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The Effect of Brand Equity on Buying Decision of Surakarta Gacoan Noodles

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ABSTRACT: *Objective study This is For know influence brand equity to buying decision of Surakarta Gacoan Noodles. Study This is study quantitative studies descriptive that is research conducted for give a more detailed description of something symptom or phenomenon that occurs, with type study correlation and regression that is for know connection between internal variables study that is variable independent and variable dependent. Population in study This is whole ever consumer buying and consuming Surakarta Gacoan Noodles with sample as many as 100 respondents. The type of data used in the research This is primary data. Method data collection with use questionnaire and processed using SPSS software. Results study show that brand equity has a positive and significant influence , as well own strong relationship on decisions buying .*

I.   INTRODUCTION

In the age of revolution Industry 4.0 in the era of globalization and trade moment This bring drastic changes, especially in growth and development in field economy in Indonesia. One of them ie business business culinary. Growth and development This happen caused by the changes that exist in the world either in field economic, social, and also cultural matters the Of course will influential to development and growth economy in global scope.

According to Aaker (1997) brand equity has four element main in it which is mutual related, that is association brand, awareness brand, perceived quality, loyalty brand. Something perpetrator business or building organization brand equity can influence something consumer in set buying decision. Kotler and Keller, (2016: 164) reveal that in business retail company must own a strategy for promote successful retail for growth efforts that have generated by the company in period long time to get produce maximum profit and can get satisfaction from consumer.

Gacoan noodles is one company retail that was founded in 2016 in Malang which has various type product processed food for sale, mainly in processed noodles. Besides sell processed noodles, company retail it also sells all sorts dimsum and drinks. Gacoan noodles This including business business culinary fast preferred dish good in circles students, as well public general. With own the taste is spicy, savory and different with noodles variant others, Mie Gacoan own place in the hearts of consumers or customer.

Gacoan noodles is child PT Party Company Pora Abadi, where is Mie Gacoan This is something brand company originating trade _ from a restaurant that sells noodles spicy number 1 in Indonesia, which brand trade the has grow and develop become a market leader or market leader, especially in West Java, Central Java, East Java, Bali, and being in progress for become the biggest brand number 1 in level national.

According to Adawiyah, et al (2018) market strategies that are suitable for business business modern

retail ie use understanding about happening sell buy something products that focus on a demanding target market understanding Good about Act in demand customer , attendance the Gacoan Noodle business that gets welcome Good from public This bring up Lots competitors new with offer product similar and offers comfortable place. There is enhancement quantity of products kind as means used for fulfil need customer or consumer is exists development in business culinary.

The more Lots variety and choice product offered for fulfil need consumers lives will make competition in business between company kind the more tight, then from That company must can understand about How consumer in choose For buy something products sold or offered by a company, started from recognize the necessary needs consumer, search information about something product, rating to choice, choice buying, arrived treatment after buying (Ronitua et al., 2018).

II. MATERIALS AND METHODS

2.1. Brand Association

Foroudi (2018) states that brand association is mutual concept relate between name brand certain with something memory consumer. Something matter important for company is build trust useful and profitable brands and brand associations. Association brand is all impression that comes to mind someone related with his memory about something brand. According to Durianto et al in Dev, C. S. (2016) association to the main brand form image brand, be base consumer in buying decision and brand loyalty. Narteh (2018) explains that something brand that can satisfying customer will succeed build strong and relatable brand associations tell perceived customer the to something brand, and will protected from competition competitors other. Brand product on a company certain if the more often remembered in mind customer, then will raises dependency on the product the than product owned by competitor, which means something brand will own more power big if brand the often remembered in mind customers and more prioritize brand the than brand owned by competitors other.

2.2. Brand Awareness

Brand awareness is ability consumer in remember something brand as part of the product company certain. According to Aaker (2018:90) quoted in Rachmawati, S. D., and Andjarwati, A. L. (2020) stated that brand awareness is ability consumer know that brand the is part from group something product. So if company have good and easy brand awareness remembered by consumers, the can become opportunity for company Because consumer will do buying decision in a manner over and over again. In connection with awareness brand, association brand and image brand own understanding become mutual parts relate with introduction brand, which in the end will changed become awareness brand for consumer something company or organization. Explanation the own meaning that if all component mix marketing move in a manner structured and simultaneous, also carried out by resources reliable human being, then brand awareness in the company or organization will function with good (Amanah & Harahap , 2018).

