

## Model of Purchase Decision: Product Quality, Price and Brand Awareness (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang)

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**Abstract:** Teh Botol Sosro, produced by PT. Sinar Sosro, is the first brand of ready-to-drink tea in Indonesia that has been developed and maintained for decades. The number of competitors make Bottle Sosro Tea remains firm in fighting in the soft drink market. This study aims to analyze the effect of product quality on partial purchasing decisions, pricing on partial purchasing decisions, brand awareness of partial purchasing decisions, and product quality, price, and brand awareness simultaneously. The population of this research is visitor of Giant Mall Permata Tangerang. While the sample is the respondents who shop Bottle Sosro Tea. The average visitor who bought Bottle Sosro Tea at Giant Mall Permata Tangerang was 1,200. Thus obtained respondents to be observed with the Slovin formula is 100 respondents. Quantitative analysis method using multiple linear regression analysis, followed by determination analysis (R Square), partial hypothesis testing (t test) and simultaneous (F test) with alpha 5 percent (0,05). Prior to further analysis, data quality and classical assumption test are done. Analytical tool using SPSS version 23.0 for windows. The result of this research shows that product quality influence to partial purchasing decision, price influence to partial purchasing decision, brand awareness influence partial purchasing decision, and product quality, price, and brand awareness influence simultaneous purchasing decision on Sosro Bottle Tea product at Giant Mall Permata Tangerang.

**Keywords:** Product Quality, Price, Brand Awareness, Purchase Decision.

## INTRODUCTION

The most popular soft drink type in Indonesia is the packaged tea beverage. Tea in packaging is one of the brilliant breakthroughs created to accompany people's lifestyles. The high power consumption of Indonesian society against tea drinks cause many companies that compete to jump in this business.

Tea is one of plantation commodity which has important role in economic activity in Indonesia, as a producer of foreign exchange after oil and gas. As a beverage, tea has more value than other beverages, because it is rich in minerals and vitamins needed by the body. In addition to exports, the domestic tea market is still quite large. The domestic market opportunity is increasingly open, followed by increased marketing expansion to regions and product diversification tailored to the changing tastes of the people.

Entering the red ocean market with many players and intense competition is not an easy matter competing in the category Ready to Drink (RTD) Tea.

Some of them are big companies such as Sosro, Mayora, Parent, Garuda Food, until the most recent Wings Food also entered the RTD market. Dozens of brands compete in these markets.

Teh Botol Sosro, produced by PT. Sinar Sosro, is the first brand of ready-to-drink tea in Indonesia that has been developed and maintained for decades. The number of competitors make Teh Botol Sosro remains firm in fighting in the market of soft drinks by campaigning to the public that the raw materials used Teh Botol Sosro is a natural raw material that has the best quality compared to other tea drinks.

Now as time goes by, there are various brands of ready-to-drink tea drinks in the market. Competitor products are increasing in number. The emergence of new brands increasingly tightened competition among existing brands, both local and foreign brands. Various brands of ready-to-drink tea drinks in packaging on the market cause consumers increasingly selective in choosing products to be consumed.

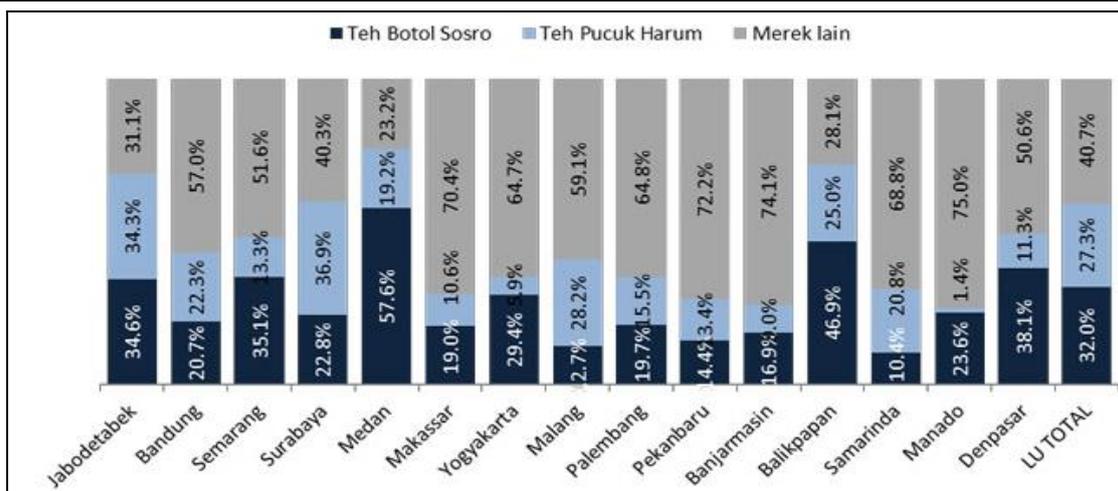


Fig-1: Percentage of market share of Sosro Bottle Tea 2016

Source: <http://www.topbrand-award.com>, 2016

Figure-1 shows that other brands of packaged tea are able to take market share of Teh Botol Sosro, such as one brand that is able to take a lot of market share of Teh Botol Sosro, Teh Pucuk Harum. Last usage (LU) Total market share of Teh Pucuk Harum of 27.0% in 2016, this brand is competing with Teh Botol Sosro in Jabodetabek, Bandung, Makassar, Palembang, Pekanbaru and Banjarmasin because it has index gap less than 10.0% market leader Teh Botol Sosro. The market of ready-to-drink tea drink products with various brands from various manufacturers influences the sale of Teh Botol Sosro. Competitor products are increasing in number. Various brands of ready-to-drink tea drinks in packaging on the market cause consumers increasingly selective in choosing products to be consumed.

