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# **Attributes of Products and Brand Image as a Basis for Purchase Decision**

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## **Abstract**

**The purpose of this study is to: determine the perception of the brand honey product attributes Perhutani. Knowing the perception of the brand image of the brand honey products Perhutani. Knowing the consumer decision in buying a brand honey products Perhutani know the influence of product attributes and brand image against a decision. The method used is descriptive survey method to describe the behavior of variables and explanatory survey method to test the hypothesis. The type of investigation that is used is the causality hypothesis, namely the type of research that suggested a causal relationship between the independent variable, in this case, the product attributes and brand image to the purchasing decision. The unit of analysis of this research is the individual, that is to say, the consumer/buyer of the product at the outlet Perhutani brand HONEY Ahmad Yani and Setiabudi Bandung. Judging from his time horizon, this research is cross-sectional, ie information from the majority of the population (the sample of respondents) was collected directly at the scene empirically, to know the opinion of the majority population of the object being studied. The findings of this study are the performance attributes of the product and the reference groups influence the selling price trend. Performance product mix and the reference group influence on brand image. Performance product mix and the reference group influence on purchase decisions. It turned out that the tendency of the selling price and brand image influence on purchase decisions There is a relationship between the selling price trend with the brand image. There is a relationship between the performance of the product mix to the reference group.**

**Keywords: Attribute of Product, Brand Image, Purchase Decision**

## RESUMEN

El propósito de este estudio es: determinar la percepción de los atributos de marca de productos de miel Perhutani. Conocer la percepción de la imagen de marca de la marca de productos de miel Perhutani. Conociendo la decisión del consumidor al comprar una marca de productos de miel Perhutani conoce la influencia de los atributos del producto y la imagen de la marca frente a una decisión. El método utilizado es el método de encuesta descriptiva para describir el comportamiento de las variables y el método de encuesta explicativa para probar la hipótesis. El tipo de investigación que se utiliza es la hipótesis de causalidad, es decir, el tipo de investigación que sugirió una relación causal entre la variable independiente, en este caso, los atributos del producto y la imagen de la marca a la decisión de compra. La unidad de análisis de esta investigación es el individuo, es decir, el consumidor / comprador del producto en el punto de venta de la marca Perhutani HONEY Ahmad Yani y Setiabudi Bandung. A juzgar por su horizonte temporal, esta investigación es transversal, es decir, la información de la mayoría de la población (la muestra de encuestados) se recopiló directamente en la escena empíricamente, para conocer la opinión de la población mayoritaria del objeto que se estudia. Los resultados de este estudio son los atributos de rendimiento del producto y los grupos de referencia influyen en la tendencia del precio de venta. La combinación de productos de rendimiento y la influencia del grupo de referencia en la imagen de marca. La combinación de productos de rendimiento y el grupo de referencia influyen en las decisiones de compra. Resultó que la tendencia del precio de venta y la imagen de la marca influyen en las decisiones de compra. Existe una relación entre la tendencia del precio de venta y la imagen de la marca. Existe una relación entre el rendimiento de la mezcla de productos con el grupo de referencia.

Palabras clave: atributo del producto, imagen de marca, decisión de compra

## INTRODUCTION

Honey is a sweet liquid that is derived from the nectar of plants that are processed by the bees into honey and stored in the cells of the honeycomb. Since thousands of years ago until now, honey has been known as one of

the natural food or beverages that have an important role in life. Honey has benefits in various aspects, among others, in terms of food, health, and beauty. Honey is often used as a sweetener, food seasonings and mix while taking a drink. Also, honey is often used for drugs. Honey is one of the oldest traditional medicines that are considered important for the treatment of respiratory diseases, gastrointestinal infections and a variety of other diseases. Honey can also be used routinely for dressing wounds, burns and ulcers on the skin to reduce pain and odor quickly (Mulu et.al, 2004), and can be used to relieve fatigue and fatigue. In terms of beauty, honey can also be used to soften the skin and hair growth (Purbaya, 2002 and Murtidjo, 1991 in Ratnayani et al., 2008).

Today, the honey products is no longer a product that is only consumed by the upper class, but almost all people consume it, this has an impact on the number of deals honey products with different brands and types that can not be distinguished where the contents of the original honey or not, making it difficult for consumers to buy the products in which the original honey. Difficulty consumers in choosing the honey products are desired not only due to the large variety of products but also considered a good brand image and better known, with the hope if consumed can provide health or healing of their disease, go add unwanted diseases. However, the selection of products also considers product attributes, especially the completeness of the information content contained in the honey itself.

