

THE EFFECT OF PERCEPTION OF BRAND IMAGE, PERCEPTION OF PRODUCT QUALITY, AND BRAND TRUST ON PURCHASING DECISIONS POHON ZAITUN GOYOR GLOVES IN TEGAL CITY AT CV FAHALTEX

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Abstract:

This study aims to examine the influence of brand image, product quality, and brand trust on purchasing decisions for olive tree goyor sarongs in Tegal City at CV Fahaltex. This study involved 100 respondents selected using a purposive sampling technique. The method used in this study to test whether the residual data is normally distributed is statistical analysis. The test was carried out using the Kolmogorov-Smirnov or Shapiro-Wilk test, depending on the number of samples available in the study. The data analysis method used was multiple linear regression. The results showed that brand image had a positive and significant effect on purchasing decisions, indicated by a significance value of 0.044 (<0.05). Product quality also had a significant effect on purchasing decisions, with a significance value of 0.007 (<0.05). In addition, brand trust had a positive and significant effect on purchasing decisions, with a significance value of 0.000 (<0.05). Simultaneously, brand image, product quality, and brand trust jointly influenced purchasing decisions with a significance value of 0.000. These findings suggest that improvements in these three factors can increase consumer interest and purchasing decisions.

Keywords: Brand Image Perception, Product Quality Perception, Brand Trust, and Purchase Decision

INTRODUCTION

The fashion industry is a sector that has experienced rapid growth in line with the highly dynamic changes in consumer trends and preferences in recent years (Tjiptono, 2015). In Indonesia, the industry's prospects are increasingly promising due to the high demand for fashion products, including clothing, accessories, and lifestyle (Tjiptono, 2015). Rapidly changing consumption patterns also encourage companies to innovate to meet ever-changing market needs continuously (Tjiptono, 2015). Facing increasingly fierce competition, fashion companies need to develop appropriate strategies such as strong branding, superior product quality, and effective marketing communications (Wardhana, 2024). Therefore, understanding consumer preferences and behavior patterns is key to winning the increasingly competitive fashion market (Meliantari, 2023).

One fashion sector experiencing significant growth in Indonesia is the sarong industry, which not only serves as a complement to religious activities but also as an integral part of cultural identity and lifestyle (Tjiptono, 2015). Sarongs are now used not only in religious contexts but also in various social and daily activities in Indonesia (Meliantari, 2023). This development has caused significant changes in the sarong market, particularly with the emergence of many new brands offering innovations in design and quality (Wardhana, 2024). Consumers are increasingly selective in choosing sarongs, considering not only functionality but also the aesthetics and symbolism of the brand (Tjiptono, 2015). This requires companies to consider how to build a brand image that reflects consumer values and trust (Meliantari, 2023).



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hand, for more expensive or important products, the decision-making process typically requires more time and in-depth consideration. Consumers will compare various alternatives based on product attributes such as quality, price, brand, and service. This demonstrates that the decision-making process is dynamic and contextual, depending on the purchasing situation (Schiffman, 2008:166).

In the modern marketing context, consumer behavior has become increasingly complex with the advancement of technology and digitalization. Consumers now have extensive access to product information through the internet, social media, and online reviews, which influence their perceptions and purchasing decisions. They also tend to be more critical in evaluating a product's value based on the experiences of other users and brand reputation. Therefore, companies must be able to build strong relationships with consumers through consistent communication and relevant added value. Personalized marketing strategies are increasingly needed to meet today's consumer expectations (Kotler & Armstrong, 2012:166).

Not only economic aspects but also psychological and sociological aspects shape consumer behavior. Personal values, lifestyle, and social status contribute to how someone chooses a product. Consumers tend to consume products that reflect their identity and enhance their social image in their surroundings. Furthermore, a product's symbolic value often outweighs its functional value. Therefore, companies need to understand market segmentation based on psychographic and sociocultural characteristics to develop targeted communication strategies (Daya et al., 2022).