Before buying consumers not only consider the quality of the product, but also influenced by other factors. One of them is the price factor. Price is one of the most important elements in determining the market share and profit of a company. Price is the main factor affecting buyer choice. Price can support the image of a product, seize sales from competitors, or influence a person to change consumer purchase decisions.

Consumers will be faced by the choice of competitor products with varying prices. This results in price competition from competing products. Appropriate pricing is at the forefront of a successful marketing management. Teh Pucuk Harum competes with the same price per ml 12 Rupiah with Teh Botol Sosro. And Ultra Teh Kotak sells with more expensive price, but not far adrift with Teh Botol Sosro price, with

price difference 2 Rupiah per ml, that is 14 Rupiah per ml. The price difference between brands of ready-to-drink tea drinks in the market's packaging does not have much of a difference, as each brand sets a competitive price. This data reflects the intense price competition in today's RTD tea products.

In addition to product quality and price, one of the things that can affect the sales of brand awareness (brand awareness). There are enough brands of ready-to-drink tea drinks that operate in Indonesia, whether it is ready to drink tea in bottles or in cartons, cup or glass.

Figure-2 shows that the tea drink in packs ready to drink Teh Botol Sosro brand remains the most popular by consumers. However, in the last four years Teh Botol Sosro has not improved, and it has declined. The decline occurred in 2014 until 2016. The value of TB Bottle Tea Sosro in 2013 was 59.5% and then decreased to 51% in 2014. The decline occurred again in 2015 to 47.8% and in 2016 there was a significant decrease to 33.8%. The decline in brand value illustrates the declining value of brand awareness owned by Teh Botol Sosro. The decline in brand value is expected to impact consumer purchasing decisions.

Prasurvey conducted by researchers in the Gebang Raya urban area of Tangerang City, this location is the area where Giant Mall is located, against 20 people with accidental sampling technique regarding purchase decision of tea brand in ready to drink packaging. Researcher get result, that is as follows:

