

THE INFLUENCE OF BRAND EQUITY, PRODUCT QUALITY AND PRICE ON FORMAL CARDINAL PRODUCT PURCHASE DECISIONS AT PT. SUN DEPARTMENT STORE MEDAN MALL

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Abstract: The aim of this research is to determine and analyze the influence of brand equity, product quality and price on purchasing decisions both partially and simultaneously. The approach used in this research is an associative approach. The population in this study were all people who purchased Cardinal Formal products at PT. Matahari Department Store Medan Mall . The sample in this study using the Lemeslow formula was 96 people who purchased Cardinal Formal products at PT. Matahari Department Store Medan Mall . Data collection techniques in this research used interview techniques, documentation studies, observations and questionnaires. The data analysis technique in this research uses Multiple Linear Regression Analysis Test, Hypothesis Test (t Test and F Test), and Coefficient of Determination. Data processing in this research used the SPSS (*Statistical Package for the Social Sciences*) software program version 24.00. The results of this research prove that partially and simultaneously brand equity, product quality and price have a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall.

Keywords: Product Quality, Brand Equity, Price, Purchase Decision

Introduction

In the current business era, competition in business is increasingly fierce. This increasingly fierce competition requires business people to be able to maximize their company's performance in order to compete in the market. Companies must strive to learn and understand the needs and wants of their customers. By understanding customer needs, wants and requests, it will provide important input for companies to design marketing strategies. In order for a company to achieve success in competing, it must strive to achieve the goal of creating and retaining customers. In achieving these goals, companies must understand and produce goods and services that consumers want at reasonable prices. According to (Tjiptono & Chandra, 2016) every company must be able to understand the survival of the company as an organization that tries to fulfill the needs and desires of consumers depending on the behavior of its consumers. The main key for a company to win the competition is to influence customer purchasing decisions.

In carrying out marketing on a good/service, there must be a lot of competitors, so companies have to compete to make consumers interested in the goods/services they offer so

that consumers want to make purchasing decisions. Purchasing decisions are very important to determine whether a company will progress or not in the future. The company's success in influencing consumers in purchasing decisions is greatly supported by efforts to build communication by meeting the needs that consumers want, creating various varied products as well as various products of their own choice and creating products that consumers have never previously needed. Complex decision-making processes often involve choices between two or more alternative actions (Astuti & Febrianty, 2017).

Purchasing decisions are consumer actions in making purchasing decisions for the goods they like most (Lubis, 2015). Purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to achieve goals as quickly as possible at the most efficient cost possible (Sanjaya, 2015). The purchasing decision process is not just about buying, there are several factors that will influence consumers' decisions in purchasing a product or service. However, it also functions to determine the role of consumers in making purchasing decisions. This can influence several purchasing decision factors, including the brand equity factor. One of the company's valuable assets is having strong brand equity. The stronger the brand equity, the greater the attraction to invite consumers to buy or consume the products provided by the company. Therefore, purchasing decisions are strongly influenced by the brand and consumers' perceptions about that brand (Alfionita et al, 2016).

Brand equity is a consideration for consumers in purchasing decisions. This is because brand equity is able to shape consumer perceptions about a product which is believed to have higher quality than other products. This consumer perception can be built by producers with brand equity. The stronger the brand equity a company has, the greater its influence on purchasing decisions (Rangkuti, 2016).

Another factor that influences purchasing decisions is product quality. Product quality is something that can satisfy the wants and needs that is offered to the market so that it can be owned, cared for, used or consumed. (Firmansyah & Haryanto, 2017). Product quality is also one of the important things that prospective buyers review when they want to buy something, whether in the form of goods or services. So, from this the company must prepare quality products that have high quality, so that the product becomes a popular product compared to the quality of competitors' products. If the company already has this, the quality of the product is in accordance with the needs required and also expected by prospective buyers when deciding to purchase an item to buy. In improving the quality of products with high quality value, companies must continue to work hard in improving and creating new innovations regarding the quality of the product itself in the purchasing decisions of potential consumers. (Sari & Prihartono, 2021).

