The Effect Of Brand And Price On Mineral Water Purchase Decision (The Study Of Semongkat Brand Local Gallon Mineral Water In Sumbawa District)

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***Abstract**.*
Sumbawa Regency is a district in the Province of West Nusa Tenggara (NTB) Indonesia, where there are lots of local products, one of which is Semongkat Brand Gallon drinking water. Taken from natural springs from the mountains of Semongkat Tourism Village, Sumbawa Besar. The Objective is to significantly determine the effect of variables between brands and prices to the consumer's decision in doing repurchased gallons of Semongkat mineral water in Sumbawa Regency. To find out which variables have the most significant influence on consumer decisions in repurchasing gallons of mineral water from the Semongkat brand in Sumbawa Regency, the type of research used is the associative one, which is a form of research aims to determine the relationship between two or more variables. This research builds a theory that can function to explain, predict and control a symptom. The population in this study are buyers (housewives) who make the decision to repurchase Semongkat brand mineral water products with the choice of gallon water. The sampling technique used was quota sampling technique based on certain considerations from the researcher (Djarwanto et.all, 1993:119) . For the number of population p is not known with certainty. The number of samples to be studied is 30 people. The variables of this research are the brand (X_1), the price is (X_2) and the purchase decision is (Y) and therefore, data collection method used should be the method of random sampling, While the data collection technique should use a questionnaire. The analytical tools used in this research are Multiple Linear Regression Test and Statistical Test. The findings of this study are partial and simultaneous findings. There is an influence between the variables brand, price, on the decision to purchase gallon water from the Semongkat brand in Sumbawa Regency .

Keywords :   Brand , price , product purchasing decision.

I.   INTRODUCTION

Understanding consumer desires in providing the best service is an important thing that must be considered, so that the products and services offered are suitable for consumers. Maximum efforts undertaken will lead to efforts to fulfill the product, Many of his companies with similar products on the market to encourage the industry to grow and to be creative by trying to meet the needs of consumers through produced products. The product in question is something that is conditioned to be complex nature that can be touched and can not be felt, such as packaging, price, and color display, as well as *prestige* to gratify the consumers' desires or needs.The marketing strategy that will be carried out by the company must choose the right brand and product price. It is expected that it can influence the consumers in making repeat purchases. Consumers in choosing brands and product prices can be influenced by internal factors, namely the elements that exist in the brand and product prices. As stated by Philip Kotler (2002: 460) "A brand is a name, term, sign, symbol, design, or a combination of these, which is intended to identify the goods or services of one seller or group of sellers to differentiate them from those of competitors". Based on the above definition, it can be seen that the actual intention of a company to provide a *brand* or stamp or trademark was originally as an identity only. With the brand or stamp or trademark, the company expects consumers to have a positive impression on the goods or services.

The brand includes attributes, namely clarity, sterility, cleanliness and health where each attribute will be different for each product, so that consumers can choose products with included brands that suit their tastes and desires. In addition to safety considerations, product brand development must be carried out first on the basis of consideration of differences in product characteristics from one to another. According to Swastha (1999:147) "Price is the amount of money (plus some products if possible) needed to get a number of combinations of products and services". From this definition, it can be seen that the price paid by the buyer includes the services provided by the seller, even the seller wants a number of benefits from that price. The price of a good or service serves as a determinant of the creation of market demand and can affect the competitive position and the company's marketing program. Each companies should determine the most appropriate price, being able to provide a good profit in the long term. In modern marketing, it will actually place a price as an intrinsic element in overall marketing activities. In the development of the industry today there are many companies that develop national and local scale, such as in an industry of a particular type of drinking water product in Indonesia, such as Aqua , Le minerale, Netra l, Narmada, Adita, Nestle, Ades, Cleo and others. The object in this research is the gallon water of the Semongkat brand, which is a local brand that has been accepted by the market. Semongkat drinking water brand product is one of the local products which owns a market share of mineral water on the island of Sumbawa.

Research purposes

1. This study aims to determine the significant influence between brand and price variables on consumer decisions in repurchasing gallons of mineral water from the Semongkat brand in Sumbawa Regency.

2. To find out which variables have the most significant influence on consumer decisions in repurchasing gallons of mineral water from the Semongkat brand in Sumbawa Regency

II.   METHODS

The method in data collection is the *sample survey* method, according to Nazir (2005:271) "*Sampling survey* is a procedure in which only part of the population is taken and used to determine the desired characteristics and characteristics of the population".

Determination of Respondents

The study population was a household buyer who always purchases the mineral water Semongkat brand products with the type of options of water gallon. The sampling technique used was the *quota sampling technique* based on certain considerations from the researchers (Djarwanto et.all, 1993:119) since the population in Sumbawa district was not known for certain, so the number of samples studied was 30 people.

