

# The Influence of Bintang Aquarium Store's Brand Image on Consumer Purchasing Decisions During the Covid-19 Pandemic

Pieter Haryanto<sup>1</sup>, Kristyana Dananti<sup>2</sup>

<sup>1,2</sup> Fakultas Ekonomi, Progam Studi Manajemen, Universitas Kristen Teknologi Solo, Indonesia

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## ABSTRACT

This study aims to analyze the effect of brand image, consisting of company image, product image, and consumer image variables, on consumer purchasing decisions. The sample in this study consisted of 40 respondents who were willing to take the time to fill out the questionnaire, taken using purposive and convenience sampling methods. Data collection was carried out using questionnaires. Data analysis was performed using multiple linear regression tests with SPSS 17.00 software. The results of this study indicate that the company image has a significant effect on purchasing decisions at Bintang Aquarium Solo Store, as evidenced by a significance value of 0.002 and a t-count of 2.012, while the t-table is 1.985, then the t-count value is greater than the t-table value. The product image has a significant effect on purchasing decisions at Bintang Aquarium Solo Store, as evidenced by a significance value of 0.000 and a t-count of 2.900, while the t-table is 1.985, then the t-count value is greater than the t-table value. Consumer image has a significant effect on consumer purchasing decisions at Bintang Aquarium Solo Store, as evidenced by a significance value of 0.001 and a t-count of 2.027, while the t-table value is 1.985, then the t-count value is greater than the t-table value.

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## Corresponding Author:

**Kristyana Dananti,**  
Fakultas Ekonomi Program Studi Manajemen,  
Universitas Kristen Teknologi Solo,  
R. Wolter Monginsidi Street 36-38 Surakarta,  
Email: danantikristyana1@gmail.com

## 1. INTRODUCTION

The Covid-19 pandemic has put pressure on various business sectors, especially for Micro, Small, and Medium Enterprises (MSMEs), which have caused MSME entrepreneurs to adapt by reducing the production of goods and services and reducing the number of employees or their working hours. However, during the Covid-19 pandemic, the ornamental fish business sector in Surakarta city experienced an increase in the number of purchases. This is due to people having to work from home or even losing their jobs during the pandemic. In addition to the increasing number of ornamental fish consumers, many new business owners have also emerged in the ornamental fish business, resulting in increasingly fierce competition. Most ornamental fish traders in Surakarta city still gather in one area, namely Depok Market, while new ornamental fish traders in Surakarta city sell their merchandise in unofficial places, such as on the side of the highway, even though these locations should be for pedestrians.

During the Covid-19 pandemic, many traditional markets were temporarily closed during the Emergency PPKM. Bird and ornamental fish traders at Depok Market in Surakarta were among those who were affected by the closure, which prevented them from conducting their business for a specified period of time. Marketing of ornamental fish is different from marketing fish for consumption. Fish for consumption is bred to be eaten or used for its meat to meet the consumer's food needs, while ornamental fish are bred to be enjoyed for their beauty, so ornamental fish marketing refers more to the consumer's lifestyle.

Brand image is one of the important elements in modern marketing, especially in competitive industries. Brand image includes consumers' perceptions of the brand or product, including quality and values associated with the brand. A positive brand image can differentiate a brand from its competitors and increase consumer loyalty, while a negative brand image can damage a brand's reputation and reduce sales. Therefore, companies need to pay attention to and build a positive brand image, which can strengthen the brand's reputation and increase sales and profits.

Company image is also an important element in strengthening a company's position in the market and increasing consumer trust and loyalty. Companies with a positive image tend to be more successful in retaining customers and expanding their market share. In addition, the company's image is closely related to its social and environmental responsibilities, which are increasingly important for consumers when choosing a brand they support. Therefore, companies need to pay attention to and build a positive and consistent company image, which can strengthen the company's reputation and increase its performance and market value.

Product image is also an important element in the industry today, where consumers have wider and easier access to compare products and brands available. Product image includes consumers' perceptions of the quality, reliability, and value of the product. A positive product image can differentiate a product from its competitors and increase customer loyalty, while a negative product image can damage the company's reputation and reduce sales. Therefore, companies need to pay attention to and build a positive product image.

Consumer image is also an important element of brand image. Consumer image refers to consumers' perceptions of a brand in general, including preferences, values, and other characteristics that can influence their purchasing decisions. By having a positive consumer image, a brand or product can gain a better competitive advantage in the market and strengthen the company's position among its competitors.

In the study (Efendi et al., 2020), the indicators of Brand Image, namely company image and product image, have a positive and significant effect on purchase decisions, while the indicator of Brand Image, namely consumer image, has a positive but not significant effect on consumer decisions. The variable of brand image in this study is company image, product image, and consumer image.

