



The Influence of Brand Image and Product Quality on Musical Instrument Purchase Decisions

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Abstract

This study aimed to determine and analyze the effect of brand image and product quality partially or simultaneously on purchasing decisions of musical instruments at the Ansar Musik store in Makassar. The type of research used is quantitative research. The population in this study were all customers who bought at the Ansar Musik Makassar store totaling 263 people. The sample in this study was 72 people determined through the Slovin formula method. This study used primary data collected by distributing questionnaires to all respondents. The data used is descriptive analysis, simple linear regression analysis, and multiple linear regression analysis. The results of this study indicate that either partially or simultaneously, the variable brand image (X1) and product quality (X2) have a positive and significant effect on purchasing decisions of musical instruments at ansar music store Makassar.



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Introduction

The development of the business world currently shows a symptom of increasing competition toward market rulers at large. Entrepreneurs, big and small, are competing to seize the marketplace in various ways and efforts so that the company can sell as many products as possible to consumers in need. For this reason, companies must get a broad market with marketing strategy methods that they have mastered well (Riyanto & Paramansyah, 2020). In the era of globalization as it is today, music is one of the things that can help us get rid of fatigue after going through all the activities every day. The Indonesian music industry is proliferating, with the number of enthusiasts also increasing, as evidenced by the emergence of many singing talent search events. Aired on television, the proliferation of music shops scattered throughout the city, and the number of music courses or lessons increased. According to

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(Aprilinda & Ariani, 2016) in his journal explaining, music is a work of sound art in the form of songs or musical compositions that expresses the thoughts and feelings of the creator through musical elements, namely rhythm, melody, harmony, form, and structure of songs and expressions as unity.

The development of the music industry is growing. Purchasing decisions are crucial for companies in marketing their products. Therefore, many musical instruments have emerged with various brands, quality, and models accompanied by their respective advantages. The more diverse the brands circulating in the market, this encourages consumers to be thoughtful and careful in deciding the choice of the expected product because, in general, brands are very influential on consumer purchasing decisions (Ramadayanti, 2019). The development of music cannot be separated from technological developments, mainly digital technology. Many musicians use this technology to make music games more creative, varied, engaging and growing. In the current era of globalization, music has become a work of art produced by an artist, and the work has a high commercial value and has become part of human life. The development of music genres, in general, can be seen from the differences in the sounds or tones produced (Arief & Oktafani, 2014).

Consumers assume that well-known brands in the market are better. Of higher quality than brands that are less popular in the market because popular brands in the market provide complete information compared to products with brands that tend to lag in the market, so with a brand, consumers can easily differentiate the characteristics of each product that appears on the market, and companies also need information about the factors that can influence consumers in making purchasing decisions for a product, including factors that play a role in consumer purchasing decisions such as product quality and brand image. (brand image) of a product (Susilo et al., 2021; Wong, 2020).

According to Kotler and Keller (2009), Image is several beliefs, ideas, and impressions held by a person about an object. Meanwhile, brand image is the perception and belief held by consumers, as reflected by associations embedded in consumers' memories (Keller, 2009; Chakraborty & Sheppard, 2016). In intense competition, brand image is one of the most important things for companies to survive in the competition. Without a strong brand image, it will be difficult for companies to attract new customers and retain existing customers (Hasugian, 2015). What forms the brand image is the maker's Image, the Image of the product/consumer, and the image of the user. With this, the brand image can be considered and evaluated for the company's brand to develop products that have advantages and have a positive brand image in the eyes of consumers compared to other provider products.

Product quality is an essential point in beating competitors. So only companies with the best product quality will survive in the long term (Kotler & Armstrong, 2010). According to Prawirosentono (2004), product quality is the physical condition, function, and nature of the product concerned that can satisfy the tastes and needs of consumers satisfactorily according to the value of the money that has been spent. Will or soul so that others can understand it. The dimensions used by consumers to distinguish the products sold by the company from competitors are performance, durability, conformance to specifications, features, reliability, and aesthetics. Music is also used as a form of human culture to become attractive as a medium of entertainment for its fans. Consumers who buy or use a product after seeing the advertisement repeatedly and he believes in the product then the consumer has carried out a learning process by delivering repeated stimuli.