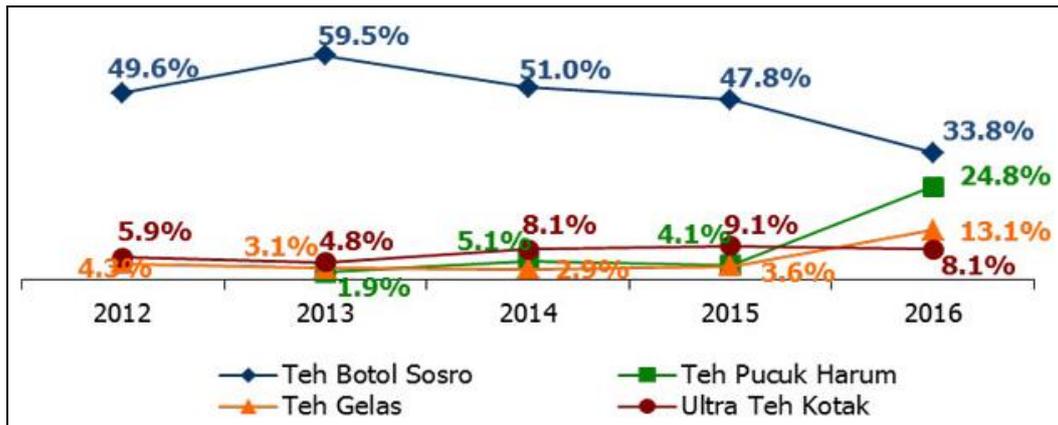


Fig-2: Top Brand Index (TBI) for 2012 - 2016 for tea RTD category

Source: <http://www.topbrand-award.com>, 2016

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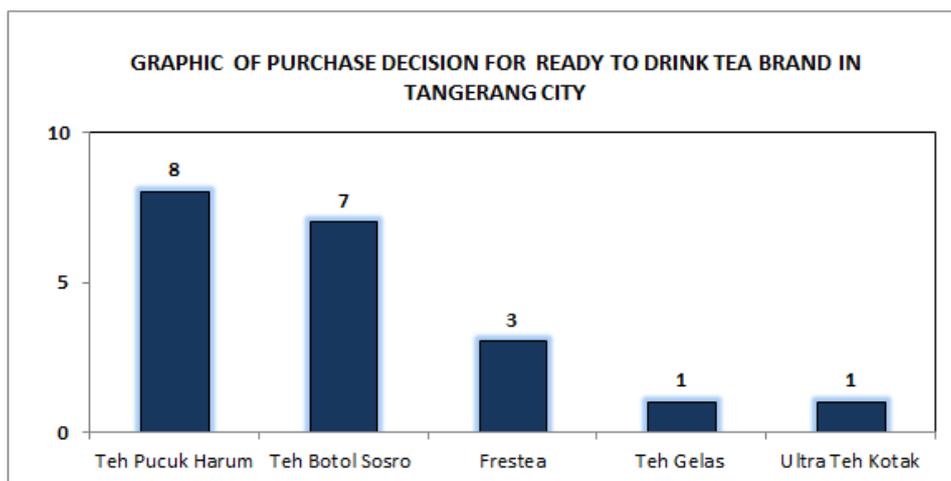


Fig-3: Prasurvey Purchasing Decision Category of Tea Brand in Packaging Ready Drink

Source: survey data of researchers in Kelurahan Gebang Raya Tangerang December 2016

Based on the results of prasurvey, many respondents who make purchasing decisions Teh Pucuk Harum. Thinned thin with Teh Botol Sosro which is an old player in its category. Other respondents chose 3 brands of tea in other ready-to-drink packaging. This indicates that the decrease in brand awareness of respondents to Teh Botol Sosro products. And the emergence of a new brand that can replace consumer brand awareness of the purchase of tea decisions in ready-to-drink packaging.

The above phenomenon provides an illustration that people's purchasing decisions on Teh Botol Sosro products in the area around Giant Mall Permata are still low. To be able to provide a solution for increasing sales of Teh Botol Sosro it is necessary a scientific assessment that can be accountable and can provide a solution for increased sales by increasing the factors that influence the purchase decision appropriately as well.

Based on the observation and searching of Teh Botol Sosro consumers, the phenomena related to

product quality and price issues can be identified as follows: 1) Product quality, the presence of new players in the ready-to-drink tea category that offers competitive product quality, share of Teh Botol Sosro is reduced. This demonstrates strict competition in terms of product quality; 2) Price, price difference for tea category in ready-to-drink packaging in the market is not far adrift with other brands. This shows a tough competition in terms of price, 3) Decrease of percentage index on points obtained for brand image of Teh Botol Sosro in accordance with research conducted by Top Brand Awards Year 2016. 4) The emergence of a new brand that is able to influence consumer purchasing decisions to buy Teh Botol Sosro.

This research is focused on explaining the factors influencing purchasing decisions on Sosro Bottle Tea products at Giant Mall Permata Tangerang. The study was conducted at Giant Mall Permata Tangerang on the grounds that this area is a densely populated area in Tangerang area, with a high consumptive level.

Based on the background and problems, the objectives of this research are:

- Analyzing the effect of product quality on partial purchasing decisions.
- Analyzing the influence of prices on partial purchasing decisions.
- Analyze the effect of brand awareness on partial purchasing decisions
- Analyze the effect of product quality, price, and brand awareness on purchasing decisions
- simultaneously.

## LITERATURE REVIEW

### Buying decision

Kotler [1], purchasing decisions are actions of consumers to want to buy or not to the product. According to Kotler [2] the indicator of the purchase decision process is: the goal in buying a product, processing information to get to the selection of brands, stability on a product, give recommendations to others, repurchase.

Tjiptono [3] purchasing decisions are a process whereby a consumer knows the problem, searches for information about a particular product or brand and evaluates how well each alternative solves the problem, which then leads to a purchase decision. Purchasing a product is a process of all stages in the consumer purchasing process. Consumer decisions are determined based on consumers' perceptions of the product. There are 5 roles in purchasing, Tjiptono [3], ie, initiator, influencer, decider, buyer, and user.

The purchase decision by Kotler and Keller [4] is the consumer's decision to purchase after evaluating several factors such as the brand, the purchase location,

the amount to be purchased, the time of purchase, and the means of payment that can be made.

The dimensions of the purchasing decision variable used in this study are based on a theory study by Kotler and Keller [5], product selection, brand selection, purchase channel selection, purchase time, and purchase amount.

### Product quality

Kotler and Keller in the research journal Ali, Hapzi *et al.*, [6], product quality is the ability of a product to deliver performance results that match or even exceed what customers expect. There are nine dimensions of product quality according to Kotler and Keller [7], are as follows: form, feature, performance quality, durability, realibility, repairability, style (style), design (design).

In line with the theory, in the research journal Ali, Hapzi and Rizza Anggita R, [8], product quality is a product characteristic in the ability to meet the needs that have been determined and latent. This product is defined as anything that can be offered to the market to gain attention, expertise, usefulness, or consumption that meets the wants or needs.

Philip Kotler [9] explains one of the main values that customers expect from suppliers is the high quality of products and services. So from the statement can be stated that the quality or quality of the product can affect consumers in deciding to obtain the product.

