

The Purchase Decision to ABC Sauce in Kebumen Regency

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ABSTRACT

This analysis on purchasing decisions for ABC sauce in Kebumen Regency has the aim of knowing the effect of brand image, characteristic products, and cost on purchasing decisions for ABC sauces. This study was conducted on consumers who consume ABC brand sauce products, are domiciled in Kebumen Regency, and have a minimum age of 20 years. The respondent of this study is 100 people and was collected by using purposive sampling. Data were obtained through in-depth interviews and observation in the existing sub-districts. The analytical method used is SEM-PLS. The output of this analysis regarding the purchase decision of ABC sauce illustrates that the purchase decision of ABC sauce is not influenced by the brand image variable, but the purchase decision of ABC sauce in Kebumen Regency is influenced by the product quality and product price. ABC sauce producers must pay attention to the factors that influence consumer purchasing decisions such as product quality and price. Indicators of product quality are the suitability of benefits with needs, a guarantee of safety, product features, and quality. Indicators of price are affordable prices, prices according to product quality, chili prices can compete with similar products, and according to the needs and abilities of consumers.

Keywords: ABC Sauce, Purchasing decisions, Partial Least Square (PLS)

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INTRODUCTION

Some agricultural products are processed and utilized as ingredients to fulfill Indonesia's consumption needs (Meriza, *at al.*, 2016). One of the agricultural products that are processed and have a thick texture is the sauce, it's used like pasta which is for adding aroma and taste to food (Usman *et al.*, 2019). The sauce is a spice that is often consumed as a food flavoring. So, the role of sauce is increasingly important in life (Purawisastra, S., & Yuniati, 2010) . Sauces have many types, one of which is chili sauce which is made from chili peppers. It is known that chili production in Indonesia has the highest value compared to other vegetable crops, namely around 2.7 million tons in 2021(BPS, 2021). However, fluctuations in chili prices often occur due to an imbalance between demand at any time and seasonal supply (Naully, 2016), so that opportunities for processing are great, especially when supplies are abundant. The brand that has the highest index, namely the ABC brand, means that consumers trust more to consume ABC sauce more compared to other brands of sauce (Table 1). The Top Brand Index (TBI) is obtained based on a survey directly to customers regarding the most popular brands. The following is Top Brand Index Data for 2019-2021:

Table 1. Top Brand Index Category for Type of Sauces 2019-2021

Brand	Year		
	2019	2020	2021
ABC	65.8%	61.0%	59.1%
Indofood	15.9%	16.2%	16.2%
Dua Belibis	8.1%	5.4%	10.6%
Sasa	3.9%	4.5%	4.8%
Del Monte	2.1%	3.4%	5.2%

Source: *Top Brand Award* 2019-2021

The parameters used in the TBI survey include mind share, market share, and commitment share. For three years (2019-2021), the ABC brand sauce index showed decreased even though it is still the number one sauce brand, indicating that consumer interest and trust in ABC sauce has decreased (*Top Brand Award, 2021*). Anything kind of influencing the purchasing decisions is important to remind as main of consumer interest and trust in the product.

Based on these considerations, it is important to do an analysis of brand perception, product quality, and product cost which aims to determine the effect of brand image, product quality and price individually on purchasing decisions of ABC sauce.

METHODS

Analytical descriptive is a basic research method for describing phenomena such as natural or man-made phenomena (Anggranti, 2016). The location was determined purposively according to the desired considerations and criteria (Sugiyono, 2008). The research was carried out in June 2022. Kebumen Regency was used as a research location supported by the results of observations of many grocery stores, minimarkets, and supermarkets selling ABC Sauce, this shows that residents are a consumer of ABC Sauce. The research location is located in five districts, there are Kebumen, Pejagoan, Gombong, Kuwarasan, and Klirong Districts. It was taken based on the highest population density because a high population will increase people's consumption (Nurbayan, & Juliansyah, 2018). In this case, Kebumen Regency was chosen as the research area with the consideration that Kebumen Regency is one of the districts which is the marketing area for ABC sauce in Central Java.

Purposive sampling is a sampling method in which there are specific characteristics of the specified respondent so that it can be fit for research purposes (Syahrir *et al.*, 2020). The respondents qualified are at least 20 years old and living in Kebumen Regency and they have the character, have bought ABC sauce at least twice, and consumed it themselves. The minimum number of research samples is five times the number of indicators analyzed (Hair *et al.*, 2017). There are 19 indicators used shown in (Table 2) so that, the minimum sample is 95 respondents, rounded up to 100 respondents. Respondents were taken from each district as many as 20.

