

## Conference Paper

# The Influence of Brand Dimensions on the Purchasing Decisions of Consumers of Hamzah Batik Shop in Yogyakarta

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**Abstract**

This study aimed to determine the effect of brand dimensions, namely brand loyalty, brand quality, historical brand and marketing communication on the purchasing decisions of consumers of Hamzah Batik Stores in Yogyakarta. This sample included consumers at the Hamzah Batik Shop in Yogyakarta. Sampling used random techniques. A questionnaire was used to collect primary data with 100 respondents. The results showed that brand loyalty, brand quality, historical brand and marketing communication simultaneously had a significant influence on purchasing decisions. Separately, brand loyalty had a significant negative effect on purchasing decisions and historical brand did not. Thus the company should pay attention to customer loyalty. This can be done by always paying attention to the needs and desires of customers. Managerial implications, research limitations and future research are also discussed in this study.

**Keywords:** brand loyalty, brand quality, brand historical, marketing communication, purchasing decision.

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## 1. Introduction

Today, the trend of shopping tourism is a form of activity that is beginning to develop. Yogyakarta is the second most visited tourist destination after Bali. It is actually similar to other types of tourism that are currently widely liked by people such as culinary tourism, nature tourism, and cultural tourism. One of the tourist destinations in Istimewa Area of Yogyakarta that is often visited by tourists is shopping in Malioboro area. Various shopping places offered around Malioboro, ie batik and handicraft shop. These stores are vying to innovate and create different advantages. The advantages are seen from the products sold, the quality of the products, the affordable price as well as the location

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and atmosphere of the place that comfortable or also can be from other supporting things given.

Among the many batik and craft shops around Malioboro one of them is Mirota Batik Malioboro Branch Yogyakarta. In Yogyakarta itself there are two Mirota Batik 7 outlets namely Mirota Batik Malioboro Branch Yogyakarta and Mirota Batik Kaliurang Branch. The difference between Mirota Batik Malioboro branch and Mirota Batik Kaliurang branch can be seen from the number of visitors who come to the shop, valid visitor data and sales obtained by researchers from Mirota Batik:

TABLE 1: Number of Visitors and Sales of Mirota Batik in 2018

Moon (2018)	Average Number of Visitors per day		Average Sales per Day	
	Mirota Batik Branch Malioboro	Mirota Batik Branch Kaliurang	Mirota Batik Malioboro Branch	Mirota Batik Kaliurang Branch
January	80.321	356	Rp. 287.000.000	Rp. 23.000.000
Feb.	58.987	186	Rp. 207.000.000	Rp. 16.000.000
March	76.447	317	Rp. 290.000.000	Rp. 21.500.000
April	81.569	358	Rp. 296.000.000	Rp. 27.000.000
<b>Total</b>	<b>297.324</b>	<b>1.217</b>	<b>Rp. 1.080.000.000</b>	<b>Rp. 91.5000.000</b>

Source: Mirota Batik 2018

From Table 1.1. Above it can be seen that there is a difference between the average visitor and the sale of Mirota Batik Malioboro Branch and Mirota Batik Kaliurang Branch. Mirota Batik Malioboro has more visitors than Mirota Batik Kaliurang Branch, as well as sales figures showing that Mirota Batik Malioboro Branch has more sales than Mirota Batik Kaliurang Branch.

This could be due to several factors affecting the level of sales. Many factors that can be indicated have an influence on a consumer purchasing decision that affects the income earned by a company is the atmosphere of Hamzah Batik Shop in Yogyakarta. Marketing is one of the important activities that the company needs to do to improve its business and maintain the survival of the company. In addition to the marketing activities of companies need to combine functions and use their expertise in order for the company to run properly. In this case please be aware of some definitions of marketing. A purchase decision is an action taken by a consumer to purchase a product. Therefore, consumer purchasing decision making is a process of selection of one of several problem solving alternatives with real follow-up.

After that consumers can evaluate the options and then be able to determine the attitude that will be taken next. In a purchasing decision there are several roles of consumers namely initiator, influencer, decider, buyer, user. Companies need to know

the role of products, define messages and allocate promotional budget costs and create marketing programs that suit buyers.