2.3. Perceived Quality

Perceived quality can defined as perceived customer to whole quality or superiority something product or service service related with what is expected by the customer (Darmadi Durianto, 2004). When consumers will consider mark from product, then consumer will tend think about about perceived quality product or service (Li, 2017). According to the American Society for Quality Control in Kotler and Keller (2009: 143) it is stated that quality is whole from features and characteristics product or services that have function in satisfying needs and wants . So that perceived quality whole features and characteristics something products perceived by consumers in matter this including reliability, accuracy, convenience operation and repair or attribute others required by a product.

2.4. Brand Loyalty

According to Priance in Wiastuti, R. D., and Kimberlee, S. (2018) Brand loyalty is size faithfulness consumer to something brand and is at the heart of brand equity being idea central in marketing because matter this is size linkages a customer on a brand. Kim, et.al (2020) stated that brand loyalty and interest own significant influence to choice consumer, that matter because loyalty more brands tall can increase performance brand.

Loyal consumers buy brand favorite they in a manner routine and small the odds for switch brand. Brand loyalty is defined as form commitments held firm for buy return preferred product in a manner consistently in the future, so cause buying same brand although there is influence from beyond potential cause behavior switch (Oliver, 1999).

2. 5 . Buying Decision

Buying decision according to explanation Tjiptono in (Laili Hidayati, 2018), interpreted as stage where buyer control something problem, explore instruction brand or product, and then consider choice replacement for solve problem in make buying decision. Buying decision is reaction where a consumer identify something problem, find data, evaluate alternative solution decide for buy and act or behave after buying. According to Asti et al., (2021) buying decision is part from behavior consumer in buy nor utilise goods or services. Amalia (2019) suggests that buying decision customer covers six sub- choices, viz select items, choose brand, purchasing area, number of items, time, and technique payment.

The Effect of Brand Association on Buying Decision

Durianto , et al in Putra, A. F. (2014) explains if the brand association can create credibility good brand in mind customer. It will generate trust self customer on buying decision. Kindly general brand association that will build and shape a brand image to be basis used by consumers in take buying decision. And with existence of the brand association can help consumer for get more reasons and views specific in matter buy and use product from that brand.

H$_1$: Brand Association is influential positive and significant on Buying Decisions

The Effect of Brand Awareness on Buying Decision

Brand awareness is one existing elements in brand equity, where is the brand awareness own very important role in determine interest buy nor buying decision a consumer because matter the can create familiarity consumer to brand, which is next possibility can lead to stage buying decision. Darayani , A., and Saryadi (2016) shows that brand awareness has impact significant and positive on buying decisions. This supported by the research of S Handayani (2010) there is brand awareness in a brand, this can used for imagine in mind consumers and also invest mark product in something brand that finally useful as determining and possessing role in take buying decision.

H$_2$: Brand Awareness influential positive and significant on Buying Decisions

The Effect of Perceived Quality on Buying Decision

If consumers who have perceived quality of brand in product certain will tend for choose name brand already he knew especially formerly after that new think about price. So that the perceived quality is high will useful as one factor consideration by consumers to taking buying decision something product. Enough relationship strong, significant and positive shown between connection perceived quality variable with buying decision (Sutikno, 2020). Perceived quality also affects trust self consumer on buying decisions with reduce level perceived risk on something decided brand for bought. This supported research by Durianto, et al in Putra, A. F. (2014) revealed that perceived quality is capable give belief consumer in choose something product.

H$_3$: Perceived Quality has an effect positive and significant on Buying Decisions

The Effect of Brand Loyalty on Buying Decision

Park (2016) shows that brand loyalty plays out more role significant in buying decision. So, high brand loyalty can facilitate attitude preferred brand and produce intention buy more high. Customers who are loyal to product will give preference to others for do buying product brand certain so that happen enhancement buying product. It caused because consumer feel own bond with brand so that consumer own great faith that decision buy brand the is right decision.

H$_4$: Brand Loyalty has an effect positive and significant on Buying Decisions

III. RESEARCH METHODS

As for the type research used in study use method quantitative. Method quantitative is one type specific research is systematic, planned and structured with clear since beginning until making design his research. The sampling technique used is purposive sampling where technique this used for set. Sample study with consideration or criteria certain have objective so that the data obtained is representative data. Population in study this is consumers who have bought and consumed Mie Gacoan Surakarta.

Amount sample in study this that is as many as 100 respondents. Study This using primary data in arrangement. Data obtained through answer respondent with use type questionnaire. Method data collection used in study this is with deployment questionnaire via google forms. Questionnaire made with using a scale format likert with frequent scale worn in drafting questionnaire is interval scale. Method analysis in study this is using SPSS software that can used as tool for process and analyze data that has ability analysis statistics as well as system data management with environment graphic.