Based on the explanation above shows that the benefits to the health of honey itself are relatively high, as well as forestry honey. Based on a survey conducted by Perum Perhutani (2011) that the buyer of honey brand Perhutani generally still doubts that if honey Perhutani brand can be said of pure honey and native ?. They have reason to ask Perhutani brand honey is genuine or not genuine, because a lot of honey-honey in the market turned out to be honey that is not genuine. This indicates consumers are more cautious in deciding to choose/buy honey brands such as Perhutani. Kotler and Keller (2006: 156) states that the decision-making buyers (buyer's decision) that includes product choice, brand choice, the dealer choice, purchase timing, and purchase amount .. Based on the statements and facts above, it is clear that customers find it difficult to buy/choose the original honey products to relate to those attribute product and brand image of the product itself.

Kotler and Keller (2006; 182) also suggests that the encouragement of the marketing mix (marketing mix stimuli) which includes product, price, promotion, and place as well as the encouragement external individual which

includes culture, subculture, social class, reference group, family, roles and status, then the internal drive of individuals who form the characteristics of the buyer (buyer's characteristic) includes age and lifecycle stage, occupation, economic situations lifestyle, personality and self-concept, motivation, perception, learning, beliefs, and attitudes will affect the purchase decision (buyer's decisions ) which includes product choice, brand choice, the dealer choice, purchase timing, and purchase amount.

Bennett (1997) states that to be considered customers into buying products is dominated by the product mix, as well Foxal and Pallister (1998) stated that in general, more expensive customer product design, product variation and product assurance in selecting products. Based on the statements above, the decision of customers in choosing products low Perhutani brand honey allegedly caused by variations of the product, brand, customer service completeness of these products and guarantee/warranty these products which are elements of the product mix.

Description above, according to the statement Aaker (1991; 109-110) that the "brand image is a set of associations, meaningful usually organized in some way". That is, if everything related to the product; for example, the physical appearance of the product, the completeness of the information content, clarity benefits, physical color of a product, the product logo; has been associated by customers, the brand image of the product will be considered / perceived both by its customers and society in general. As disclosed Zeithaml & Bitner (1996: 115) in advance that a good image and widely known is an asset for the company because the image can affect the perception of quality, value, and satisfaction. Also, a good image can be protective (buffer) for a good product.

Because it is a brand-customer consideration in buying honey products is quite high. If the product does not have variations that correspond to the expectations of customers, brand image honey products are less known, then the customer decided not to buy honey products will finally be threatened closures for products of honey, because it is necessary to study the influence of product attributes and brand image against a decision customer purchases. This study uses science as grand theory ya marketing management, consumer behavior as a middle-range theory and applied theory. Initial research conducted in the city of Bandung and its surroundings.

## LITERATURE REVIEW

Product attributes as one element of the marketing mix, the overall product

and the item offered for sale. According to Kotler and Keller (2006: 207) the mix of products a company has four important dimensions are: width (product lines), length (number of items of the product line), depth (the number of versions of each product offered) and consistency (consistency of product the target market, production, distribution and others). The four dimensions of this product to behold in the preparation of product strategy.

Haksever, Render, Russel, and Murdick, (2000; 131), Truly customer does not buy goods or services but buy benefits and value than anything offered. 'What does the' suggests several benefits can customers get from the purchase of goods or services, while it offered itself can be divided into four categories, namely:

- tangible goods
- tangible goods are accompanied by service
- the main services of goods and services along with additional
- pure services

Kotabe and Czinkota (2001; 228), will offer a product/service can also be differentiated by levels:

- The core product, That the product or service itself (the bare-bones version).
- The tangible product, Indicated by the elements of services, such as design, color, packaging, and some of the dimensions of physical services, which benefit the customer.
- The augmented product, Services/products that include service elements are much more including warranties and service benefits, corporate reputation, the philological benefit of customers.

While Payne (2000: 10) suggests the level of products as follows:

- Core products (Core or generic products)

At the most basic level, products or benefits purchased the customer base.

- Basic products (Basic Product)

On the second level, marketers need to change the core benefits into basic products, ie the core services that come with the service process.

- The products expected (The expected product)

At the third level, a set of attributes and conditions that are normally expected and approved buyers when they purchase this product (who, when, where, and how the product is delivered).

- Value-added products (The augmented product)

On the fourth level, marketers prepare an improved product that meets the

needs of customers that exceed their expectations.

- Potential product (The potential product)

At the fifth level, it covers all improvement and transformation that will eventually experience these products in the future.