The term customer loyalty points to customer loyalty to a particular object, such as a brand, product, service, or store. In general, brands are often referred to as objects of customer loyalty. Brand Loyalty reflects customer loyalty to a particular brand. Brand loyalty is a condition where consumers have a positive attitude towards the brand, have a commitment to the brand, and have a tendency to continue purchasing it in the future.

Mirota Batik is a large family that strives to improve living standards through a profesional (skilled) and highly dedicated way of working so that the people/ customers have a positive picture, appreciate, and interested in the personality of Yogyakarta people as a tourist destination city. Thus, tourism development in Yogyakarta continues to grow and develop. Mirota Batik is like building a family lovingly. It's like spreading the seeds of service with love, and picking up the sales crop with excitement. And only work with love, can turn the sound of the wind into a gending sound that is increasingly.

Mirota Batik is a shop that focuses on selling souvenirs. Products sold include batik, food, beverages, handicrafts, antiques, etc. Mirota Batik service malioboro branch is managed in a unique way. Namely, blending Javanese art. For example designing a shop with ancient Javanese cultural trinkets. By combining Javanese art, Mirota Batik malioboro branch not only sells batik and souvenirs but also sells the atmosphere with a wealth of traditions in Yogyakarta. Various Javanese ornaments that decorate the interior of the shop include typical flowers of Yogyakarta Palace, royal trinkets, sesajen and gamelan. In addition to incorporating Javanese ornaments, Mirota Batik malioboro branch also has other tips in starting in order to be successful. One of them is with regard to the welfare of employees For Mirota Batik Malioboro branch implements a system of yield share. If in-store sales increase, employees will earn a large income. If sales fall, employee revenue will also fall.

## 2. Library Review and Hypothetical Development

### 2.1. Theory background

#### 2.1.1. Brand Loyalty

*Consumer Brand Loyalty* is a person who has experience with a particular brand, and their perception of *brand equity* can be defined as “consumers *feel brand equity* as an added value to products or services associated with brand names” [4]. It can also

be said that brand loyalty is the result of extensive cognition activation and purchasing decision making. Loyalty refers more to the behavior of decision-making units to make continuous purchases of goods or services from a selected company. Brand loyalty is a consistent preference for consumers or the same brand purchases in certain product or service categories.

Brand loyalty can be measured through: Behavior measures. A direct way to determine loyalty especially for habitual behavior is to take into account actual purchasing patterns. Measuring switch cost. Measurements on these variables can identify customer loyalty within a brand. Generally if the cost of rebranding is very expensive, customers are reluctant to rebrand so the rate of depreciation of the customer group over time will be low. Measurement of a brand's customer satisfaction or dissatisfaction is the most important indicator of brand loyalty. If dissatisfaction with a brand is low, then there is generally not enough reason for customers to move to another brand unless there is a strong enough pull factor.

A passion for brand, trust, a feeling of respect or friendliness with a brand evokes warmth and closeness in the customer's feelings. It will be difficult for other brands to attract customers who are at this stage. The measure of such likes is the willingness to pay a higher price to get the product. One of the key indicators is the number of customer interactions and commitments associated with the product. A customer's fondness for a brand will encourage them to talk about the brand to others either in a telling way or to the point of recommending.

### **2.1.2. Brand Quality**

*Brand Quality is the extent to which (level) the client has a positive impression and expectation of the quality of the product or towards the owner of the brand he purchased, its description, reputation and uniqueness, especially compared to other competing brands, in a way that will improve his purchasing decision in buying the brand and as a result, it will affect satisfaction. Quality is defined as the overall characteristics and properties of goods and services that affect the ability to meet the stated needs as well as the implied [7].*

### **2.1.3. Historical Brands**

The age since the brand was found on the market. Therefore, we found that the famous brand is an old brand and gained attention through the signing of the founding date.

These achievement sand achievements are the success of the brand and its reputation through the history that the company went through. Brand identity and brand image are core determinants of brand manifestations. Brand identity can be influenced by a variety of ideas. In fact, identity represents a temporary reality of consumer behavior.