IV. RESULTS AND DISCUSSION

Analysis Appropriateness Instrument

Analysis validity

Validity test used for measure legitimate or valid or not something questionnaire. Something questionnaire is said to be valid if statements on the questionnaire capable for disclose something will measured by a questionnaire.Following results from the validity test:

Table 1. Validity Test Results

Indicator	r- count	r- table	Information
X1.1	0.866	0.1966	Valid
X1.2	0.809	0.1966	Valid
X1.3	0.817	0.1966	Valid
X2.1	0.664	0.1966	Valid
X2.2	0.599	0.1966	Valid
X2.3	0.767	0.1966	Valid
X2.4	0.722	0.1966	Valid
X3.1	0.848	0.1966	Valid
X3.2	0.643	0.1966	Valid
X3.3	0.875	0.1966	Valid
X3.4	0.742	0.1966	Valid
X3.5	0.830	0.1966	Valid
X4.1	0.871	0.1966	Valid
X4.2	0.848	0.1966	Valid
X4.3	0.873	0.1966	Valid
X4.4	0.878	0.1966	Valid
Y. 1	0.783	0.1966	Valid
Y.2	0.831	0.1966	Valid
Y.3	0.745	0.1966	Valid
Y.4	0.786	0.1966	Valid
Y.5	0.738	0.1966	Valid
Y.6	0.696	0.1966	Valid

From the results testing validity in the table above, the questionnaire contains of 5 variables this there are 22 items statement completed questionnaire filled by 100 respondents in the study this. One of the ways how to

do it know which questionnaires are valid and invalid, we must find out the r table especially first. Formula from r table is df = N-2 so 100-2 = 98, so r table = 0.1966. From the results calculation validity on the table above, got seen that r count > r table.So can concluded that every variable valid and can analyzed .

Analysis Reliability

Reliability test a questionnaire can be said to be reliable if one's answers to statements are consistent or stable fromtime to time. A variable is said to be reliable if it is given *Cronbach's sign Alpha* > 0.60.

The following are the results of the reliability test:

Table 2. Reliability Test Results

Variable	*Cronbach'sAlpha*	Mark Standard	Information
Brand Association	0.762	0.60	Reliable
Brand Awareness	0.625	0.60	Reliable
Perceived Quality	0.847	0.60	Reliable
Brand Loyalty	0.887	0.60	Reliable
Buying Decision	0.849	0.60	Reliable

Based on reliability test results the variables Brand Association, Brand Awareness, Perceived Quality, Brand Loyalty, and Buying Decision in table 2 produce coefficient alpha (Cronbach's Alpha) > 0.60 so can concluded that instrument used reliable.

Analysis Statistics Descriptive

Analysis Statistics Descriptive is testing statistics the descriptive results of this study show that to analyze the minimum,maximum, average and standard deviations of the research variables.

Analysis results descriptive described in table 3, namely as follows:

Table 3. Analysis Results Statistics Descriptive

Variable	Minimum	Maximum	Means	std. Deviation
X1	6.00	15.00	11.83	2,169
X2	11.00	20.00	16,71	2,559
X3	11.00	25.00	20.01	3,276
X4	4.00	20.00	13.94	3,865
Y	8.00	30.00	23.77	4,123

Based on table 4.9 above show number descriptive of each variable. Interpretation from analysis descriptive is asfollowing:

1. Got is known that X1 has minimum value of 6.00 and value maximum of 15.00 with average value of 11.83 on thestandard deviation 2.169. It means standard deviation of the average value of X1 is 2.169.

2. Got is known that X2 has minimum value of 11.00 and value maximum of 20.00 with average value of 16.71 on the standard deviation 2.559. It means standard deviation of the average value of X2 is 2.559.

3. Got is known that the X3 has minimum value of 11.00 and value maximum of 25.00 with average value of 20.01 onstandard deviation 3.276. It means standard deviation of the average value of X3 is 3.276.

4. Got is known that the X4 has minimum value of 4.00 and value maximum of 20.00 with average value of 13.94 onstandard deviation 3,865. It means standard deviation of the average value of X4 is 3.865.

5. Got is known that Y has minimum value of 8.00 and value maximum of 30.00 with average value of 23.77 on thestandard deviation 4.123. It means standard deviation of the average value of Y is 4.123.