The purchase decision is a process of assessing and selecting various alternatives according to specific interests by determining an option that is considered the most profitable (Amirullah (2002; Cuong,

2021). Judging from the explanation, the purchase decision is influenced by various factors considered to get the appropriate product. Consumers have the right to determine their product purchasing decisions, which of course, are based on factors that influence these decisions, including Brand Image and Product Quality, which need to be considered before making a buying decision, namely: product selection, brand selection, purchase channel selection, purchase timing, and the number of purchases.

If brand image and product quality activities are carried out unprofessionally, it can hurt the company (Hakim & Saragih, 2019). One of them is the Ansar Musik Store, which does not meet sales standards, so many people do not know the product. Customer demand for musical instruments at the Makassar Ansar Music Store currently declines. Ansar Musik has lost its competitiveness or is still not well known for its Brand Image and Product Quality, so the brand and product quality at the Ansar Musik store does not meet the target. In its development, this business has a tight business competition. Negative brand image and negative product quality ultimately reduce purchasing decisions. Therefore, the sale of musical instruments at Ansar Musik has the potential to increase, so Ansar Musik Makassar needs to increase sales, which the author suspects can be increased by implementing a good marketing strategy. So that the company can compete with other companies that sell similar products and so that customers do not switch to other companies and make repeat purchases continuously or convey to other prospective customers so that it will increase sales figures.

A company that markets musical instruments will get a good image in consumers if it can satisfy its consumers so that later consumers will be comfortable with the musical instruments offered (Fatihudin & Firmansyah, 2019). The company must strive to maintain and improve the marketing that the company has applied to increase consumer confidence in the Ansar Musik Makassar Store. Hopefully, the company will be able to recognize and understand the behavior of the needs of its consumers so that in the future, the company can provide satisfaction to its consumers so that the Image given by consumers to the Ansar Musik Makassar Store company is also good. Based on the background of the author's problem, sales of musical instruments at the Ansar Musik Makassar store tend to decline, so it is necessary to examine factors that can influence consumer decisions in purchasing musical instruments.

Theoretical Framework and Hypotheses

Kotler and Armstrong (2010) state that marketing management analyzes, plans, implements, and controls programs designed to create, build, and maintain profitable exchanges with target buyers to achieve organizational goals. The primary purpose of the marketing concept is to serve consumers by getting some profit, or it can be interpreted as a comparison between income and reasonable costs. This is different from the sales concept, which focuses on the company's desires. The philosophy of the sales approach is to produce a factory, then convince consumers to be willing to buy it. While the marketing concept approach requires management to determine consumer desires first, then do how to satisfy them. Sales and marketing are often thought the same but are different.

According to Tjiptono (2019), "Brand Image describes consumer associations and beliefs about certain brands." The brand image itself has meaning to an image of a product in the minds of consumers in bulk. Everyone will have the same image of a brand. The competition in the industrial world that is getting tighter today requires companies to be more creative and create a competitive advantage in terms of packaging, products, marketing channels, and Image, if consumer responses to the offering of a

competitive product remain or the same. Usually, consumers will see the brand of a product with different responses. According to (Sutisna, 2001; Hasugian, 2015), there are several benefits of a positive brand image: 1. Consumers who have a positive image will be more likely to make purchases. 2. Companies can develop product lines by taking advantage of the positive Image formed against old product brands. 3. Family branding and leverage branding policies can be implemented if the existing product brand image is positive.

