

The Influence of Brand Image and Price Perceptions on Purchasing Decisions on McDonald's Products in Semarang City

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Abstract. Competition in Indonesia's culinary industry is getting tougher, pushing restaurant businesses to keep innovating. The rise of online food delivery platforms and culinary trends on social media have further amplified this competition. McDonald's, as one of the major players, has successfully captivated consumers through its unique customer experience and strong brand image. This study aims to examine the extent to which brand image and price perceptions influence consumer decisions in choosing McDonald's products at the Pamularsih branch, Semarang. Using purposive sampling technique and multiple linear regression analysis on 47 respondents, the result showed that both brand image and price perception have a significant influence on consumer purchasing decisions.

Keywords : Brand Image ; Price Perception; Purchasing Decisions

INTRODUCTION

As a basic human need, food is a fertile ground for the culinary business. Competition in the restaurant industry in Indonesia is increasingly fierce, encouraging businesses to continue to innovate and create unique menus and concepts to attract customers. In fulfilling the basic human need for food, the culinary industry continues to transform. Easy access to information technology has changed consumer behavior in choosing food. Today, consumers are more critical and demand unique culinary experiences. The emergence of online food delivery platforms and the rise of culinary trends on social media have further enriched consumer choices beyond fast food (Pratiwi et al., 2022). Online food delivery services are a means of connecting consumers with businesses that connect restaurants with consumers (Hidayat et al., 2023). For example, McDonald's has successfully created a unique customer experience with various initiatives such as fast and easy online delivery services, and more modern and comfortable restaurant designs.

Since entering Indonesia in 1991, McDonald's has quickly become a favorite among young people and families, thanks to its ability to adapt to local tastes such as rice and fried chicken. Technological innovations such as ordering apps and drive-thru services, which are widely downloaded by consumers, have been important factors in improving the convenience and efficiency of McDonald's services, while helping the company remain competitive in an increasingly digitized market, allowing McDonald's to remain relevant in an increasingly competitive market, including in major cities such as Semarang.

In this competitive industry, McDonald's continues to innovate and understand diverse consumer preferences. (Prabowo et al., 2023) A strong brand image built through product quality, service consistency, and a satisfying consumer experience plays an important role in influencing purchasing decision. (Safitri & Santoso, 2023) The consumer

purchasing decision-making process is formed based on their needs and desires. So the company must be able to market its products to consumers in order to compete and survive with other companies. According to (Kotler et al., 2009 dalam Ghoni & Soliha, 2022), several factors influence business consumer purchasing decisions, such as methods of improving products through promotions, etc., and the influence of collecting reference materials on product quality.

One of the important variables in purchasing decision strategies is brand image. Peter & Olson (2007) define brand image as consumers' perceptions or responses about what a brand is, as reflected by various kinds of brand associations that exist in consumers's memories. (Izzah et al., 2022) A positive image can certainly provide benefits for producers to be better recognized by consumers.

Apart from brand image, price perceptions also influence purchasing decisions. Price can determine the acceptance or non-acceptance of a product. Price perception will also affect the acceptance or rejection of consumers. Tjiptono (2008) highlights how consumers' perceptions of pricing are linked to their comprehension of price information in its entirety and its importance to them, and how price influences consumers' decisions to purchase goods or services.

There are research gaps in several previous studies, such as research (Eddy Prabowo et al., 2020) Purchase decisions are significantly impacted by perceptions of price and brand image. Purchase decisions can be influenced by brand image since consumers are aware that a brand with a greater level of recall in their eyes is more reputable than its rivals in the same sector. Therefore, if consumers have a positive perception of a brand, it will result in consumer purchasing decisions in that brand. Meanwhile, Price Perception has an effect because it shows that increasing price perceptions can make purchasing decisions increase. Price perception is very important in consumer considerations when making a purchase of a brand. If the price perception of a brand is not good, then consumers will avoid making purchases.

In addition, research by (Viani et al., 2022) demonstrates that repurchase decisions for KFC goods in Denpasar City are positively and significantly impacted by views of the brand and price. This indicates a positive influence; therefore, the more favorable the brand image of KFC items in Denpasar City, the more favorable the decision to repurchase. One of the elements influencing repurchase decisions is brand image. Repurchase decisions for KFC items in Denpasar City are positively and significantly impacted by price perceptions. This is because customers in Denpasar City have a more favorable opinion of KFC's prices, which motivates them to make additional purchases. Price adjustments that meet customer expectations can also make them more inclined to repurchase the item.

Based on the background analysis and the phenomena found in the object of research, this study aims to assess how brand image and price perceptions influence the purchasing decisions of potential consumers at McDonald's Semarang City.

By considering this background and identifying gaps in previous research, the researcher intends to explore the topic with the title "The Effect of Brand Image and Price Perception on Purchasing Decisions on McDonald's Products in Semarang City".

