

# Influence Of Brand Image, Price And Promotion On Consumer's Buying Decision Of Fast Moving Consumer's Goods With Culture As A Moderating Variable In Basmallah Retail Store In Indonesia

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**Abstract:** This research aimed to investigate the behavior of consumers buying decision in modern moslem stores in Indonesia. The high and low context culture would be the intermediating factor on influencing the decision. With 100 samples the data was collected through out multy stage sampling procedures with Banyuwangi being selected region. The validity and reliability questionnaire were tested. Normality data was also tested using skewness and kurtosis before regression is employed. The population in this study are customer of the Basmallah in a specific teenager in Banyuwangi . The measurement scale in this study uses semantic differential. The method of analysis used is Moderated Regression Analysis. The results showed that: 1) Brand image effect on purchasing decision; 2) Price affects purchasing decisions; 3) Promotion affects purchasing decisions; 4) culture moderates the influence of brand image on purchasing decisions; 5) culture moderates the influence of prices on purchasing decisions; 6) Culture moderates the influence of promotion on purchasing decisions of Basmallah FMCG.

**Index Terms:** Brand image, Price, Promotion, Culture, FMCG, retail store, moderating variable, moslem store

## 1 Introduction

The development of retail business in Indonesia at this time can be said quite rapidly. This can be evidenced by the increasing number of new names in the business that sprang up, ranging from supermarkets to minimarkets. Retail business in Indonesia is no longer traditionally managed, but with modern. Chief of Association of Business Retail in Indonesia (Aprindo) Roy Nicholas Mandey said that the growing number of retail business in semester I 2017 was 3,7 and would be 7,5 to 8 %. One of the right strategies to gain competitive advantage in influencing purchasing decisions is to establish brand image in the minds of consumers. Companies must create an attractive brand image and describe the benefits of the product in accordance with the wants and needs of consumers, so that consumers have a positive image of the brand. Brand image is a set of beliefs about a particular brand (Kotler and Armstrong, 2008). The purchase decision of a product other than influenced by the brand image is also influenced by the price. The pricing of a company's product must adjust to its targeted market share. The price of cheap and affordable products with consumer purchasing power will influence the purchase decision. According to Fandy Tjiptono (2008) that the affordable price will further increase the desire of consumers to always buy the products offered. Companies must be fully aware of the role of prices to determine consumer attitudes. After the company creates a quality product, set a price that matches the value of the product, then the company promotes. One way companies do in improving purchasing decisions is through promotion.

The purpose of promotion leads to the desire of consumers to buy products or services produced. According to Fandy (2008: 229) sales promotion is a form of direct persuasion through intensive use that can be arranged to stimulate the purchase of products immediately and increase the amount of goods purchased by customers. Another factor that supports in retail business is culture. Culture can be the reason consumers choose a store, because consumers or buyers will see from the store's atmosphere also when shopping needs. Culture causes a sense of satisfaction and pleasure in the hearts of consumers. The atmosphere of the shop is the combination of physical characteristics of stores such as architecture, layout, lighting, temperature, aroma in the store that can create an image in the minds of consumers. The more fragrant and good design made by retail entrepreneurs, it will be able to invite consumer interest to enter into the store and make purchases. Purchase decision is an action from consumers to want to buy or not to a product. According Ma'ruf (2005: 14) consumer decision process is not ending with the purchase, but continues until the purchase becomes an experience for consumers by using the purchased product. The experience will be a consideration for future purchasing decisions. Ponpes Sidogiri under management of KOMPOTREN have some modern store with Islamic ethnicity namely Basmallah. In Basmallah there are some products that become needs that will always be purchased by the community, especially students of Banyuwangi. Fast Moving Consumer Goods (FMCG) is a product that all end users need to meet their daily needs. Since the year of 1961 there are 80 branch of Basmallah operated in East Java. Total asset of the business in 2014 reached IDR 67,7 billion with money turnover IDR 309 billion. The researcher has been passionate to finding out how the ethnicity of orthodox Islamic culture bringing into their modern store atmosphere and influence the buying decision making of FMCG.