According to Tjiptono cited in the research journal Ali, Hapzi *et al.*, [8] which reflects the quality of all dimensions of product offerings that generate benefits for customers. There are eight dimensions of product quality that are considered as attributes of an item evaluated by consumers and will be used in this research, namely: product performance, product features, reliabilities, conformance, durability, service ability, aesthetics, fit and finish.

### Price

Price in the research journal Ali, Hapzi *et al.*, [8] is one of the critical success factors of a company because the price determines how much profit the company will earn from the sale of its products in the form of goods or services. Setting too high a price will cause sales to fall, but if the price is too low will reduce the benefits to be gained by the organization. Price dimension according to Gitosudarmo in the research journal Ali, Hapzi *et al.*, [8] this theory includes: price cuts, price conformity with product quality.

Hermawan Kertajaya in Ali, Hapzi and Anggita R, [8] added that cheap prices do not guarantee the product will be sold but the price is too expensive will cause consumers to feel cheated if not in

accordance with the perceived value available. The price dimension in this theory consists of: price based on perceived value, and price at current prices.

According to Kotler and Armstrong [10], prices are defined as something that is given or sacrificed to obtain a service or product. Price (price) from marketing point of view is monetary unit or other measure (including other goods and services) exchanged in order to obtain the right of ownership or use of goods and services. From the point of view of the customer, the price is often used as an indicator of value when the price is associated with perceived benefits of a good and a service.

According to Kotler and Armstrong [10] the price dimension includes the following items and will be used in this study, namely: affordability, price conformity with product quality, competitive prices, and price compliance with benefits.

**Brand awareness**

Aaker [11], defines brand awareness is the ability of potential consumers to recognize or remember that a brand belongs to a particular product category. Aaker [11] has broken the brand awareness into two dimensions: brand recall and brand recognition.

According to Durianto [12] brand awareness describes the existence of the brand in the minds of consumers, who can be a determinant in several categories. Durianto [12], argued that the dimensions of consumer awareness of a brand as follows: Informative, Information related to brand, Jingle, Symbol, Expanse, Strengthen, Top of Mind.

Brand awareness is related to the power of brand recognition or imprinting on the memory, as illustrated by the consumer's ability to recognize meek under different conditions, Sitinjak [13].

Brand Awarenesss require continuum ranging from uncertain feelings that certain brands have been known before, so consumers are confident that the product is the only brand in a product group [14].

Dimension Brand Awareness by Sitinjak [13] described the way of value creation as follows, how brand awareness works to help the brand can be explained by how brand awareness creates a value. Then the dimensions of brand awareness are as follows: Anchor to which other association can be attacked, Familiarity-linking, Substance / commitment, Brand to consider.

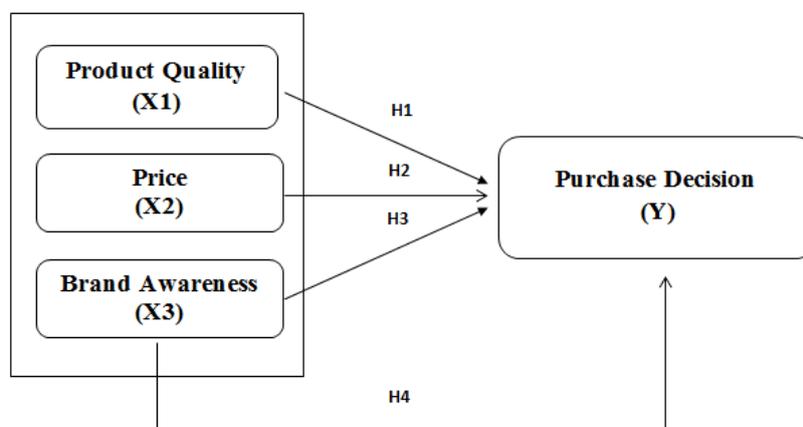
**Conceptual Framework**

Many studies have suggested that product quality has an influence on purchasing decisions, including research conducted by Ali, Hapzi, Rizza A, [8], Putra, Robiyansyah [15], Yulasmi [16], Kuawiriyapa, Sirijanyan [17], Susanto, Irwan [18] where the results showed that the quality of the product has a positive and significant impact on purchasing decisions.

While research on the influence of price on purchasing decision is done by Stiki, Ibnu, Widyawati, Nurul [19], Good, Danang [20], Febri, Faith [21] ows if the price has a positive and significant influence on purchasing decisions.

Brand Awareness has a positive and significant influence on the Purchase Decision either partially or simultaneously: Krisnawati, Devi [22], Karnawati, Tin Agustina [23], Sagala, Christina *et al.*, [24], Fatlahah, Aniek [25], Rizky, Muhammad *et al.*, [26].

Based on the above explanation of the flow of thinking between research variables with reference to the results of previous research and expert opinion, it can be described through the framework of research models such as Figure below:



**Fig-4: Conceptual Framework**

### Research Hypothesis

Pursuant to research purpose hence this research hypothesis is:

- H1. Product quality affects partial purchasing decisions.
- H2. Price affects partial purchasing decisions.
- H3. Brand awareness affects partial purchasing decisions.
- H4. Product quality, price, and brand awareness have an effect on purchasing decision simultaneously.