According to Kertajaya (2007), the factors that affect the brand image are 1) Quality or quality, related to the quality of products offered by manufacturers with specific brands. 2) Can be trusted or relied upon, relating to the opinions and agreements formed by the community about a consumed product. 3) Usefulness or benefits related to the function of a product that consumers can utilize. 4) Service, which relates to producers' task in serving their consumers. 5) Risk related to the profit and loss experienced by consumers. 6) Price, in this case, what consumers spend to influence a product, can also affect the Image related to the real high and low, the amount of money in the long term. 7) Image, the Image owned by the brand itself, namely in the form of customers, opportunities, and information related to a brand of a particular product.

Prawirosentono (2004) states, "Product quality is the physical condition, function, and nature of the product concerned that can satisfy the tastes and needs of consumers satisfactorily according to the value of money that has been spent." Moreover, according to Goetdch and Davisi (2002), "Product quality is a dynamic condition associated with goods, services, people, products, and the environment that meet or exceed expectations." Talking about the product, the aspect that needs to be considered is the quality. Product quality is an understanding that the product offered by the seller has more selling value than competing products. Every company expects success in the face of competition. Companies that make competitors as comparisons in creating products are good. Competitors are not only used as enemies in business because there may be gaps and benefits that can be taken from these competitors. As in producing products, products from competitors can be used as benchmarks so that the products we produce can be better than competitors' products and have superior values. According to Kotler (2009), product quality objectives include 1. Strive for the goods produced to achieve the standards that have been set. 2. Strive for inspection costs to be as small as possible. 3. Strive for the design cost of a particular product to be as small as possible. 4. Strive for production costs to be as low as possible. At present, industry in every field is dependent on many conditions that burden production in a way that has never been experienced in previous periods.

According to Assauri (2011), the factors that affect product quality are 1) Market. The number of new and good products being offered continues to grow at an explosive rate. Markets become more extensive in scope and functionally more specialized in the offered goods. 2) Money. Increased competition in many fields and fluctuations in the world economy have lowered profit margins. At the same time, the need for automation and machining is driving expenses leading to high costs for new processes and equipment. 3) Management. Quality responsibilities have been distributed among several specialized groups. Through its product planning function, the marketing department must create product requirements. The design department is responsible for designing a product that will meet those requirements. The production department develops and revises processes to provide sufficient capacity to manufacture products according to design specifications. 4) Human. The rapid growth in technical knowledge and the creation of all new fields such as computer electronics creates a great demand for

specialized knowledge workers. At the same time, this situation creates a demand for systems engineers who will invite all areas of specialization to jointly plan, create and operate the systems that will ensure the desired result. 5) Material. Due to manufacturing costs and quality requirements, engineers select materials with more stringent constraints than before. As a result, material specifications become more stringent, and the diversity of materials is greater. 7) Machinery and Mechanization (Machine and Mechanization). The company's demand to achieve reduced costs and production volumes to satisfy customers has been driven using manufacturing equipment which becomes more complex and depends on the quality of the materials fed into the machine. Sound quality is a critical factor in maintaining machine uptime so that the facility can be fully utilized.

Purchasing decision-making involves selecting two or more alternative purchasing decision options, meaning that a person can decide there must be several choices (Harahap, 2015; Kidane & Sharma, 2016). The decision to buy can lead to how the decision-making process is carried out. Following what was stated by Kotler (2009) that the buying decision process goes through five stages, namely: 1. Problem recognition, 2. Information search, 3. Alternative evaluation, 4. Purchase decision, and 5. The final stage of behavior. Consumer decisions made in the music studio business are someone's decision to use the music studio services. Consumers' decision in choosing a music studio is the key to the continuity of the cycle of a music studio because consumers are assets. Consumers often buy products from well-known brands because they feel more comfortable with familiar things.

In developing a brand image on their products, companies are significant to give a positive impression to consumers. A well-managed brand image will have positive consequences in increasing understanding of aspects of consumer behavior in making purchasing decisions (Hakim & Saragih, 2019). Companies with good product quality will develop rapidly, and in the long term, the company will be more successful than other companies. In general, marketing can be said as a mindset that realizes that a company cannot survive without a purchase transaction so that the product can compete in the market. Thus, consumers have many alternative product choices before deciding to buy a product offered (Arief & Oktafani, 2014).

