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The Effect of Brand Image and Product Quality on Purchase Decisions of Bread at Fans Bakery

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis pengaruh citra merek dan kualitas produk terhadap keputusan pembelian roti di Fans Bakery, sebuah usaha mikro toko roti rumahan di Desa Bangun Jaya, Kecamatan Tambusai Utara, Kabupaten Rokan Hulu.
Bahan dan metode. Penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner yang dibagikan kepada 97 responden yang telah membeli roti di Fans Bakery setidaknya dua kali, dipilih menggunakan purposive sampling dengan ukuran sampel yang ditentukan melalui rumus Rao Purba dengan margin kesalahan 10%. Data dianalisis menggunakan regresi linier berganda, setelah uji validitas, reliabilitas, dan asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas), dan hipotesis diuji menggunakan uji t, uji F, dan koefisien determinasi (R^2 yang disesuaikan).
Hasil. Citra merek ditemukan memiliki pengaruh signifikan terhadap keputusan pembelian, tetapi dalam arah negatif (B = -0,290; t = -2,659; p = 0,009). Sebaliknya, kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian (B = 0,848; t = 12,712; p = 0,000). Secara bersamaan, citra merek dan kualitas produk memiliki pengaruh signifikan terhadap keputusan pembelian (F = 219,508; p = 0,000), dengan nilai Adjusted R Square sebesar 0,820, yang menunjukkan bahwa kedua variabel tersebut secara bersama-sama menjelaskan 82% varians dalam keputusan pembelian.
Kesimpulan. Kualitas produk merupakan faktor paling dominan yang memengaruhi keputusan pembelian konsumen di Fans Bakery, sedangkan citra merek, meskipun signifikan secara statistik, belum berfungsi sebagai pendorong positif keputusan pembelian dalam bentuknya saat ini. Oleh karena itu, pemilik bisnis disarankan untuk mempertahankan dan meningkatkan kualitas produk lebih lanjut, sambil memperkuat citra dan reputasi merek melalui promosi, pengemasan, dan komunikasi identitas produk yang lebih konsisten.

Kata kunci: *Citra Merek, Kualitas Produk, Keputusan Pembelian*

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Abstract

The study purpose was to analyze the influence of brand image and product quality on purchasing decisions of bread at Fans Bakery, a home-based bakery micro-enterprise in Bangun Jaya Village, North Tambusai District, Rokan Hulu Regency.
Materials and methods. This study employed a quantitative approach. Data were collected through a questionnaire distributed to 97 respondents who had purchased bread at Fans Bakery at least twice, selected using purposive sampling with a sample size determined via the Rao Purba formula at a 10% margin of error. Data were analyzed using multiple linear regression, following validity, reliability, and classical assumption tests (normality, multicollinearity, and heteroscedasticity), and hypotheses were tested using the t-test, F-test, and coefficient of determination (Adjusted R^2).
Results. Brand image was found to have a significant effect on purchasing decisions, but in a negative direction (B = -0.290; t = -2.659; p = 0.009). Product quality, by contrast, had a positive and significant effect on purchasing decisions (B = 0.848; t = 12.712; p = 0.000). Simultaneously, brand image and product quality had a significant effect on purchasing decisions (F = 219.508; p = 0.000), with an Adjusted R Square value of 0.820, indicating that the two variables jointly explain 82% of the variance in purchasing decisions.
Conclusions. Product quality is the most dominant factor influencing consumers' purchase decisions at Fans Bakery, while brand image, though statistically significant, does not yet function as a positive driver of purchase decisions in its current form. Business owners are therefore advised to maintain and further improve product quality, while strengthening brand image and reputation through more consistent promotion, packaging, and communication of product identity.

Keywords : *Brand Image, Product Quality, Purchasing Decision*

INTRODUCTION

Alongside changing times and environmental conditions, the culinary business sector has become one of the fastest-growing industries, offering considerable room for expansion; marketing activity today spans a wide range of food products, from small-scale to larger operations. Indonesia's bread industry traces back to the Dutch colonial era, when bread was introduced as a heavily taxed food enjoyed only by certain circles; following independence in 1945, the industry advanced rapidly through the efforts of local entrepreneurs.