#### 2.1.4. Marketing Communication

*Marketing Communication* is an interactional dialogue activity between the organization and its customers. Because communication is not only aimed at achieving the process of purchasing by customers, but also aims to create a special image for the brand in the community and that through product quality and through consumer loyalty. *Marketing Communication Concept:* They are a means of convincing the media to reassure the target segment of people, with the aim of influencing their behavior of buying a particular product or continuing to buy it in the absence of other competitors. *The purpose of Marketing Communication: marketing Communication is considered* as a important indicator for the accuracy and integrity of performance achieved in various aspects of the company, marketing communication is considered as a way to develop the work of marketers, implementing advertising programs, sales force, and planning for the appropriate promotion means of Coverage: By creating realization, stimulating demand. Process: Through encouragement for products, loyalty to brands and facing competitor promotion efforts. Effectiveness: Through planning for communication and for the needs of the recipient of information.

#### 2.1.5. Purchase Decision

In general, a consumer's purchase decision is to buy the most preferred brand, but 2 factors can be between the intention and the purchase decision. The first factor is others. If a person has an important meaning to the consumer, then it will affect that consumer. The second factor is an unexpected situational factor. Consumers may form purchase intentions based on factors such as opinions, prices, and expected product benefits. The decision to purchase is the activity of individuals directly involved in the decision to make a purchase of the product offered by the seller. Indicators of purchasing decisions are perceived needs, activities before buying, time-of-time behavior, post- purchase behavior.

## 2.2. Hypothetical development

### 2.2.1. The influence of brand loyalty on brand loyalty purchase decision

Can be said to be a purchasing decision-making process such as purchasing a product such as Yamaha V-IXION motorcycles. It is difficult for customers to switch to a competitor's product, when the customer has already obtained a match for a previously purchased item. The job for the company is to maintain and maintain customer satisfaction. to maintain this necessary sincerity and sincere intention of the company to provide the best service for the company. Customers who are satisfied with the service provided by the customer will make are purchasing. Based on the above explanation, the data hypothesis is formulated as follows:

**H1:** *Brand Loyalty (BL)* has a significant positive effect on purchasing decisions (KP)

### 2.2.2. Brand Quality influence on purchased decision

The influence of *brand quality* on the decision to purchase a product such as Honda Vario is a process from the birth also-called loyalty. Customers usually buy, for reasonable reasons. Brands that are customers are also favorite and are usually sought after and willing to accept the discreteness of products that are already a customer's favorite. Well-known products usually have a longer life cycle when compared to products that have not gained a place in the hearts of customers. Thus it has become a necessity for the company to differentiate the products it produces. This needs to be done to maintain customer loyalty so that customers find it difficult to move to other products, despite offers from competitor products. Based on the above explanation, the data hypothesis is formulated as follows:

**H2:** *Brand Quality* has a significant positive effect on purchase decision

### 2.2.3. Historical Brand influence on purchase decisions

Previous research conducted by [8] stated that there is a historical brand influence on purchasing decisions. Products that have a long life cycle, usually a proven its tested product, can at least last a long time meaning they successfully pass the ever-dynamic market test. So that the brand can be a strong brand, because it is always present throughout the ages. To become a favorite product for customers takes quite a long time. Embedding a brand to be stuck in the hearts of customers requires a twisting and

winding process and many challenges are experienced. If the product can overcome these challenges, it will last along time, which can ultimately lead to customer behavior to make purchasing decisions.

Based on the above explanation, the data hypothesis is formulated as follows:

**H3:** *Historical brand has a significant positive effect on purchase decision*

#### 2.2.4. Influence of Marketing Communication on purchase decision

Previous research conducted by [11] stated that there is an influence of Marketing Communication on purchasing decisions. To make a product to customers needs the right media. Media usually requires relatively high costs. This advertising media is usually done by products that already have a name in the customer's heart. Thus to remind customers about the advantages of a product requires a long and long process. Therefore, effective communication is required to be able to retain existing customers. To maintain this is necessary marketing strategies such as sales promotions that can captivate customers. Customers who obtain sufficient and accurate information can give rise to the ability to make purchasing decisions. Based on the above explanation, the data hypothesis is formulated as follows:

**H4:** *Marketing Communication has a significant positive effect on purchasing decisions.*

Based on the description, relationship and connectedness and influence between independent variables namely brand loyalty, brand quality, brand historical and marketing performance with dependent variables namely purchase decision, then the research model is seen in figure-1