In a study conducted by Melisa et al. (2020), company image had a direct but non-significant influence on the purchasing decisions of millennials who use Garuda Indonesia airlines. The company image variables in this study were reputation, credibility, attitude, and attractiveness.

In a study by Puspitasari Putri Handayani & Tri Harsini Wahyuningsih (2022), product image had a positive and significant influence on the purchasing decisions of Emina cosmetics products. The product image variables in this study were product superiority, product strength, and product uniqueness.

In a study by Fijar Fouratama (2018), consumer image had a significant and positive influence on purchasing decisions. The consumer image variables in this study were consumer social status and lifestyle.

Brand image is a crucial aspect that must be maintained in order to preserve the store's personality in the perception of consumers. Therefore, Bintang Aquarium Shop needs to pay attention to and build a positive brand image, which can strengthen the brand's reputation and increase sales, ultimately leading to profitability for the company. By strengthening a positive brand image, it can be an important strategy in building and maintaining a strong and sustainable market position.

## **2. RESEARCH METHOD**

### **2.1 Scope**

This study examines the influence of Company Image, Product Image, and Consumer Image on purchase decision at Bintang Aquarium Store in Surakarta.

### **2.2 Research Location**

The research location is Bintang Aquarium store in Surakarta.

### **2.3 Research Time**

The research was conducted in June 2022.

### **2.4 Data Source**

Primary Data : Data collection involved collecting opinions of respondents, namely consumers who made transactions at Bintang Aquarium store by distributing and filling out questionnaires to consumers.

Secondary Data : Examples of data obtained indirectly through intermediaries are data obtained and recorded by others and then published, such as journals from the internet and textbooks that become theoretical references in this study.

### **2.5 Population and Sample**

In this study, the population is consumers who visit Bintang Aquarium store in Surakarta.

The number of samples are 40 peoples. The sample in this study is consumers who made transactions during the observation period.

### **2.6 Data Collection Techniques**

The data collection method used in this study is survey method with data collection technique using questionnaire. Questionnaire is one of the data collection techniques through forms containing questions conveyed in writing to respondents to obtain answers or responses as research data with certain criteria. Data is collected from respondents using a questionnaire (survey). Respondents rate each question using a 5-point Likert scale. "Likert scale is used to measure a person's or a group of people's attitudes, opinions, and perceptions about social phenomena" (Sugiyono, 2019). The Likert scale in this study consists of five scales, where each assessment is as follows:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

### **2.7 Data Analysis Techniques**

The data that has been obtained using the questionnaire is then processed and further analyzed to see the results obtained. The analysis conducted in this study is:

### **2.8 Data Quality Test**

Before analyzing data from questionnaires, it is important to test the quality of the questionnaire to ensure it captures the desired information accurately and consistently. This helps to confirm that respondents have provided reliable and valid responses to the questions about the variables being studied.

- a) Validity Test, According to Sugiyono (2019), validity test is used to measure the extent to which a research instrument (in this case, a questionnaire) can measure or reveal the construct that is intended to be measured. In this case, questionnaire validity refers to the extent to which the questions in the questionnaire can measure the variable under study. The validity test is conducted by calculating the correlation coefficient between the questionnaire scores and other variables that should have a relationship with the variable being measured. The higher the correlation coefficient value, the more valid the questionnaire is. The validity test is conducted using SPSS software. The criteria for a statement item to be considered valid is if the calculated r-value is greater than the r-table.
- b) Reliability test shows the extent to which a measuring instrument can be trusted to measure a target object and to see the consistency of the measuring instrument in measuring the same phenomenon. The higher the value of alpha, the higher the reliability. The reliability testing for all items or statements used in this study will use the Cronbach Alpha criteria (Cronbach Alpha coefficient), which is generally considered reliable if the Cronbach alpha value is  $> 0.6$

(Sugiyono, 2019).

## 2.9 Test Classical Assumptions

- a) Normality Test; According to Abdul Ghozali (2018), the normality test aims to test whether there is a correlation between the residual errors in a linear regression model with a normal distribution. A good regression model has a normal or near-normal data distribution. This test uses the Kolmogorov-Smirnov test. The distribution is said to be normal if the calculated significance value is  $> 0.05$ .
- b) Multicollinearity Test; According to Abdul Ghozali (2018), the purpose of testing for multicollinearity is to examine whether there is correlation between one or all of the independent variables in a linear regression model. A good regression model should not have correlation among the independent variables. According to Sugiyono (2019), if the VIF value is not greater than 10.00 and the tolerance value is  $> 0.1$ , then the model is considered to not have multicollinearity.
- c) The heteroscedasticity test according to Sugiyono (2019), the heteroskedasticity test is used to determine whether the disturbance variable in the regression equation has the same variance or not. The heteroscedasticity test aims to test whether there is inequality of the variable from one observation to another in the regression model. If the variance of the residual from one observation to another is constant, it is called homoscedasticity, and if it is different, it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity (Abdul Ghozali, 2018). If the significance value is greater than 0.05, there is no heteroscedasticity. In a good regression model, there should be no heteroscedasticity. To test for the presence of heteroscedasticity in this study, an analysis is performed on a scatter plot which indicates that a multiple linear regression model does not have heteroscedasticity if:
  - The data points are scattered above and below or around the number 0.
  - The data points are not clustered only above or below.
  - The spread of the data points should not form a wavy pattern that widens and narrows again.