H1: Brand Image has a positive and significant effect on purchasing decisions of musical instruments.

H2: Product quality has a positive and significant effect on purchasing decisions of musical instruments.

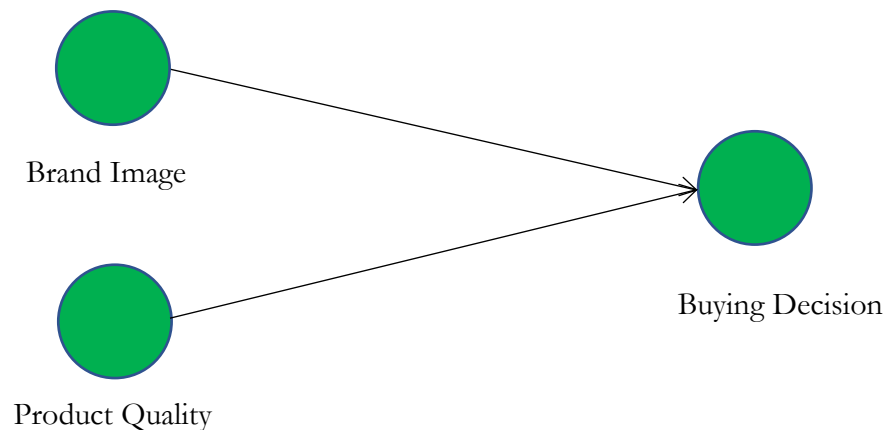


Figure 1. Research Model

Research Method

This type of research is quantitative research with a survey approach. The population in this study were all customers who bought at the Ansar Musik Makassar store totaling 263 people. Based on the calculation of the Slovin formula, the sample who became the respondent in this study was adjusted to 72 people, which were taken based on the probability sampling technique (simple random sampling), where the researcher provided equal opportunities for each member of the population to be selected as a sample that was carried out randomly regardless of the level of the population. In the population itself. The data in this study uses primary data collected by distributing questionnaires to all respondents filled with several statements with five answer options that will be given a weighted score such as answers (Strongly Agree = 5, Agree = 4, Moderately Agree = 3, Disagree = 2, Strongly Disagree=1). The data collected will be analyzed through four stages of testing. The first stage is to perform descriptive statistical tests. The second stage is the research instrument test which consists of (a validity test and a reliability test). The third stage is the classical assumption test consisting of (normality, multicollinearity, and heteroscedasticity test). The fourth stage is to test all hypotheses proposed in this study and will be proven through the coefficient of determination test, partial test (t-test), and simultaneous test (f test).

Table 1. Variable Operationalization

Variable	Code	Indicator	Reference
Brand Image (X1)	X1.1	Image Maker	(Hakim & Saragih, 2019; Kotler & Keller, 2009)
	X1.2	User Image	
	X1.3	Product Image	
	X2.1	Shape	
Product Quality (X2)	X2.2	Feature	(Kotler & Keller, 2009; Siregar & Widiastuti, 2019)
	X2.3	Performance quality	
	X2.4	Quality Impression	
	X2.5	Endurance	
	X2.6	Reliability	
	X2.7	Ease of Repair	
	X2.8	Style	
	X2.9	Design	
	Buying Decision (Y)	Y1.1	
Y1.2		Information Search	
Y1.3		Buying Decision	
Y1.4		Post-purchase behavior	

Source: Data processed 2021

Data Analysis and Discussion

Data Analysis

The first step in analyzing the research data is descriptive statistical analysis. Descriptive statistics are used to find the average (mean) and standard deviation, maximum and minimum of the variables Brand Image (X1), Product Quality (X2), and Purchase Decision (Y). The results of descriptive statistical analysis can be seen in table 2.