The next factor that can influence purchasing decisions is price. Price plays an important role in influencing buyers' choices in purchasing goods and services. Kotler in (Desy & Rahmat, 2017) explains that price is a measure of the cash that is fixed on goods, services or a measure of the value of cash purchased for several uses since the purchase of the goods or services. The price indicated by a customer or buyer is the cost incurred for something. Meanwhile, for companies, price is one of the many elements of the marketing mix that generates income (Sudrartono & Saepudin, 2020).

Literature Review

Buying decision

A purchasing decision is a series of processes that begin with the consumer recognizing the problem, looking for information about a particular product or brand and evaluating the product or brand as to how well each alternative can solve the problem, which then leads to a series of processes leading to a purchasing decision (Tjiptono, 2014). Furthermore (Kotler & Keller, 2012) added that, the purchasing decision process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchasing decisions, and post-purchase behavior, which begins long before the purchase which is actually done by consumers and has a long-lasting impact after that. According to (Sangadji & Sopia, 2013) defines "a decision as choosing an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice". A decision without a choice is called a "Hobson choice".

Brand Equity

Brand equity is a separate asset from the producer which will provide a special meaning for consumers. (Aaker, 2018) says that brand equity is a set of assets and liabilities associated with a brand, name, symbol, which can increase or decrease the value provided by a product or service to the company and its consumers. Furthermore, according to (Kotler, 2012) brand equity is a positive differentiating impact after knowing the brand name on consumer responses to products or services with that brand. (Keller & Brexendorf, 2019) say that brand equity is the strength of the brand that lies in the minds of consumers and the experiences and lessons learned about the brand over time. Brand equity can be considered as the added value given to a product in the words, actions and thoughts of consumers. Brand equity is defined by (Shimp, 2013) brand equity as a brand value that produces high brand awareness and strong, favorable, and possibly unique brand associations that consumers remember about a particular brand.

Furthermore, according to (Rangkuti, 2014) defines brand equity as a collection of assets related to a name, brand or symbol. Based on several definitions of brand equity above, it can be concluded that brand equity is a collection of intangible assets, liabilities and the totality and subjective brand perception that can increase or decrease the value of goods and/or services to the company or to consumers.

Product quality

Quality is an expectation of every person who buys a product. The influence of quality greatly influences consumer decisions in choosing and purchasing a product. Product quality and, customer satisfaction, and company profitability are three closely related things. According to (Kotler & Keller, 2016) that product quality is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to buy the product again. According to (Tjiptono, 2015) the conventional definition of quality is performance as a direct depiction of a product, reliability, ease of use, aesthetics and so on. In a strategic sense, quality is anything that can provide consumer needs in accordance with what consumers want. According to (Arumsari, 2012) product quality is the factors contained in an item or result that cause the item or result to be suitable for the purpose of the item being produced.

Price

Price is a marketing mix element that can generate revenue through sales. Therefore, companies must be able to set prices for their products well and appropriately so that consumers are interested and willing to buy the products offered so that the company makes a profit. Apart from that, the price offered can also be a factor for each consumer to use as a benchmark for comparison. According to (Kotler & Keller, 2016) states that price is an element in the marketing mix which not only determines probability but also acts as a signal to communicate the value proposition of a product. Price is a monetary or other measure that is exchanged to obtain the right to own or use a good or service. Meanwhile, according to (Assauri, 2012) "price is a burden or value for consumers, which is obtained by obtaining and using a product, including the financial costs of consumption, in in addition to non-financial social costs, such as in the form of time, effort, psychological, risk and prestige or social prestige.

In this research the hypothesis is:

H 1 Brand equity influences the decision to purchase Cardinal Formal products at PT. Matahari Department Store Medan Mall.

H 2 Product quality influences the decision to purchase Cardinal Formal products at PT. Matahari Department Store Medan Mall.