METHOD

This research took place at McDonald's Semarang City. The research objects in this study include are brand image, price perception, and purchasing decisions According to

(Sugiyono, 2017: 81 in Octhaviani & Sibarani, 2021) a sample is a part that represents the number and characteristics of a larger population. In this study, the sample consisted of 47 respondents and was selected using a non-probability sampling method, specifically the purposive sampling technique. This method selects samples based on specific criteria to collect data in accordance with the research objectives. Sugiyono (2018, in Mufid Suryani et al., 2022) explains the non-probability sampling selection method, where each member of the population does not have an equal opportunity to be selected as part of the sample. This study's data collection method used a questionnaire with the determination of scores using a Likert scale with an interval value of 1 (Strongly Disagree) to 5 (Strongly Agree).

This method applies multiple linear regression to examine the influence of independent variables. The data analysis stages are: a) multiple linear regression, b) classical hypothesis testing includes data normality, multicollinearity and heterogeneity, c) hypothesis testing contains t test and F test, d) coefficient of crystallinity (d2), e) instrument testing includes validity and reliability analyzed with the SPSS 22 program.

RESULTS AND DISCUSSION

This method applies multiple linear regression to examine the effect of independent variables. The data analysis stages are: a) multiple linear regression, b) classical hypothesis testing includes data normality, multicollinearity and heterogeneity, c) hypothesis testing contains t test and F test, d) coefficient of determination (r^2), e) instrument testing includes validity and reliability analyzed with the SPSS 22 program.

Table 1 : Validity Test

<u>Variabel</u>	<u>Item</u>	<u>r Hitung</u>	<u>r Tabel</u>	<u>Keterangan</u>
Citra Merek (X1)	1	0,489	0.284	Valid
	2	0,619	0.284	Valid
	3	0,774	0.284	Valid
	4	0,779	0.284	Valid
	5	0,575	0.284	Valid
	6	0,624	0.284	Valid
	7	0,746	0.284	Valid
	8	0,746	0.284	Valid
Persepsi Harga (X2)	1	0,771	0.284	Valid
	2	0,806	0.284	Valid
	3	0,770	0.284	Valid
	4	0,785	0.284	Valid
	5	0,842	0.284	Valid
	6	0,775	0.284	Valid
	7	0,755	0.284	Valid
	8	0,838	0.284	Valid
Keputusan Pembelian (Y)	1	0,654	0.284	Valid
	2	0,767	0.284	Valid
	3	0,795	0.284	Valid
	4	0,688	0.284	Valid
	5	0,831	0.284	Valid
	6	0,845	0.284	Valid
	7	0,734	0.284	Valid
	8	0,780	0.284	Valid

Figure. 1 Validity Test

A questionnaire's validity can be evaluated using the validity test. A survey is deemed legitimate if it can disclose what the questionnaire is intended to measure. Figure 2 presents the validity test results for the research variables. Since the item-total correlation value exceeds

the r table value of more than 0.284, it can be concluded that all indicator items are considered valid based on the available data.

Table 2 : Reliability Test

Variabel	Alpha Cronbach	Batas Kritis	Keterangan
Citra Merek (X1)	0,816	0,6	Reliabel
Persepsi Harga (X2)	0,914	0,6	Reliabel
Keputusan Pembelian (Y)	0,897	0,6	Reliabel

Figure 1 Reliability Test

Based on the data presented, it can be said that the data tested shows a satisfactory level of reliability because all Cronbach's alpha values exceed the 0.6 threshold. The reliability value for the Brand Image variable is 0.816, for the Price Perception variable it is 0.914, and for the Purchase Decision variable it is 0.897, according to the data shown in the table.

Table 3 : Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		48
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.39498182
Most Extreme Differences	Absolute	.091
	Positive	.091
	Negative	-.085
Test Statistic		.091
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure. 2 Normality Test

The Asymp. Sig (2-tailed) is 0.200, which is more than 0.05, according to the findings of the normality test. This suggests that the distribution of the data is normal.

Table 4 : Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-5.278	3.957		-1.334	.189		
Citra Merek	.568	.157	.402	3.613	.001	.613	1.632
Persepsi Harga	.533	.119	.499	4.486	.000	.613	1.632

a. Dependent Variable: Keputusan Pembelian

Figure 3 Multicollinearity Test

The multicollinearity test results indicate that for the Brand Image variable (X1) and the Price Perception variable (X2), the Variance Inflation Factor (VIF) value is $0.613 < 0.1$. While the Tolerance value is $1.632 > 0.1$. This indicates that there is no multicollinearity in the data.