### Formulation of the problem

Based on the description, then the formulation of problems that can be asked in this research are:

- a. Does the brand image significantly influence the

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- purchasing decision of FMCG products in Indonesia's students in Basmallah store?
- Does the price significantly affect the purchasing decision of FMCG products at in Indonesia's students in Basmallah store?
  - Does the promotion significantly affect the purchase decision of FMCG products at in Indonesia's students in Basmallah store?
  - Is the culture able to moderate the influence of brand image on the purchasing decision of FMCG products in Indonesia's students in Basmallah store?
  - Is the culture able to moderate the influence of price on purchasing decision of FMCG products in Indonesia's students in Basmallah store?
  - Is the culture able to moderate the influence of promotion on purchasing decisions of FMCG products in Indonesia's students in Basmallah store?

### Research purposes

In accordance with the formulation of the problems proposed in the study, the purpose of this study are as follows:

- To test the significant effect of brand image on the decision of purchasing FMCG products in Indonesia's students in Basmallah store.
- To examine the significant effect of price on purchasing decision of FMCG product in Indonesia's students in Basmallah store.
- To test the significant effect of promotion on purchasing decision of FMCG product in Indonesia's students in Basmallah store.
- To test the significant effect of culture moderation on brand image on the decision of purchasing FMCG products in Indonesia's students in Basmallah store.
- To test the significant effect of culture moderation on price on purchasing decision of FMCG product in Indonesia's students in Basmallah store.
- To test the significant effect of culture moderation on promotion of purchasing decision of FMCG products in Indonesia's students in Basmallah store

## 2 LITERATURE REVIEW.

### 2.1 Brand Image

According to Grewal and Krishnan (1998) a good brand image can give a favorable impression to consumers and increase their loyalty to the product. Another opinion says that if the brand image is good in the minds of consumers, it will increase consumers' buying interest in the product (Shamma and Hassan, 2011). A good brand image has its own impression to attract consumers' purchasing power. Another opinion states that brand image is a series of traits such as ideas, beliefs, interests, values and features that make it unique. Whereas according to Kotler (2009: 208) brand image is a set of beliefs ideas and impressions that are formed by someone against an object. Image is a picture or shadow that someone has about something. The company must be able to know the strategy that must be done so that the product has an image which is good in the minds of consumers.

### Brand Determination Strategy

Brand determination strategies according to Kotler and Armstrong (2008: 282) as follows:

#### a) Brand Positioning

Marketers must position their brand clearly in the minds of the target customers. When positioning a brand, a marketer must set a mission for the brand and the vision of the brand must be what and what it can do.

#### b) Selection of Brand Names

A good name can add to the success of the product. Brand name search begins with a careful review of the product and its benefits, the target market, and the proposed marketing strategy. After that brand naming becomes part of science and art, as well as the size of instincts.

#### c) Brand Sponsor

Producers have four choices of sponsors. Products can be launched as producer brands or national brands. Or producers can sell to intermediary sellers who provide personal brands to products.

### Brand Image Indicator

Indicators of brand image according to (Park, Jaworski and MacInnis, 1986), namely:

#### 1) Functional Image

Product functions can help consumers solve consumer problems, such as what consumers want.

#### 2) Symbolic imagery

Brands can satisfy desires in consumers such as increasing self-worth, social status, self-recognition, and others.

#### 3) Experiential imagery

Brands can satisfy consumer diversity so that it can provide a pleasant experience.

### 2.2. Price

According to Voss et al. (1998) price is a value that plays a large enough role for a product that has a high brand image because it has a strong brand influence rather than quality. Prices help consumers determine purchasing decisions for a product. Companies must consider the price products so that consumers have an interest in purchasing power for these products. A natural thing if consumers want good quality products at affordable prices. So prices are the most important factor in purchasing decisions. According to Swastha (2005: 185) the price is the amount the money needed to get a number of combinations of products and services.

