

The Influence Of Product Innovation And Brand Image On Purchasing Decisions On Koala Iced Tea Drinks, Talasalapang Branch, Makassar City

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Abstract

This study aims to analyze the effect of product innovation and brand image on purchasing decisions for koala ice tea drinks, Talasalapang branch, Makassar City. The sample in this study amounted to 55 people. The type of research used is quantitative with a descriptive approach. Based on the results of this study, it shows that the t test results obtained on the product innovation variable (X1) on purchasing decisions (Y) obtained t count $1.925 > t$ table 0.260 with a significance level of 0.060 which means H1 is accepted, while for the brand image variable (X2) on purchasing decisions (Y) obtained t count $3.151 > t$ table 0.260 with a significance level of 0.003 which means H2 is accepted. Based on the results of the research conducted, it can be known and proven that the variables of purchasing decisions and brand image have a significant influence on purchasing decisions for koala ice drinks at the Talasalapang branch in Makassar City.

Keywords : Product Innovation, Brand Image, Purchase Decision

INTRODUCTION

Marketing activities are very important in the company, considering that the target is the community. Due to the ever-changing tastes of consumers and changes in the environment, the culinary industry is becoming increasingly dynamic. This is the basis for culinary entrepreneurs to continue to be able to meet the needs and desires of consumers so that they do not turn to other business competitors even though there are changes. To be able to survive, business managers are required to be able to improve excellence in terms of product innovation and brand image in an effort to satisfy customers and face competition in business.

The choice to buy a product is not made instantly by the consumer, but rather there are procedures involved. The decision-making process for buying a product begins with identifying the problem, gathering information, and considering the pros and cons of various options. This leads to purchase decisions and the development of post-purchase behavior (Kotler, 2009). In a situation like this, business people must innovate and grow a positive brand while creating a product to increase customer value. Product innovation is indispensable for business people to improve consumer purchasing decisions. Innovation can increase the added value of a product and produce new products that are able to offer better answers to problems faced by customers. Product innovation has a direct impact on consumer purchase decisions by differentiating goods in the eyes of the market and increasing consumer interest in these products compared to competitors.

Product innovation is one of the variables that can influence consumer purchasing decisions, Kotler and Keller (2009). In addition, buyers consider a brand when making

purchasing choices, where customers can identify the products being sold thanks to brand image and product innovation. Product innovation is one of the aspects that is highly relied on by a marketer in creating a new product with the aim of adapting to consumer tastes. Product innovation will improve the company's ability to produce quality products. Contemporary beverage business people need to offer innovative products that are different from those on the market. This shows their focus on developing unique product taste, quality, and appearance. The success of these innovations can attract customers who are looking for new experiences. In addition to product innovation, brand image is essential for marketing strategies.

The popularity of several beverage brands in the city of Makassar affects purchasing decisions and consumer satisfaction. According to Budiono (2020), consumer confidence in a certain brand is known as the image. For companies, image means public perception of the company's identity, companies that are able to create a brand image, one of which is Koala iced tea. Koala iced tea is one of the businesses that engaged in the culinary sector, namely in the beverage industry. Koala iced tea is a beverage business founded in 2020 by Adnan Imran in the city of Makassar. Until now, it has dozens of branches spread across the city of Makassar and outside South Sulawesi. Koala iced tea offers a wide selection of contemporary drink variants such as tea, milk, fruit, and coffee. Koala iced tea is indeed familiar among students and contemporary drink connoisseurs so we can see how the brand image of this drink affects the purchase decision.

A purchase decision is something that consumers will do when they know a product and decide to buy it. The purchase decision is the final decision of the consumer on a product of goods or services offered, including Koala iced tea beverage products. Continuous product innovation and positive perception of the Koala iced tea brand should be the foundation for Koala iced tea consumers to consider their options when making purchases.

RESEARCH METHODS

The research design for this thesis is quantitative. The quantitative research method was chosen to collect numerical data and analyze the relationship between product innovation, and brand image on the purchase decision of Koala Iced Tea Drink Talasalapang Branch, Makassar City. The use of quantitative methods allows statistical analysis and testing of hypotheses derived from research questions.

Data for this study was collected through the distribution of questionnaires to consumers of koala iced tea in the Talasalapang branch, Makassar City. The questionnaire covers matters related to product innovation, brand image, and purchasing decisions. Respondents were assured of the confidentiality and anonymity of their responses to encourage honest feedback.

Data analysis for this study involved the use of regression analysis to examine the relationships between product innovation, brand image, and purchasing decisions. Statistical software such as SPSS was utilized to analyze the collected data and test the research hypotheses. The results of the analysis were interpreted to draw conclusions and implications for the study.

