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## THE INFLUENCE OF COMPANY IMAGE ON CONSUMER PURCHASE DECISIONS AT ALFAMART JATIWARINGIN BEKASI BRANCH

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### **ABSTRAK**

*Penelitian ini bertujuan untuk mengetahui pengaruh citra perusahaan terhadap keputusan pembelian pada Alfamart Cabang Jatiwaringin Bekasi. Metode yang digunakan adalah explanatory research dengan sampel sebanyak 96 responden. Teknik analisis menggunakan analisis statistik dengan pengujian regresi, korelasi, determinasi dan uji hipotesis. Hasil penelitian ini variabel citra perusahaan diperoleh rata-rata skor sebesar 3,41 dengan kriteria baik. Variabel keputusan pembelian diperoleh rata-rata skor sebesar 3,84 dengan kriteria baik. Citra perusahaan berpengaruh signifikan terhadap keputusan pembelian dengan persamaan regresi  $Y = 9,626 + 0,845X$ , dan nilai korelasi 0,785 atau kuat dengan determinasi 61,6%. Uji hipotesis diperoleh signifikansi  $0,000 < 0,05$ .*

**Kata Kunci:** Citra Perusahaan, Keputusan Pembelian

### **ABSTRACT**

This study aims to determine the effect of corporate image on purchasing decisions at Alfamart Branch Jatiwaringin Bekasi. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this study on the company image variable obtained an average score of 3.41 with good criteria. Purchasing decision variable obtained an average score of 3.84 with good criteria. Corporate image has a significant effect on purchasing decisions with the regression equation  $Y = 9.626 + 0.845X$ , and a correlation value of 0.785 or strong with a determination of 61.6%. The hypothesis test obtained a significance of  $0.000 < 0.05$ .

**Keywords:** Company Image, Purchase Decision

### **INTRODUCTION**

In realizing an increase in company performance achievements, every company is required to create a good and integrated competitive strategy because competition is the key to the success or failure of a company. The increasing intensity of competition from competitors requires companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations by providing more satisfying services than those carried out by competitors. Thus, only quality companies can compete and dominate the market.

In addition to the many efforts that must be made as a result of the increasing number of businesses emerging, both small and large companies, this has an impact on intense competition between companies, especially competition from similar companies. This causes companies that apply the marketing concept to pay close attention to consumer behavior and the factors that influence their purchasing decisions in their product marketing efforts. This is because in the marketing concept, one way to achieve company goals is to know what consumers need and want.

The role of a company's image also influences consumer buying behavior or not. This is

in line with the opinion of Simamora (2012) in Physical (2019) image is a perception that is relatively consistent in the long term (ending perception). Brands will help buyers in various ways where brands will help consumers to identify products/services so that they can feel the benefits, and brands will explain the quality of products/services to buyers.

One that is considered quite busy in this increasingly fierce competition is the retail industry. Retail is a business that sells products/commodities for household needs, including products for daily needs that use a self-service system (consumers pick up the goods/products themselves without a salesperson serving). The retail industry in Indonesia can be divided into 2 major groups, namely Traditional Retail and Modern Retail. Modern retail is a development of traditional retail. This retail format emerged and developed in line with developments in the economy, technology, and people's lifestyles which made people demand more convenience in shopping.

Mini Market is a type of retail business that is currently growing rapidly which sells daily necessities and offers convenience because of its location or location that is reachable and close to consumers and prioritizes practicality and speed which is supported by the area of shops or outlets that are not too large so that consumers shop not too long ago. Other advantages of shopping at minimarkets are a safe and comfortable shopping atmosphere, no difficulty in choosing the items needed, the quality of goods is guaranteed compared to shopping at traditional markets, the price of goods is certain so there is no need to haggle and you can shop for various needs in one place. thereby saving time and effort.

In Indonesia there are several minimarket brands including Circle K, Starmart, Alfamart, Indomaret, Alfamidi. Minimarket competition in Indonesia is very tight and can be seen from the competition between the 2 big names of minimarket retail brands, namely Indomaret and Alfamart, the competition between Indomaret and Alfamart is very tight.

Alfamart as one of the retail industry players engaged in general trading and retail services that provide basic needs and daily necessities, must have a strategy in maintaining its image in the eyes of consumers, especially in almost all corners of this industry has reached.

Based on the brief description above, the authors are interested in conducting further research with the title "The Influence of Corporate Image on Consumer Purchase Decisions at Alfamart Jatiwaringin Bekasi Branch".

### **1. Formulation of the problem**

- a. How is the company's image at Alfamart Jatiwaringin Bekasi Branch?.
- b. How is the purchasing decision at Alfamart Jatiwaringin Bekasi Branch?.
- c. Is there a positive and significant influence between corporate image on purchasing decisions at Alfamart Branch Jatiwaringin Bekasi?.

### **2. Research purposes**

- a. To find out the condition of the company image variable at Alfamart Jatiwaringin Bekasi Branch.
- b. To find out the condition of the purchasing decision variable at Alfamart Jatiwaringin Bekasi Branch.
- c. To determine the effect of corporate image on purchasing decisions at Alfamart Branch Jatiwaringin Bekasi.

## **METHODS**

### **1. Population**

The population in this study were consumers who made purchases at Alfamart Jatiwaringin Bekasi Branch, totaling 96 respondents.

### **2. Sample**

The sampling technique in this study was non-probability sampling and the number

determined in this study was 96 respondents.

### 3. Types of research

The type of research used is associative, where the aim is to find out the relationship between the independent variables and the dependent variable, in this case, corporate image on purchasing decisions.