## 2.10 Hypothesis Testing

- a) Multiple Linear Regression Test:

According to Sugiyono (2019), this analysis is used to predict the state (increasing or decreasing) of the dependent variable. In this study, the independent variables tested are product image (X1), consumer image (X2), and company image (X3), while the dependent variable is the purchase decision structure (Y). Multiple linear regression equation is used to evaluate the relationship between independent and dependent variables. The following are the results of the multiple linear regression analysis that has been conducted.

- b) Individual Parameter Test (Test t):

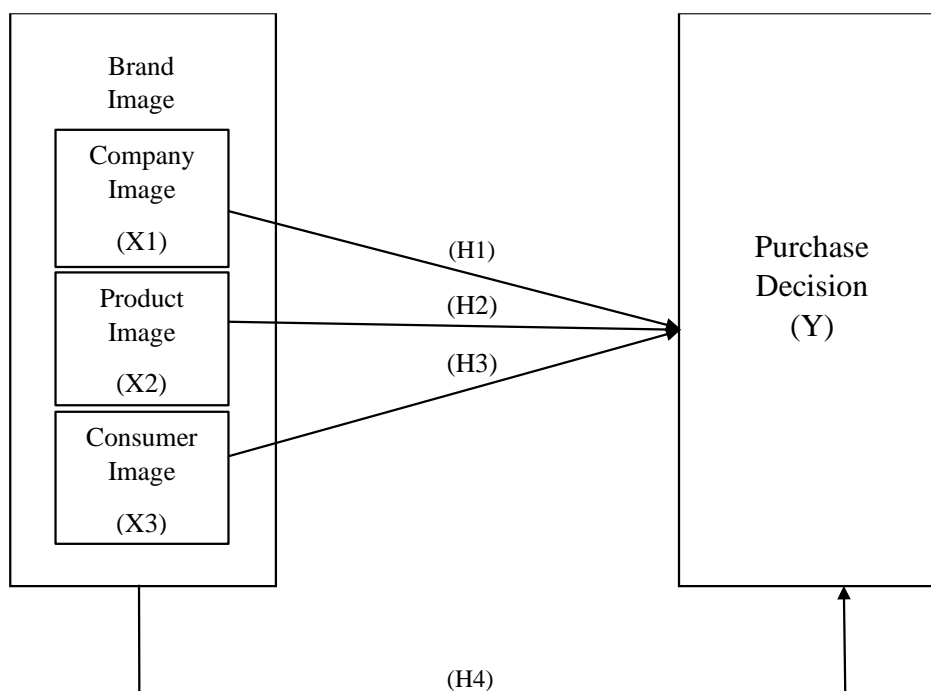
According to (Sugiyono, 2019), t-test is used to determine whether the independent variables have an effect on the dependent variable. This test is performed by comparing the t-value with the t-table value using a significance level of 5%. The t-table value in this study is 1.985.

- c) Simultaneous Significance Test (Test f)

The F test is used to determine whether all independent variables have a joint effect on the dependent variable. According to (Sugiyono, 2019), if the F value is greater than the F table value or the significance value is less than or equal to 0.05, then the independent variables have a joint effect on the dependent variable.

- d) Coefficient of determination (R<sup>2</sup>):

According to Sugiyono (2019), the coefficient of determination (R<sup>2</sup>) is used to determine the percentage of the influence of independent variables on the dependent variable. The value of the coefficient of determination is between 0 and 1 ( $0 < R^2 < 1$ ), where the higher the R<sup>2</sup> value of a regression or the closer it is to 1, the better the regression results are. A value approaching 1 means that independent variables can provide almost all the information needed to predict the variation in the dependent variable.



Description:

The above framework illustrates the partial effects of independent variables, namely Company Image (X1), Product Image (X2), and Consumer Image (X3), represented by arrows H1 (Company Image), H2 (Product Image), and H3 (Consumer Image), respectively, on the dependent variable, namely Purchase Decision (Y). The simultaneous effects of independent variables on the dependent variable are shown by arrow H4.

