

The Influence of Brand Image, Promotion, Product Quality, and Price on The Consumer's Buying Decision of Aeon Sushi Product on Klang Valley Area.

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Abstract— Aeon Sushi is one of the most popular sushi brands worldwide. It has a strong brand image, which is a key factor influencing consumers' purchasing decisions. This study aims to explore the influence of product quality, promotion, and brand image on purchasing decisions among consumers of Aeon Sushi. The research focuses on four key factors influencing purchasing decisions: product image, price, product quality, and promotion. The results showed that brand image significantly influences consumer choices, indicating that positive perceptions of Aeon Sushi's reputation and values significantly influence buying decisions. Product quality has emerged as an important driver of customer satisfaction and loyalty, highlighting the need for consistent product quality standards to ensure repeat purchases. Promotional efforts, especially those that convey brand's unique selling points, have an immediate impact on consumers' behavior, underscoring the role of marketing and advertising in influencing purchasing decisions and offering insights to refine strategy and strengthen market position.

Keywords: *Buying Decisions, Brand Image, Promotion, Product Quality, Price*

I. INTRODUCTION

Currently, economic growth has increased in various parts of the world, especially in developing countries, such as Malaysia. Higher income levels enable consumers to meet their daily needs, both primary, secondary, and tertiary needs. With increased purchasing power, it can be inferred that consumers experience satisfaction when making buying decisions. When individuals intend to buy something expensive, important, or risky, they usually do it carefully. They undergo several stages of consideration and explore alternative options. The consumers' decision-making process begins once the desire to purchase arises. A buying decision is generally defined as a consumer's interest in purchasing or not purchasing a product [1]. Consumers then assess the quality, the price, and the image of the product. In this globalization era, business competition is intense, requiring companies to meet the needs of consumers and develop that differentiate them from competitors. Consciously or unconsciously, consumers make buying decisions daily, which involve decision-making processes and information seeking. Consumers will decide when they have enough information to be used as the basis of deciding to buy. Likewise, marketers are interested in understanding the consumers' behavior in buying goods by analyzing their purchasing pattern [2]. Before making a purchasing decision, consumers usually see or consider the quality of the products that consumers want. Product quality is a factor supporting the buying decision. Product quality is the ability to demonstrate various functions such as robustness, precision, reliability, and accessibility. Product quality refers to characteristics of a product or service that determine a company's ability to meet customer needs. It reflects all dimensions of a product offering that contributes to delivering benefits to customers.

The analysis of the influence of brand image, price, product quality, and promotion on purchasing decisions for Aeon Sushi products explores the complex dynamics that shape consumer choices within a specific brand and product category. This study aims to understand how these four key factors interact and influence consumer decisions regarding Aeon Sushi products. Brand image plays a pivotal role, encompassing consumers' perceptions of a brand's reputation and their emotional connection to it. Price is a fundamental driver in consumer decision-making, shaping the perceived value of the product. Product quality stands as a crucial determinant of consumer satisfaction and loyalty, directly influencing repeat purchases. Promotion strategies, including advertising and marketing efforts, can shape consumer perceptions and create purchase incentives. By examining these elements, the research aims to clarify the complex factors guiding purchasing decisions and ultimately support Aeon Sushi's in attracting and retaining customers in a competitive market.

II. METHOD

This study employs a descriptive approach using quantitative surveys to explore the relationship between variables such as brand image, promotion, product quality, and price on buying decisions. Correlational research is utilized to quantify these relationships through data analysis. A cross-sectional design is selected to incorporate consumer Aeon buying decisions, aiming for accurate data collection and higher data quality. Questionnaires comprising five sections are distributed using various methods such as Google Forms and social media platforms to collect opinions on factors influencing online shopping behavior at Aeon Mall Shah Alam Seksyen 13. The data collected are analyzed using Statistical Package for Social Science (SPSS Version 29) software for further insights. The population encompasses subjects or objects with specific attributes defined by researchers to gather information and draw conclusions. It can consist of human beings, items, companies, or other entities relevant to the study. In this study, the target population includes consumers of sushi in Aeon Mall Shah Alam Seksyen 13, Bukit Raja, and Bukit Tinggi. The estimated daily consumers are approximately 200 people, and based on this estimate, a sample size of 234 respondents was determined using statistical calculations. Sample size is crucial for statistical analysis as it forms the basis for drawing inferences about the larger population and plays a significant role in hypothesis testing and parameter estimation.

The sampling design in this study involves non-probability sampling, specifically convenience sampling, where elements are selected based on accessibility rather than random selection. This method is commonly used in various fields and can have similar advantages and disadvantages to quota sampling. Convenience sampling applied in this research focuses on consumers of sushi at Aeon Mall Shah Alam due to the constraints in selecting a representative sample from the population. Data analysis process involves examining, purifying, and modeling data to derive valuable insights for decision-making. The study utilizes IBM Statistical Package for Social Sciences (SPSS) Version 29.0 for analyzing collected data. SPSS is a widely respected software tool used by academics, students, and research experts across various disciplines including business, psychology, sociology, economics, medicine, and engineering. It facilitates efficient data processing and presents results graphically for better comprehension of outcomes.