H 3 Price influences the decision to purchase Cardinal Formal products at PT. Matahari Department Store Medan Mall.

H 4 Brand equity, product quality and price simultaneously influence the decision to purchase Cardinal Formal products at PT. Matahari Department Store Medan Mall

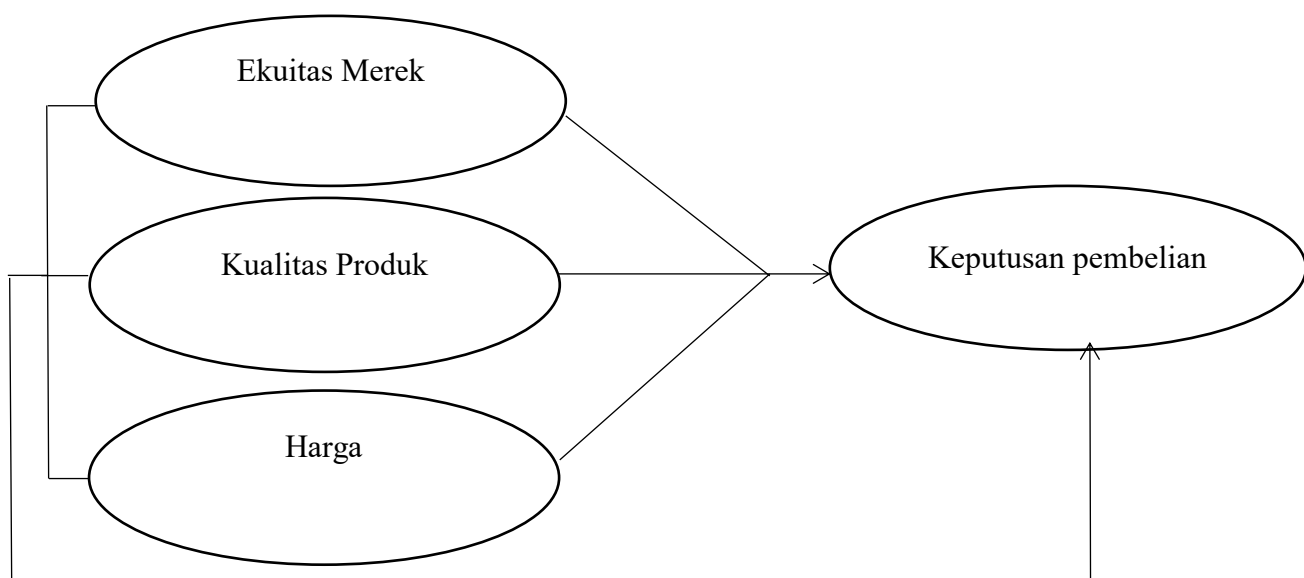


Figure 1. conceptual framework

Method

The research method used is quantitative, associative using quantitative data. Research was conducted using observation, interviews and documentation. Informants are determined and assigned based on the number required but more on considering the function and role of information according to the focus of the research problem. So the sample in this study was 96 respondents from Cardinal Formal at PT. Matahari Department Store . Meanwhile, the data analysis technique used is regression analysis with the help of SPSS version 24.

The scale used in preparation is the Likert scale. The Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. In the assessment, each respondent is asked for their opinion regarding a question with the following rating scale:

Table 1.
Likert Scale

| No | Notation | Question | Weight |
|----|----------|-------------------|--------|
| 1 | SS | Strongly agree | 5 |
| 2 | S | Agree | 4 |
| 3 | K.S | Disagree | 3 |
| 4 | T.S | Don't agree | 2 |
| 5 | STS | Strongly Disagree | 1 |

Table 3.
Purchasing Decision Variable Validity Test Results (Y)

| Statement Items | | Correlation Value | Probability | Information |
|------------------------------|-------|-------------------|--------------|-------------|
| Purchase Decision (Y) | Y1.1 | 0.831 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.2 | 0.827 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.3 | 0.818 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.4 | 0.748 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.5 | 0.867 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.6 | 0.837 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.7 | 0.802 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.8 | 0.772 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.9 | 0.763 > 0.202 | 0.000 < 0.05 | Valid |
| | Y1.10 | 0.515 > 0.202 | 0.002 < 0.05 | Valid |

Source: SPSS. 24.00

Based on the data above, it can be seen that all of the items submitted to respondents stated that they were all valid.