### Pricing Objectives

According to Tjiptono (2008), the purpose of pricing is as follows:

#### a) Profit oriented

There are two types of profit targets commonly used by profit-oriented companies, namely margin targets and target ROI (Return On Investment). The margin target is the profit target of a product which is expressed as a percentage that reflects the ratio of profit to sales. While the target ROI (Return On Investment) is the profit target of a product which is expressed as a percentage that reflects the profit ratio to the total investment made by the company in production facilities and assets that support the product.

**b) Volume oriented**

This goal is known as volume pricing objectives. This goal is usually widely used by airlines, educational institutions, tour and travel companies, and others.

**c) Oriented to price stabilization**

This goal is done by setting prices to maintain a stable relationship between the price of a company and the price of an industry leader.

**d) Image oriented**

For a product that provides high prices, it aims to maintain the prestige of a product. By setting a high price, a pestisi image is created.

**Price indicator**

According to price indicators (Zielke, 2006), namely:

**a) Price level**

Is an assessment of the price of a product by consumers regardless of product quality or comparing prices with other similar products.

**b) Price Conformity with Product Quality**

Prices offered by the company are in accordance with the quality of products obtained by consumers.

**c) Price Competitiveness**

The difference in prices offered by companies with other similar product companies.

**2.3 Promotion**

Promotion is the main activity that must be carried out by companies that aims to introduce products and attract customer purchasing power. Kotler & Armstrong (2008) promotion is a means for companies, in the form of an activity with the aim of creating directed communication between producers and consumers. Another understanding of promotion is the art of seducing consumers and prospective consumers to obtain more company products.

**Promotion Purpose**

The purpose of promotion according to Fandy Tjiptono, (2008: 221) is:

- 1) Informing (Informing), can be in the form of:
  - a) inform the market about the existence of a new product.
  - b) explain how a product works.
  - c) introducing how to use new products.
  - d) convey price changes to the market.
  - e) informs the services provided by the company.
  - f) correcting the wrong impression.
  - g) reduce buyer fears or worries; and
  - h) build a company image.
- 2) Persuading target customers, to:
  - a) form a choice of brands.
  - b) transfer choices to certain brands.
  - c) changing customer perceptions of product attributes.
  - d) encourage buyers to shop right away; and
  - e) encourage buyers to receive salespeople (Salesmen) visits.

**3) Remind (Reminding), consisting of:**

- a) remind the buyer that the product in question is needed in the near future.
- b) remind buyers of places that sell the company.
- c) make the buyer still remember even though there is no advertising campaign; and
- d) keep the first memory of the buyer falling on the company's products.

**Promotional indicators**

The promotion indicators according to Kotler & Keller (2009: 272) are: promotion frequency, quality, quantity, promotion time and accuracy or suitability of promotional objectives.

**1) Frequency of Promotion**

The frequency of promotions is the number of sales promotions carried out at a time through promotional media.

**2) Quality of promotion**

Quality promotion is a measure of how well a promotion is done.

**3) Promotion quantity**

Promotion quantity is the value or number of sales promotions given by consumers.

**4) Provision or suitability of promotional objectives**

Determination or suitability of promotional goals is a factor needed to achieve the desired target of the company.

**2.4 Culture/Store Atmosphere**

Every company has its own way of creating store atmosphere. A good store atmosphere will attract many consumers to visit it. Store atmosphere is a strategy to create an atmosphere that will make consumers feel at home in the store and will attract consumers to make purchases at the store. Berman and Evans (2007) argue that store atmosphere is a combination of elements of appearance from a store that can affect consumers. Christina (2006: 238) also argues that store atmosphere is an environmental design through visual communication, lighting, color, music, and perfume to design emotional responses and consumer perceptions and to influence consumers in buying goods. Another definition proposed by Sopiah and Syihabudhin (2008: 18) store atmosphere is a way of stores to stimulate the senses of visitors well so that consumers are willing to make transactions. The right store atmosphere can encourage consumers to come and linger in the store.