### 3. Research Methods

The population in this study is a consumer of Hamzah Batik Shop in Yogyakarta who will make a purchase. Samples are part of the number and characteristics that such populations have. If the population is large, and research is not possible to repel everything in the population, such as limited funds, energy and time, then research can use samples taken by that population fund. The sample number used is 100 respondents, namely consumer customers who buy at Hamzah Batik Shop who will make a purchase. In this study using probability *sampling technique*, which is referred to as research sampling that provides equal opportunities for each element. The sampling technique

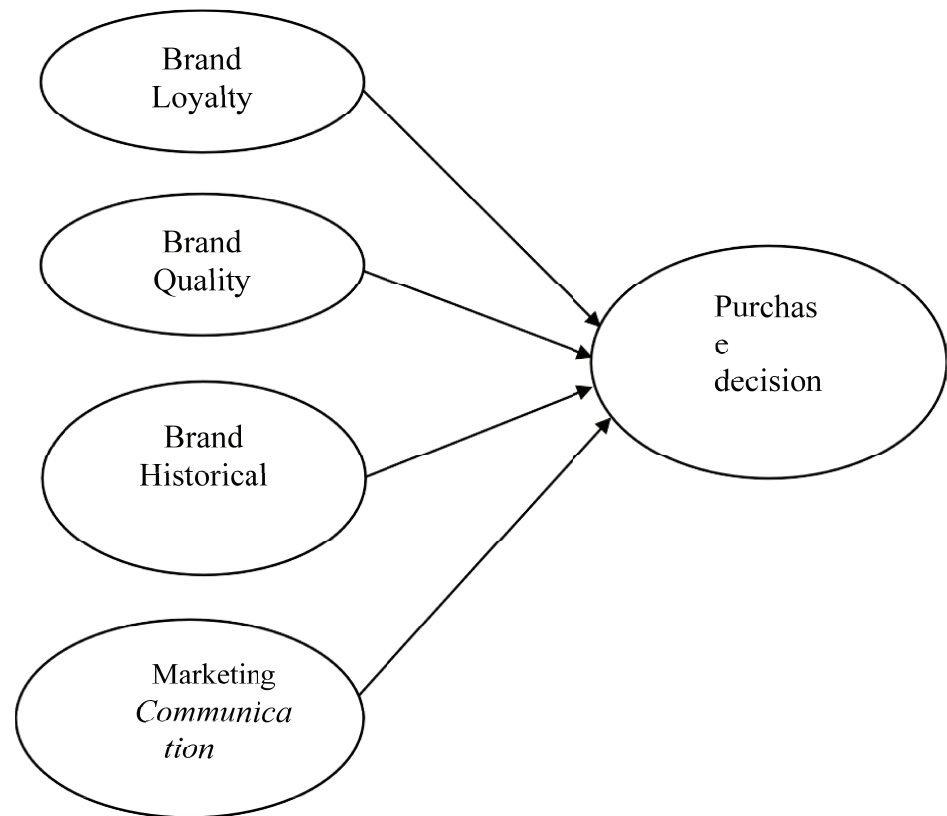


Figure 1: Research model

used in *probability sampling technique* is simple random sampling, when sampling is done randomly regardless of strata in the population.

### 3.1. Instrument Development

Instrument research according to [14], is a tool used to measure observed natural and social phenomena. The instrument is arranged based on indicators *contained in brand loyalty, brand quality, brand historical, marketing communication* and purchasing decisions which are then spelled out in question items that meet the Likert scale. The scale of measurement of variable instrument *brand loyalty, brand quality, brand historical, marketing communication* and purchasing decisions is measured using Likert scale which has five levels of preference that have a score of 1-5 with details Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.



