

## **Influence of Brand Image: Analysis of Purchase Decision and Author Loyalty (Study on Dinasti International Journal of Management Science)**

Hapzi Ali<sup>1</sup>, M. Rizky Mahaputra<sup>2</sup>, Farhan Saputra<sup>3</sup>, M. Ridho Mahaputra<sup>4</sup>, Amalina Maharani<sup>5</sup>, Reski Nofrialdi<sup>6</sup>, Ebit Bimas Saputra<sup>7</sup>, Andri Yandi<sup>8</sup>, Nofri Satriawan<sup>9</sup>

### **Abstract**

*This study discusses the Influence of Brand Image: Analysis of Purchasing Decisions and Author Loyalty (Study on Dinasti International Journal of Management Science). The method of writing this article is the Path Analysis method, which is based on the results of the data analysis obtained. The population in this study was 300 respondents, with a total sample of 90 respondents. The sampling technique is using Accidental Sampling. The tests carried out in this study were: the T-test, F-test and Coefficient of Determination test. The results of this study are 1) Purchasing decisions are partially and significantly influenced by brand image; 2) Author Loyalty is partially influenced and significant to Brand Image; 3) Purchase Decision and Author Loyalty are influenced and significant by Brand Image simultaneously.*

**Keywords:** *Brand Image, Purchase Decisions, Author Loyalty.*

### **1. Introduction**

Dinasti International Journal of Management Science is a journal under the auspices of Dinasti Publishers. Journals in this international journal category have many indexes, which indicate the journal's quality. These indices include Copernicus, Scilit, Academic Resource Index, Eurasian Scientific Journal Index and several other indices. A journal has been established for three years and has published twenty issues. Several authors have published their research articles more than once in the Dinasti International Journal of Management Science. It indicates that the Dinasti International Journal of Management Science is one of the journals they consider in publishing scientific articles..

Based on this, the researcher determines the formulation of the problem as follows:

1. Does Purchase Decision affect the Brand Image partially?
2. Does Author Loyalty affect Brand Image partially?
3. Does Purchase Decisions and Author Loyalty affect Brand Image simultaneously?

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<sup>1</sup> Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya, 12550, Indonesia, hapzi.ali@gmail.com

<sup>2</sup> Faculty of Economic and Business, Universitas Mercu Buana, Jakarta, 11650, Indonesia, rizkymahaputra55@gmail.com

<sup>3</sup> Student of Economic and Business Faculty, Universitas Bhayangkara Jakarta Raya, farhansaputra121@gmail.com

<sup>4</sup> Student of Economic and Business Faculty, University of Mercu Buana, Jakarta, Indonesia, ridhomahaputra26@gmail.com

<sup>5</sup> Faculty of Economic and Business, Universitas Jambi, Jambi, 36361, Indonesia, maharani.amalina94@gmail.com

<sup>6</sup> Universitas Eka Sakti, Padang, 25114, Indonesia, nofriadirezky@gmail.com

<sup>7</sup> Universitas Eka Sakti, Padang, 25114, Indonesia, ebitbimas99@gmail.com

<sup>8</sup> Faculty of Economic and Business, Universitas Batanghari Jambi, Jambi, 36122, Indonesia, andriyandi.ali@gmail.com

<sup>9</sup> Dinasti Publisher, 15326, Indonesia, satriawann7@gmail.com

## 2. Literature Review

### 2.1. Brand Image

Brand image is a consumer's assessment of a brand in a market. Brand image is the consumer's perception of the brand of a product that is formed based on information obtained by consumers through their experiences after using the product. Brand image is a belief consumers create about the object they have felt. Brand image indicators include 1) the Advantages of brand associations, 2) the Strength of brand associations, and 3) The uniqueness of the brand association [1]. Previous researchers, among others, have widely studied the brand image, namely: [1], and [2].