**Purpose of Store Atmosphere**

Christina (2006: 229) goals that need to be considered by managers include:

1. Design Must Match Impression and Strategy
2. Design Must Affect Positive Consumer Behavior
3. Design Must Consider Cost and Value
4. Design Must Be Flexible

The first goal, retail managers must determine the target customer and then design a store that complements customer needs. Customers expect to get a consistent and appropriate value between the physical environment of the store and the strategy set by the retailer, for example related to variations in merchandise and prices offered by retailers. For example,

grocery stores have high roofs with metal grating and concrete floors, not using tiles or ceramics, selling products in bundles and not in units, at relatively cheaper prices. The grocery store uses it to maintain an impression. The second goal in influencing customer decisions to buy, retailers focus on the problem of store design and room planning. Imagine a grocery store designed like a women's shop or an art gallery. A grocery store is set up to make it easier for customers to find the food they need. Each boutique is designed in a free design so customers can browse merchandise freely and comfortably. This buying behavior is also influenced by the store environment. Certain signs are designed to attract attention, for example the Bread Talk shop attracts the attention of consumers because of the smell of the shredded cake. Some grocery stores place their products near the store entrance because they have a greater chance to buy than other categories of goods and create a comfortable atmosphere. Retail develops a map called planogram which explains the location of goods based on profit and other factors. When considering the issue of store design atmosphere, retailers must weigh the costs for the strategy and various issues of customer interest. Flexibility can have two forms: the ability to physically move store components and ease of modifiable components. Today, most stores are designed with flexibility. For example, Wallace's bookstore uses an innovative new concept with a good and flexible item design arrangement. Flexible design will allow stores to quickly adjust changes in seasonal trends, this will build a positive customer perception of the store's image.

### Factors That Influence In Creating a Store Atmosphere

The most influential factor in creating a store atmosphere according to Lamb et al. (2001):

1. Types of Employees and Density
2. Types of Merchandise and Density
3. Types of fixed equipment (fixture) and density
4. Sounds of Sound
5. Aroma
6. Visual Factors

The type of employee refers to the general characteristics of employees. For example: neat, friendly, broad-minded, or organized, or service oriented. Density is the number of employees of a thousand square meters of sales space. The number of employees will give the impression of being ready to serve all customer needs. But too many employees and not enough customers can convey an atmosphere of despair and intimidate customers. The types of merchandise sold and how they are displayed, determine the atmosphere that you want to create. Discounting and cutting-edge retailers may sell some brands but many also sell used items or their items may be stacked so high and left to fall to create the impression that "we have so much stuff, and we practically share it". The type of equipment can still be elegant (made of teak wood), and trendy (from chrome and glass not transparent), or pitch

### 2.5. Buying Decision

According to Zaichkowsky (1985) in purchasing decisions, the level of customer involvement in purchasing decision making refers to feelings of personal relevance to the object or level of interest in it. Whereas according to Kahn, (1995) purchasing certain brands can reduce the possibility of customers to buy brands with the same food in future consumption situations.

When consumers buy a particular brand with the quality of food products that are perceived as very good for consumers, consumers will tend to buy the brand even though there are other brands with the same form of food.

### 2.6 Factors Affecting Purchasing Decisions

According to Kotler and Armstrong (2008) purchasing decisions are influenced by the following factors:

#### 1) Cultural Factors

Cultural factors have the most extensive and profound influence on consumer behavior. The role played is the culture, sub-culture, and buyer social class.

##### a) Culture

Culture (culture) is the most fundamental determinant of the desires and behavior of a person. Children acquire a set of values, perceptions, preferences, and behaviors through their families and other major institutions.

##### b) Sub-Culture

Each culture consists of smaller sub-cultures that provide identification and socialization that is more specific to its members. Sub-cultures include nationality, religion, racial groups, and geographical regions.

##### c) Social Class

Social Class is a relatively homogeneous and fixed group in a society, which is arranged hierarchically and its members have similar values, interests, and behaviors.

