

Factors Affecting Purchasing Decisions for Whiskas Brands at APS Petshop in Pangkep Regency

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Abstract

Factors Affecting Purchasing Decisions for Whiskas Brands at APS Petshop in Pangkep Regency. Product quality and variants are very important in influencing the purchasing decision when buying Whiskas at APS pet shop stores in Pangkep Regency. With the variety of products offered, consumers can choose the product they want. The purpose of this research is to examine and analyze the factors that impact the purchasing decisions of Whiskas products at APS pet shop stores in Pangkep Regency. The independent variables considered are Brand Image, Price Perception, and Promotion, while the dependent variable is the purchasing decision itself. For this study, primary data was collected through a survey involving 120 consumers, representing a sample from the total consumer base of 1850 people during the sales period from 2021 to 2022. The data were analyzed using the Statistical Product and Service Solutions (SPSS) Version 23 program. The findings of this study reveal a positive and significant relationship between brand image, price perception, and promotional influence on purchasing decisions for Whiskas brand products at APS pet shop stores in Pangkep Regency. Particularly, promotional factors were identified as having a dominant impact on the purchasing decisions for Whiskas brand products at APS pet shop stores in Pangkep Regency.

Keywords: Purchasing decision, Brand image, Price perception, Promotion

Abstrak

Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Merek Whiskas pada APS Petshop di Kabupaten Pangkep. Kualitas produk dan variasi sangat penting dalam memengaruhi keputusan pembelian saat membeli Whiskas di toko APS Pet Shop di Kabupaten Pangkep. Dengan beragam produk yang ditawarkan, konsumen dapat memilih produk yang mereka inginkan. Penelitian ini bertujuan untuk menguji dan menganalisis faktor-faktor yang mempengaruhi keputusan pembelian produk Whiskas di toko APS Pet Shop di Kabupaten Pangkep. Variabel independen terdiri dari Citra Merek, Persepsi Harga, dan Promosi, dengan variabel keputusan pembelian digunakan sebagai variabel dependen. Dalam penelitian ini, data primer dikumpulkan melalui survei yang melibatkan 120 konsumen, mewakili sampel dari total jumlah konsumen sebanyak 1850 orang selama periode penjualan dari tahun 2021 hingga 2022. Data tersebut kemudian dianalisis menggunakan program Statistical Product and Service Solutions (SPSS) Versi 23. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan antara citra merek, persepsi harga, dan pengaruh promosi terhadap keputusan pembelian produk merek Whiskas di toko APS Pet Shop di Kabupaten Pangkep. Faktor promosi juga terbukti memiliki pengaruh yang dominan terhadap keputusan pembelian produk merek Whiskas di toko APS Pet Shop di Kabupaten Pangkep.

Kata Kunci: Keputusan pembelian, Citra merek, Persepsi harga, Promosi

Introduction

Business actors need to create strategic breakthroughs and innovations to continually increase company revenue and profits, both quantitatively and qualitatively. In this case, business actors need to understand the level of purchasing decisions made by each consumer or customer. To achieve maximum results, the company must provide satisfactory value for the products it offers at competitive prices and ensure high-quality product standards (Mehmood et al., 2022). Competition requires business actors to determine marketing strategies properly and thoughtfully. The marketing strategy should be precise, capable of attracting consumers and engaging them with the products offered by the business owners (Kotler, Milton, et al, 2020) Well-packaged, and planned strategies can increase profits, and competitive advantages in the business. Business actors are also required to continue developing and providing products that align with the needs and desires of consumers, which is an important strategy to face market competition (Masud et al., 2022). Currently, Indonesia is experiencing a notable expansion in the animal feed industry, particularly in the segment catering to pets, including cats. The objective of this study is to explore marketing variables associated with these pet products. Selecting cat food in Indonesia presents a mix of simplicity and complexity. While consumers have numerous options to choose from, this abundance of choices can lead to confusion, as making the wrong decision can have severe consequences for the health of our beloved pet cats. Therefore, consumers, as the target market, must always be considered. Companies must be able to analyze customer satisfaction because, in the end, it is consumers who will determine whether the quality of a product is right or not (Huber et al., 2001). Consumer analysis is directly related to individuals in obtaining, and using goods and services, including the decision making proces, preparation, and determination, of activities in marketing. To support the marketing process, it needs to be backed by an evaluation of the factors that influence purchasing decisions. In Indonesia, products and sales of a company have their own uniqueness and distinctiveness, which can differentiate them from competitors. To sell a product, marketing is essential. In marketing a product, understanding the importance of brand image, promotional pricing, and product quality is crucial so that consumers can accept and show interest in repeatedly purchasing the product (Hermiyenti & Wardi, 2019). In such conditions, it will eventually be found that there are consumers who remain loyal to certain brands or sales. Cat food brands like Royal Canin, Proplan, Frieskies, Whiskas, Me-O, Equilibrio, Power Cat, and others are sold at Pet Shops in the Pangkep Regency area. Consumers often compare products between different brands because, for them, the brand represents the benefits and content contained in the product.