### 2.2. Purchase Decisions

The purchasing decision is the stage in the buyer's decision-making process where the consumer will buy. The purchasing decision is the final decision of a consumer, either an individual or a household, who wants to buy goods or services for personal consumption. The purchasing decision is a process in which consumers go through certain stages to purchase a product. Purchasing decision indicators include: 1) Stability in buying the product; 2) Buying because of needs and desires; 3) Buying because of other people's recommendations; 4) Buying because of the product brand [3]. Previous Researchers, among others, have widely studied purchasing decisions: [3], and [4].

### 2.3. Author Loyalty

Loyalty is a commitment that someone has to buy or reuse a product or service in the future. Author loyalty is consumer loyalty to companies, brands or publishers to publish their work in scientific journals. Author loyalty is a commitment held by someone to support and reuse the product offered by a scientific journal. Author loyalty indicators include: 1) Author repurchasing; 2) The habit of choosing the journal; 3) Always liked the journal; and 4) Recommend the journal to others [4].

Table 1. Relevant Previous Research Results

Author (year)	Research Results	Similarities with this article	Difference with this article
[2]	Build Brand Image: Analysis Service Quality and Product Quality (case study at Giant Citra Raya)	Discuss Brand Image	Differences in the locus of research, namely at Giant Citra Raya
[5]	Building Brand Image: Analysis of Service Quality and Customer Satisfaction	Discuss Brand Image	Differences in the variables of Service Quality and Customer Satisfaction
[6]	Repurchase Model Through Purchase Decision: Analysis of Product and Price Effect on Dulux Paint Consumers in DKI Jakarta and Tangerang Area	Discuss Purchase Decisions	Differences in the research object, namely the Dulux Paint Brand
[7]	The Impact of the First Media Product Purchase Decision on Brand Image and Product Quality (First Media Customer Survey in DKI Jakarta)	Discuss Purchase Decisions	Difference in the research object, namely the First Media brand
[8]	Organizational performance analysis: Loyalty predictors are mediated by work motivation at urban village in Bekasi City	Discuss Loyalty	Difference in the locus of research, namely at Bekasi City
[9]	Impact of Servicescape to Visitor's Loyalty to Revisit Botani Square Mall Bogor	Discuss Loyalty	Difference in the locus of research, in Botani Square Mall Bogor

## 2.4. Conceptual Framework

Based on the background of the problems above and the review of the literature, the researchers determined the conceptual framework as follows:

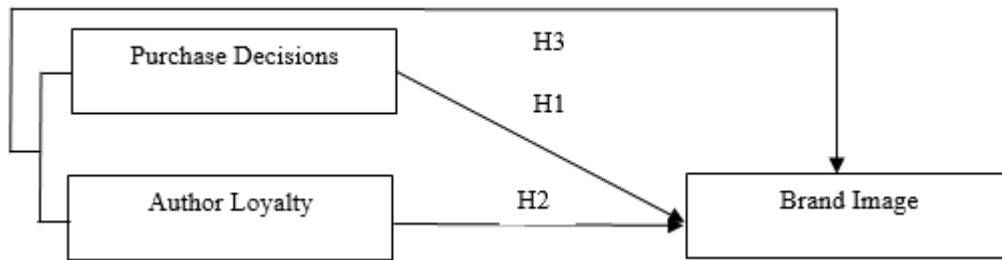


Figure 1. Conceptual Framework

Based on the conceptual framework above, purchase decisions and Author Loyalty affect Brand Image. Apart from these two exogenous variables that affect brand image, many other variables affect brand image, including:

- 1) Price: [10], [11], [12], [13], [14].
- 2) Service Quality: [2], [15], [10].
- 3) Product Design: [16], [4], [17].
- 4) Product Quality: [18], [19], [20], [21].

## 2.5. Research Hypothesis

1. H1 = Purchasing Decisions have a significant effect on Brand Image, partially.
2. H2 = Author Loyalty has a substantial impact on Brand Image, partially.
3. H3 = Purchasing Decisions and Author Loyalty have a substantial impact on Brand Image simultaneously.