#### 2) Social Factors

##### a) Reference Group

A person's reference group consists of all groups that have direct influence (face to face) or indirect influence on a person's attitude or behavior.

##### b) Family

Family members are the most influential primary reference group. We can distinguish two families in the lives of buyers. Family orientation (family of orientation) consists of one's parents and a more direct influence on the behavior of everyday purchases is a family of procreation (family of procreation) someone that is a spouse (husband / wife) and their children.

##### c) Roles and Status

A role consists of activities that are expected to be carried out by someone. Each role carries a status.

#### 3) Personal Factors

##### a) Work

A person's work also affects his consumption pattern. Marketers try to identify work groups that have more than average interest in their products and services. A company even specializes in their products only for certain occupational groups.

##### b) Economic Conditions

The choice of product is strongly influenced by one's economic condition. Economic conditions include disposable income



(income level, stability, and time pattern), savings and wealth (including liquid percentages), debt, the ability to borrow, and attitudes toward spending.

### c) Lifestyle

People who come from sub-cultures, social classes, and similar jobs may have different lifestyles. A person's lifestyle is the pattern of one's life in the world expressed in one's activities, interests, and opinions. Lifestyle describes "the whole person" who interacts with his environment.

### d) Personality and Self Concept

Everyone has their own personality that influences their buying behavior. Personality is a different psychological characteristic of a person that causes a relatively consistent and fixed response to their environment. Personality is explained by innate characteristics such as self-confidence, dominance, autonomy, respect, friendliness or likes get along, defensive, and adaptability.

## 4) Psychological factors

### a) Motivation

Someone has many needs at any given time. Some needs are biogenic. Such needs originate from psychological conditions related to tension / hunger, thirst, unhappiness. Other needs are psychogenic. Such needs come from psychological circumstances related to tension such as the need for recognition, appreciation, or a sense of ownership.

### b) Perception

A motivated person will be ready to act. Perception is defined as the process of how one selects, organizes, and interprets information inputs to create a meaningful overall picture.

### c) Knowledge

Knowledge describes changes in certain individual behaviors that come from experience.

### d) Beliefs and Attitudes

Confidence is a descriptive thought that someone adheres to about a matter. Attitudes explain cognitive evaluation. Emotional feelings, and tendencies of actions of someone who likes or dislikes certain objects or ideas.

## 2.7. Purchasing Decision Process

Kotler and Keller (2009), there are five purchasing decision processes that are passed by each individual in making a purchase, namely:

### a) Introduction to Needs

The initial stage of buying decisions, consumers recognize the need for products to be purchased. Consumers feel that there is a difference between the real situation and the desired situation. Needs are strongly triggered by internal stimulation (needs) and external (influence of users of similar products as needed).

### b) Information Search

The stage of purchasing decisions that can stimulate consumers to seek more information. Consumers may only increase attention or may actively seek information.

### c) Alternative Evaluation

The process carried out by consumers to use the information obtained to evaluate existing alternatives, the process of selecting products to be purchased.

### d) Purchasing Decisions

Consumers plan to buy a product and then buy certain products to meet their needs.

### e) Post-Purchase Behavior

Follow-up after buying is based on whether the customer is satisfied or not with the product he uses.

### Indicator of Purchase Decision

Indicators of according purchase decisions (Traylor and Joseph, 1984; Mittal and Lee, 1988; O'Cass, 2000) namely:

#### a) Engagement

Consumers make purchasing decisions because of involvement in a product.

#### b) Interest

Consumers make purchasing decisions because they are interested in the uniqueness and taste of the product.

#### c) Recommendations from Others

Consumers make purchasing decisions on a product because of recommendations from other people such as family, relatives and friends

## 3 EMPIRICAL RESEARCH

Some previous research were studied from numerous author. The research variables, method and the findings are shown in the following Table 1.