Table 4.
Brand Equity Variable Validity Test Results (X1)

| Statement Items | | Correlation Value | Probability | Information |
|--------------------------|------|-------------------|--------------|-------------|
| Brand Equity (X1) | X1.1 | 0.848 > 0.202 | 0.000 < 0.05 | Valid |
| | X1.2 | 0.865 > 0.202 | 0.000 < 0.05 | Valid |
| | X1.3 | 0.843 > 0.202 | 0.000 < 0.05 | Valid |
| | X1.4 | 0.752 > 0.202 | 0.000 < 0.05 | Valid |
| | X1.5 | 0.824 > 0.202 | 0.000 < 0.05 | Valid |
| | X1.6 | 0.339 > 0.202 | 0.001 < 0.05 | Valid |

Source: SPSS. 24.00

Based on the data above, it can be seen that all of the items submitted to respondents stated that they were all valid.

Table 5.
Product Quality Variable Validity Test Results (X2)

| Statement Items | | Correlation Value | Probability | Information |
|-----------------------------|-------|-------------------|--------------|-------------|
| Product Quality (X2) | X2.1 | 0.741 > 0.202 | 0.000 < 0.05 | Valid |
| | X2.2 | 0.664 > 0.202 | 0.000 < 0.05 | Valid |
| | X2.3 | 0.733 > 0.202 | 0.000 < 0.05 | Valid |
| | X2.4 | 0.721 > 0.202 | 0.000 < 0.05 | Valid |
| | X2.5 | 0.703 > 0.202 | 0.000 < 0.05 | Valid |
| | X2.6 | 0.787 > 0.202 | 0.000 < 0.05 | Valid |
| | X2.7 | 0.223 > 0.202 | 0.029 < 0.05 | Valid |
| | X2.8 | 0.237 > 0.202 | 0.020 < 0.05 | Valid |
| | X2.9 | 0.785 > 0.202 | 0.000 < 0.05 | Valid |
| | X2.10 | 0.721 > 0.202 | 0.000 < 0.05 | Valid |

Source: SPSS. 24.00

Based on the data above, it can be seen that all of the items submitted to respondents stated that they were all valid.

Table 6
Price Variable Validity Test Results (X3)

| Statement Items | | Correlation Value | Probability | Information |
|-------------------|------|-------------------|--------------|-------------|
| Harag (X3) | X3.1 | 0.812 > 0.202 | 0.000 < 0.05 | Valid |
| | X3.2 | 0.778 > 0.202 | 0.000 < 0.05 | Valid |
| | X3.3 | 0.786 > 0.202 | 0.000 < 0.05 | Valid |
| | X3.4 | 0.839 > 0.202 | 0.000 < 0.05 | Valid |
| | X3.5 | 0.833 > 0.202 | 0.000 < 0.05 | Valid |
| | X3.6 | 0.779 > 0.202 | 0.000 < 0.05 | Valid |
| | X3.7 | 0.776 > 0.202 | 0.000 < 0.05 | Valid |
| | X3.8 | 0.739 > 0.202 | 0.000 < 0.05 | Valid |

Source: SPSS. 24.00

Based on the data above, it can be seen that all of the items submitted to respondents stated that they were all valid.