The consumer decision-making process generally consists of five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Each stage has unique characteristics and requires an appropriate marketing approach to influence consumers effectively. For example, in the alternative evaluation stage, consumers will assess the advantages and disadvantages of various available options based on their preferences and previous experiences. Companies can capitalize on this stage by highlighting competitive advantages and clearly differentiating their products. Mastery of each stage is important to increase the effectiveness of the marketing program (Kotler, 2016:179 193).

Consumer behavior can also be studied using micro and macro approaches. The micro approach examines individual consumer behavior within the context of a purchase, while the macro approach examines broader societal consumption patterns in relation to socioeconomic and cultural variables. In practice, marketers often combine these two approaches to gain a comprehensive picture of the target market. By understanding consumer behavior from both perspectives, companies can design strategies that are more adaptive to changing market trends and needs (Stanton, 2001, in Sangadji, 2013:64).

The importance of understanding consumer behavior is increasingly apparent in the face of intense market competition. Companies that are able to identify consumer motivations, preferences, and expectations will more easily adapt their products to market demand. This not only impacts increased sales but also fosters long-term customer loyalty. Understanding the dynamics of consumer behavior also helps companies design innovation programs that are relevant to current trends. Therefore, the study of consumer behavior is a crucial pillar in marketing strategy planning (Tangka et al., 2022).

Consumers' tendency to seek satisfaction in every purchase makes them increasingly selective about the products offered. Not only quality, but also service, emotional value, and brand experience are important factors to consider. Therefore, companies need not only to provide quality products but also to build positive emotional connections with consumers. A pleasant customer experience

will increase the likelihood of repeat purchases and positive word-of-mouth recommendations. This strategy will strengthen the brand's position in the minds of consumers (Meliantari, 2023:136).

Overall, understanding consumer behavior is a key foundation for companies in developing effective and efficient marketing strategies. In the ever-changing business world, information about consumer mindsets and decisions is a valuable asset that can enhance a company's competitiveness. Furthermore, mastering consumer behavior allows companies to innovate based on market feedback continuously. Therefore, research on consumer behavior needs to be conducted regularly to remain relevant to evolving social and technological dynamics (Firmansyah, 2018:2).

METHODS

The method used in this study to test whether the residual data is normally distributed is statistical analysis. Testing is performed using the Kolmogorov-Smirnov or Shapiro-Wilk test, depending on the number of samples available in the study. The results of this test will indicate a significance value, which serves as the basis for the assessment. If the significance value is greater than 0.05, the residual data is considered normally distributed. However, if the significance value is less than 0.05, the data is considered abnormal. Using this method provides more objective results because it is based on measurable statistical calculations.

RESULT AND DISCUSSION

The number of questions regarding brand image (X1), product quality (X2), brand trust (X3), and purchasing decisions (Y) was 46. Before conducting the research with 100 respondents, a validity test was conducted with 30 non-respondents. To determine the validity of the questionnaire, refer to the table in the appendix. Where (df) = (30-2 = 28 and alpha = 5% (0.05), the r table obtained was 0.361. An item is considered valid if the calculated r value is greater than the r table, namely with a significance level of 5% or 0.05. (N = 30), the r table obtained was 0.361. The validity test was calculated with the 30 respondents using SPSS version 22.

Table 1. Results of the Purchase Validity Test (Y)

Variable	No. Item	r Count	r Table	Information
Buying decision (Y)	Y1.1	0,767	0,361	Valid
	Y1.2	0,730		
	Y1.3	0,742		
	Y1.4	0,789		
	Y1.5	0,770		
	Y1.6	0,713		
	Y1.7	0,794		
	Y1.8	0,865		
	Y1.9	0,786		
	Y1.10	0,783		

Source: Primary Data, 2025

Table 2. Results of the Brand Image Validity Test (X1)

Variable	No. Item	r Count	r Table	Information
Brand Image (X1)	X1.1	0,810	0,361	Valid
	X1.2	0,745		
	X1.3	0,687		
	X1.4	0,642		
	X1.5	0,528		