The results of the questionnaire that has been distributed and filled in by ABC sauce consumers who have met the criteria are used as the main data. In this analysis, secondary information is also used that can be collected from literature reviews in various journals, publications, marketing magazines, and online articles (Waluya, 2007).

Research data was collected using observation methods, in-depth interviews with questionnaires, and documentation (Riptanti *et al.*, 2022). The variables used are exogenous (brand image, product quality, and price) and endogenous (purchasing decisions) variables. The constituent indicators of endogenous and exogenous variables are presented in Table 2.

Table 2. Variables and Indicators Used

Variable	Indicator
Brand Image (BI)	a. Brand trustworthiness (BI1) b. Brand existence (BI2) c. Brand reputation (BI3) d. Brand impressiveness (BI4)
Product Quality (PQ)	a. Product display (PQ1) b. Compatibility of benefits with needs (PQ2) c. Security guarantee (PQ3) d. Product features (PQ4)

Table 2. Variables and Indicators Used

Variable	Indicator
Product Quality (PQ)	e. Product durability (PQ5) f. Easy to find the product (PQ6) g. Packaging and design (PQ7) h. Perceived quality (PQ8)
Price (P)	a. Affordable price (P1) b. Proportional price to product quality (P2) c. Competitiveness price with similar products (P3) d. The price is proportional to the benefits received (P4)
Purchase Decision (PD)	a. Trust to buy the product (PD1) b. Product repurchase (PD2) c. Recommend products to others (PD3)

Source: Bowo *et al.* (2013), Hamidi & Prakoso (2018), Kotler & Armstrong. (2008), dan Kotler & Keller, K. (2012)

Instrument Test

Examination of the questionnaire instrument was carried out by testing the validity and reliability of 30 respondents (Alwi, 2015). The results of the test in the form of a loading factor value are:

Table 3. Instrument Validity Testing

Indicator	Loading Factor Value	
	Before Removed	After Removed
BI1	0,801	0,812
BI2	0,894	0,912
BI3	0,600	0,740
BI4	0,461	-
PQ1	0,470	-
PQ2	0,915	0,790
PQ3	0,842	0,790
PQ4	0,879	0,790
PQ5	0,862	0,839
PQ6	0,689	-
PQ7	0,579	-
PQ8	0,705	0,625
P1	0,808	0,811
P2	0,737	0,817
P3	0,852	0,798
P4	0,472	-
PD1	0,908	0,811
PD2	0,807	0,811
PD3	0,785	0,802

Source: *Output Smart PLS 3.0, 2022*

The results of testing the validity of the instrument in Table 3 show indicators in variables whose loading factor values are less than 0.6, namely in BI 4, PQ1, PQ6, PQ7, and P4, so these indicators cannot be used further and are eliminated so that the instrument is declared valid (Putra & Prasetya, 2022).

The Average Variance Extracted (AVE) value for each variable is >0.5 and declared valid (Wardhani *et al.*, 2016). This meets the standards for confirmatory and exploratory research. The AVE value of this study, in each variable, has a diversity of >50% which can be captured by each indicator.

Table 4. Average Variance Extracted (AVE) Value

Variable	AVE
BI	0,503
PQ	0,697
P	0,536
PD	0,577

Data Source: *Output Smart PLS 3.0, 2022*

Instrument reliability testing used the Composite Reliability (CR) and Cronbach's Alpha (CA) approaches. CR values higher than 0.6 and CA higher than 0.70 (Table 5), a variable considered reliable (D. R. Putri, 2021). Table 5 shows that each variable is declared reliable so that the instrument is feasible for use in further analysis.

Table 5. Instrument Reliability Examination

Variable	CA	CR
BI	0,793	0,757
PQ	0,873	0,782
P	0,816	0,700
PD	0,913	0,889

Data Source: *Output Smart PLS 3.0, 2022*

Analysis was carried out with the Partial Least Square (PLS) variant and SmartPLS 3.0 software, as well as the Structural Equation Modeling (SEM) model with the stages of testing measurement models, structural models, and hypotheses. SEM-PLS can test the connection between latent variables and the data does not have to be normally distributed (Ashoer *et al*, 2019).