*Table 1. Overview of Previous Research*

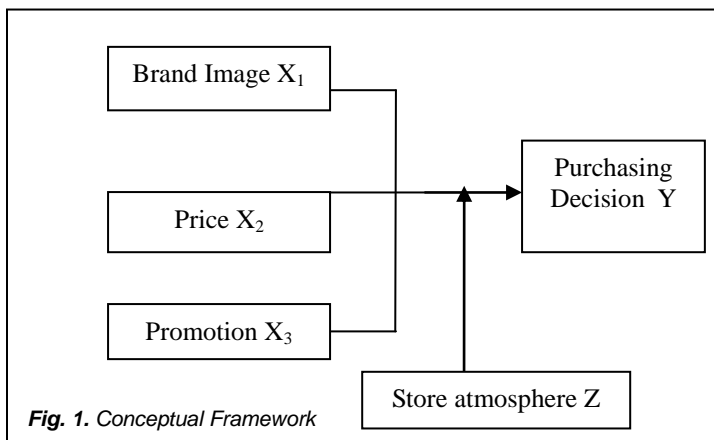
Author (Year)	Variables	Analysis Method	Conclusion
(1)	(2)	(3)	(4)
	1. Product Quality (X1)		Product quality, price, brand image, promotion have a significant effect on purchasing decisions
	2. Price (X2)		
Dian Kemalasari (2016)	3. Brand image (X3)	Multiple Linear Regression	
	4. Promotion (X4)		
	5. Purchasing Decision (Y)		
Rosita G.W., Sudaryanto dan N. Ari Subagio (2017)	1. Brand image	Path Analisis	Brand image, price, service quality have a significant impact on customer satisfaction and loyalty.
	2. Service Quality		
	3. Price		
	1. Price		The results of this study indicate price, product quality, brand image has a significant effect on purchasing decisions
	2. Product Quality		
Muhammad Ardiansyah (2017)	3. Brand image	Multiple Linear Regression	
	4. Purchasing Decision		
	1. Brand equity (X1)		The results of this study indicate simultaneously brand equity, store atmosphere and consumer attitudes have a significant
Maikel Marchall (2015)	2. Store atmosphere (X2)	Multiple Linear Regression	
	3. Perception (X3)		

4. Purchasing Decision (Y)	effect on purchasing decisions
1.	

**Sources:** Dian Kemalasari (2016), Rosita G.W., Sudaryanto dan N. Ari Subagio (2017), (2014), Muhammad Ardiansyah (2017), Maikel Marchall (2015).

#### 4. CONCEPTUAL FRAMEWORK

This conceptual framework aims to determine the relationship between the independent variable brand image (X<sub>1</sub>), price (X<sub>2</sub>), packaging (X<sub>3</sub>), promotion (X<sub>4</sub>), moderating store atmosphere (Z) and the dependent variable, the purchasing decision (Y). This study will analyze the variables that influence the purchasing decision of FMCG in Basmallah Store presented in Figure 1.



#### 6. HYPOTHESIS

Schiffman and Kanuk (2008: 173) states that if consumers do not have information or experience about a brand, product or service, then they will tend to trust the brand that has been known or liked by many people. From the definition is known that the brand image effect on purchasing decisions in a positive and significant to the purchase decision. Thus,

**H<sub>1</sub>:** Brand image variables have a significant effect on purchasing decisions.

Price is a monetary unit or other measure (including goods and services) required to obtain the right of ownership or use of a good or service (Tjiptono, 2015: 289). From these definitions can be seen that the price has a significant effect on purchasing decisions. Consumers will consider the price before deciding the purchase, the consumer will compare the price of the product of their choice and then evaluate whether the price is in accordance with the value of the product as well as the amount of money to be incurred.

**H<sub>2</sub>:** Price variables have significant effect on purchasing decision.

Promotion is one of the critical success factors of a marketing program. According to Tjiptono (2008: 229) sales promotion is a form of direct persuasion through the use of various regulated incentives to stimulate the purchase of products immediately and increase the amount of goods purchased by customers. From these definitions can be seen that the

promotion has a positive effect on purchasing decisions.