### METHODS

The unit of analysis of this research is visitors of Giant Mall Permata Tangerang. While the sample is the respondents who shop Bottle Sosro Tea. The average visitor who bought Bottle Sosro Tea at Giant Mall Permata Tangerang was 1,200. Thus obtained respondents to be observed with Slovin formula with rounding obtained the number of samples of 100 samples. The sampling technique in the research using accidental sampling method but still meet the criteria that have been determined. The sampling technique is purposive sampling, while the criteria for the respondents in this study, among others, age of respondents > 17 years, the minimum limit to be a consumer Teh Botol Sosro 6 months, able-bodied and not pregnant women.

To get good quality results and good results should be done if the series of research should be good as well. Mature planning is absolutely necessary, then the tools used must also be in good condition. Therefore, often before the research carried out, first done research testing tools used first. This is done so that the data obtained is valid and reliable.

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the question on the questionnaire is able to reveal something that will be measured by the questionnaire [27]. The statistical test refers to the criteria:

- $r_{count} < r_{critical}$  then not valid
- $r_{arithmetic} > r_{critical}$  then valid

Reliability is a value that shows the consistency of a measuring device in measuring the same phenomenon. Reliability shows how far a measuring device can be trusted and dependable. Reliability is a tool for measuring a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's response to a statement is consistent or stable over time. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 [27].

To obtain more accurate results in multiple regression analysis then tested the classical assumption

so that the results obtained is a regression equation that has properties Best Linear Unbiased Estimator (BLUE). Testing of whether or not a violation of classical assumptions is the basis of multiple linear regression models performed prior to testing of the hypothesis. The classical assumption used in this research before using multiple linear regression as a tool to analyze the influence of variables studied consisted of normality test, multicollinearity, and heteroscedasticity.

The normality test aims to test whether in the regression model the intruder or residual variable has a normal distribution. As it is well known that t and F assumes that the residual values follow the normal distribution [27]. Basic decision-making can be done based on probability (Asymtotic Significance):

- If probability > 0.05 then the distribution of the population is normal.
- If the probability < 0.05 then the population is not normally distributed.

While multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). A good regression model should not be correlated between independent variables. A common way to detect the presence or absence of multicollinearity is by using Variance Inflation Factors (VIF). If the VIF value is less than 10 then in the data there is no multicollinearity.

Then the heteroscedasticity test aims to test whether in the regression model there is a variance inequality of the residual one observation to another observation. A good regression model is homoscedasticity or does not occur heteroscedasticity. As according to Ghazali [27] basic analysis to detect the presence or absence of heteroscedasticity can be known as follows.

- If there is a certain pattern, such as the points that exist form a certain pattern regular (wavy, widened then narrowed), then there has been h heteroscedasticity.
- If there is no clear pattern, and the points spread above and below the zero on the Y axis, there is no heteroscedasticity.

This study uses multiple linear regression analysis, the equation =  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ , where Y is the purchase decision variable,  $\beta_1, \beta_2$  dan  $\beta_3$  variable coefficient product quality (X1), price (X2), and brand awareness (X3). SPSS version 23.0 program data analysis tool. Then the analysis is continued with analysis of determination analysis test (R Square), partial hypothesis testing (t test) and simultaneous (F test) with 5 percent error tolerance level.

### RESULTS AND DISCUSSION

#### Respondents answer

Based on the respondent's answer can be given picture or description related to the variables that focus the discussion. Where the description can be described as follows.

- Based on score and percentage of total contribution for variable Product quality can give
- description that score Quality of product entered in very high category. The explanation from the respondent's assessment can be seen that the condition or state of the quality of Teh Botol Sosro product is good.
- Based on score and percentage of total contribution for Price variable can give description that score Price enter in very high category. The explanation of respondent's assessment can be seen that the condition of Teh Botol Sosro Price is good.
- Based on the score and percentage of total contribution for Brand awareness variable can
- give an idea that the score of Brand awareness is in very high category. What explains from the assessment of respondents can be seen that the condition of brand awareness of Teh Botol Sosro is good.
- Based on the score and percentage of total contribution for Buy Purchase variable can give an idea that the score of Purchase Decision is in very high category. Which explains that the respondent's assessment can be seen that Purchase decision are on the criteria is good. This means that Consumer Purchase Order for Teh Botol Sosro products above can be said to be effective seen good product quality, reasonable price, promotion by company and brand awareness from society for Teh Botol Sosro product.

A good multiple linear regression equation model and can be passed on to the next analysis is those that meet the requirements of classical assumptions, including all normal distributed data, the model must be free of heteroscedastisity and no correlation between

independent variables. The following will explain the results of the classical assumption test.

From the result of the test conducted by using SPSS 23.0 as a tool in this research, it is found that the data in this research is normal distribution, it is proved from the result of significance value (Asymp Sig. 2-tailed) greater than 0.05, that is (0,360 > 0, 05) so it can be concluded that the data in this study is normally distributed.