As the bread industry has grown, product innovation has become essential to maintaining competitiveness, with producers introducing varied bread products to broaden acceptance across Indonesian society. Bread has increasingly become a preferred convenience food — practical, portable, and able to meet the nutritional needs of an increasingly mobile population. Bakery owners nonetheless face common challenges such as intense competition, maintaining product quality, rising input costs, and shifting consumer preferences; as competition intensifies, brand competition has become especially pronounced across sectors including health, beauty, food, and beverages.

Brand image is the collection of tangible and intangible attributes — ideas, beliefs, values, interests, and distinguishing features — that sets a product apart, reflecting the internal and external characteristics capable of influencing consumers consistent with the product's positioning; a strong brand image can elevate a business or product above competitors and make it a consumer's primary choice, functioning as a reflection of a company's personality, character, and identity. Brands with a clear identity and strong reputation tend to be more easily recognized, trusted, and remembered, making consumers more receptive to that brand when making a purchase, and ultimately more loyal to brands that project a positive and consistent image.

Product quality is likewise a key factor in purchase decisions — understood, following Kotler and Keller, as a product's overall capacity to perform its function, encompassing durability, reliability, and precision. Because consumers tend to prioritize product quality as a primary consideration before purchasing, businesses must continually improve the quality of the goods and services offered, since this directly influences repeat purchase behavior. Product quality can more broadly be understood as the overall value a product or process delivers to the consumer, so that the higher the quality offered, the greater the likelihood that consumers proceed to purchase.

A purchase decision is the process of selecting a course of action among available alternatives. In the context of culinary products, consumers typically weigh several factors before deciding to buy — product quality, brand, business location, and price — with well-established, competitively priced bakeries offering high quality standards often cited as a key reason consumers choose to purchase. In some cases, a purchase decision may be shaped by only one or two factors, while in others it may involve several simultaneously, making it important for businesses to identify the primary factors consumers weigh in order to formulate effective marketing strategies.

Prior studies show mixed findings regarding the effect of brand image and product quality on purchase decisions. Several studies report positive and significant effects: Ariani and Arifin (2021) found that brand image and product quality affect purchase decisions for bread at Arsila Bakery, Tanjung Tabalong; Maharani et al. (2025) found that promotion, brand image, and product quality jointly and partially affect purchase decisions at Pandan Wangi Cakery; and Saputra et al. (2024) found that price, product quality, and brand image simultaneously affect purchase decisions for Sari Roti in Jambi City. Other studies report different patterns: Sjoraida and Hardian (2023) found that social media marketing and product quality partially have a positive and significant effect on purchase decisions for Oppo smartphones, while brand image has a negative, significant effect.

In Rokan Hulu Regency, rising bread consumption has coincided with a growing number of local and national bread producers competing in the market. In food marketing more broadly, brand image and product quality are two key aspects shaping consumer perception and purchase decisions, making clear packaging information — including brand identity and product quality — an important factor in building consumer trust; consumers tend to prefer bread with a favorable brand image and assured quality, viewed as safer, more trustworthy, and more likely to meet their expectations.

Table 1. Average Per Capita Consumption of Sweet and Other Bread in Rokan Hulu Regency

Year	Per Capita Consumption (kg)
2022	0.641
2023	0.714
2024	0.758

Source: Statistics Indonesia (BPS), accessed 22 October 2025.

Per capita consumption of sweet and other bread rose steadily over 2022–2024, from 0.641 kg to 0.714 kg (an increase of 11.39%) and then to 0.758 kg (a further increase of 6.16%) — a cumulative rise of 18.25% over the three-year period, reflecting bread's growing place in local consumption patterns amid a broader shift toward practical, convenient food choices.

Fans Bakery, established in Bangun Jaya Village in 2018 and family-owned and managed by Mr. Ridwan, was selected as the object of this study as a sustainably operating MSME-scale bakery facing genuine operational dynamics such as demand fluctuation and resource constraints — conditions that make it representative for academic analysis while offering practical contribution to the development of similar local bakery businesses.

Table 2. Sales Data at Fans Bakery, July–December 2025

Month	Total Bread Sold	Revenue (IDR)
July	1,400	70,000,000
August	1,300	65,000,000
September	1,550	77,500,000
October	1,600	80,000,000
November	1,750	87,500,000
December	2,100	105,000,000

Source: Fans Bakery, 2025.