RESULTS AND DISCUSSION

1. Research Instrument Test

a) Validity Test

Table 1. Validity Test Result

Variable	Statement		Person Correlation	Sig.	Desc
			r-count		
Product Innovation (X1)	X1.1	X1.1.1	0,602	0,000	Valid
		X1.1.2	0,577	0,000	Valid
	X1.2	X1.2.1	0,827	0,000	Valid
		X1.2.2	0,786	0,000	Valid
	X1.3	X1.3.1	0,795	0,000	Valid
		X1.3.2	0,791	0,000	Valid
Brand Image (X2)	X2.1	X2.1 .1	0,818	0,000	Valid
		X2.1.2	0,598	0,000	Valid
		X2.1.3	0,728	0,000	Valid
	X2.2	X2.2.1	0,526	0,000	Valid
		X2.2.2	0,634	0,000	Valid
		X2.2.3	0,713	0,000	Valid
Purchasing Decisions (Y)	Y1	Y1.1	0,661	0,000	Valid
		Y1.2	0,635	0,000	Valid
	Y2	Y2.1	0,709	0,000	Valid
		Y2.2	0,651	0,000	Valid
	Y3	Y3.1	0,551	0,000	Valid
		Y3.2	0,792	0,000	Valid
	Y4	Y4.1	0,690	0,000	Valid
		Y4.2	0,706	0,000	Valid
	Y5	Y5.1	0,771	0,000	Valid
		Y5.2	0,692	0,000	Valid

Source: SPSS 27

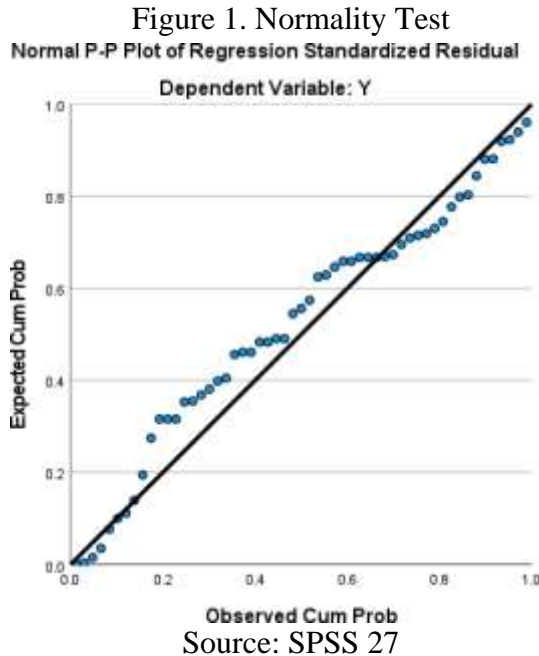
b) Reliability Test

Table 2. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	N of Items	Description
Product Innovation (X1)	0,827	6	Reliabel
Brand Image (X2)	0,755	6	Reliabel
Purchasing Decisions (Y)	0,870	10	Reliabel

Source: SPSS 27

2. Classical Assumption Test



3. Multiple Linear Regression

Table 3. Multiple Linear Regression Test

Model		nstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.939	4.334		3.216	.002
	Product Innovation	.403	.209	.279	1.925	.060
	Brand Image	.750	.238	.456	3.151	.003

Source: SPSS 27

1. Partial Test (t-test)

The t-test is intended to determine how far the influence between variables. The effect of one independent variable (Product Innovation (X1), Brand Image (X2)) and the dependent variable (Purchasing Decisions (Y)) with tcount and ttable at a significant degree. Based on the results shown in table 1 which can be seen, namely the t value, obtained in the attachment, namely:

- a) For the job satisfaction variable (X1), t count 1,925 > t table 0,260 with a significance level of 0.060 which means that H1 was not accepted. Thus, the first hypothesis of this study does not have a significant influence of Product Innovation on the purchase decision of koala iced tea drink Talasalapang branch, Makassar City.

- b) For the work discipline variable (X2), t count $3.151 > t$ table 0.260 with a significance level of 0.003 which means H_2 is accepted. Thus, the hypothesis of these two studies is proven to mean that there is a significant influence of brand image on the purchase decision of koala iced tea drink Talasalapang branch, Makassar City.

2. Model Test (F-test)

The F test is carried out to see whether the regression model built describes the facts or can be generalised.

- a) Based on the R Square value by 47% the model describes the facts at the research site, while the remaining 53% is the limitation of the measuring instrument in revealing facts.
- b) Based on the Sig. value of the Anova Output of the F Test Results based on table 4,14, it can be seen that the Sig. value obtained is $0,000 < 0,05$, so in accordance with the basis for decision making in the F test it can be concluded that product innovation variable (X1) and brand image (X2) have a positive influence on the purchase decision (Y).

CONCLUSION

Based on the results that have been obtained regarding the variables of Product Innovation and Brand Image on Consumer Purchase Decisions of Koala Iced Tea Drinks Talasalapang branch, Makassar City, namely:

1. Based on the results of the research conducted, it can be known and proven that the Product Innovation variable has a positive but not significant influence on the purchase decision of consumers of koala iced tea drinks Talasalapang branch, Makassar City.
2. Based on the results of the research conducted, it can be known and proven that the Brand Image variable has a positive and significant influence on the purchase decision of consumers of koala iced tea drinks Talasalapang branch, Makassar City.
3. Based on the results of the research conducted, it can be known and proven that the variables of Product Innovation and Brand Image simultaneously have a positive but not significant influence on the purchase decision of consumers of Koala iced tea drinks Talasalapang branch, Makassar City.

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