Table 2. Statistical Descriptive Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image	72	2.50	4.88	4.0617	.40522
Product Quality	72	2.75	5.00	3.9343	.45478
Buying Decision	72	2.00	5.00	3.9571	.48890
Valid N (listwise)	72				

From table 2, the results of the statistical description of the research variables consisting of Brand Image (X1) with a total of 72 data (N) have an average of 4.0617 with a minimum value of 2.50 and a maximum of 4.88 with a standardized deviation of 0,40522. In contrast, the Product Quality variable (X2) with the amount of data (N) as much as 72 has an average of 3.9343 with a minimum value of 2.75 and a maximum of 5.00 with a standardized deviation of 0.45478, and the Purchase Decision variable (Y) with a total data (N) as many as 72 have an average of 3.9571 with a minimum value of 2.00 and a maximum of 5.00 with a standardize deviation of 0.48890. The second stage to be carried out is to test the research instrument. The instrument is said to be good if the research instrument meets the main requirements, namely valid and reliability. The correlation technique used to test the validity of the statement items in this study is the Pearson Product Moment correlation. Suppose the correlation coefficient value of the statement item being tested is more significant than r-critical 0.1972. In that case, it can be concluded that the statement item is a valid construct. The validity and reliability of test results can be seen in table 3.

Table 3. Validity and Reliability Test Results

Variable	Instrument	r-calculated	r-estimated	Cronbach's Alpha	Info
Brand Image (X1)	X1.1	0.467	0,1972	0,766	Valid dan reliable
	X1.2	0.488	0,1972		Valid dan reliable
	X1.3	0.528	0,1972		Valid dan reliable
	X1.4	0.703	0,1972		Valid dan reliable
	X1.5	0.794	0,1972		Valid dan reliable
	X1.6	0.627	0,1972		Valid dan reliable
	X1.7	0.649	0,1972		Valid dan reliable
	X1.8	0.638	0,1972		Valid dan reliable
Product quality (X2)	X2.1	0.691	0,1972	0,837	Valid dan reliable
	X2.2	0.598	0,1972		Valid dan reliable
	X2.3	0.698	0,1972		Valid dan reliable
	X2.4	0.543	0,1972		Valid dan reliable
	X2.5	0.807	0,1972		Valid dan reliable
	X2.6	0.696	0,1972		Valid dan reliable
	X2.7	0.795	0,1972		Valid dan reliable
	X2.8	0.649	0,1972		Valid dan reliable
Buying decision (Y)	Y1.1	0.556	0,1972	0,826	Valid dan reliable
	Y1.2	0.650	0,1972		Valid dan reliable
	Y1.3	0.771	0,1972		Valid dan reliable
	Y1.4	0.760	0,1972		Valid dan reliable
	Y1.5	0.581	0,1972		Valid dan reliable
	Y1.6	0.654	0,1972		Valid dan reliable
	Y1.7	0.676	0,1972		Valid dan reliable
	Y1.8	0.758	0,1972		Valid dan reliable

From table 3, it can be stated that all question items on the questionnaire are declared valid because the validity coefficient value is more significant than 0.1972 (r -value > table). While the reliability test results for all variables have Cronbach's alpha values greater than 0.60, it can be concluded that all statement items contained in the questionnaire can be declared reliable. The third stage is the classical assumption test consisting of normality, multicollinearity, and heteroscedasticity. The normality test was carried out through regression calculations with SPSS version 16, which was detected through two graph approaches, namely histogram graph analysis, and normal p-plot graph analysis, which compared two observations with a distribution close to a normal distribution.