Table 7.
Reliability Test Results

| Variable | Cronbach Alpha | R Table | Information |
|-----------------------|----------------|---------|-------------|
| Purchase Decision (Y) | 0.909 | 0.60 | Reliable |
| Brand Equity (X1) | 0.855 | | Reliable |
| Product quality (X2) | 0.844 | | Reliable |
| Price (X3) | 0.915 | | Reliable |

Source: SPSS 24.00

From the data above it can be seen that the instrument reliability value shows that the level of reliability of the research instrument is adequate because all variables are > 0.60. It can

be concluded that the statement item for each variable explains or provides an overview of the variable being studied or in other words the instrument is reliable or reliable.

Hypothesis test

t Test (Partial Test)

not on the dependent variable (Y).

Table 4.9
t Test Results

| Coefficients ^a | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,593 | 1,842 | | ,322 | ,748 |
| | Brand Equity | ,645 | ,132 | ,404 | 4,876 | ,000 |
| | Product quality | ,321 | ,099 | ,275 | 3,233 | ,002 |
| | Price | ,336 | ,116 | ,295 | 2,900 | ,005 |

a. Dependent Variable: Purchase Decision

Source: SPSS 24.00

The Influence of Brand Equity (X₁) on Purchasing Decisions (Y)

The t test is used to determine whether brand equity has an individual (partial) influence on purchasing decisions or not. For the t test criteria, it is carried out at the $\alpha = 0.05$ level with the t value for $n = 96 - 3 = 93$ being $t_{hitung} = 4.876$ and $t_{tabel} = 1.986$

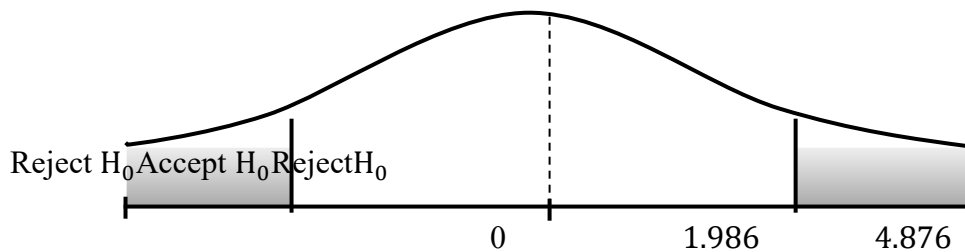


Figure 4.3 Test Criteria for t Test

H_0 accepted if: $-1.986 \leq t_{hitung} \leq 1.986$ at $\alpha = 5\%$

H_0 rejected if: $t_{hitung} > 1.986$ or $-t_{hitung} < -1.986$

Values t_{hitung} for brand equity variables is 4,876 and t_{tabel} with $\alpha = 5\%$ it is known to be 1,986, thus t_{hitung} greater than t_{tabel} and significant value of brand equity equal to $0.000 < 0.05$, meaning that from these results the conclusion is that H_0 is rejected (H_a is accepted) shows that brand equity has a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall .

Influence of Product Quality (X₂) on Purchasing Decisions (Y)

The t test is used to determine whether product quality has an individual (partial) effect on purchasing decisions or not. For the t test criteria, it is carried out at the $\alpha = 0.05$ level with the t value for $n = 96 - 3 = 93$ is 1.986 $t_{hitung} = 3.233$ and $t_{tabel} = 1.986$