Preliminary interviews with Fans Bakery customers indicate that the brand's image is not yet firmly established in consumers' minds: while many recognize Fans Bakery as a local bakery, awareness remains relatively low compared with more actively promoted competitors, with several customers reporting they knew of the bakery mainly through family or friend recommendations rather than its brand appeal or promotional activity. Customers also reported inconsistency in product quality — variation in texture, taste, and freshness from one purchase to the next, along with packaging perceived as insufficiently uniform — raising doubts that could reduce repeat purchase intent as customers turn to bakeries seen as more consistent.

Given this background, the present study analyzes the effect of brand image and product quality on purchase decisions for bread at Fans Bakery, both partially and simultaneously.

Based on this theoretical and empirical background, the conceptual framework of this study is presented in Figure 1, from which the following hypotheses are proposed: H1, brand image has a significant effect on purchase decisions for bread at Fans Bakery; H2, product quality has a significant effect on purchase decisions for bread at Fans Bakery; and H3, brand image and product quality simultaneously have a significant effect on purchase decisions for bread at Fans Bakery.

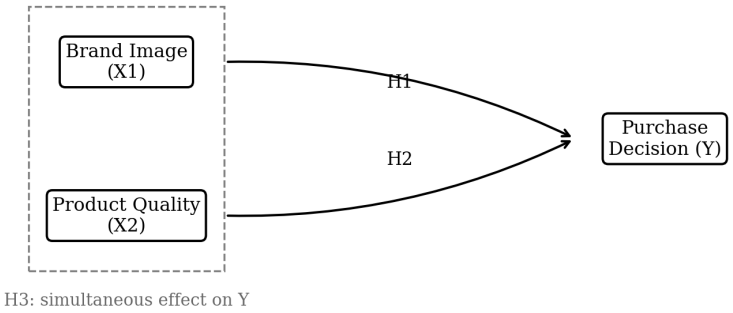

Figure 1. Conceptual Framework of the Study

METHOD

This research uses a quantitative, explanatory approach, aimed at examining the effect of one variable on another. Data were obtained through a survey involving the distribution of questionnaires to respondents constituting the object of the study, conducted at Fans Bakery, located in Bangun Jaya Village, North Tambusai District, Rokan Hulu Regency.

The population comprised all customers of Fans Bakery, a number not precisely known; the sample size was therefore determined using the Rao Purba formula, $n = z^2 / 4(moe)^2$, with $z = 1.96$ (95% confidence level) and a maximum margin of error (moe) of 10%, yielding a minimum sample size of 96.04, rounded to 97. Sampling was conducted through purposive sampling based on the criteria of being a male or female customer of a bakery in Pasir Pengaraian aged 20 years or older, and having purchased bread more than twice.

Data comprised both primary data (collected directly from respondents through questionnaires) and secondary data (drawn from existing sources such as government statistics and prior scholarly publications). Data were collected through observation, interviews, and a structured questionnaire measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Table 3. Operational Definitions of Variables

Variable	Operational Definition	Indicators
Brand Image (X1)	The name, term, symbol, sign, and design a business uses to differentiate its product from competitors' offerings;	Recognition; reputation; affinity; loyalty

Variable	Operational Definition	Indicators
	the more favorable a product's brand image, the greater consumer satisfaction tends to be.	
Product Quality (X2)	An assessment of how effectively a product meets consumer expectations and needs, encompassing not only appearance but also durability, functional reliability, and conformance to promised standards.	Performance; durability; conformance to specifications; features; reliability; aesthetics; perceived quality
Purchase Decision (Y)	The stage in the consumer decision-making process at which an individual commits to purchasing a product, following need recognition, information search, and evaluation of alternatives.	Problem recognition; information search; alternative evaluation; purchase decision; post-purchase behavior

The research instrument was tested through a validity test (Corrected Item–Total Correlation, comparing the calculated r-value with the table r-value) and a reliability test (a minimum Cronbach's Alpha of 0.60). Data were analyzed through descriptive statistics using the Respondent Achievement Level (TCR); classical assumption tests, including normality (One-Sample Kolmogorov-Smirnov), multicollinearity (tolerance and VIF), and heteroscedasticity (scatterplot); multiple linear regression with the equation Y = a + b1X1 + b2X2 + e; hypothesis testing through the t-test (partial) and F-test (simultaneous) at a 5% significance level; and the coefficient of determination (Adjusted R^2), using SPSS 21.