**H<sub>3</sub>:** Promotional variables have a significant effect on purchasing decisions.

The use of culture is needed to see how far the level of absorption and the response that there is in the consumer to the activities undertaken by the retailer in positioning themselves in consumer's mind. The results of this study indicate that the brand image, price, and promotion of key strategies that affect small retailers. Increased culture is a way that retailers can do to provide an out-of-the-box experience for consumers to improve purchasing decisions. Thus,

**H<sub>4</sub>:** Brand image variables significantly influence purchasing decisions moderated culture.

Price is a burden or reciprocity given to the consumer for a given product. The hypothesis in this study is a comfortable shopping environment, fun, and interesting in the store can improve purchasing decisions. Research on the influence of price on buying interest with culture as moderator. Thus,

**H<sub>5</sub>:** Price variables significantly influence purchasing decisions moderated culture

The result of this research is promotion is the main strategy adopted by small retailers to retain customers. Research conducted by Grewel (2007) examines how macro factors affect customer behavior and shopping experience. His research results contribute to how the retailer's strategy needs to be done to generate an exchange in values between retailers and consumers. Increased culture is a way that retailers do to provide a great shopping experience for their customers and create an improvement in purchasing decisions. Thus,

**H<sub>6</sub>:** promotional variables significantly influence purchasing decision moderated culture

#### 5. RESEARCH METHOD

This research uses quantitative method approach. This research is kind of explanatory research. According to (Singarimbun, 2010: 256) that explanatory research is to explain the relationship between variables through hypothesis testing. The population in this research is all students of Banyuwangi who had been shopping at Basmallah in Banyuwangi. With quantitative approach, the entire population and sample are students of multi-stage random sampling technique with the selected region i.e. Banyuwangi has to be known their store as unit analysis. Ferdinand (2002: 51) states that the sample size depends on the number of indicators multiplied by 5 to 10. In relation to the use of regression analysis methods there must be an adequate sample size that is above 100. Referring to the number of adequate samples, the indicator is as many as 18 multiplied by number 6, that is as many as 108 respondents from 4 stores in Banyuwangi. In this research the technique used in data collection is by questionnaire. This study uses a semantic differential scale that is one way to determine scores based on bipolar ratings. The variables to be measured are described in two poles which strongly disagree and strongly agree with the score interval 1 to 10.

## 7. RESEARCH FINDINGS

### 7.1. Description of the Variable Statistics Questionnaire

Description of the variables in this study explain the frequency distribution of respondents' answers about the indicators contained in the statement of this research questionnaire, namely Brand image, Price, Promotion and Culture. The respondents' scores on each of the statements in the questionnaire reflect how their perceptions of the research variables are. From the frequency distribution data of respondents can be seen how big the value of a variable when compared with other variables, and how the relationship patterns between variables that exist in the study.

### 7.2. Moderated Regression Analysis

Moderated Regression Analysis as a tool to detect relationships between proposed variables, namely brand image, price, promotion, culture and purchasing decisions. Recapitulation of moderated regression analysis result is as follows:

**Table 2. Regression Test Results**

Variables	Regression Coefficient	Sig	Information
Constant	-	-	-
Brand image	0,135	0,002	Significant
Price	0,763	0,000	Significant
Promotion	0,319	0,000	Significant

**Source:** Attachment 1 (Data processed, 2018).

Based on table 2 indicates that brand image has significant effect on purchasing decision, seen from positive regression coefficient equal to 0,135 with significance value 0,002. Price significant effect on purchasing decision, which seen from positive regression coefficient equal to 0,763 with significance value 0,000. Promotion has a significant effect on purchasing decision, as seen from positive regression coefficient 0,319 with significance value 0,000.