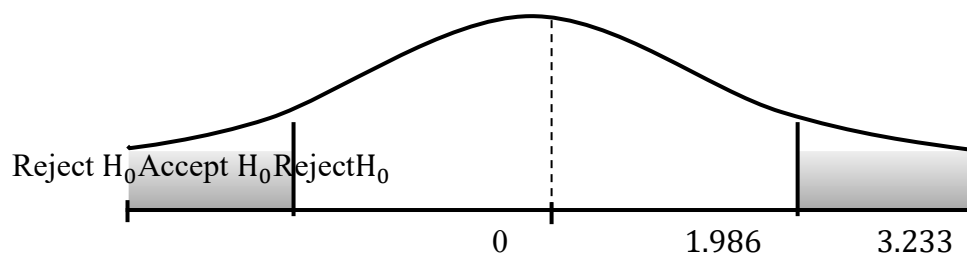


Figure 4.4 Test Criteria for t Test

H_0 accepted if: $-1.986 \leq t_{hitung} \leq 1.986$ at $\alpha = 5\%$

H_0 rejected if: $t_{hitung} > 1.986$ or $-t_{hitung} < -1.986$

Values t_{hitung} for product quality variables is 3,233 and t_{tabel} with $\alpha = 5\%$ it is known to be 1,986, thus being t_{hitung} greater than t_{tabel} and a significant value for product quality equal to $0.002 < 0.05$, meaning that from these results the conclusion is that H_0 is rejected (H_a is accepted) shows that product quality has a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall .

The Influence of Price (X_3) on Purchasing Decisions (Y)

The t test is used to determine whether price has an individual (partial) influence on purchasing decisions or not. For the t test criteria, it is carried out at the $\alpha = 0.05$ level with the t value for $n = 96 - 3 = 93$ is 1.986 $t_{hitung} = 2.900$ and $t_{tabel} = 1.986$

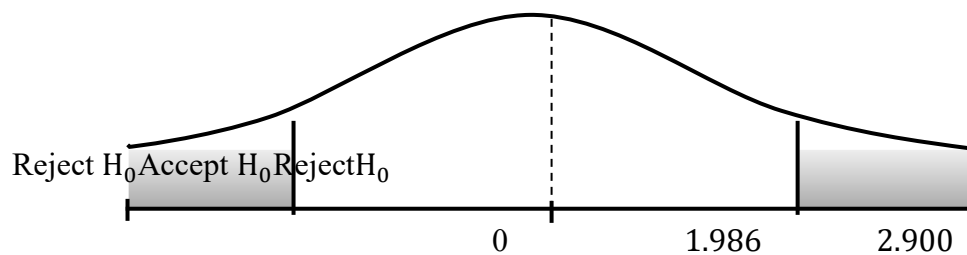


Figure 4.5 Test Criteria for t Test

H_0 accepted if: $-1.986 \leq t_{hitung} \leq 1.986$ at $\alpha = 5\%$

H_0 rejected if: $t_{hitung} > 1.986$ or $-t_{hitung} < -1.986$

Values t_{hitung} for price variables is 2,900 and t_{tabel} with $\alpha = 5\%$ it is known to be 1,986 thus t_{hitung} greater than t_{tabel} and significant value equal to $0.005 < 0.05$, meaning that from these results the conclusion is that H_0 is rejected (H_a is accepted) shows that price has a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall .

F Test (Simultaneous Significant Test)

The F statistical test is carried out to test whether the independent variable (X) simultaneously has a significant relationship or not with the dependent variable (Y). Based on the results of data processing with the SPSS version 24 program, the following results were obtained:

Table 4. 12
F Test Results

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 6723.926 | 3 | 2241.309 | 188,014 | ,000 ^b |
| | Residual | 1096.730 | 92 | 11,921 | | |
| | Total | 7820.656 | 95 | | | |
| a. Dependent Variable: Purchase Decision | | | | | | |
| b. Predictors: (Constant), Price, Brand Equity, Product Quality | | | | | | |

