar to brand identity. Brand image refers to a brand memory scheme that contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of the marketer or characteristics of the product and brand.

Price perception can influence purchasing decisions (Dinawan, 2010). According to (Kotler and Keller, 2009) Price perception is something that consumers pay attention to when making a purchase. Some consumers even identify price with value. If a product requires consumers to spend more than the benefits received, then what happens is that the product has a negative value. Consumers may perceive it as a bad value and then will reduce consumption of the product will affect the brand image of the company itself. If the benefits received are greater, then what happens is that the product has a positive value. Price perception is an individual's view of the price of a product and its relevance to the economic ability to obtain it. Since everyone's perception of pricing is different, marketers need to be able to determine the right price for products, give the right advice, and offer the right solutions to potential customers. The objectives of this study are: 1) Want to know and analyze the effect of Product Variations on the Purchase Decision of Fried Sedaap Noodles at the Kumpay Banten Village Agent. 2) Want to know and analyze the influence of Brand Image on the Purchase Decision of Fried Sedaap Noodles at the Kumpay Banten Village Agent, 3) Want to know and analyze the influence of Price Perception on the Purchase Decision of Fried Sedaap Noodles at the Kumpay Banten Village Agent.

The benefits of this research are for the Staple Food Agents of Kumpay Banten Village The results of this study can help food agents in Kumpay Banten Village in determining the right and efficient marketing strategy by knowing what are the factors that influence purchasing decisions. This research is conducted to find out or analyze the theory that has been obtained to be applied to a problem under study. This research was conducted to meet the requirements for S1 graduation at National University and can be used for student reference in finding information about factors that influence purchasing decisions

RESEARCH METHODS

In this study, researchers used data collection techniques through the distribution of

questionnaires to collect data by giving several questions in writing to respondents to answer. Researchers use the questionnaire method because the data collection technique is very effective and efficient by knowing the variables to be measured and understanding what is expected.

According to Sugiyono (2019: 73) there are five categories of answers, namely:

Table 3. Like Art Scale Measurement

Answer categories	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Totally Agree	5

In this study, the author collected data by distributing questionnaires directly to retail customers of Dila and Iksan staple food agents in Kumpay Banten Village or field research to obtain primary data, this research was conducted through:

Questionnaire is a data collection technique by providing a list of questions or written statements to be answered by respondents. In this study, researchers distributed questionnaires directly. The criteria for retail customer respondents at the Kumpay Banten Village Basic Food Agent are Dila Basic Food Agent and Iksan Basic Food Agent, respondents have made a purchase at the agent at least 1 purchase. This sampling formula uses the Lemeshow formula in its sampling Lemeshow's formula:

$$n = \frac{Z2\ P\ (1-P)}{D2}$$

Information:

n = Number of samples

Z = Standard Value = 1.96 P = Estimated 50% = 0.5

d = alpha 0.10 / standard error = 10%

Thus, the calculation for the number of samples and the margin of error if calculated by the lemeshow formula as follows:

$$n = \frac{Z2\ P\ (1-P)}{D2}$$

$$n = \frac{1.96 \times 0.5\ (1-0.5)}{(0.10)^2}$$

$$n = \frac{1.92\ (0.5)}{0.01}$$

$$n= 96$$

Then the population taken 96. So that the results of the minimum number of samples that will be needed in this study are 96 respondents rounded up to 100 respondents. The questionnaire was distributed through google form to retail customers of Kumpay Banten Village starting from January 8, 2023 – January 16, 2023

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RESULTS AND DISCUSSION

History of Sembako Agent in Kumpay Village Banten

In Kumpay Banten Village, there are two staple food agents who sell daily necessities, namely dila staple food agents and iksan staple food agents. The food agency was founded in 2015 by Mr. Ahmad together with his wife Ibu Yuli. The agent was named after their first child, Dila. This agent is located on Jl. Kumpay Rt 001 Rw 001 Banjarsari Lebak, Banten. Initially, the agent was only a small shophouse, after 4 years of the sales process, finally the shophouse was added to the land because of the large number of goods and the increase in employees. The reason Mr. Ahmad opened a basic food agent was because there were many requests from the community for him to open a staple food agent and there were no staple food agents in Kumpay Village so that small stalls had to shop at the market which was located quite far away. In 2017, dila agents have a rival retail agent, namely iksan agents.