RESULT AND DISCUSSION

Respondents are consumers of ABC brand sauce within ages more than 20 years old so they can take responsibility for their decisions (Putri, 2019). Respondents are domiciled in Kebumen Regency and have made at least 2 purchases (Purbasari & Permatasari, 2018). Based on the results of the distribution of research questionnaires that have been given, they can be grouped as:

Table 6. Respondent Identity

Characteristic	Percentage (%)
Age group	
20-29	68
30-39	7
40-49	16
50-59	9
Profession	
Student	47
Civil Servant	1
Private Employees	15
Entrepreneur	11
Teacher/Lecturer	3
Income	
< Rp 1.900.000	75
Rp1.900.001-Rp 3.800.000	14
Rp3.800.001-Rp 5.700.000	7

Characteristic	Percentage (%)
Rp5.700.000-Rp 7.600.000	1
> Rp7.600.000	3
Purchase Frequency (times)	
< 4	94
4-6	5
>6	1

Source: Primary Data Process, 2022

Table 6 shows that respondents were dominated by women among 20-29 years old. Women at that age have a taste for something instant, including sauce (Wati & Ernawati, 2020). Most of the respondent's last education graduated from high school/vocational school and most of the respondents work as students. Students like practical and inexpensive things (Aulia *et al*, 2018). Respondent's income was dominated by earning <Rp. 1,900,000, according to the respondent's age, last education, and occupation. The basis for the classification of respondents' income is the minimum wage for Kebumen Regency. The frequency of purchasing ABC sauce products in one month is around 1-3 times at most, with a size of 135 mL.

Measurement Model Testing



Figure 1. PLS Modeling Path Diagram

Convergent validity (CV)

Figure 1 shows that each indicator has a loading factor value of >0.6, which means that each indicator in the variable has a high level of validity and is strongly related to each indicator (Pratiwi *et al*, 2020) Table 7. shows each variable was declared valid. This is because the AVE value is > 0.5 (Natalia & Mulyana, 2014). So, research on purchasing decisions for ABC brand sauce has a diversity of more than 50 percent in each variable which is captured from each indicator in each variable.

Table 7. Average Variance Extracted (AVE) Value

Variable	AVE
BI	0,680
PQ	0,653
P	0,654
PD	0,593

Source: *Output Smart PLS 3.0, 2022*

Discriminant validity

The value of the connection of each variable is less than the AVE root value, so the discriminant validity of the model is appropriate. Table 8. illustrates that each indicator in each variable has a higher value compared to indicators in other variables. These results mean that the model and each indicator can explain the variable well hence match (Natalia & Mulyana, 2014).

Table 8. Cross Loading Value

Code	BI	PQ	P	PD
BI1	0,812	0,358	0,549	0,374
BI2	0,912	0,569	0,639	0,671
BI3	0,740	0,312	0,423	0,306
PQ2	0,234	0,790	0,433	0,634
PQ 3	0,405	0,790	0,511	0,679
PQ 4	0,417	0,790	0,453	0,543
PQ 5	0,393	0,839	0,575	0,676
PQ 8	0,662	0,625	0,558	0,527
P1	0,624	0,485	0,811	0,574
P2	0,464	0,584	0,817	0,686
P3	0,549	0,514	0,798	0,601
PD1	0,507	0,624	0,695	0,811
PD2	0,516	0,690	0,615	0,811
PD3	0,421	0,550	0,629	0,802

Source: *Output Smart PLS 3.0, 2022*

Composite reliability dan Cronbach's alpha

Composite reliability is conducted to see the reliability value of the variable. Therefore, Cronbach's alpha is conducted to measure the lower value of the variable reliability (Aprilisa *et al.*, 2021). Table 9. describes the trusted variables and has a high value of reliability up to 0.6 on Composite Reliability (CR) and each variable in this study has a value up to 0.7 on Cronbach's Alpha (CA) (Ghozali, 2014).

Table 9. Reliability Examination

Variable	CR	CA
BI	0,864	0,780
PQ	0,850	0,736
P	0,849	0,734
PD	0,879	0,826

Source: *Output Smart PLS 3.0, 2022*

Structural Model Test

In the structural model test of the purchase decision variable, the R-square value shows 0.749, the strong category. This means that the independent variable can explain 74.9% of the

dependent variable and the remaining 25.1% is explained by other variables that not include in the model (Wardhani *et al*, 2016). The predictive relevance value (Q^2) of the purchasing decision variable shows 0.472. Predictive relevance (Q^2) values that are > 0 indicate predictive relevance (Q^2) in high models where the model can produce appropriate observation and estimation values (Putra& Prasetya, 2022).