Then from the results of multicollinearity test known that the results of Tolerance value calculation shows no independent variable has Tolerance value less than 0.10, which means there is no correlation between independent variables. In addition, the calculation of Variance Inflation Factor (VIF) also shows the same thing there is no independent variable that has VIF value more than 10. So it can be concluded that there is no multicollinearity among independent variables in the regression model.

Furthermore from the results of heteroscedastisity test known scatterplots seen that the points spread randomly and spread both above and below the number 0 on the axis Y. it can be concluded that there is no heteroscedastisity on the regression model, so the regression model worthy to be used to predict the use of accommodation services based on input variable independent. Based on the testing of several assumptions that have been done proved that the equation model proposed in this study has met the requirements of the classical assumption so that the equation model in this study is considered good.

Multiple linear regression analysis is used to test the partial and simultaneous hypothesis of independent variables on the dependent variable. Based on multiple linear regression coefficient with SPSS 23.0 program obtained result as Table 1 below:

**Table-1: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19.047	4.608		4.133	.000
PRODUCT QUALITY	.078	.045	.159	2.751	.043
PRICE	.257	.105	.223	2.453	.016
BRAND AWARENESS	.403	.103	.356	3.911	.000

a. Dependent Variable: PURCHASE DECISION

Source: Output SPSS under 23.00

From Table-1 above we get the result of multiple linear regression equation:  $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e = 19.047 + 0.078.X_1 + 0.257.X_2 + 0.403X_3 + e$ . Description: Y = Purchase decision; X1 = Product quality, X2 = Price, X3 = Brand awareness. From this equation can be interpreted: 1) variable of product quality and price have positive coefficient direction to purchasing decision; 2) Constant value

shows the effect of variables X1, X2, & X3 when the variable X1 one unit will affect one unit in variable Y

**Result of Determination Analysis (R<sup>2</sup>)**

To see contribution of product quality (X1) and price (X2) variable to purchase decision can be seen from coefficient of determination value R2 as seen in the following Table-2 :

**Table-2: Model Summary**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,873a	0,762	0,754	2,20229
a. Predictors: (Constant), PRODUCT QUALITY, PRICE, BRAND AWARENESS				
b. Dependent Variable: PURCHASE DECISION				

Source: Output SPSS under 23.00

The R value of 0.873 shows the multiple correlation (product quality and price) with the purchase decision. Considering the variation of R Square value of 0.762 which indicates the role or contribution of product quality and price variables capable of explaining the decision variable of purchase equal to 76.2 percent and the remaining 23.8 percent influenced by other variables. Other variables or factors that may affect performance include service quality has a positive and significant impact on purchasing decisions [8], promotion, brand awareness, brand equity, brand image, etc.

**Partial Effect Test Result (t test) and Simultaneous Influence (F test)**

Hypothesis testing aims to explain the characteristics of particular relationships or differences between groups or the independence of two or more factors in a situation [28]. The partial effect test aims to test whether each independent variable significantly influences the partially bound variable with  $\alpha = 0.05$  and also the acceptance or rejection of the hypothesis. Partial test (t test) to answer hypotheses one and two of this study.

**Table-3: t Test Results (Partial)**

Model	T	Sig
(Constant)	4.133	.000
PRODUCT QUALITY	2.751	.043
PRICE	2.453	.016
BRAND AWARENESS	3.911	.000

Source: Output SPSS under 23.00

**The Effect of Product Quality on Purchase Decision**

From result of regression test in Table 3 above by using SPSS 23.0 obtained t value of product quality variable (X1) 2,751, with significance value equal to 0,043, because the level of significance  $<0.05$  (0.043  $<0.05$ ) it can be concluded that product quality (X1 ) affect the purchase decision (Y). This means there is a linear relationship between product quality (X1) with the purchase decision (Y).

Dimensions of product quality performance on product quality variables (X1) has the strongest relationship with brand selection (Y). This is in accordance with the theory put forward by Kotler and Keller that the quality of the product is the ability of a product to deliver performance results that match or even exceed what consumers expect so that an effect on purchasing decisions.

While dimensions that have a very weak relationship that is the service ability dimension to the dimension of brand selection. This shows that the lack of availability of consumer services on the Sosro Bottle Tea brand makes it one of the consumers' considerations for not making a purchase decision on the Sosro Bottle Tea brand.

The dimensions of product quality variables, namely; product performance, product features,

reliabilities, conformance, durability, service ability, aesthetics, and fit and finish. While the purchasing decision dimensions include; product selection, brand selection, purchase channel selection, purchase time, and purchase amount.

The results of this study in accordance with the results of previous research conducted by Ali, Hapzi; Anggita, R [8] where the results showed that the quality of the product has a positive and significant influence on purchasing decisions. Besides Putra, Robiyansyah [15] also said that the quality of the product affect the purchase decision. In addition, according to Yulismi [16], product quality has a direct impact on the decision. From the above it is clear that partially the quality of the product has a significant effect on the purchase decision. This means that hypothesis 1 is accepted or proven. Because the quality of a good product will affect the purchase of consumer purchasing.