Agen Iksan was founded in 2017 by Mr. Farman and his wife Mrs. Dedeh, named Agen Iksan after his son Iksan. Before having a staple food agent, Mr. Farman worked as a motorcycle taxi, he finally ventured to open a staple food agent with an initial capital of IDR 35,000,000 obtained from borrowing from the bank. Iksan agent is located at Jl. Kumpay Rt 005 Rw 001 Banjarsari Lebak, Banten. Mr. Farman built the agency with a large land, has a parking lot, and has several employees.

With this courageous capital, finally Mr. Farman and Mrs. Dedeh became successful entrepreneurs and helped the unemployed to work in their place.

Various product variations can satisfy retail customers. Because the variety of products has a direct impact on purchasing decisions at the Kumpay Banten Village Basic Food Agents, namely dila agents and iksan agents. Both agents always provide various variations of Mie Sedaap products.

Fry so that retail customers feel satisfied. In addition, the Price Perception at the Kumpay Banten Village Basic Food Agent is very clear according to the needs of retail customers who will resell the goods purchased.

Description of Respondents

This study obtained data on the characteristics of respondents in criteria based on respondents' monthly turnover. The data is collected for the benefit of collecting data as material for analysis by considering the situation and conditions faced in the research. This sampling was intended for 100 samplers, and this study used a questionnaire distributed to respondents of retail customers who purchased Fried Sedaap Noodle products at the Kumpay Banten Village Basic Food Agent.

Characteristics of Respondent Turnover

The results of collecting research data on 100 respondents or samples, namely retail customers at the Kumpay Banten Village Basic Food Agent, then the number and percentage of profiles based on respondent turnover are as follows:

Table 5. Respondent Turnover

1.	IDR 500,000	22	**22 %**
2.	IDR 500,000 – IDR 1.000.000	44	**44 %**
3.	IDR 1,000,000 – IDR 1.500.000	21	**21 %**
4.	IDR 1,500,000 – IDR 2.000.000	13	**13 %**
	Sum	**100**	**100 %**

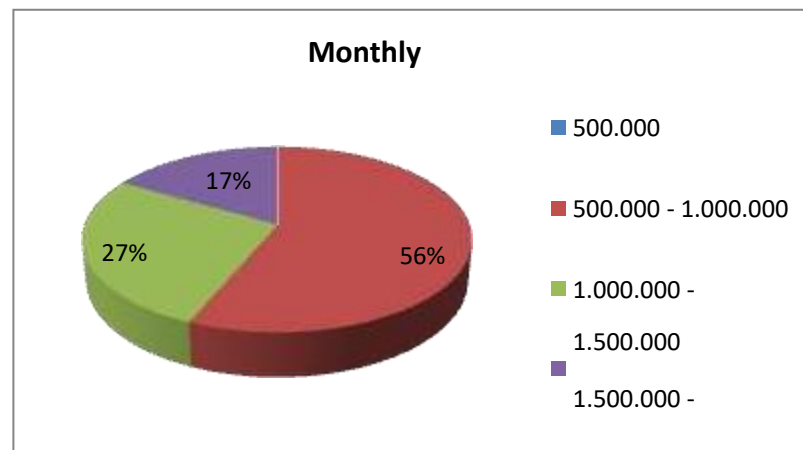Source : Data processed from questionnaire results, 2023

Figure 1. Respondent Turnover Diagram

Based on Table 5 and Figure 1, it can be known the number and percentage of respondents to retail customers at the Kumpay Banten Village Basic Food Agent with a turnover of IDR 500,000 of 22 respondents or 22%, a turnover of IDR 500,000 - 1,000,000 of 44 respondents, a turnover of IDR 1,000,000 - 1,500,000 of 21 respondents and a turnover of 1,500,0000-2,000,000 a number of 13 respondents The most respondents with a turnover of IDR 500,000 – 1,000,000.

Descriptive Analysis Method

Descriptive statistical tests were conducted to determine the influence of Product Variation, Brand Image and Price Perception on the Purchase Decision of Fried Sedaap Noodles at the Kumpay Banten Village Basic Food Agent.

Product Variations (X1)

Table 6. Standard Deviation and Mean Product Variation (X1)

Indicators	Question	Std.Deviation	Mean
Size	The size of Mie Sedaap Fry according to consumer wishes	0,798	**3,90**
Display	Fried sedaap noodles have Attractive packaging that makes consumers	0,671	**3,79**
	interested in buying		
Product Availability	At the Kumpay Banten Village Basic Food Agent, it is always available Products Mie Sedaap Goreng	0,823	**3,50**
Average		**0,509**	**3,73**

Source : Data processed SPSS Version 23.