Source: SPSS version 24.00

$$F_{\text{tabel}} = 96 - 3 - 1 = 92$$

$$F_{\text{hitung}} = 188.014 \text{ and } F_{\text{tabel}} = 3.10$$

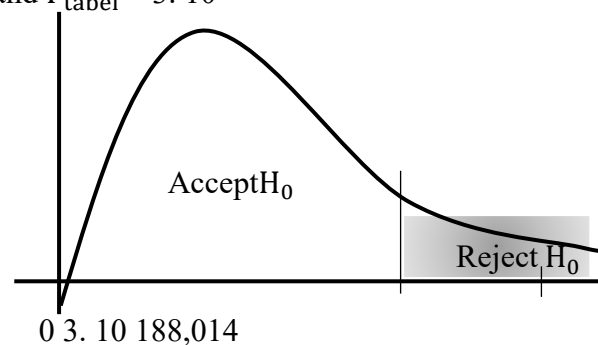


Figure 4.7 F Test Curve

From the results above it can be seen that the value F_{hitung} is 188.014 with a significance level of 0.000. Meanwhile, the F_{tabel} known value is 3.10. Based on these results, it can be seen that $F_{\text{hitung}} > F_{\text{tabel}}$ (188.014 > 3.10) means H_0 rejected. So it can be concluded that product quality, price and brand equity together have a significant influence on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall.

Determination Coefficient Test (*R-square*)

The R-square value of the coefficient of determination is used to see how variations in the value of the dependent variable are influenced by the value of the independent variable. The coefficient of determination value is between 0 and 1. If the R-square value is closer to one, the greater the influence of the independent variable on the dependent variable. Following are the results of statistical testing:

Table
Coefficient of Determination Test Results

| Model Summary ^b | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,927 ^a | ,860 | ,855 | 3.45268 |
| a. Predictors: (Constant), Price, Brand Equity, Product Quality | | | | |
| b. Dependent Variable: Purchase Decision | | | | |

Source: SPSS version 24

$$\begin{aligned}D &= R^2 \times 100\% \\D &= 0.860 \times 100\% \\&= 86\%\end{aligned}$$

Based on the table above, it can be seen that the value of R square is 0.86 which means 86% and this states that the product quality, price and brand equity variables are 86% to influence the purchasing decision variable. Next, the difference is $100\% - 86\% = 14\%$. This shows that the 14% is another variable that does not contribute to purchasing decision research.

Discussion

The Influence of Brand Equity on Purchasing Decisions

Based on a study of the influence of brand equity on purchasing decisions, the results of partial hypothesis testing show the value t_{hitung} for the brand equity variable is 4,876 and t_{tabel} with $\alpha = 5\%$ it is known to be 1,986, thus t_{hitung} greater than t_{tabel} and significant value of brand equity equal to $0.000 < 0.05$, meaning that from these results the conclusion is that H_0 is rejected (H_a is accepted) shows that brand equity has a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall . This shows that brand equity can influence purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall , where the brand offered is in line with consumer expectations, people will be more interested in purchasing Cardinal Formal products at PT. Matahari Department Store Medan Mall . The more diverse the brands that exist, this encourages consumers to be smarter and more careful in deciding on the desired product selection, because in general brands are very influential on consumer purchasing decisions. Consumers assume that brands that are well-known on the market are better and of higher quality than brands that are less popular on the market, because brands that are popular on the market provide complete information compared to products with brands that tend to be left behind on the market, so with a brand, consumers can easily it is easy to distinguish the characteristics of each product that appears on the market, and companies also need information about the factors that can influence consumers in making purchasing decisions for a product, including factors that play a role in consumer purchasing decisions such as product quality.) and brand image of a product. So it can be said that *Brand Image* influences purchasing decisions.

The results of this research are in line with the results of research (Arianty & Andira, 2021) which states that variables Brand equity partially influences consumer purchasing decisions. In research results (Nasution & Hendrawan, 2020) ; (Tobing & Bismala, 2015) ; (Farisi, 2018) ; (Nasution, 2018) ; states that brand equity partially influences purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on a study of the influence of product quality on purchasing decisions, the results of partial hypothesis testing show the value t_{hitung} for the product quality variable is 3,233 and t_{tabel} with $\alpha = 5\%$ it is known to be 1,986, thus being t_{hitung} greater than t_{tabel} and a significant value for product quality equal to $0.002 < 0.05$, meaning that from these results the conclusion is that H_0 is rejected (H_a is accepted) shows that product quality has a significant effect on

purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall . This shows that with good product quality, the decision to purchase Cardinal Formal products at PT. Matahari Department Store Medan Mall will continue to increase, where the quality of the products offered is in line with people's expectations and in accordance with the benefits offered, people's purchasing decisions will increase . A consumer will like the products offered by the company with the best quality, then the quality of the product will increase. Good product quality can increase consumer satisfaction and build trust in the product. Companies must strive to improve the quality of their products in order to meet consumer desires. (Kotler & Amstr ong, 2012) . The results of this research are in line with the results of previous research conducted by (Lubis, 2015) (Fahmi, 2016) , (Asututi & Abdullah, 2018) , (Arif, 2022) , (Purnama & Rialdy, 2019) , (Farisi, 2018) , (Gultom, 2017) , (N Arianty, 2016a) , (Daulay et al al, 2020) and (Ariyanti, 2016) who concluded that product quality influences purchasing decisions.

The Influence of Price on Purchasing Decisions

Based on the study of the influence of price on purchasing decisions, the results of partial hypothesis testing show the value t_{hitung} for the price variable is 2,900 and t_{tabel} with $\alpha = 5\%$ it is known to be 1,986 thus t_{hitung} greater than t_{tabel} and significant value equal to $0.005 < 0.05$, meaning that from these results the conclusion is that H_0 is rejected (H_a is accepted) shows that price has a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall . This shows that price is able to increase purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall , where the prices offered to the public are in accordance with the wishes of the community and in accordance with the benefits felt by the community so that the community will be more interested in buying Cardinal Formal products at PT. Matahari Department Store Medan Mall . Price is an exchange rate that is usually equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place . Price is one of the factors that influences purchases. When buying a product, consumers will compare the price of one product with other products. The more affordable the price offered, the purchasing power of the product increases (Arif, 2016) . The results of this research are in line with the results of previous research conducted by (Arif, 2022) , (Nasution & Lesmana, 2018) , (Tirtayasa et al., 2021) , (Tirtayasa, 2022) , (Tirtayasa, 2022) , (Khair et al. , 2023) , (Tirtayasa & Ramadhani, 2023) (Nasution, et al., 2019), (Fahmi, 2017), (Arif, 2016), (Lubis, 2015) , (Apriyani, 2013) and (Solihin & Wibawanto, 2020) concluded that price influences purchasing decisions .

The Influence of Brand Equity, Product Quality and Price on Purchasing Decisions

Based on a study of the influence of brand equity, product quality and price on purchasing decisions, the value F_{hitung} is 188,014 with a significance level of 0.000 . Meanwhile, the F_{tabel} known value is 3.10. Based on these results, it can be seen that $F_{hitung} > F(188.014 > 3.10)$ means H_0 rejected. So it can be concluded that product quality, price and brand equity together have a significant influence on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall . This shows that product quality, brand equity and

price together are able to increase purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall , where the quality products offered are in accordance with people's wishes and the prices offered are in accordance with people's needs, in this way the public will feel more secure with these products so that people's interest in buying these products will increase.

Behavior is basically the process of selecting, purchasing and using products to meet the company's needs in running its business. It must always monitor changes in consumer behavior so that it can anticipate changes in consumer behavior to improve its marketing strategy, because in essence the purpose of marketing is to know and understand the nature of consumers. well so that the products offered can sell well and consumers are loyal to the products produced. Consumer behavior is very determining in purchasing decisions, the stage of which starts from recognizing the problem, namely in the form of pressure that generates action to fulfill and satisfy needs (Farisi, 2018) . Purchasing decisions for a product are greatly influenced by consumer behavior, for this reason, when making sales, you need to pay attention to this. Changes that will have a direct influence on consumer behavior patterns include factors psychographic segmentation variables consisting of social class, lifestyle and personality (Kadir et al., 2018) .

Conclusion

Partially, brand equity has a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall . Partially, product quality has a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall . Partially, price has a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall . Simultaneously, brand equity, product quality and price have a significant effect on purchasing decisions for Cardinal Formal products at PT. Matahari Department Store Medan Mall .

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