FINDING AND DISCUSSION

Respondent Characteristics

Of the 97 respondents, the majority were female (61.9%, n = 60) compared with male respondents (38.1%, n = 37). By age, most respondents were 20–30 years old (79.4%, n = 77), followed by 31–40 years (14.4%, n = 14) and over 40 years (6.2%, n = 6). By purchase experience, most respondents had purchased bread from Fans Bakery more than three times (77.3%, n = 75), followed by three times (14.4%, n = 14) and twice (8.2%, n = 8), indicating a relatively loyal customer base with meaningful prior experience of the product.

Validity and Reliability Tests

All 32 questionnaire items across the three variables (8 items for brand image, 14 for product quality, 10 for purchase decision) were declared valid, with calculated r-values ranging from 0.727 to 0.923, all exceeding the table r-value of 0.199 (df = 95; α = 0.05). The reliability test produced Cronbach's Alpha values of 0.938 for brand image, 0.968 for product quality, and 0.965 for purchase decision, all well above the 0.60 threshold, confirming the instrument's reliability.

Descriptive Analysis (Respondent Achievement Level)

The Respondent Achievement Level (TCR) for brand image averaged 84.75% (category: agree), with item-level means ranging from 4.02 to 4.35; the reputation-related item recorded the lowest score (mean = 4.02; TCR = 80.4%, neutral category). The TCR for product quality averaged 86.1% (agree), with all fourteen items falling in the agree category (means 4.22–4.37). The TCR for purchase decision averaged 85.6% (agree), with item-level means ranging from 4.17 to 4.44.

Table 4. Respondent Achievement Level (TCR) by Variable

Variable	Mean	TCR (%)	Category
Brand Image (X1)	4.25	84.75	Agree
Product Quality (X2)	4.31	86.1	Agree
Purchase Decision (Y)	4.28	85.6	Agree

Source: Processed survey data, 2026.

Classical Assumption Tests

The initial One-Sample Kolmogorov-Smirnov normality test produced a significance value of 0.041 (< 0.05), indicating non-normal residuals; following a variance transformation, the retest produced a significance value of 0.131 (> 0.05), confirming normally distributed residuals, further supported by a Normal P–P Plot showing residual points clustered along the diagonal. The multicollinearity test showed a tolerance value of 0.251 (> 0.10) and a VIF value of 3.985 (< 10) for both independent variables, indicating the regression model is free from multicollinearity. The heteroscedasticity test, examined through a scatterplot of standardized residuals, showed points randomly scattered above and below zero without a discernible pattern, indicating no heteroscedasticity in the model.

Multiple Linear Regression Analysis and Hypothesis Testing

The multiple linear regression analysis produced the equation Y = 1.665 − 0.290X1 + 0.848X2, as detailed in Table 5. The positive constant of 1.665 indicates the baseline value of purchase decision when both independent variables are held at zero. The coefficient for brand image was negative (−0.290), while the coefficient for product quality was positive and substantially larger (0.848).

Table 5. Multiple Linear Regression and t-Test Results

Variable	B	t-value	Sig.	Description
Constant	1.665	0.810	0.420	–
Brand Image (X1)	−0.290	−2.659	0.009	Significant (negative)
Product Quality (X2)	0.848	12.712	0.000	Significant (positive)

Source: SPSS 21 processed data, 2026. Table t-value = 1.985; α = 0.05.

Table 6. F-Test and Coefficient of Determination Results

F-value	Sig.	Adjusted R^2
219.508	0.000	0.820 (82.0%)

Source: SPSS 21 processed data, 2026. Table F-value = 3.09.