Table 5 : Heteroscedasticity Test

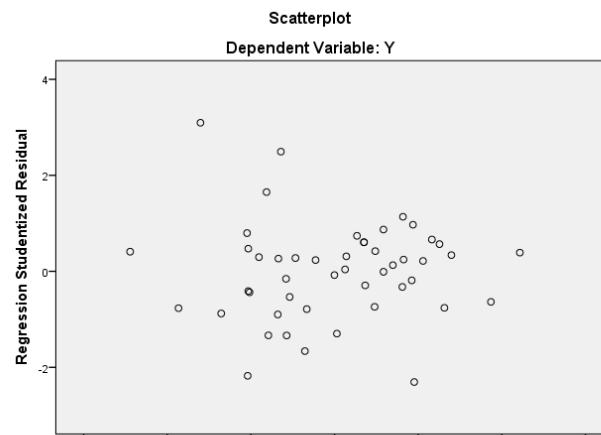


Figure 4 Heteroscedasticity Test

None heteroscedasticity problem if the pattern does not show a waveform, the spread is wide or limited and the data points are evenly distributed around the number 0 on the Y axis, as explained by Ghozali (2011).

The results of the heteroscedasticity test with random distribution are displayed in the image above, demonstrating that the regression model in use is effective and does not exhibit heteroscedasticity.

Table 6 : Test t (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.278	3.957		-1.334	.189
	Citra Merek	.568	.157	.402	3.613	.001
	Persepsi Harga	.533	.119	.499	4.486	.000

a. Dependent Variable: Keputusan Pembelian

Figure. 5 Test t (Partial)

The following deductions can be drawn from the aforementioned computations' results:

1. With a probability value of $0.001 < 0.05$ and a t count of $3.613 > 2.014$, the X1 variable indicates that Ha1 is accepted and H01 is rejected. This condition indicates that the Brand Image variable and the Purchasing Decision (Y) have a significant partial relationship.

2. With a probability value of $0.000 < 0.05$ and a t count of $4.486 > 2.014$, variable X2 indicates that H02 is rejected and Ha2 is approved. This demonstrates that the Price Perception variable has a somewhat significant impact on the Purchase Decision (Y).

Table 7 : Simple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-5.829	4.170		-1.398	.169
Citra Merek (X1)	.566	.163	.382	3.478	.001
Persepsi Harga (X2)	.555	.117	.520	4.736	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Figure 6 Simple Linear Regression Test

Based on the data above, the simple linear regression equation can be written as follows:

$$Y = a + B_1X_1 + B_2X_2 + e$$

$$Y = -5,829 + 0.566X_1 + 0.555X_2 + e$$

The explanation of this equation is as follows:

- The constant a is worth -5.829, indicating that the value of the dependent variable (Y) will reach -5.829 when the independent variable (X) does not change ($X = 0$).
- The variable X1's regression coefficient is 0.566, meaning that for every unit increase in Brand Image, purchase decisions will rise by 0.566.
- With a regression coefficient of 0.555 for variable X2, purchasing decisions will rise by 0.555 for every unit increase in price perception.

Table 8 : Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.653	.638	3.49854

a. Predictors: (Constant), Persepsi Harga (X2), Citra Merek (X1)

The coefficient R square (R²) based on this data is 65.3%, or 0.653. This indicates that 65.3% of purchasing decisions are influenced by the variables of price perception and brand image.

DISCUSSION

Brand Image has a significant effect on Purchasing Decisions

The research findings prove that brand image has a significance value of 0.001 <0.05 as well as the calculated T value of 3.478 > T table value of 2.014. These conditions prove how purchasing decisions are significantly affected by the brand image variable. As a result, it has been proven beyond doubt that brand image influences consumer decisions. Based on this data, it shows that a good brand image influences customer purchasing decisions by creating a positive impression in their minds. McDonald's has successfully created a distinctive and strong brand identity. When making purchasing decisions, buyers mainly consider this brand image. McDonald's will influence more people to buy its products if it continues to improve and refine its brand image.

Price Perception has a significant positive effect on Purchasing Decisions

The study findings prove that the significance level is 0.000 <0.05, the price perception has a Thitung value of 4.736 > Ttable value of 2.014. This shows how price perception has a big impact on judgments about what to buy. Thus, it is established that price perception influences purchasing decisions, as evidenced by the hypothesis. Based on the above data information, it can be said that consumers in Semarang City perceive McDonald's prices as reasonable and commensurate with the quality of the goods they sell.

Brand Image and Price Perception have a positive and significant effect on Purchasing Decisions.

With a significance threshold of 0.000 <0.05, the computed F value, based on the study results, is 42.431 > the F table value of 3.20. The study's findings demonstrate that both of the independent variables simultaneously influence consumers' decisions to buy. Thus, with an R² value of 65.3%, the research findings demonstrate that the two independent variables concurrently affect purchase decisions. The remaining 51.9% of purchasing decisions are influenced by other factors not covered in this study. The hypothesis that each of the three independent variables significantly influences purchase decisions is also supported by the study's findings.

CONCLUSION

It can be inferred from the study's results and the explanation of the earlier discussion that, to a certain extent, each of the two independent factors significantly influences customers' decisions to buy from McDonald's in Kediri City. All things considered, the two factors also

significantly influence McDonald's purchases in Semarang City.. Based on these findings, it is hoped that McDonald's can continue to improve and maintain its brand image so that it remains positive and is recognized by the wider community. In addition, McDonald's needs to ensure that product prices are in accordance with the quality offered so that customer satisfaction is getting better.

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