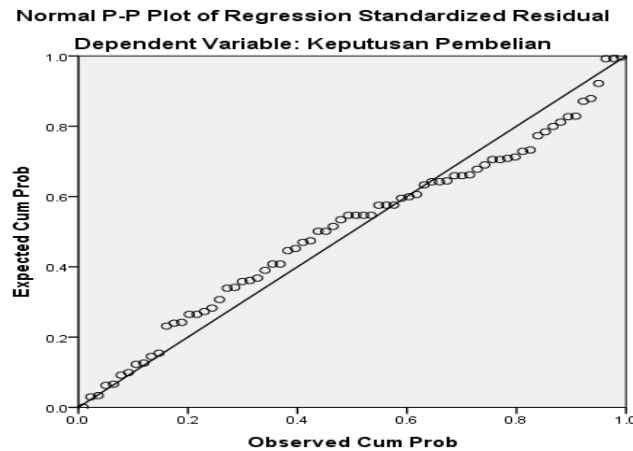


Figure 2. Normality Test Results

Based on Figure 2, from the average PP plot graph, the residual scatter is around a straight line. The dependent variable is normally distributed so that it cannot reject H_0 that the data is normally distributed. The heteroscedasticity test is used to determine whether there is a deviation from the classical assumption of heteroscedasticity, namely the existence of inequality of variance from the residuals for all observations in the regression model. The prerequisite that must be met in the regression model is the absence of heteroscedasticity symptoms. The test method used is the Glesjer Test. From the output of table 4, the significance value of the two independent variables is more significant than 0.05. Thus, it can be concluded that there is no heteroscedasticity problem in the regression model. Furthermore, a multicollinearity test was conducted to determine whether there is a correlation between the independent variables. If there is a significant correlation between independent variables, there is a multicollinearity problem.

Table 4. Heteroscedasticity test (Glesjer test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.694	.242		2.873	.005
Brand Image	-.220	.105	-.432	-2.102	.039
Product Quality	.105	.093	.232	1.129	.263

a. Dependent Variable: RES_2

Table 5. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.220	.363		.607	.546		
Brand Image	.424	.157	.351	2.695	.009	.318	3.146
Product Quality	.512	.140	.476	3.652	.001	.318	3.146

From the results of the multicollinearity test, it was found that the Variant Inflation Factor (VIF) value of all variables was below ten, and the Tolérance value was above 0.1. So, it can be concluded that the regression model in this study does not occur multicollinearity. The fourth stage is multiple linear regression analysis using the SPSS Statistics software application version 25, presented in table 6.

Table 6. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.220	.363		.607	.546
	Brand Image	.424	.157	.351	2.695	.009
	Product Quality	.512	.140	.476	3.652	.001

Based on table 6, the regression equation can be formed as follows:

$$Y = 0.220 + 0.424 X1 + 0.512 X2$$

Based on this equation, it can be explained that the constant coefficient value is 0.220, meaning that if the brand image variable (X1) and product quality (X2) are fixed, the purchase decision (Y) will be 0.220, while the regression coefficient value for the brand image variable (X1) = 0.424 directed positive and significant, meaning that the brand image variable has a positive and significant effect on purchasing decisions or if the brand image is increased by one unit, the purchasing decision has increased by 0.424 and the regression coefficient value of the product quality variable (X2) = 0.512 has a positive and significant direction, meaning that the quality variable the product has a positive effect on purchasing decisions or in other words if the quality of the product is increased by one unit, the purchasing decision will also increase by 0.512.

A partial test (t-test) was conducted to determine the partial effect of each independent variable, namely the brand image variable (X1) and product quality (X2) simultaneously (together) influence the purchase decision (Y). Based on the results of research that examines the effect of brand image on the decision to buy musical instrument products, the value of t count = 2.695, with a significance level of 0.009, using a limit of 0.05, the significance value is greater when compared to the level of = 5%, which means Ho is accepted. and Ha accepted. Thus, the first hypothesis in the study is accepted and the second hypothesis in this study. Product quality has a positive and significant effect on purchasing decisions for musical instruments at Ansar Musik Makassar Store, the value of tcount = 3,652, with a significance level

of 0.001, using a limit of 0.05, the significant value is larger when compared to the level of = 5%, which means H_0 is accepted and H_a is accepted. Thus, the second hypothesis is accepted.

Table 7. Partial Test Results (t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.220	.363		.607	.546
	Brand Image	.424	.157	.351	2.695	.009
	Product Quality	.512	.140	.476	3.652	.001

a. Dependent Variable: Buying decision

The F statistical test was conducted to determine the magnitude of the effect of all independent variables together on the dependent variable.