The t-test results show that brand image has a calculated |t|-value of 2.659, exceeding the table t-value of 1.985, with a significance of 0.009 (< 0.05), so H1 is accepted: brand image has a significant effect on purchase decisions, though in a negative direction — each one-unit increase in brand image is associated with a 0.290-unit decrease in purchase decision, holding product quality constant. Product quality has a calculated t-value of 12.712, exceeding the table t-value of 1.985, with a significance of 0.000 (< 0.05), so H2 is accepted: product quality has a significant positive effect on purchase decisions. The F-test produced a calculated F-value of 219.508, exceeding the table F-value of 3.09, with a significance of 0.000 (< 0.05), so H3 is accepted: brand image and product quality simultaneously have a significant effect on purchase decisions, together explaining 82.0% of its variance (Adjusted R^2 = 0.820), while the remaining 18.0% is explained by factors outside the model.

The Effect of Brand Image on Purchase Decisions

Brand image was found to have a significant but negative effect on purchase decisions (B = −0.290; p = 0.009), indicating that as Fans Bakery's brand image strengthens in consumers' perception, purchase decisions actually decline — a pattern at odds with conventional marketing theory that can be understood through the “snob effect,” in which consumer demand for a product declines when heightened social positioning or non-price appeal is misaligned with consumers' underlying motives for consumption. Most Fans Bakery customers appear to be rational, utilitarian buyers prioritizing taste, freshness, and price over brand positioning; when brand-building is perceived as overemphasized relative to core product attributes, customers may worry that the cost of that positioning is reflected in higher prices or reduced quality, generating a negative signal for their purchase decision.

Item-level analysis of the brand image variable shows that the reputation indicator recorded the lowest score (mean = 4.02; TCR = 80.4%, neutral category) — suggesting that while customers are aware of the Fans Bakery brand, their perception of its reputation is not yet strongly or consistently established relative to competitors, leading them to prioritize direct evaluation of physical product qualities such as taste, freshness, and texture over brand-related considerations. This is consistent with Sjoraida and Hardian (2023), who similarly found brand image to have a significant negative effect on purchase decisions, though it contrasts with Ariani and Arifin (2021), who found a positive effect at Arsila Bakery — a difference plausibly attributable to variation in customer characteristics, marketing strategy, and competitive intensity across research settings.

The Effect of Product Quality on Purchase Decisions

Product quality was found to have a significant positive effect on purchase decisions (B = 0.848; p = 0.000), consistent with the Theory of Planned Behavior, under which behavior is shaped by attitude, subjective norms, and perceived behavioral control. In this context, product quality relates to attitude — customers' evaluation of bread quality in terms of taste, texture, freshness, and appearance — with a favorable evaluation fostering a positive attitude

that strengthens purchase intention, and to perceived behavioral control, in that consistently high-quality products build customer confidence and reduce the perceived risk of post-purchase dissatisfaction. This finding is consistent with Magdalena and Winardi (2020), Wibowo and Prabawani (2021), and Ropandi and Widodo (2025), who each found product quality to have a positive and significant effect on purchase decisions, underscoring quality consistency as a key lever for sustaining and strengthening purchase decisions at Fans Bakery.

The Effect of Brand Image and Product Quality on Purchase Decisions Simultaneously

Brand image and product quality were found to jointly and significantly affect purchase decisions, consistent with the Theory of Planned Behavior's premise that behavioral intention is shaped simultaneously by attitude, subjective norms, and perceived behavioral control. Brand image shapes customer perception and belief about a product, while product quality builds customer trust and delivers a satisfying consumption experience, together reinforcing customers' confidence that a purchase will meet their needs and expectations. This finding is consistent with Maharani et al. (2025) and Saputra et al. (2024), who similarly found brand image and product quality to jointly and significantly influence purchase decisions.

CONCLUSIONS

This study examined the effect of brand image and product quality on purchase decisions for bread at Fans Bakery. Based on the analysis, it can be concluded that brand image has a significant but negative effect on purchase decisions; product quality has a significant positive effect on purchase decisions; and brand image and product quality simultaneously have a significant effect on purchase decisions, together contributing 82% of its variance.

Fans Bakery is encouraged to maintain and further strengthen product quality, given its role as the dominant driver of purchase decisions, while also working to strengthen brand image through more consistent promotion, packaging design, and brand-identity development, so that brand-building efforts translate into a positive rather than negative influence on purchase decisions. Future researchers are encouraged to incorporate additional variables such as price, promotion, business location, and service quality to obtain more comprehensive findings. Consumers, in turn, are encouraged to weigh both product quality and brand reputation carefully before making a purchase, in order to select products that best match their needs and expectations.

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