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Variable	No. Item	r Count	r Table	Information
	X1.6	0,795		
	X1.7	0,669		
	X1.8	0,827		
	X1.9	0,689		
	X1.10	0,761		
	X1.11	0,662		

Source: Primary Data, 2025

Table 3. Results of Product Quality Validity Test (X2)

Variable	No. Item	r Count	r Table	Information
	X2.1	0,603		
	X2.2	0,764		
	X2.3	0,823		
	X2.4	0,690		
	X2.5	0,780		
Product Quality (X2)	X2.6	0,888	0,361	Valid
	X2.7	0,710		
	X2.8	0,613		
	X2.9	0,784		
	X2.10	0,705		
	X2.11	0,728		
	X2.12	0,736		

Source: Primary Data, 2025

Table 4. Results of the Brand Trust Validity Test (X3)

Variable	No. Item	r Count	r Table	Information
	X3.1	0,625		
	X3.2	0,683		
	X3.3	0,436		
	X3.4	0,631		
	X3.5	0,490		
	X3.6	0,783		
Brand Trust (X3)	X3.7	0,663	0,361	Valid
	X3.8	0,686		
	X3.9	0,809		
	X3.10	0,703		
	X3.11	0,702		
	X3.12	0,796		
	X3.13	0,756		

Source: Primary Data, 2025

Table 5. Reliability Test Results

No	Variable	Cronbach's Alpha	Limit	N of Items	Information
1	Buying decision (Y)	0.924		10	
2	Brand Image (X1)	0,895		11	
3	Product Quality (X2)	0,923	>0,70	12	Realible
4	Brand Trust (X3)	0,896		13	

Source: Processed Data, 2025



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Table 6. Descriptive Statistical Analysis

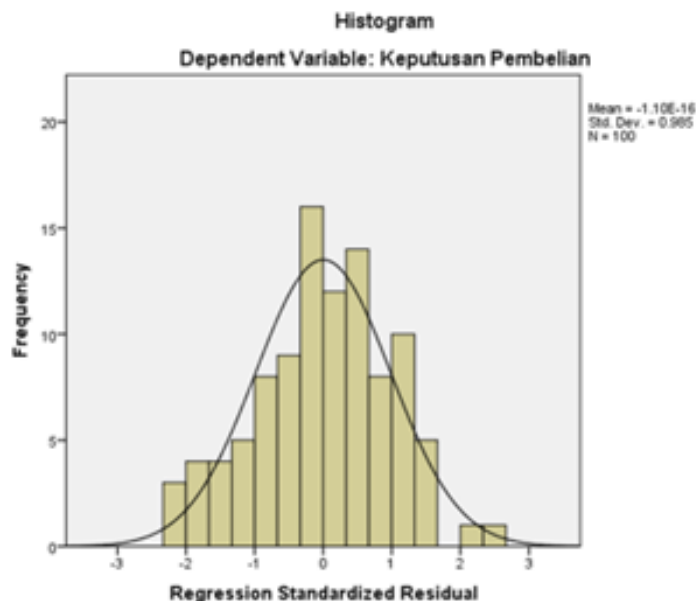
	N	Minimum	Maxium	Mean	Std. Deviation
Buying decision (Y)	100	36	46	42.52	1.817
Brand Image (X1)	100	37	54	47.57	3.945
Product Quality (X2)	100	41	57	48.96	3.590
Brand Trust (X3)	100	44	64	55.37	3.634
Valid N (listwise)	100				

Source: Processed Data, 2025

Table 7. Normality Test Results

Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	.0000000
Most Extreme Differences	Std. Deviation	1.06706098
	Absolute	.052
	Positive	.038
	Negative	-.052
Test Statistic		.052
Asym. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed Data, 2025