Table 8. Simultaneous Test Results (F)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.640	2	5.320	57.979	.000 ^b
	Residual	6.331	69	.092		
	Total	16.971	71			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Product Quality, Brand Image

Based on the data in table 8, it is obtained that $F_{count} = 57.979 > F_{table} = 3.13$ and has a significance level of 0.000. Because the probability of 0.000 is much greater than 0.05, it can be said that the regression model that has been used is less able to improve purchasing decisions or in other words the brand image variable (X1), product quality (X2), together have no effect on purchasing decisions (Y).

Furthermore, in table 9 it is known that the coefficient of determination (R^2) = 0.627 which indicates that the variation of purchasing decisions (Y) can be explained by the product quality variable, brand image, amounting to 62.7%, while the remaining 37.3% is influenced by factors others not included in this study

Table 9. Results of the coefficient of determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.616	.30291

a. Predictors: (Constant), Product Quality, Brand Image

Discussion

The research results show that brand image has a positive and significant effect on the decision to buy musical instrument products at the Ansar Musik store in Makassar. Brand image is a sign or symbol that gives the identity of a particular product or service, which can be in words, images, or a combination of both. Build brand Image Positive things can be achieved with a strong marketing program for the product, and what is unique is that it has the advantage of being highlighted, which sets it apart from other

products (Kotler & Keller, 2016). This is supported by research conducted by (Harjuno, 2018), which shows a significant positive influence on the brand image on purchasing decisions for Honda Scoopy motorcycles. The brand is the most important thing because the brand will carry a corporate image, which is a name, term, sign or design, or a combination of all of them that indicates the identity of the product or service of one seller or group of sellers and distinguishes it from competitors' products (Kotler). & Keller, 2016). The results of this study are also in line with research conducted by (Saleh, 2016), which shows that brand image has a positive and significant effect on purchasing decisions for Samsung Smartphone products in UNM students.

The research results show that product quality has a significant positive effect on the decision to buy musical instrument products at the Ansar Musik Makassar store. This indicates that the better the quality of the product, the higher the employee's performance. The results of this study are in line with research conducted by (Prasastiningtyas & Djawoto, 2016) entitled the influence of brand image, product quality, and price on cellular card purchasing decisions, which shows that product quality has a positive and significant impact on purchasing decisions. The results of this study are also supported by research conducted by (Siregar & Widiastuti, 2019), which shows that product quality has a positive and significant effect on purchasing decisions for batik products at Dinar Hadi Surakarta. Consumers highly consider the quality of the product. Consumers want the best product quality on the products they have purchased. Product quality is the characteristics and characteristics of a good or service that affect its ability to satisfy stated or implied needs. Quality directly impacts product or service performance, so quality is closely related to customer value and satisfaction. Good product quality will create a strong brand in the eyes of consumers. Products that have a strong brand tend to capture existing business opportunities than companies that do not have a strong brand more easily.

The results obtained for the combination of brand image and product quality variables on buying musical instrument products have a significant positive effect. This is evidenced in the t-test in which the brand image variable is tested together, while in the t-test, the product quality variable is tested separately. These results indicate that the combined statistical calculations of brand image and product quality positively and significantly affect purchasing decisions.

Conclusions

Based on the results of the tests and discussions described, it can be concluded that either partially or simultaneously, the variable brand image and product quality have a positive and significant effect on purchasing decisions for musical instruments at the Ansar Musik store in Makassar. The suggestions that researchers can give are first, to improve the brand image of musical instrument products, especially by making them reliable products and becoming the customer's primary choice; it can be done using promotions that show the advantages of the product repeatedly so that it can be embedded in consumers' minds that the product is indeed a product. have a positive image. Second, to improve product quality, a review can be carried out on some less attractive products to consumers. Third, to improve purchasing decisions, musical instrument products must do more promotions; these products must inform customers about the advantages of their products so that they are not less competitive with other similar products.

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