Hypothesis Test

Hypothesis testing uses statistical tests that are calculated with the bootstrapping method. Data from the Bootstrapping Path Coefficient analysis is presented in Table 10.

Table 10. Hypothesis Test Results

Variable	Path Coefficient	T-Statistic	P-Value	Explanation
BI→PD	0,061	0,823	0,411	Not significant
PQ→PD	0,507	6,093	0,000	Significant
P→PD	0,398	4,250	0,000	Significant

Source: *Output Smart PLS 3.0, 2022*

Table 10. is known that not all hypotheses can be accepted. Several conditions must be met to declare a variable to have a significant effect. If one of them is not fulfilled then the variable is not significant.

H1: It is suspected that brand image influences the buying decision of ABC sauce

Brand image has no impact on purchasing decisions so hypothesis 1 is rejected. These results are suitable to Ahsan's analysis (2020) purchasing decisions are not influenced by brand image. The indicator with the lowest value on the brand image variable is the brand reputation indicator and the brand trustworthiness. The reputation indicator for the ABC brand sauce is good, indeed better known by the public, but several other brands offer more attractiveness claims even though the brand has just appeared so that brand image does not affect purchasing decisions (Jacob *et al*, 2018). Based on the responses from the respondents, consuming sauces adjust their need so that the brand is not a major consideration in buying ABC sauce, purchasing sauce is also influenced by the availability of the sauce brand in the shopping area so it is easy to find, it does not require buying the desired brand of sauce as long as the benefits are the same. A trustworthy brand is also an indicator with the lowest score. Based on responses from respondents that the ABC sauce brand is indeed trusted, but at the same time brand is not the main consideration when making a purchase, so that brand image does not affect purchasing decisions (Wicaksono *et al.*, 2019).

H2: It is suspected that the quality of the product influences the buying decision of ABC sauce

Hypothesis 2 is declared accepted. The results of the study are in line with Agustina *et al.*, (2018). Ahsan, (2020), Ikhsani & Ali (2017), Putri & Soegiono (2020) that product quality has an impact on consumers purchasing decisions. Product quality variables that have several indicators include suitability of benefits with needs, safety guarantees, product features, and perceived quality. Respondents chose ABC sauce because of the benefits received when consuming ABC sauce according to their needs, besides that ABC sauce has quality assurance such as being registered with BPOM and being halal. ABC sauce differs from the others in that it has a variety of flavors and tastes good, as well as easy-to-store and safe packaging that influences purchasing decisions (Hudoyo *et al.*, 2022). ABC sauce is easy to find in shopping malls and has a more attractive appearance because it has chili powder or chili seeds. Based on the responses from respondents, each indicator influences consumer purchasing decisions for ABC sauce (Fatmaningrum *et al.*, 2020).

H3: Allegedly the price of the product influences the buying decision of ABC sauce

The purchase of ABC sauce is influenced by the price variable so hypothesis 3 is accepted. This analysis is in line with Ahsan, (2020), Andriyanto *et al* (2020) Andriyanto *et al.* (2020), and Ikhsani & Ali (2017) that the purchase of a product is influenced by the price variable. The price variable is reflected by the affordable price indicator, proportional price by the quality of the product, competitiveness price with similar products, and according to the needs and abilities of consumers, it can explain its influence on purchasing decisions. Respondents' responses stating that price variables are considered in buying products that are suitable to the capabilities and needs of consumers are in line with the opinion of Agustina *et al.*, (2018). Respondents buy ABC sauce because the price is cheap with a lot of sauce content, the price is on the benefits received such as packaging that is easy to store and the product safety, and the price is cheaper than similar products, so a good price will influence purchasing decisions (Irawan, 2021).

CONCLUSION

The results of the analysis regarding the decision to buy ABC sauce in Kebumen Regency are known to not affect the decision to buy ABC sauce, namely the brand image variable. This is because the brand image variable in the ABC sauce product lacks updates in introducing its product so it will lose promotion by other competing sauce brands. Product quality variables affect purchasing decisions from the suitability of benefits with needs, safety guarantees, product features, and perceived quality according to consumer needs. The decision to purchase ABC sauce is also influenced by the variable price of the sauce. This can be seen from the low price, the price according to the priority of the product, the price of the sauce can compete with similar products, and according to the needs and capabilities of consumers.

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