**Table 3. Moderation Test Results**

Variables	Regression Coefficient	Sig	Information
Constant	-	-	-
Brand image	0,108	0,005	Significant
Price	0,487	0,000	Significant
Promotion	0,305	0,000	Significant
Culture	0,410	0,000	Significant

**Source:** Attachment 2 (Data processed, 2018).

Based on table 2 indicates that brand image has significant effect on purchasing decision, seen from positive regression coefficient equal to 0,108 with significance value 0,005. Price significant effect on purchasing decision, which seen from positive regression coefficient equal to 0,487 with value of signifikansi 0.000. Promotion has a significant effect on purchasing decisions, as seen from the positive regression coefficient of 0.305 with a significance value of 0.000. Culture moderates brand image, price and promotion of purchasing decisions, as seen from the positive regression coefficient of 0.410 with a significance value of 0.000. Statistical result of t test is presented in Table 4

**Table 4. Test Results t**

Variables	T <sub>tabel</sub>	T <sub>hitung</sub>	Sig
Brand image	1,98260	2.874	0,005
Price	1,98260	5.408	0,000
Promotion	1,98260	4.592	0,000
Culture	1,98260	5.155	0,000

Based on table 4 it can be seen that the brand image has a significant effect on purchasing decision, because  $t_{hitung} > t_{tabel}$  and probability value  $< 0,05$  then proven correctness ( $H_1$  accepted). Price has a significant effect on purchase decision, because  $t_{hitung} > t_{tabel}$  and probability value  $< 0,05$  then proven correctness ( $H_2$  accepted). Promotion has significant effect on purchasing decision, because  $t_{hitung} > t_{tabel}$  and probability value  $< 0,05$  then proven correctness ( $H_3$  accepted). Culture has a significant effect on purchasing decision, because  $t_{hitung} > t_{tabel}$  and probability value  $< 0,05$  then proven correctness ( $H_4$  accepted).

## 8. CONCLUSIONS AND LIMITATIONS

### 8.1. Conclusion

Based on the results of moderated regression analysis (MRA), it can be concluded that the brand image has an effect on the purchasing decision of FMCG product in Basmallah in Kota Banyuwangishows a positive and significant relationship. This proves that the better the brand image can improve purchasing decisions. Result of testing of moderated regression analysis (MRA) hence can be concluded that price influence to purchasing decision of FMCG product in Basmallah in City of Banyuwangishows positive and significant relation. This proves that the more cheap and affordable, able to improve purchasing decisions. the results of moderated regression analysis (MRA), it can be concluded that the promotion effect on the purchasing decision of FMCG products in Basmallah in Kota Banyuwangishows a positive and significant relationship. This proves that the more attractive the promotions are offered, able to improve purchasing decisions. Result of testing of moderated regression analysis (MRA) hence can be concluded that brand image moderated culture influence to purchasing decision of FMCG product in Basmallah in Town of Banyuwangishows a positive and significant relationship. This proves that the better brand image moderated by the culture can improve purchasing decisions. Result of testing of moderated regression analysis (MRA) hence can be concluded that storehouse moderated price influence to decision of purchasing of FMCG product in Basmallah in City of Banyuwangishows positive and significant relation. This proves that the more affordable and affordable prices moderated by the culture can improve purchasing decisions. Result of testing of moderated regression analysis (MRA) hence can be concluded that promotion which moderated culture influence to decision of purchasing of FMCG product in Basmallah in City of Banyuwangishows positive and significant relation. This proves that the more attractive the offered promotions that moderated by the culture can improve purchasing decisions.

### 8.2 Limitations

The research has the following limitations: 1) For future researchers, purchasing decisions are influenced by many variables affecting them, only in this research is predicted through five variables so that for further research it may be

possible to re-evaluate with more variables. 2) With this limitation, it is hoped that improvements will be made for future research. Limitations in this study, ie researchers are less detailed in explaining FMCG products so that respondents do not understand about the explanation of FMCG products.

### 8.3.Suggestion

Based on the analysis that has been done in this study, the suggestions that can be given are as follows: 1) For the next researcher is expected to be sharper in exploring the hope and problem of the respondent, the researcher asked directly not only using the closed questionnaire. 2) For further researcher if you have an attraction to do research with the same object that is Fast Moving Consumer Goods product should use analysis model other than research that used by current researcher that is regression analysis moderasi, there are many other analysis that can be used path path analysis, SEM and others.

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