Based on Table 4.7, it is known that respondents' assessment of product variations obtained affirmative answers where the Average Mean is 3.73 where the highest average of 3.90 is in the endurance indicator, and the lowest average of 3.50 is in the quality suitability indicator, besides that the average mean value is greater than the STD deviation which is 3.73 > 0.498 which means that the data is less varied and more accurate.

Brand Image (X2)

Table 7. Standard Deviation and Mean of Brand Image (X2)

Indicators	Question	Std.Deviation	Mean
Introduction	Mie Sedaap Goreng is a well-known and easy brand Remember	0,687	**3,75**
Reputation	Mie Sedaap Goreng is a A brand that has a good image over other brands.	0,829	**3,86**
Affinity	Mie Sedaap Goreng is the best brand so consumers decide to choose the Mie brand Sedaap.	0,894	**3,78**
Average		**0,516**	**3,79**

Source : Data processed SPSS Version 23.

Based on Table 4.8, it is known that respondents' assessment of Brand Image obtained affirmative answers where the Average Mean is 3.79 where the highest average of 3.86 is in the reputation indicator, and the lowest average of 3.75 is in the recognition indicator, besides that the average mean value is greater than the std deviation of 3.79 > 0.516 which means that the data is less varied and more accurate.

Price Perception (X3)

Table 8. Standard Deviation and Mean Price Perception (X3)

Indicators	Question	Std.Deviation	Mean
Competitiveness	The price given by Mie Sedaap Goreng is cheaper than the instant noodle brand other.	0,914	**3,75**

Price Match with Benefits	The price paid corresponds to the benefits felt by the consumer from the purchase Fried Sedaap Noodles.	0,787	**3,69**
Affordability	Selling price of Mie Sedaap Goreng at Kelurahan Basic Food Agent Kumpay Banten is affordable.	0.806	**3,76**
Average		**0,576**	**3,73**

Source : Data processed SPSS Version 23.

Based on Table 4.9, it is known that respondents' assessment of brand image obtained affirmative answers where the Average Mean is 3.73 where the highest average is 3.76 is in the price expectancy indicator, and the lowest average of 3.69 is in the Price Conformity with Benefits indicator, besides that the mean average value is greater than the std deviation which is 3.73 > 0.576 which means that the data is less varied and more accurate.

Purchase Decision (Y)

Table 9. Standard Deviation and Mean of Purchase Decision (Y)

Indicators	Question	Std.Deviation	Mean
Steadiness in a product	I will continue to buy Noodles Sedaap Goreng at Sembako Agent in Kumpay Village Banten	0,875	**3,89**
Habits in buying products	I always buy Mie Sedaap Goreng products at the Sembako Agent Kumpay Banten Village	0,913	**3,71**
Provide recommendations to others	I would recommend Mie Sedaap Goreng to other partners.	0,895	**3,74**
Make a repurchase	I always repurchase Mie Sedaap Goreng at the Sembako Agent Kumpay Banten Village	0,954	**3,67**
Average		**0,853**	**5,00**

Source : Data processed SPSS Version 23.

Based on Table 4.10, it is known that respondents' assessment of product quality obtained affirmative answers where the Average Mean is 5.00 where the highest average is 3.89 is in the Steadiness indicator of a product, and the lowest average of 3.71 is in the Habit indicator in buying products, besides that the average mean value is greater than std deviation which is 5.00 > 0.853 which means that the data is less varied and more accurate.

Discussion

Effect of Product Variation (X1) on Purchase Decision (Y)

Based on the results of the research that the researchers conducted, it was found that the Product Variation variable had a positive and significant effect on the Purchase Decision of Fried Sedaap Noodles at the Sembako Agent of Banten kumpay Village. This is evidenced by the results of the variable t test of Product Variations on Purchasing Decisions showing a calculation of 3.665 and a significant value of 0.000 which is smaller than 0.05. According to the average result, the mean of the variable Product Variation (X1) as a whole identifies that the Product Variation gets a good value. From the largest mean obtained from the size indicator, which is 3.90.

According to Kotler (2012), product variation is a different specificity within a brand or product line that can be distinguished based on size, price, appearance, or function. Alternatively, a product variant is the type of product available. Product diversity is a company's strategy to diversify products with the aim of providing products needed by consumers. At the basic food agent of Kumpay Banten Village, there are always variants of fried sedaap noodle products according to the functions needed by retail customers and become an attraction to purchase sedaap noodles at the Kumpay Banten Village staple food agent. This shows that the more product variations owned by the Kumpay Banten sub-district food agent, the higher the interest in consumer purchasing decisions.