Whiskas products, as one of the cat food brands, also face competition from various other cat food products that target consumers (Mak, S. L., et al, 2022). Given the conditions mentioned above, one of the efforts that can be made is to strengthen the brand image, build price perceptions, and implement effective and efficient promotional efforts to achieve consumer satisfaction and influence purchasing decisions. In this study, the authors focus on factors that influence purchasing decisions, including brand image, product quality, and price perception. These factors are highly considered in research to produce results that can help APS pet shop in marketing its products. In the minds of consumers, price perception plays a vital role in the process of purchasing a product since it is among the key determining factors that generate buying interest and influence consumer decisions. According to a study by (Albari & Safitri, 2018), price stands as a significant variable in marketing, capable of swaying consumers' decisions when making a purchase. Research conducted by (Agesti et al., 2021), reveals that Whiskas products are perceived as more affordable than similar offerings, and effective promotion plays a crucial role in achieving a company's sales objectives. To convert potential consumers into loyal customers, it is essential to allow them the opportunity to experience or research the products the company offers. However, consumers may hesitate to take this step if they are uncertain about the product's qualities.

This highlights the importance of targeted promotions, as they are expected to have a positive impact on sales growth (Sugiyono, 2004). Promotion itself is not a singular tool but rather a combination of several elements, which include advertising, personal selling, sales promotion, and public relations. The promotions used by APS Pet & Care are not extensive. APS Pet & Care only promotes through Instagram and Facebook. Regarding the research plans, the author will discuss these three variables by focusing the research on the company (shop) APS Pet & Care in Pangkep Regency.

Research Method

This research was conducted based on initial observations and followed up with a survey approach by distributing questionnaires to support the research discussion. This research is of the descriptive quantitative type, aiming to describe and explain the factors of independent variables that influence purchasing decisions among consumers of Whiskas APS Pet & Care brand products in Pangkep Regency. The population for this study consisted of 1850 consumers who, purchased Whiskas-brand products at, APS Pet & Care store, collected from the total number of buyers between February 2021 and March 2022. The sample size was determined using the Slovin formula (Sugiono, 2003), and the authors employed Accidental Sampling with the Simple Random Sampling technique, considering the population's homogeneity. Data collection involved both primary and secondary sources. Primary data was acquired through questionnaires distributed to APS Pet & Care Pangkep customers and interviews conducted with APS Pet & Care Pangkep. Meanwhile, secondary data was gathered from literature related to brand image, price perception, and promotion. For data analysis, this study employed a quantitative approach, using multiple linear regression to determine the relationship between the independent variable (X), and the dependent variable (Y), using the following formula:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Ket: Y = purchasing decision
X₁ = brand image
X₂ = price perception
X₃ = promotion
b₀ = Konstanta
b₁-b₃ = Koefisien regresi
e = Standar error

The study model of the relations is as follows (Figure 1)

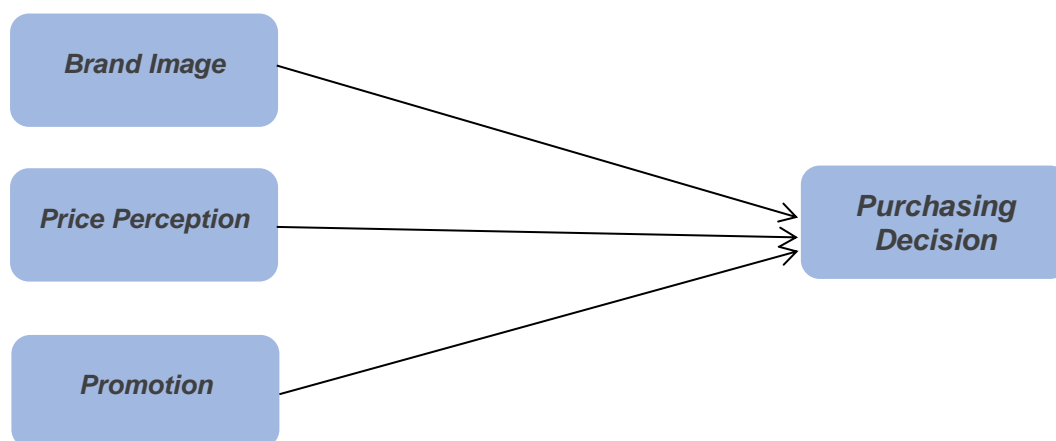


Figure 1: Theoretical Model

Prior to the analysis of the research hypotheses, the model was evaluated for fit, and the data were analyzed using the Statistical Product and Service Solutions (SPSS) Version 23 program. The results of the validity and reliability test of each variable statement item in this research can be seen in the following table:

Variabel	Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	r Product Moment r tabel (n = 96; α)	Ket
Purchasing decision (Y)	Y.1	0,667	0,769	0,198	Valid/
	Y.2	0,718	0,739	0,198	Valid
	Y.3	0,632	0,781	0,198	Valid
	Y.4	0,574	0,809	0,198	Valid
Brand image (X ₁)	X _{1.1}	0,589	0,756	0,198	Valid
	X _{1.2}	0,776	0,662	0,198	Valid
	X _{1.3}	0,407	0,850	0,198	Valid
	X _{1.4}	0,704	0,698	0,198	Valid
Price perception (X ₂)	X _{2.1}	0,786	0,853	0,198	Valid
	X _{2.2}	0,716	0,879	0,198	Valid
	X _{2.3}	0,721	0,880	0,198	Valid
	X _{2.4}	0,839	0,833	0,198	Valid
Promotion (X ₃)	X _{3.1}	0,648	0,752	0,198	Valid
	X _{3.2}	0,582	0,784	0,198	Valid
	X _{3.3}	0,630	0,760	0,198	Valid
	X _{3.4}	0,660	0,745	0,198	Valid

Table 1: Validity and Reliability Test

The table displaying the validity test results indicates that all the statement items on the questionnaire are valid and capable of measuring the intended aspects, making them suitable for further analysis. The reliability test analysis, as shown in the same table, reveals that the Cronbach's alpha value (r count) for the 16 statement items falls within the range of 0.662 to 0.880, with $r_{count} > r_{table}$ value 0.198. This confirms the reliability of each statement item, signifying that the research instrument used to measure the influence of brand image variables, price perceptions, and promotions on purchasing decisions for APS Pet & Care Whiskas brand products in Pangkep Regency is consistent and does not lead to ambiguity.

Furthermore, the classical assumption test, encompassing normality, multicollinearity, and heteroscedasticity tests, demonstrates that the multiple regression estimation satisfies the requirements of classical assumptions. Consequently, it is expected that the results will be reliable in analyzing the influence of brand image variables, price perceptions, and promotions on purchasing, decisions for Whiskas APS Pet and Care brand products in Pangkep Regency. The regression results are then tested simultaneously using the F-test and partially using the t-test.

Results

Table 2. Simultaneous Testing (F Test).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.357	3	3.119	22.043	.000 ^a
	Residual	13.018	92	.141		
	Total	22.375	95			

a. Dependent Variable: Keputusan Pembelian

b. Predicators: (Constant), Promotion, Brand Image, Perception Price

Furthermore, the magnitude of the simultaneous influence of the variables of brand image, price perception, and promotion on purchasing decisions for Whiskas APS brand products in Pangkep Regency can be seen through the coefficient of determination (R^2) value, which can be seen in the following table.

Table 3. Test Results of the Coefficient of Determination (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 ^a	.418	.399	.37616

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Partial hypothesis testing is employed to assess the impact, of brand image, perceived price, and promotion, on the purchasing decisions for Whiskas APS Pet & Care brand products in Pankep Regency. The test results are observed through the t-count value, and to gauge the extent of influence, the beta or standardized coefficient number is utilized.

Table-4 Partial Hypothesis Test.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.999	.429		2.328	.022
	X ₁	.231	.112	.204	2.068	.041
	X ₂	.181	.087	.214	2.083	.040
	X ₃	.356	.096	.360	3.967	.000

a. Dependent Variable: Y

Based on, partial testing as in Table-4, it shows that the variables of brand image, price perception, and promotion have a significant, effect on purchasing decisions for Whiskas APS Pet & Care brand products in Pangkep Regency. This can be seen from the t-count > t-table value, namely 1.986 obtained from (df2 = 96; $\alpha=0.05$) and can also be seen through the level of significance where in the sig column. / probability in the table above obtained a significance value <0.05, namely the brand image variable with a t-count of 2.068 > 1.986 or a significance of 0.041 <0.05, price perception with a t-count of 2.083 > 1.986 or a



significance of $0.040 < 0.05$, and promotion with a t-count of $3.967 > 1.986$ or a significance of $0.000 < 0.05$.

Discussion

The findings indicated that, the brand image, price perception, and promotion variables, whether analyzed together or individually, had a significant and positive impact on the purchasing decisions, for Whiskas APS Pet & Care brand products in Pangkep Regency. Among these factors, the promotion variable emerged as the dominant influencer.