### 3 RESULTS AND DISCUSSIONS

#### a) Validity Test

**Table 1.** Result of Variable Validity Test for Company Image (X1)

Item	Coefficient	Sig	Conclusion
X1.1	0,815	0,000	Valid
X1.2	0,646	0,000	Valid
X1.3	0,717	0,000	Valid
X1.4	0,685	0,000	Valid
X1.5	0,696	0,000	Valid
X1.6	0,686	0,000	Valid

Based on table 1, it shows that all items from the variable of Company Image have a significance level of less than 0.05 and correlation coefficients above 0.3, indicating that all the items are valid and can be used for the research.

**Table 2.** Result of Variable Validity Test for Product Image (X2)

Item	Coefficient	Sig	Conclusion
X2.1	0,538	0,000	Valid
X2.2	0,544	0,000	Valid
X2.3	0,647	0,000	Valid
X2.4	0,569	0,000	Valid
X2.5	0,576	0,000	Valid
X2.6	0,445	0,000	Valid

Based on Table 2, the results show that  $r$ -value  $>$   $r$ -table for each item of the questions about the product image variable. It can be concluded that question items 1,2,3,4,5, and 6 are valid.

**Table 3.** Result of Variable Validity Test for Consumer Image (X3)

Item	Coefficient	Sig	Conclusion
X3.1	0,700	0,000	Valid
X3.2	0,700	0,000	Valid
X3.3	0,656	0,000	Valid
X3.4	0,648	0,000	Valid
X3.5	0,628	0,000	Valid
X3.6	0,728	0,000	Valid

Based on table 3, it shows that the r-value > the r-table for each item of the questions related to the consumer image variable. It can be concluded that question items 1,2,3,4,5, and 6 are valid.

**Table 4.** Result of Variable Validity Test for Purchasing Decision (Y)

Item	Coefficient	Sig	Conclusion
Y1.1	0,791	0,000	Valid
Y1.2	0,708	0,000	Valid
Y1.3	0,633	0,000	Valid

Based on Table 4, it shows that the rvalue is greater than the rtable for each statement item regarding the variable of purchasing decisions. Thus, it can be concluded that statement items 1, 2, and 3 are valid.

#### b) T Test

**Table 5.** T Test

variabel	t <sub>hitung</sub>	t <sub>tabel</sub>	sig	interpretasi
X1	2,012	1,985	.002	H1 diterima
X2	2,900	1,985	.000	H2 diterima
X3	2,027	1,985	.001	H3 diterima

Based on the results of the t-test in table 5, the following results can be obtained:

Based on the t-test results, the company image variable (X1): there is a significant difference between variable X1 and variable Y at a significance level of 0.002 ( $p < 0.05$ ) with a t-value of 2.012 and a t-table of 1.985. Therefore, H1 is accepted and has a significant effect on the dependent variable (Y).

Based on the t-test results, the product image variable (X2): there is a significant difference between variable X2 and variable Y at a significance level of 0.000 ( $p < 0.05$ ) with a t-value of 2.900 and a t-table of 1.985. Therefore, H2 is accepted and has a significant effect on the dependent variable (Y).

Based on the t-test results, the consumer image variable (X3): there is a significant difference between variable X3 and variable Y at a significance level of 0.000 ( $p < 0.05$ ) with a t-value of 2.027 and a t-table of 1.985. Therefore, H3 is accepted and has a significant effect on the dependent variable (Y).

#### c) Simultaneous Significance Test

**Table 6.** Simultaneous Significance Test

F <sub>hitung</sub>	F <sub>tabel</sub>	Signifikansi	Interpretasi
22.301	2,470	.001 <sup>a</sup>	H4 diterima

Based on Table 6, the F-test result shows that the F-value is 22.301 (F-value 22.301 > F-table 2.470). The probability value is less than 0.05 (sig F-value 0.000 < 0.05) so H4 can be accepted. This indicates that collectively, the independent variables (company image, product image, and consumer image) have a significant effect on purchasing decisions.

## 4 CONCLUSION

Based on the analysis, it was found that the better a company's image, the higher the consumer's purchasing decision. This is important for companies to pay attention to their image to increase consumer purchasing decisions. The product image has a significant and positive influence on consumer purchasing decisions. This means that the better the product's image, the higher the consumer's purchasing decision. Companies need to pay attention to their product image to increase consumer purchasing decisions. The consumer image also has a significant and positive influence on consumer purchasing decisions. This means that the better the consumer's image, the higher the

consumer's purchasing decision. Companies need to pay attention to their consumer image to increase consumer purchasing decisions. The company's image, product image, and consumer image have a significant and simultaneous influence on purchasing decisions, with a significance value of 0.001. This shows that all three images together affect consumer purchasing decisions. The product image has the most significant and positive influence on purchasing decisions, as shown by the t-value of 2.900, which exceeds the t-table value. Companies need to pay close attention to their product image as it is important in influencing consumer purchasing decisions.

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