**The Effect of Price on Purchase Decision**

From the result of regression test in Table 3 above by using SPSS 23.0 obtained the t count variable price (X2) equal to 2,453, with significance value equal to 0,016, because the level of significance level  $<0.05$  (0.016  $<0.05$ ) it can be concluded that price (X2) against purchase cohesion (Y). This means there is a linear relationship between the price (X2) with the

purchase decision (Y). Partially, the price variable has a significant effect on the purchasing decision. This means that hypothesis 2 is accepted or proven

Dimension of price conformity with product quality on price variable (X2) has a very strong relationship with brand selection dimension on purchase decision variable (Y). This is in accordance with the theory put forward by Kotler and Armstrong [10], the price is defined as something given or sacrificed to obtain services or products.

Price (price) from marketing point of view is monetary unit or other measure (including other goods and services) exchanged in order to obtain the right of ownership or use of goods and services. From the point of view of the customer, the price is often used as an indicator of value when the price is related to the quality of goods and services.

While the dimension of price conformance with the benefits of having a very weak relationship to the dimension of time of purchase on the variable purchase decision. This indicates that Sosro Bottle Tea products have not provided benefits in accordance with the needs of consumers so that this affects the frequency of consumer purchases of Sosro Bottle Tea products.

The dimensions of the price are; affordability, price conformity with product quality, competitive prices, and price compliance with benefits. While the dimensions of purchasing decisions, including; product selection, brand selection, purchase channel selection, purchase time, and purchase amount.

The results of this study are in accordance with some studies that say that there is a relationship between price to purchase decisions, among others; 2015, Official, Nanda, Wisniarsari, Tri [29] which explains that the price has an effect on to buying decision.

### **The Effect of Brand Awareness on Purchase Decision**

From result of regression test in Table 3 above by using SPSS 23.0 obtained t count of variable of brand awareness (X3) equal to 3,911, with significance value equal to 0.000, due to significance level  $<0.05$  ( $0.000 < 0.05$ ) it can be concluded that brand awareness (X3) effect on purchasing covenant (Y). This means there is a linear relationship between brand awareness (X3) with purchase decision (Y). Partially, the variable of brand awareness has a significant effect on

purchasing decision. This means that hypothesis 3 is accepted or proven

Dimensional brand to consider on variable brand awareness (X3) has the strongest relationship with brand selection dimension (Y). This is in accordance with the theory of Sitinjak [13] described the way of value creation as follows, how brand awareness works to help the brand can be explained by how brand awareness creates a value.

The first step in a buying process is to select from a group of brands known to consider which brand to decide to buy. Brands that have a high top of mind has a high value. If a brand is not stored in the memory, the brand is not considered in the consumer's mind.

While dimensions that have a very weak relationship between the anchor dimensions to the dimension of time of purchase. This shows that Bottle Sosro Tea has not become a brand that represents consumer interpretation for the memories of the tea category in ready-to-drink packaging. Consumers still have some brands when mentioned categories of tea in ready-to-drink packaging. This will affect the frequency of consumer purchases of the Sosro Bottle Tea brand. Because it can cause the tendency of consumers will more often buy tea in ready to drink packaging with other brands.

The dimensions of brand awareness are; anchor to which other association can be attacked, familiarity-linking, substance / commitment, and brand to consider. While the dimensions of purchasing decisions, including; product selection, brand selection, purchase channel selection, purchase time, and purchase amount.

The results of this study are in line with the results of research conducted by Krisnawati, Devi [22], concluded that there is a positive relationship between brand awareness with the purchase decision. The research conducted by Karnawati, Tin Agustina [23] also explains that brand awareness has an effect on purchasing decision. This research is also in line with the results of Sagala, Christina *et al.*, [24], Fatlahah, Aniek [25], Rizky, Muhammad *et al.*, [26]. Where the results of his research shows if brand awareness has a positive and significant influence on purchasing decisions

To answer the fourth hypothesis that product quality, price, and brand awareness have an effect on purchasing decision simultaneously can be seen from table 4 below:

Table-4: Anova

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	381,572	3	127,191	13,347	0,000 <sup>b</sup>
Residual	914,868	96	9,530		
Total	1296,440	99			

Source: Output SPSS under 23.00

From Table 4 above (anova table) obtained Fcount of 13,347 with a significant value of 0.000 smaller than 0.05 ( $0.000 < 0.05$ ). Then the hypothesis zero (H0) is rejected and Hypothesis alternative (H1) accepted, it means there is positive and significant influence (product quality and price to purchase decision simultaneously on Teh Botol Sosro product at Giant Mall Permata Tangerang. the fourth hypothesis is acceptable.

variable of product quality, price and brand awareness have an effect on purchasing decision. This shows that if the quality of the products offered by Teh Botol Sosro is good, then the price offered in the market is also affordable and the brand awareness of the society on Teh Botol Sosro is also always in the memory, then it affects the consumer in evaluating several brands before dropping the choice to the Teh Botol Sosro brand compared to other brands in the market.