So basically the product/service is a complex set of values satisfaction. The value of a product/service specified by the buyer based on the benefits they will receive from the products/services.

A strong brand for a company is very important because a very strong brand helped convince customers about (uniformity) of a company's product quality. This is reasonable, because as stated above that the nature of the product that is generally uniform, then brand that will distinguish the quality of the product with other products, and consumer decision to choose to use such products will ultimately be based on the assessment, on the product; and because the product is the brand name of the company, it is clear the role of the brand is very important.

According to Rio, Rodolfo, and Victor (2003) in Journal of consumer marketing maker cites the opinion that brand image will be higher due to the increased dimensions of the brand image; these dimensions are:

- The introduction, the brand name awareness (brand name Awareness)
- Reputation, brand associations (brand associations), other assets such as patents, trade stamps, distribution channels, and others.
- The level of interest, image quality (perceived quality)
- Brand loyalty, brand loyalty (brand loyalty)

Brand equity can increase or decrease the value of the product or service in the eyes of consumers because brand equity can help consumers interpret, process and store large amounts of information about the product or service promised brands. Also, brand equity can affect the confidence of consumers in making a purchase decision and satisfaction in using the product. Similarly, for companies (manufacturers), strong brand equity enables companies to implement a program of marketing more efficiently and effectively, foster brand loyalty, excellence in pricing or profit, enabling the expansion of the brand, increase sales, and ultimately provide a competitive advantage for a company.

How to Brand Equity value, consists of four phases:

First, the dimensions of consumer brand awareness are the ability to recognize or recall, that a brand is a part of a particular product category, or in other words, is how strong a brand is embedded in the mind/memory con-



sumers. Size brand awareness in the minds of consumers by Chen-Yu, Jessie, and Kincade (2001) in the *Journal of fashion marketing management*, that consumers make a decision to choose a particular brand move from the “recognition (recognition), recall (to recall), top of mind (top of mind), and controls (to dominant) “. Top of mind is a privileged position where a brand to be ‘leaders’ of various brands that exist in the memory/mind of someone, while the dominant brand is the brand which is positioned as the only brand who recalled someone (respondent) with a high percentage. In the conditions of competition has not been too sharp, top of mind is sufficient. But if the competition has increased more sharply, then the top of the mind alone is not enough. Efforts should be made is to associate the brand to positive things according to the consumer and make consumers feel that our brand is a guarantee of quality.

Second, the dimensional impression of quality (perceived quality) Is a consumer perception of the overall quality or superiority of a product or service. And if the impression of quality increases, the element impressions other consumers, in general, will increase; for example, if consumers have the impression of the quality of a product is good, then they will also assume that the price/price of the product or service that too would be expensive. It is therefore very important for management companies to always understand the little things that made the consumer as a basis for assessing the quality of the products or services of the company. Keep in mind also that the impression of high quality is not determined by the company, but by consumers.

Third, the dimensions of brand loyalty are loyalty to a particular brand. Brand loyalty is different from other dimensions, as these dimensions can only happen through the experience of using a product or service that the brand represented by the customer. According to Martinez and Leslie (2004) in the *journal of consumer marketing*, citing Aaker that brand loyalty even this tiered, ie the lowest is not loyal to the brand, buyers are satisfied, the buyer is satisfied with the cost of transition, as the brand and the highest is buyers commit. At the most basic level of being disloyal buyers, meaning not at all attracted to the brand, At level two, the buyer is satisfied with the products (services) that are used, or not experiencing discontent. The buyers of this type of purchase because of habit and had no need or do not have any reason to consider other alternatives. However, if the product offered a competing company can create a tangible benefit, then it will be easy to switch to a competitor’s product. In the phase three buyers were satisfied but bear the costs of

switching; eg money, time or performance; if they would switch brands. An example is the replacement of the use of software (software) operating the system by education, in addition to requiring the sacrifice financial also the risk that is not necessarily a new operating system will run better than being replaced.

In the fourth stage, the buyer liked the brand for their preference which is based on the associations of the brand; for example, a logo, using the experience, the impression of high quality or because of emotional things. At the highest stage is loyal customers loyal to the brand. In general, these loyal customers have a sense of pride to be a user of the brand because in their view is, also a very important brand in terms of its function is also an expression of who they are.

The advantage of having a large number of customers loyal to the brand is to provide an image of a product/service with the brand made public, managed, market, and able to provide support services and the improvement of product quality. Fourth, the dimensions of brand associations are all matters relating to the memory of a brand.