1. The effect of brand image on purchasing decisions

Partial test results, indicate that the brand image variable has a positive and significant impact on purchasing decisions for Whiskas APS Pet & Care brand products in Pangkep Regency. This implies a one-way, relationship between brand image and Whiskas purchasing decisions at APS Pet & Care, meaning that an increase in brand image results in a corresponding increase in purchasing decisions, at APS Pet and Care. The significant influence of the brand image variable largely depends on the role of specific indicators that constitute it. These indicators include: 1. Whiskas brand being widely recognized, 2. Whiskas brand being easily memorable, 3. Whiskas products being manufactured in a high-tech factory, and 4. Whiskas brand being easily pronounceable. These four indicators have been effectively empowered, leading to the formation of a brand image that supports the rise in purchasing decisions for Whiskas APS Pet & Care in Pangkep Regency. The findings of this study are in agreement with Schiffman and Kanuk's theory (2007) and align with (Wang & Hariandja, 2016) which examines the influence of a brand ambassador on brand image, and consumer purchasing decisions, particularly perceived price and promotion. This emphasizes that brand image represents, a collection of associations linked to a brand stored in the minds or memories of consumers. Therefore, fostering consumer perceptions of brand image is of utmost importance in influencing their purchasing decisions.

2. The effect of price perception on purchasing decisions

Partial test results, indicate that the price perception variable has a positive and significant impact on purchasing decisions for Whiskas APS Pet & Care brand products in Pangkep Regency. This implies a one-way relationship between price perception and purchasing decisions at APS Pet & Care, meaning that an increase in price perception results in a corresponding increase in purchasing decisions at APS Pet & Care. The significant effect shown by the price perception variable largely depends on the role of specific indicators that constitute it. These indicators include: 1. The affordability of Whiskas products, 2. The alignment of the product's price with the expected quality, 3. The competitiveness of Whiskas product pricing against other products, and 4. The alignment of Whiskas product pricing with its benefits. These four indicators have been effectively empowered, enabling them to support the rise in purchasing decisions for Whiskas APS Pet & Care brand products in Pangkep Regency. The findings of this study are in agreement with Kotler and Armstrong's theory (2008) and align with (Anwar & Andrian, 2021) which highlights that price perception involves the value associated with a price in relation to the benefits, of owning or using a product or service. Price perception is subjective and varies among individuals as they form their opinions about the offered price. A fair pricing policy enhances consumer repurchase intention, while lower product quality and pricing can reduce consumer expectations and their willingness to purchase the product. These factors significantly influence the purchasing decisions of visiting consumers. Therefore, by cultivating positive price perceptions, it can be anticipated that purchasing decisions at APS Pet & Care will increase in the future.

3. The effect of promotion on purchasing decisions

The partial test results, indicate that the promotion variable has a positive and significant impact on purchasing decisions for Whiskas APS Pet & Care brand products in Pangkep Regency. This implies that there is a one-way, relationship between promotion and purchasing decisions at APS Pet & Care,

suggesting that frequent promotions result in increased purchasing decisions at APS Pet & Care. The significant effect displayed by the promotion variable predominantly depends on the significance of the indicators that constitute it, namely: 1. Word Of Mouth (WOM) influenced my decision to buy Whiskas brand products due to promotions; 2. The company's promotions were persuasive in encouraging me to purchase Whiskas products; 3. APS Pet & Care conducts, sales promotions through Instagram, Facebook, and direct channels; 4. Whiskas promotions possess unique and appealing attributes compared to other brands. These four indicators have been maximized to influence purchasing decisions through promotions at APS Pet & Care in Pangkep Regency. The results of this study are in line with previous research (Yusuf & Sunarsi, 2020) and (Aji et al., 2019) that demonstrates a strong and significant influence of promotional variables on purchasing decisions. This means that better promotions lead to better purchasing decisions. Therefore, this research can serve as a reference for future studies.

Conclusion

Based on the analysis outcomes, it has been established that the variables - brand image; price perception; and promotion - exert a positive and significant impact on purchasing decisions. This suggests that consumers view brand image, price perception, and promotion as fundamental elements influencing their purchasing decisions. The current research not only reinforces the findings of previous similar studies but also provides valuable insights for manufacturers and producers to establish a favorable brand image, pricing, and promotional strategies that align with the promoted products. This is particularly important concerning price information and promotional pricing policies. The study's findings strongly support the significance of these factors in consumer purchase decision-making, further corroborating conclusions from previous research. To encourage consumers to buy Whiskas APS Pet & Care brand products in Pangkep Regency, producers must set appropriate prices and implement effective promotion policies while consistently fostering a positive brand image.

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