## 3. Research Methods

This study uses the Path Analysis method, using the SPSS 27 tool to analyze the data. Quantitative research uses an explanatory design, in which the research object aims to test the hypothesis of the relationship between variables. The population in this study is 300 respondents, with a total sample of 90 respondents. The sampling technique used is Accidental Sampling. Tests were carried out in the form of the T test, F test and test the coefficient of determination. Primary data was obtained from the results of the respondents' questionnaire answers which were distributed via Google Forms, with a measurement scale, namely the Likert scale [22].

## 4. Results and Discussion

### 4.1. Results

The researcher discusses this research based on the background, problem formulation, literature review, conceptual framework, and relevant previous analysis:

T Test

Table 2. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,944	2,327		7,712	,000
	TOTAL.X1	,158	,063	,229	2,512	,014
	TOTAL.X2	,352	,070	,459	5,032	,000

a. Dependent Variable: TOTAL.Y

The T-test uses a significance value of alpha ( $\alpha$ ) = 5%. T-test measurement results based on SPSS 27 output. To obtain t-table =  $(0.05/2) = 0.025$  and  $df = n-k-1 = (n-2-1) = (90-2-1)$ , so the result of t-table is 1.980.

1. The results of  $t\text{-count} > t\text{-table}$  ( $2.512 > 1.980$ ) and the significance value of alpha ( $\alpha$ ) is  $0.014 (< 0.05)$ . So the Purchase Decision has a significant effect on Brand Image partially.
2. The results of  $t\text{-count} > t\text{-table}$  ( $5.032 > 1.980$ ) and the significance value of alpha ( $\alpha$ ) is  $0.000 (< 0.05)$ . So Author Loyalty has a significant effect on Brand Image, partially.

F Test

Table 3. Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206,816	2	103,408	18,977	,000 <sup>b</sup>
	Residual	474,084	87	5,449		
	Total	680,900	89			

a. Dependent Variable: TOTAL.Y

b. Predictors: (Constant), TOTAL.X2, TOTAL.X1

If the sig value  $< 0.05$ , the independent variable significantly affects the dependent variable. Based on the table above results, a sig value of  $0.000 < 0.05$  is obtained. So the independent variable has a significant effect on the dependent variable simultaneously. It means that the Purchase Decision and Author Loyalty have a substantial impact on Brand Image simultaneously (H3 Accepted).

Based on the results of the SPSS 27 output above, the calculated F value is  $18.977 > 10.00$ . So the Purchase Decision and Author Loyalty affect the Brand Image simultaneously.

Coefficient of Determination

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,551 <sup>a</sup>	,304	,288	2,334

a. Predictors: (Constant), TOTAL.X2, TOTAL.X1

Based on the model summary table above, an R square result of 0.304 or (30.4%) is obtained. It shows that the percentage of influence of the independent variable, Purchase Decision and Author Loyalty, on the dependent variable, Brand Image is 30.4%. Meanwhile,  $1 - 0.304 = 0.694$  or 69.4% is influenced by other variables not examined in this study.

#### 4.2. Discussion of Influence Between Variables

Based on the literature review and test results, the researchers discussed the influence of the variables as follows:

##### 1. Effect of Purchase Decision on Brand Image

The purchase decision has a positive and significant effect on brand image, so what Dinasti Journal must do is: 1) The stability of buying a product: it is the author's decision in choosing a journal; 2) Buying because of need and desire: is a form of the author's need for the publisher; 3) Buying because of other people's recommendations: is a recommendation from another author; and 4) Buying because of the product brand: having a good brand name, good brand image and good brand quality.