The existence of the relationship of each of the free dimension to the purchasing decision dimension is very weak relationship until very strong relationship indicates the influence of variable of product quality, price, and brand awareness to purchasing decision. This is supported by previous research, including; Ali, Hapzi; Anggita R, [8], Bagus, Ganang [30], Stiki Ibnu, Widyawati Nurul [19], Son, Robiyansyah [15], Samosir, Charlie *et al.*, [31] etc.

Based on the result of determination analysis that Purchase Decision influenced by many factors, apart from Product Quality, Price and Brand Awareness variable. The results of this study are in line and reinforced previous research include:

- Product, Price and Distribution Channel have positive and significant effect to Purchase Decision either partially or simultaneously on Mandiri e-Cash [32];
- Brand Image, Brand Awareness and Price have positive and significant effect on Purchase Decision either partially or simultaneously, SMECO Indonesia SME Case Study Case [33];
- Quality of Service, Brand Image and Promotion have a positive and significant effect on Purchase Decision either partially or simultaneously at PT. Hartekprima Listrindo Jakarta [34].

## CONCLUSION

Based on the results and the conclusion of this research are:

- Product quality has a positive and significant effect on purchasing decision partially. Product quality consisting of dimensions: product performance, Product features, reliabilities, conformance, durability, service ability, aesthetics, fit and finish. Product performance dimension on product quality variable (X1) has the strongest relationship with brand selection dimension in decision purchase variable (Y). Here can be seen that the quality of the product is the ability of a product to deliver performance results that match or even exceed what customers expect. So that affects consumer purchasing decisions after selecting several brands that are known or offered to the market. While dimensions that have a very weak relationship that is the service ability dimension to the dimension of brand selection. This indicates that the lack of availability of consumer services on the Teh Botol Sosro brand makes it one of the consumers' considerations for not making a purchase decision on the Teh Botol Sosro brand. The better the quality of the product will be the better the consumer purchase decision in choosing the Teh Botol Sosro product.
- Price affects purchasing decisions. The dimension of price conformity with the most strongly correlated quality among other dimensions of the price variable (X2), has a very strong relationship with the brand selection dimension of the purchase decision variable (Y). The price can be defined as something given or sacrificed to obtain a service or product. Price is often used as an indicator of value when the price is associated with the perceived benefits of a good or service. Consumers will be more selective in terms of price because what they spend should be able to give benefits and meet their needs. While the dimension of price conformance with the benefits of having a very weak relationship to the dimension of time of purchase on the variable purchase decision. This indicates that Teh Botol Sosro products have not provided benefits in accordance with the needs of consumers so that this affects the frequency of consumer purchases of Sosro Bottle Tea products. Price has a positive and significant effect on purchasing decision partially. Prices consisting of dimensions: affordability, price conformity with product quality, competitive prices, price conformity with benefits. The more affordable the price offered by the product the better the consumer purchase decision

- Brand awareness affects purchasing decisions. The brand to consider dimension of brand awareness variable (X3) has the strongest relationship with brand selection dimension on customer satisfaction variable (Y). In the buying process the first step is to select from a group of brands known to consider which brand to decide to buy. Brands that have a high top of mind has a high value. If a brand is not stored in the memory, the brand is not considered in the consumer's mind. While dimensions that have a very weak relationship between the anchor dimension to the dimension of time of purchase. This shows that Teh Botol Sosro has not become a brand that represents consumer interpretation for the memories of the tea category in ready-to-drink packaging. Consumers still have some brands when mentioned categories of tea in ready-to-drink packaging. This will affect the frequency of consumer purchases of the Teh Botol Sosro brand. Because it can cause the tendency of consumers will more often buy tea in ready to drink packaging with other brands.

Quality of product and price have positive and significant effect on simultaneous purchasing decision at Teh Botol Sosro product at Giant Mall Permata Tangerang. The better the quality of a product, the affordable price, the promotion that the company does and the brand awareness of the community for the Teh Botol Sosro product will be the better the purchasing decision made by the consumer. The existence of the relationship of each dimension free to the purchasing decision dimension is very weak relationship until very strong relationship indicates the influence of variable of product quality, price, and brand awareness to purchasing decision.

#### SUGGESTION

Based on data analysis, statistical calculation process, empirical research model test and discussion of the results of the study conducted, submitted some suggestions as follows:

- To compare and reinforce the theory of compliance among the variables studied, it is necessary to undertake research or review in locations selling large quantities of Teh Botol Sosro products or in densely populated locations with a high consumptive culture for ready-to-drink tea products .
- It should be studied more deeply other variables that can significantly influence the purchase decision of Teh Botol Sosro at Giant Mall Permata. So that can be arranged another model in problem solving related to the increase of sales on Teh Botol Sosro product.
- Further review is required by using or adding other indicators and may also use different concepts. The other factors that influence the purchase decision other than the variables raised in this study, among others, such as: service quality variables (service

quality), distribution channels, image erect, product equity, promotion, etc., therefore expected to be studied these other factors, so that the purchase decisions of a product can be further enhanced and the development of science will continue.

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