TABLE 2: variable, indicators and questioner

No	Variable	Indicators	Questioner
1	<i>Brand Loyalty</i>	<i>Switcher</i>	When I buy products branded Hamzah Batik, I will look for goods that have a brand with the same mark. I want to know products with new experience, even if I can find other Hamzah Batik products from the same brand.
		<i>Habitual Buyer</i>	When I'm sure, I don't want to change the original brand of Hamzah Batik.
		<i>Satisfied Buyer</i>	I prefer other labels compared to Hamzah Batik products.
		<i>Likes the Brand</i>	When I'm sure of a brand, I recommend it to my friends. I asked my friends to try products with my favorite brands. I only accept hamzah batik brand that I like, although there are already other Hamzah Batik brands at cheaper prices. I don't care about my favorite merek price all along.
No	Variable	Indicators	Questioner
2	<i>Brand Quality</i> <i>Brand Historical</i>	<i>Committed Buyer</i>	I am committed to buying my preferred batik hamzah brand in the future. I don't have the will to buy another Brand of Hamzah Batik, when my favorite Hamzah Batik brand is not available.
		<i>Reasons to buy</i>	My favorite Hamzah Batik brand describes the best quality. My favorite Hamzah Batik brand describes the quality of the original products from the shop.
		<i>Deference or position</i>	I assume that the famous Hamzah Batik brand, will last longer. Use labels by taking from other labels, providing a safe situation.
		<i>Optimum Price</i>	Paying a high price for merchandise with Hamzah Batik brand will be mutually beneficial for me and the store.

3	. Distribution Channel Interests	For the quality of goods of the famous Hamzah Batik brand, according to the price paid.
	. Brand Expansion	The selection of well-known brands illustrates the selling price.
	. Achievements	The long history of Hamzah Batik brand makes the brand a favorite brand for me.
	. Achievements	The continued development of Hamzah Batik shop over the years to equalize the right to consumers became my favorite.
4	. Brand Identity	What's in the brand of symbolism is in the cultural community that makes it amazing.
	. Post-purchase behavior.	I was satisfied when I made the famous Hamzah Batik brand. Having all the information from the famous Hamzah Batik Shop will help me more in making the appropriate product purchasing decisions.
Marketing		

## 4. Results

Based on the validity test results are proven that all question items in the questionnaire are declared valid and reliable. This is because  $r_{count} > r_{table}$ . Based on reliability test can be known that every item of question *is reliable*. This is because each statement item on each variable has a Cronbach *Alpha value* above 0.6. The validity of the *brand loyalty variable* that alpha cronbach coefficient  $\alpha_{cronbach} > 0.6$ , the brand quality variable *that alpha cronbach coefficient*  $> 0.6$  is declared valid, the historical *brand variable* is declared valid  $\alpha_{cronbach} > 0.6$ , while the marketing communication *marketing communication coefficient variable*  $\alpha_{cronbach} > 0.6$  is declared valid and the purchase decision variable is declared  $\alpha_{cronbach} > 0.6$  declared valid.

### 4.1. Classic Assumption Test

In this study based on the results of the tests conducted can be stated that the data in this study has passed in the test of classic assumptions which consists of normality test, multi colinerity test and heteroskedastisity test.

TABLE 3: F-test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	537,053	4	134,263	11,607	,000 <sup>a</sup>
	Residual	1098,907	95	11,567		
	Total	1635,960	99			

The F Test results in this study show that the F-count value is 11,607 and the value level is significant at 0.000. It can be concluded that one of the three independent variables affects the purchase decision.

TABLE 4

Determination Coefficient Results (R2)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,573 <sup>a</sup>	,328	,300	3,40109

From the table above it is concluded that a determination coefficient of 0.300 that shows free variables together affects non-free variables by 30.0% while the rest is influenced by other variables.

TABLE 5: Regresi Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,287	3,713		4,117	,000
	Total BL	-,176	,075	-,226	-2,354	,021
	Total BQ	,549	,093	,566	5,873	,000
	Total BH	-,169	,178	-,092	-,948	,346
	Total MC	,246	,083	,283	2,980	,004

a. Dependent Variable: Total K P

Sumber: Data Primer yang diolah, 2019

The results of the first hypothesis test (H1) conducted, it was found that Brand Loyalty had a negative and significant effect on the Purchase Decision, this was indicated by a t test value smaller than the t-table (-2,354 < 1.66105) with a bag probability (0.021) greater than the significant level of 0.05, thus Ho was accepted and Ha rejected, meaning the Brand Loyalty variable had a significant and negative effect on the Purchase Decision.

The results of the second hypothesis test (H2) conducted, found that Brand Quality had a positive and significant effect on the Purchase Decision, this was indicated by a thitung value greater than the t-table (5,873 > 1.66105) with a probability (0.000) smaller

than the significant level of 0.05, with  $H_0$ 's demikrejected and  $H_a$  accepted, meaning the Brand Quality variable had a positive and significant effect on the Purchase Decision.