Assumption Test Classic

Multicollinearity Test

Multicollinearity test in research this can seen from tolerance value and variance inflation factor (VIF). Second size thisshow every variable independent explained by variables independent other.

Following results from the multicollinearity test :

Table 4. Multicollinearity Test Results

Model	*tolerance*	*VIF*
Brand Association	0.329	3,036
Brand Awareness	0.579	1,726
Perceived Quality	0.299	3,350
Brand Loyalty	0.389	2,573

Multicollinearity test results can be seen in table 4 more tolerance value of 0.1 and VIF below 10, indicating that nohappen problem multicollinearity in the equation regression .

Heteroscedasticity Test

Heteroscedasticity test in research this using the Glesjer test . Following results from the heteroscedasticity test :

Table 5. Heteroscedasticity Test Results

Variable	t	Sig.	Information
Brand Association	-1,639	0.105	No happen symptomheteroscedasticity
Brand Awareness	1,242	0.217	No happen symptomheteroscedasticity
Perceived Quality	-,991	0.324	No happen symptomheteroscedasticity
Brand Loyalty	-1.256	0.212	No happen symptom heteroscedasticity

Heteroscedasticity test results can seen in table 5. The significance value of the data used in results regression, shows that whole variable in study this free from problem heteroscedasticity because own mark more probability big of 5%.

Normality Test

Based on existing data processed, obtained something results from the normality test as following:

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		UnstandardizedResiduals
N		100
Normal Parameters [a,b]	Means	.0000000
	std. Deviation	1.91451235
Most Extreme Differences	absolute	083
	Positive	083
	Negative	-.057
Test Statistics		083
Asymp . Sig. (2-tailed)		.086 [c]

Based on table 6 that the data normality test results show mark significance 0.083, which means mark significance >

0.05. So can concluded that the residual in the research model this has normally distributed.

Hypothesis Test

Multiple Linear Regression Test

Testing hypothesis in study this done with using analytical models multiple linear regression and is study *two-tailed* with level significance (α) 0.05. Calculation multiple linear regression models done with SPSS help, that is result seen on table 7 :

Table 7. Multiple Linear Regression Test Results

Variable	Coefficient Regression	t count	Significant
Constant	2,837	1,977	0.051
X1	0.001	2.015	0.047
X2	0.219	2,242	0.027
X3	0.486	4,947	0.000
X4	0.524	6,898	0.000
R^2 = 0.792		F count = 90.601	
adjusted R^2 = 0.784		Sig/Prob = 0.000	

In this study using the equation model that is, as following: Buying Decision = 2.837+ 0.001 Brand Association + 0.219

Brand Awareness + 0.486 Perceived Quality + 0.524 Brand Loyalty + ε

As for the interpretation of the model are:

• Constant value show that if the Brand Association, Brand Awareness, Perceived Quality, and Brand Loyalty are 0 then the Buying Decision will be decrease of 2.837 units. Coefficient regression Brand Association variable of 0.001 with mark positive. This result show that if the Brand Association increases by 1 unit, then the Buying Decision willincrease by 0.10%. Presumption variable free other constant.

• Coefficient regression Brand Awareness variable of 0.219 with mark positive. This result shows that if Brand Awareness increases by 1 unit, the Buying Decision will increase by 21.90% with presumption variable free other constant.

• Coefficient regression variable Perceived Quality of 0.486 with mark positive. This result show that if the Perceived Quality increases by 1 unit, then the Buying Decision will increase by 48.60%. Presumption variable free other constant.

• Coefficient regression Brand Loyalty variable of 0.524 with mark positive. This result show that if Brand Loyalty increases by 1 unit, the Buying Decision will increase by 52.40%. Presumption variable free other constant.

Coefficient Test Determination (R^2)

Calculation results for adjusted R^2 value with SPSS program assistance, in analysis regression double obtained number coefficient determination or adjusted R2 of 0.784. This means that ability the variables Brand Association, Brand Awareness, Perceived Quality and Brand Loyalty in explain variable Buying Decision of 78.4%. Whereas the rest of 21.6%influenced by other factors that are not researched in study this.

F test

Based on results data processing obtained calculated F value (90.601) with Significance (0.00) < α (0.05). This show that the variables Brand Association, Brand Awareness, Perceived Quality and Brand Loyalty have an effect in a manner together on Buying Decisions. It is also meaningful that the regression model used is fit of

goodness.

t test

Based on table 7, got concluded as following:

•   Brand Association variable has t- count of 2.015 with level significance 0.047 <0.05 then H_0 is rejected and H_1 is accepted, this show that Brand Association variables have an effect positive and significant on Buying Decisions.