The results of this research are in line with previous research by (Kridaningsih, 2020) entitled "The Effect of Price and Product Variation on Amino Purchasing Decisions by Eternal Nutrition in Mojokerto City" which shows that product variations have a positive effect on purchasing decisions. The research means that Product Variation is one of the factors for consumers to buy amino in Mojokerto City and consumers tend to see from the satisfaction of a good product brand, namely Amino.

The Influence of Brand Image (X2) on Purchasing Decisions (Y).

Based on the results of the research that the researchers conducted, it was found that the Brand Image variable did not have a positive and significant effect on the Purchase Decision of Fried Sedaap Noodles at the Kumpay Banten Village Basic Food Agent. This is evidenced by the results of the Brand Image variable t test on Purchase Decisions showing a tcount of 1.276 and a significant value of 0.205 which is greater than 0.05. According to the average results, the mean of the Brand Image variable (X2) as a whole identifies that Brand Image gets a good value. From the largest mean obtained from the reputation indicator, which is 3.86.

According to Ambarwati, T. P. (2020) said that brand image does not have a positive and significant effect on purchasing decisions. This is due to the lack of consumers in knowing the brand, so there are still many consumers who do not know the brand. In this case, retail customers

of staple food agents in Kumpay Banten Village do not know other instant noodle brands, so that purchasing decisions are not influenced by brand image.

The results of this research are in line with previous research by (Desi Irana, et all 2017) entitled "The Influence of Brand Image and Price on Purchasing Decisions in the Medan Sukma Management College" which showed that brand image did not have a positive effect on purchasing decisions. The research means that Brand Image is not a factor for consumers to make purchasing decisions at the Medan Sukma Management College.

Effect of Price Perception (X3) on Purchasing Decision (Y)

Based on the results of the research conducted by the researchers, it was found that the price perception variable had a positive and significant effect on the decision to purchase Fried Sedaap Noodles at the Kumpay Banten Village Basic Food Agent. This is evidenced by the results of the t-test test variable price perception on purchasing decisions showing a tcount of 4.873 and a significant value of 0.000 which is smaller than 0.05.

According to the average result, the average variable Price Perception (X3) as a whole identifies that Price Perception gets a good value. According to the average result, the mean of the variable Price Perception (X3) as a whole identifies that Price Perception gets a good value. From the largest mean obtained from the affordability indicator, which is 3.76.

According to Peter and Olson (2014), price perception concerns how price information is understood by consumers and made meaningful to consumers. According to Schiffman and Kanuk in research conducted by Harjati and Venesia (2015), price perception is how customers perceive prices (high, low, reasonable) that have a strong influence on purchasing decisions. In this case, the staple food agent of Kumpay Banten Village has provided and strived to provide affordable prices for retail customers to achieve the appropriate target.

The results of this research are in line with previous research by (Vania Senggetang, 2019) stating that there is a positive and significant influence of Price Perception on Consumer Purchasing Decisions in Kawanua Emerald City Manado Housing. The research means that Price Perception is the main factor considered by consumers to make purchases, usually consumers are attracted to competitive and relatively cheap prices that are in line with the quality of the desired product.

CONCLUSION

Based on the results of research and explanations from the previous chapter, as well as discussions accompanied by theories and concepts that support this research entitled The Influence of Product Variations, Brand Image and Price Perception on Purchasing Decisions for Fried Sedaap Noodles at Kumpay Banten Village Basic Food Agents in the form of data analysis from the discussions that have been carried out, the following conclusions are obtained: 1) Product Variation has a positive and significant effect on the Purchase Decision of Fried Sedaap Noodles at the Kumpay Banten Village Basic Food Agent, which means that if the Product Variation increases, the Purchase Decision of Fried Sedaap Noodles at the Kumpay Banten Village Basic Food Agent will increase. 2) Brand Image does not have a positive and significant effect on the Purchase Decision of Fried Sedaap Noodles at the Kumpay Banten Village Basic Food Agent. This means that the brand image at the kumpay banten sub-district food agent does not affect purchasing decisions, retail

customers prefer more affordable prices than brand image. Price Perception has a positive and significant effect on the Decision of Fried Sedaap Noodles at the Kumpay Banten Village Basic Food Agent, which means that if the Price Perception increases, the Decision to Purchase Fried Sedaap Noodles at the Kumpay Banten Village Basic Food Agent will increase.

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