Suppose the Dinasti International Journal of Management Science carries out the excellence of brand associations, the strength of brand associations, and the uniqueness of brand associations. In that case, it will have an impact on 1) The stability of consumers buying: which is a form of the author's commitment to the image of Dinasti International Journal of Management Science; 2) Purchasing because of need and desire: which is a form of the author's desire to publish in the Dinasti International Journal of Management Science; 3) Purchasing on the recommendation of other people: the author chose the Dinasti International Journal of Management Science as a place of publication because he obtained information and recommendations from previous authors who had published their articles in that journal; 4) Buying because of the product brand: the decision made by the author because it has a good journal name and is following the scope of the research conducted.

The results of  $t \text{ count} > t \text{ table}$  ( $2.512 > 1.980$ ) with a significance value of alpha ( $\alpha$ ) of  $0.014 (<) 0.05$ . So purchasing decisions have a significant effect on brand image. Where Purchase Decision is one of the things related to consumers. The purchase decision made by a consumer does not just appear; many factors cause the purchase decision to be taken by a consumer (H1 Accepted).

It also means that if the brand image is improving, namely by increasing the uniqueness, strength and superiority of the brand, it will have a greater influence on purchasing decisions.

##### 2. Effect of Author Loyalty on Brand Image

Author loyalty has a positive and significant effect on brand image, so what Dinasti International Journal of Management Science has to do is: 1) Make an attractive offer: which can be in the form of an owned program; 2) Maintain the trust of the author; is a form of trust that needs to be carried out; 3) Providing attractive prices: can be in the form of discounts and others.

If the Dinasti International Journal of Management Science performs responsiveness, reliability and assurance, it will affect: 1) Consumer satisfaction: which is the impact of fast and precise customer service; 2) Trust: formed from journal consistency; and 3) Respect: is a form of consumer appreciation for the author. If the author well perceives the brand image, this will increase the author's loyalty. It also means that if the brand image is getting better, namely by increasing brand excellence, uniqueness and brand quality, it will have an impact on author loyalty.

The results of  $t \text{ count} > t \text{ table}$  ( $5.032 > 1.980$ ) with a significance value of alpha ( $\alpha$ ) of  $0.000 (<) 0.05$ . So author loyalty has a significant effect on brand image. Author loyalty is a condition where an author, writer or researcher publishes in the same journal more than once. With the brand image owned by Dinasti International Journal of Management Science, the researcher chose this journal for publishing (H2 Accepted).

### 3. Effect of Purchase Decisions and Author Loyalty on Brand Image

Purchasing decisions and author loyalty affect brand image, so what Dinasti International Journal of Management Science has to do is: 1) Improve brand quality: which can be in the form of increasing the indices contained in the journal; 2) Increase brand awareness: can be in the form of increasing promotions and advertisements.

If the Dinasti International Journal of Management Science improves brand quality and increases brand awareness, it will have an impact on 1) Consumer trust: which indicates that the journal has good quality; 2) Convincing the author: with good quality, the author does not hesitate to publish his research; and 3) Introducing the brand: in the form of introducing the brand to authors who previously did not know about the Dinasti International Journal of Management Science.

The results of  $f_{count} > f_{table}$  ( $18.977 > 10.00$ ) with an alpha significance value ( $\alpha$ ) of  $0.000 < 0.05$ . So purchasing decisions and author loyalty affects brand image simultaneously (H3 Accepted). It means that if the brand image is getting better, namely by increasing brand image and brand awareness, it will affect purchasing decisions and author loyalty.

## 5. Conclusion and Recommendations

### 5.1. Conclusion

Based on the results of hypothesis testing, with two independent variables (Purchase Decision and Author Loyalty) and one dependent variable, Brand Image, the conclusions of this study are as follows:

1. Purchasing Decisions have a significant effect on Brand Image partially.
2. Author Loyalty has a significant effect on Brand Image partially.
3. Purchase Decisions and Author Loyalty have a significant effect on Brand Image simultaneously.

### 5.2. Recommendation

Based on the conclusions above, other factors influence Brand Image besides Purchase Decision and Author Loyalty: Quality of Service, Price and User Interface.

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