### 4. Data analysis method

In analyzing the data, the authors use the validity test, reliability test, simple linear regression analysis, correlation coefficient analysis, analysis of the coefficient of determination and hypothesis testing.

## RESULT

### 1. Descriptive Analysis

In this test it is used to determine the minimum and maximum scores of the highest scores, rating scores and standard deviations of each variable. The results are as follows:

Table 1. Descriptive Statistics Analysis Results

	N	Minimum	Maximum	Means	std. Deviation
Corporate Image (X)	96	28	44	34.12	3,798
Purchase Decision (Y)	96	30	49	38.47	4,091
Valid N (listwise)	96				

Corporate image obtained a minimum variance of 28 and a maximum variance of 44 with a rating score of 3.41 with a standard deviation of 3.798.

Purchase decisions obtained a minimum variance of 30 and a maximum variance of 49 with a rating score of 3.84 with a standard deviation of 4.091.

### 2. Verification Analysis.

In this analysis it is intended to determine the effect of the independent variables on the dependent variable. The test results are as follows:

#### a. Simple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	9,626	2,364		4,072	.000
Corporate Image (X)	.845	.069	.785	12,275	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation  $Y = 9.626 + 0.845X$  is obtained. From these equations can be explained as follows:

- 1) The constant obtained is 9.626 which means that if the company image does not exist or is constant, then there is a purchase decision value of 9.626 points.
- 2) The regression coefficient for corporate image is 0.845, where the number is positive, meaning that every time there is an increase in the company's image by 0.845 points, the purchasing decision will also increase by 0.845 points.

#### b. Correlation Coefficient Analysis

Analysis of the correlation coefficient is intended to determine the level of the strength of the relationship from the independent variable to the dependent variable is good. The test results are as follows:

Table 3. Results of Corporate Image Correlation Coefficient Testing on Purchasing

Decisions  
**Correlations<sup>b</sup>**

		Corporate Image (X)	Purchase Decision (Y)
Corporate Image (X)	Pearson Correlation	1	.785**
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.785**	1
	Sig. (2-tailed)	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

Based on the test results in the table above, a correlation coefficient value of 0.785 is obtained, meaning that corporate image has a strong relationship with purchasing decisions.

**c. Analysis of the Coefficient of Determination**

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable. The test results are as follows:

Table 4. Results of Testing the Coefficient of Determination of Corporate Image on Purchasing Decisions  
**Summary models**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.785a	.616	.612	2,549

a. Predictors: (Constant), Corporate Image (X)

Based on the test results in the table above, a coefficient of determination of 0.616 is obtained, meaning that corporate image has a contribution of 61.6% to purchasing decisions and the remaining 38.4% is influenced by other factors that were not studied.

**d. Hypothesis testing**

Hypothesis testing with the t test is used with the aim of knowing which hypothesis is accepted.

Hypothesis formulation: There is a positive and significant influence between corporate image and purchasing decisions.

Table 5. Results of the Corporate Image Hypothesis Test on Purchasing Decisions  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	9,626	2,364		4,072	.000
Corporate Image (X)	.845	.069	.785	12,275	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of t count > t table or (12.275 > 1.984) is obtained, thus the hypothesis proposed that there is a significant influence between corporate image on purchasing decisions is accepted.

**DISCUSSION**

**1. Conditions of Respondents' Answers to Corporate Image Variables**

Based on the results of the answers given by the respondents, the corporate image variable obtained a rating score of 3.41 where this figure is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that the company's image is in good condition.

**2. Conditions Answer Respondents Variable Purchase Decision**

Based on the results of the answers given by the respondents, the purchase decision variable obtained a rating score of 3.84 where this number is in the scale range between

3.40 – 4.19 with good criteria or agree, meaning that the purchase decision is in good condition.

### 3. The Effect of Corporate Image on Purchasing Decisions

Corporate image has a positive and significant effect on purchasing decisions with the regression equation  $Y = 17.517 + 0.565X$ , a correlation coefficient value of 0.785 or having a strong relationship with a contribution value of 61.6%. Hypothesis testing obtained  $t$  count  $>$   $t$  table or ( $12.275 > 1.984$ ). Thus the hypothesis proposed that there is a significant positive and significant effect between corporate image on purchasing decisions is accepted.

## CONCLUSIONS

### 1. Conclusion

After testing the data on the results of this study, the authors provide the following conclusions:

- a. The company image variable obtained a rating score of 3.41 where the value is in the scale range between 3.40 – 4.19 with good or agree criteria.
- b. The purchase decision variable obtained a rating score of 3.84 where the value is in the scale range between 3.40 – 4.19 with good or agree criteria.
- c. Corporate image has a positive and significant effect on purchasing decisions with a regression equation value  $Y = 17.517 + 0.565X$ , a correlation coefficient value of 0.785 or having a strong relationship with a contribution of 61.6% while the remaining 38.4% is influenced by other factors. Hypothesis testing obtained  $t$  count  $>$   $t$  table or ( $12.275 > 1.984$ ) and this was also reinforced by a significance value of  $0.000 < 0.05$ .

### 2. Suggestion

After drawing conclusions from the results of this study, the authors provide the following suggestions:

- a. Alfamart must maintain its image which is already attached to the hearts of consumers, especially maintaining the aspect of the marketing mix thereby prioritizing excellent service.
- b. In an effort to retain consumers, it is better if Alfamart continues to conduct surveys related to consumer satisfaction so that it can provide and fulfill consumer desires.

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