The results of the third hypothesis test ( $H_3$ ) conducted, found that Brand Historical had a negative and significant effect on the Purchase Decision, this was indicated by a t test value smaller than the t-table ( $-0.948 < 1.66105$ ) with a probability (0.346) greater than the significant level of 0.05, thus  $H_0$  was accepted and  $H_a$  rejected, meaning the Brand Historical variable had no negative and significant effect on the Purchase Decision.

The results of the fourth hypothesis test ( $H_4$ ), which was done, found that Marketing Communication had a positive and significant effect on purchasing decisions, this was indicated by a t-count value greater than the t-table ( $2,980 > 1.66105$ ) with a probability (0.004) of a significant 0.05 level, thus  $H_0$  was rejected and  $H_a$  accepted, meaning the Marketing Communication variable had a positive and significant effect on the Purchase Decision.

## 5. Discussion

Brand loyalty negatively affects purchase intention, which in this case with a regression coefficient of -0.176, with a probability of 0.021. This can be interpreted that the customer's commitment to batik products he has purchased is unquestionable. These findings are not in line with research conducted by [4] in its study stating that brand loyalty affects purchase decisions. This is gap research that needs to be re-examined, in search of scientific truth. Of course, it should also be supported by the findings of other similar researchers.

Brand quality has a significant positive effect on purchase decisions. It is important for the company to improve the brand quality that can be done through providing a decent price for customers. So loyal customers to batik products, customer willing to spend enough money to get batik that becomes his dream. In order to maintain customer loyalty, the company needs to differentiation products that suit the customer's needs and desires. Maintaining and maintaining customers is an action that must be taken to be able to keep existing customers, and attract new customers. It is important to maintain the survival of a batik product. Thus marketing should be done selectively, means batik products of a certain quality, marketed only in certain places, it is important to maintain the brand image that is already well known.

Historical brands have no effect on purchase decisions. Customers usually rarely notice how long a company is founded and who is the founder. So customer appreciation

is very low on the teaching of a product and even many of the customers do not pay much attention to the chase, and tend to pay attention to the quality of the product, the quality of the service that can meet the wishes and needs of the customer. It's important for companies to remind customers of the long journey a product goes through. Remind customers that long-lived products, usually high quality products.

## 6. Conclusion

This research aims to test the influence of brand dimensions on purchasing decisions. The findings show a positive influence of the brand dimension on purchasing decisions in consumers of Hamzah Batik Shop in Yogyakarta. This indicates that who are in this loyalty category are buyers who really like the *brand*.

At this stage the buyer is a loyal customer. At this level, one of the actualities of buyer loyalty is demonstrated by the act of recommending and promoting the brand to another party. A product can be distinguished from other products in terms of brand (*brand*). Brands can be used as a tool to create a specific view of shoppers through both advertising and promotional activities. *Brand Quality perception* of good quality can help advertising and promotions that the company does become more effective, which will be related to purchasing decisions by consumers.

*Brand Historical* brand image is the identity of the goods on the service. A well-known and trusted brand is an invaluable asset. The brand develops into the largest source of assets and is an important factor in the company's marketing activities. *Marketing Communication* sales promotion is like a collection of incentive tools that are mostly short-term, designed to stimulate the purchase of certain products or services faster and greater by consumers or merchants. Consumer purchasing decisions can take a decision about how many products they will buy at some point. Purchases made may be more than one. In this case, the company must prepare the number of products according to the different wishes of the buyers. For example: the need will be the product. Based on the dimensions and indicators of the above purchasing decisions, it can be concluded that in measuring purchasing decisions, consumers always consider the choice of product, brand, distributor, time of purchase, and the number of purchases that match the consumer's needs for an item.

The limitations of this research lie in the location of the study which is not wide, so there are not enough reasons to make generalizations. Thus research, for further research needs to be expanded both in terms of the research area and the respondents who are sampled in the study. In addition, longintudinal research is also needed.

This is important considering respondents only filled out questionnaires provided by researchers. Whereas many informants should be able to be smearedh, but it does not happen so because the time provided is quite short for the respondent. In addition the number of variables needs to be multiplied for higher accuracy in purchasing decision making.

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