•   Brand Awareness variable has t- count of 2.242 with level significance 0.027 <0.05 then H_0 is rejected and H_2 is accepted, this show that Brand Awareness variable has an effect positive and significant on Buying Decisions.

•   Perceived Quality variable has t- count of 4.947 with level significance of 0.000 <0.05 then H_0 is rejected and H_3 is accepted, this show that Perceived Quality variables have an effect positive and significant on Buying Decisions.

•   Brand Loyalty variable has t- count of 6.898 with level significance of 0.000 <0.05 then H_0 is rejected and H_4 is accepted, this show that Brand Loyalty variables have an effect positive and significant on Buying Decisions.

Discussion

1.   The Effect of Brand Associations on Buying Decisions

Analysis results show that the Brand Association is influential in a manner positive and significant on Buying Decisions. In accordance with the results of hypothesis testing show t- count value of 2.015 with level significance 0.047 <0.05. With existence of the Brand Association can help consumer for get more reasons and views specific in matter buy and use product from the brand.

Research results this supported and strengthened study previously had carried out by Wiastuti , R. D., and Kimberlee,

S. (2018) who stated that the Brand Association is influential in a manner positive and significant on Buying Decisions. because that if the Brand Association can create credibility good brand in mind customer. it will generate trust self customer on Buying Decisions.

2.   The Effect of Brand Awareness on Buying Decisions

Analysis results show that Brand Awareness is influential in a manner positive and significant on Buying Decisions. In accordance with the results of hypothesis testing show t- count value as big 2,242 with level significance 0.027 <0.05. Brand Awarenes own very important role in determine interest buy nor buying decision a consumer because matter the can create familiarity consumer to brand, which is next possibility can leads to the Buying Decision stage.

Research results this supported and strengthened study previously had conducted by Darayani , A., and Saryadi . (2016) shows that Brand Awareness has impact significant and positive on Buying Decisions.

Therefore, the existence of Brand Awareness in a brand, can be used to imagine in the minds of consumers and also instill product value in a brand which is ultimately useful as a determinant and has a role in making purchasing decisions(S Handayani, 2010).

3.   The Effect of Perceived Quality on Buying Decisions

Analysis results show that Perceived Quality has an effect in a manner positive and significant on Buying Decisions. In accordance with the results of hypothesis testing show t- count value of 4.947 with level significance 0.000 <0.05. Perceived Quality is capable give belief consumer in choose something product because can affect trust self-consumer on Buying Decision with reduce level perceived risk on something decided brand for buying (Durianto , et al in Putra, A.F, 2014).

Research results this supported and strengthened study previously had carried out by Sutikno (2020) who explains that there is enough relationship strong, significant and positive between variable Perceived Quality

on Buying Decision. because that, when consumer have Perceived Quality of brand in product certain will tend for choose name existing brand he knew especially formerly after that new think about price. So that the Perceived Quality is high will useful as one factor consideration by consumers to taking buying decision something product.

4.   The Effect of Brand Loyalty on Buying Decisions

Analysis results show that Brand Loyalty has an effect in a manner positive and significant on Buying Decisions. In accordance with the results of hypothesis testing show t- count value of 6.898 with level significance 0.000 <0.05. Customers who are loyal to product will give preference to others for do buying product brand certain so that happen enhancement buying product.

Research results this supported and strengthened study previously had conducted by Lee and Park (2016) show that Brand Loyalty has significant influence on a Buying Decision product.

Therefore, a high level of Brand Loyalty to brand can create trust themselves to consumers so that own great faith that decision in buy brand the is right decision. So that have high Brand Loyalty can facilitate attitude preferred brand and produce intention buy more high.

V.   CONCLUSION

Based on results and discussion that has been carried out in purposive research for analyze influence Brand equity on Buying Decision of Surakarta Gacoan Noodles concluded as following:

From the results study this can pulled conclusion that brand equity influential positive and significant to buying decision. Spread questionnaire in study this done online via google form so lots possibility answer given no in accordance with actually. In study this variable limited so that not yet can disclose in a manner whole possible factors affect buying decision. Advice for researcher next, hopefully results study can become reference study with topic same. Researcher next so you can add another variable for measure buying decision. This study used a questionnaire to obtain research data information, if possible for researchers in future studies to be able to conduct interviews directly so that the quality of the resulting data is better and more accurate. Study should done with amount more respondents lots with varying characteristics to use increase generalizability and variability in the results research.

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