## METHODOLOGY

The method used is descriptive survey method to describe the behavior of variables and explanatory survey method to test the hypothesis. The type of investigation that is used is the causality hypothesis, namely the type of research that suggested a causal relationship between the independent variable, in this case, the product attributes and brand image to the purchasing decision. The unit of analysis of this research is the individual, that is to say, the consumer/buyer of the product at the outlet Perhutani brand HONEY Ahmad Yani and Setiabudi Bandung. Judging from his time horizon, this research is cross-sectional, ie information from the majority of the population (the sample of respondents) was collected directly at the scene empirically, to know the opinion of the majority population of the object being studied.

Sources of data in this research are secondary data sources of documentation or reports available at the relevant institutions. While the primary data in the form of product attributes, brand image and customer purchasing decisions outlet sourced from Ahmad Yani and Setiabudi Bandung.

As described in the methods of research, this research is the study of perception/opinion on the subject of research, which in this case is the prod-

ucts customers HONEY brand Perhutani sold in the Outlet Ahmad Yani and Setiabudi Bandung, therefore the type of data in this research is the subject data (self-report data), thus obtained research data sourced directly from a customer (primary data) and secondary data to support data. While the source of the data, namely (1) Secondary data sources are from the Central Statistics Agency (BPS), Perum Perhutani and (2) Sources of primary data customers. Types and sources of data by the purpose of research.

## RESULTT AND DISCUSSION

### Product and Brand Attributes Influencing Buying Decision Against

Everyone has to meet their daily needs are always in need of something, either in the form of goods or services to be used or consumed to meet those needs. Meeting these needs is something absolute that humans alive and able to continue his life, especially for the needs of nature “basic needs that must be met”. As for the other needs do not always have to be met, due to the need for a secondary nature, need fulfillment may be postponed for a while (Sumantri: 2001: 1). How can human needs, according to Kotler (2003: 12), there are four ways: (1) Produce (self-production); (2) With the force (coercion); (3) By begging (begging); (4) Exchange (exchange). Why do people buy or use the services or services for the fulfillment of their needs, in the literature of psychology known as “behavior or the behavior of consumers”. According to Mowen (1995: 5): “Consumer behavior is defined as the study of buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, and ideas”.

Based on the research result, it turns out Attribute of Product and Brand influence the purchase decisions of 0.433 or 18.8%. When viewed as a partial, significantly Attribute of Products (sig.level 0:01 <0.05) to the purchasing decision, that is equal to 0.121, while significantly affect brand image (sig.level 0:00 <0.05) to the purchasing decision of .390, so the dominant Brand Image influence purchasing decisions compared to Attribute of Products. But the influence of other factors are also great is 0.901 or 81.20%, this indicates that other factors influence purchasing decisions in addition to these two variables, such as individual external factors, internal factors of the individual, the marketing mix in general and others.

Kotler (2003: 161) offers a “models of buyer behaviors”, A series of variables that influence purchasing decisions, such as marketing stimuli,

other stimuli, characteristic buyer, and the buyer decision process. For a company, understand consumer behavior and the factors that influence it is very important because the behavior will reflect how consumers buy. Also, by understanding, consumer behavior marketer companies will better understand the accuracy of the product to be and has been given to the target market. Sumantri (2001: 9) says that “the purchase of an individual decision is one stage of the process of buying behavior that precedes and determines the purchase action when the action was necessary”. Where necessary action here means to purchase the desired product to satisfy their needs. When examined opinions on the above, there will be two important elements of consumer behavior, namely: (1) The decision-making process (problem recognition, information search, evaluation of alternatives, purchase action, activity after purchase), Kotler (2003, 2). (2) The activities of individuals who engage themselves in evaluating, acquiring and using the product.

## CONCLUSION

Product attributes as one element of the marketing mix, the overall product and the item offered for sale. The product mix of a company has four important dimensions are: width (product lines), length (number of items of the product line), depth (the number of versions of each product offered) and consistency (consistency of the product to its target market, production, distribution and other ). The four dimensions of this product to be held in the preparation of product strategy.

A strong brand for a company is very important because a very strong brand helped convince customers about (uniformity) of a company's product quality. This is reasonable, because as stated above that the nature of the product that is generally uniform, then brand that will distinguish the quality of the product with other products, and consumer decision to choose to use such products will ultimately be based on the assessment, on the product; and because the product is the brand name of the company, it is clear the role of the brand is very important.

Product attributes and brand image influence on purchase decisions, but when viewed in partial dominant brand image influencing purchasing decisions compared to the attributes of the product. This suggests that other factors influence purchasing decisions in addition to these two variables, such as individual external factors, internal factors of the individual, the marketing mix in general and others.

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