III. RESULTS AND DISCUSSION

The Study on Aeon sushi consumers utilized IBM SPSS Version 29.0 for data analysis. The researchers gathered data from 236 respondents through Google Forms and conducted a demographic analysis to explore consumer backgrounds, including gender, age range, nationality, education level, occupation, ethnicity, religion, and location. The demographic profile of Aeon sushi consumers reveals a higher representation of female consumers (59.3%) compared to male consumers (40.7%). Regarding age, the majority of consumers are between 21-30 years, with 39.4% in the 21-25 age group and 43.6% in the 26-30 age group. Most respondents are Malaysian (77.5%), with 22.5% being non-Malaysian. In terms of education, 68.2% hold a degree, 16.9% have a diploma, and 1.7% with a completed foundation program. Regarding occupation, 63.1% are employed, 30.5% are students, and 6.4% are unemployed. Ethnically, 62.7% are Malay, 13.6% are Chinese, and 10.6% are Indian. In terms of religion, 61.9% are Islam, 15.3% are Christian, and 9.3% are Hindu. The location distribution indicates that 43.2% are from Aeon Shah Alam Seksyen 13, 38.1% are from Aeon Bukit Raja, and 18.6% are from Aeon Bukit Tinggi.

The reliability analysis results show Cronbach's alpha values for the variables. For Brand Image (BI) with 5 questionnaire items has the Cronbach's alpha of 0.835, Promotion (P) with 5 items has 0.811, Product Quality (PQ) with 5 items has 0.824, Price (P) with 5 items has 0.812, and Buying Decisions (BD) with 5 items has 0.769. These values indicate the internal consistency reliability of the variables. According to George and Mallery [3], a Cronbach's alpha value of 0.8 or higher is considered good to excellent. Therefore, the values obtained for all variables (ranging from 0.769 to 0.835) indicate a high level of internal consistency reliability, suggesting that the questionnaire items for each variable are reliable and consistent in measuring the intended constructs. The regression analysis revealed the relationships between the independent variables (brand image,

promotion, product quality, and price) and the dependent variable (buying decisions).

The R-squared values indicate the percentage of variation in the dependent variable explained by the independent variables. The results of the regression analysis showed the following relationships and R-squared values: Brand Image and Buying Decisions, with an R-squared value of 0.385, indicating a weak relationship. Promotion and Buying Decisions, with an R-squared value of 0.422, indicating a moderate relationship; and Product Quality and Buying Decisions, with an R-squared value of 0.438, indicating a moderate relationship.

Price and Buying Decisions have an R-squared value of 0.563, indicating a medium relationship between price and buying decisions. These R-squared values suggest that the independent variables collectively explain a moderate amount of the variation in buying decisions. The higher the R-squared value, the more variation in the dependent variable explained by the independent variables. Therefore, the R-squared values indicate the extent to which the independent variables influence buying decisions. In conclusion, the study findings underscore the influential factors in buying decisions, including brand image, product quality, promotion, and price. The use of linear regression to establish relationships between independent and dependent variables provides insights into the influence of these factors on consumer behavior. Overall, the results present a detailed and systematic analysis of the demographics and statistical findings, shedding light on the factors impacting consumer behavior in the context of Aeon sushi consumers.

The study investigated the relationships between brand image, promotion, product quality, price, and buying decisions. The research questions, objectives, and hypotheses were structured to explore these relationships, with each hypothesis suggesting a strong positive correlation between the respective factors and buying decisions. The study's implications for practice indicate that AEON could enhance its marketing strategies by improving product quality, adjusting promotional budgets according to the most influential factors, and refining product features and pricing to align with consumer expectations. Additionally, the significance of brand image highlights the need for AEON to invest in maintaining a positive brand reputation to attract more consumers.

Limitations of the study include its cross-sectional design, which does not capture changes in consumer behavior over time, potential response bias in the questionnaire data, and the focus on only four factors, possibly neglecting others. Future studies should use larger, more diverse samples to ensure representativeness and explore additional factors such as market dynamics and demographic characteristics. The study concludes that brand image, promotion, product quality, and price significantly influence buying decisions, with brand image having the most impact. Quality products and effective promotions are also crucial, while price serves as a value indicator for consumers. The appendix includes a research timeline and budget details, including the cost of SPSS software subscriptions.

IV. CONCLUSION

The main objective of this research is to determine the influence of buying decisions on brand image, promotion, product quality, and price, focusing on Sushi Aeon Klang Valley Area products. The study was conducted at three locations: Aeon Shah Alam sekjen 13, Aeon Bukit Raja, and Bukit Tinggi. The findings indicate a significant relationship between buying decisions and brand image, where brand image has a very strong influence on purchasing decisions. Promotion was also found to play a role in increasing product awareness among consumers. Product quality strongly affects purchasing decisions, while price serves as an indicator of perceived value. If a product is priced too high, consumers may perceive it as lacking value; if priced too low, it may be viewed as low quality.

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