Source: Processed Data, 2025

Figure 1. Histogram Graph of Normality Test

Table 8. Multicollinearity Test Results

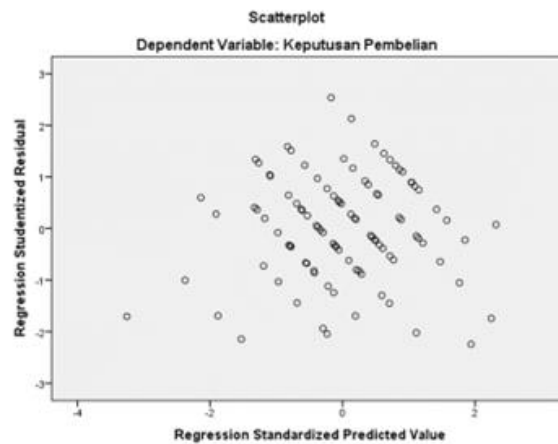
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	16.999	2.079		8.177	.000		
Brand Image	.079	.039	.171	2.038	.044	.510	1.960
Product Quality	.101	.037	.200	2.760	.007	.686	1.458



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Brand Trust	.304	.046	.608	6.677	.000	.434	2.306
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Source: Processed Data, 2025



Source: Processed Data, 2025

Figure 2. Results of Heteroscedasticity Test

Table 9. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 ^a	.655	.644	1.084	1.812

Source: Processed Data, 2025

Table 10. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.999	2.079		8.177	.000
Brand Image	.079	.039	.171	2.038	.044
Product Quality	.101	.037	.200	2.760	.007
Brand Trust	.304	.046	.608	6.677	.000

Source: Processed Data, 2025

Table 11. t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.999	2.079		8.177	.000
Brand Image	.079	.039	.171	2.038	.044
Product Quality	.101	.037	.200	2.760	.007
Brand Trust	.304	.046	.608	6.677	.000

Source: Processed Data, 2025

Table 12. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	214.237	3	71.412	60.818	.000 ^b
Residual	112.723	96	1.174		



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Total	326.960	99
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Source: Processed Data, 2025

Table 13. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error in the Estimate	R Square Change	Change Statistics			
						F Change	df 1	df 2	Sig. F Change
1	.809 ^a	.655	.644	1.084	.655	60.818	3	96	.000

Source: Processed Data, 2025

Based on the results of the fourth hypothesis test, it was found that brand image, product quality, and brand trust simultaneously had a significant influence on purchasing decisions for Pohon Zaitun goyor sarongs in Tegal City. This is evidenced by a significance value of $0.000 < 0.05$, indicating that these three variables significantly contribute to shaping consumer perceptions, beliefs, and purchasing interest in the product. The combination of a positive brand image, superior product quality, and high brand trust creates a strong foundation for consumers to make faster and more confident purchasing decisions, and encourages repeat purchases and word-of-mouth recommendations.

Furthermore, the results of the coefficient of determination test showed an adjusted R Square value of 0.644, or 64.4%. This means that 64.4% of purchasing decisions are influenced by brand image, product quality, and brand trust, while the remaining 35.6% is influenced by other variables outside this study, such as price, promotion, product diversity, and other external factors. This indicates that although these three main variables have a strong influence, there is room to explore other factors in further research to gain a more comprehensive understanding of consumer behavior.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the perception of brand image, perception of product quality, and brand trust have a positive and significant influence on the purchasing decision of the Pohon Zaitun brand Goyor Sarong in Tegal City at CV Fahaltex. Partially, the perception of brand image is proven to contribute to forming consumer confidence and attraction to the product, while the perception of product quality assures the quality perceived by consumers, thus encouraging purchasing decisions. Brand trust also plays an important role because consumers tend to choose products that are considered trustworthy and consistent in providing value. In addition, these three variables simultaneously also significantly influence purchasing decisions, which shows that the integration between a strong brand image, good product quality, and a high level of brand trust is the main factor in encouraging consumers to purchase the Pohon Zaitun brand Goyor Sarong from CV Fahaltex.

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