Data Collection Tool

Questionnaire is a set of questions compiled by researchers to be submitted to respondents by means of interviews with the aim of obtaining answers from respondents in the form of consumer responses to the brand of gallon water they use.

Partial Correlation Coefficient

This analysis is used to determine the degree of relationship separately from the independent variables (brand and price) to the dependent variable (repurchase decisions). The greater the value of r, the stronger the relationship and the smaller the r will be, which means the weaker the relationship.

Hypothesis Testing with F Test

This model is used to determine the level of significance between the independent variables and the dependent variable simultaneously:

- If Fcount ≤ Ftable, then Ho is accepted, meaning that there is no significant effect of brand and price on consumer repurchase
- If Fcount ≥ Ftable, then Ho is rejected, meaning that there is a significant (meaning) effect of brand costs and prices on consumer repurchase.

Hypothesis Testing with T Test

This model is used to determine the level of significance or the degree of confidence and the variables studied partially. This is also to find out how much influence each independent variable has and to see which independent variable has more influence on the dependent variable.

- If tcount ≤ ttable or –tcount ≥ ttable, then Ho is accepted, meaning that there is no significant effect between the independent variables on the dependent variable.
- On the other hand, if tcount > ttable or –tcount < ttable, then Ho is rejected, meaning that there is a significant influence between the independent variables on the dependent variable.

III.   THE RESULTS OF THE RESEARCH
Characteristics of Respondents
1.   Characteristics of Respondents by Age Group.

Table 3.1. Number of Respondents by Age Group in
Sumbawa Regency in 2020

Age (years)	People (amount)	Percentage (%)
<20	4	1 4
21-39	1 0	3 3
40-49	1 5	50
>50	1	3
Amount	**30**	**100**

2.   Characteristics of Respondents Based on Education Level

Table 3.2. Number of Respondents Based on Education Level in
Sumbawa Regency in 2020

Level of education	People (amount)	Percentage (%)
Elementary School	5	1 6
High school graduate	2	7
High school graduate	7	2 3
Pass D iploma	5	1 7
Graduated University	1 1	37
Amount	**30**	**100**

Consumer responses toward repurchasing decisions

Of the 30 respondents from housewife who buy Semongkat brands water gallon in the regency of Sumbawa, strongly states that they agree with an average score equal to 4, 9 for the item that does not move to a gallon of other brands, respondents agreed with a mean score - an average of 3. 7, while the item considers buying a gallon of the Semongkat brand based on the product distribution, respondents agree with an average score of 3. 9.

Multiple Linear Regression Analysis

Hypotheses for the brand variables (X1) and price (X2) gallon Semongkat affecting the purchasing decisions by consumers (Y) as follows:

1.   The regression coefficient of the brand variable (X1) on consumer repurchase decisions on the gallon of the Semongkat brand is b_1 : 0.611X
2.   The regression coefficient of the price variable (X2) on the decision to repurchase gallons of the Semongkat brand is b_2: 0, 163 X_2 while the constant (a) is 0 , 796 The regression equation is as follows :
   Y= 0 , 796+0.611X_1 + 0, 163 X_2

Multiple Determination Analysis
Testing the Regression Coefficient with R2
Model Summary ᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.500 ᵃ	.350	.194	.49300

Predictor Constant : X2,X1

Dependent Variable : Y

Multiple Correlation Analysis

Judging from the correlation coefficient (r) of 0.500 or 50%, it shows that the relationship between the two variables is very strong. The regression coefficient of determination is n to measure simultaneously the contribution of the independent variable (brand and price) to the dependent variable (repurchase decision). The value of R2 = 0, 3 50 From the Model Summary table shows that 3 5% of the variation in repurchase decisions can be explained by variations in brand and price. while the remaining 65 % is a contribution from other variables that are not observed.

T test results

It is known that the t-count of the brand is 2.496, thus the t-count of the brand is greater than t-table: 2.04 5 (2.496 > 2.04 5), so that Ho is rejected and the alternative hypothesis (Ha) is accepted, meaning that there is a significant effect between product brands on consumer repurchase decisions.From the results of the Normal curve t-test and t-count and t table for the brand variable while t- count price is 0.943, thus t- count price is smaller than t- table (0.943 < 2.04 5), then Ho is accepted, meaning that there is no significant influence of price on consumer repurchase decisions. The results of the analysis that between the dependent variable, which is the decision to repurchase the gallon semongkat with the independent variable, namely the brand and the price of the gallon brand semongkat, there is a strong and positive influence or relationship, but partially the brand has a more dominant relationship to the decision to repurchase the gallon brand semongkat compared to the price. So the decision to repurchase is more determined by the bottled water of the Semongkat brand than the price of the Semongkat gallon.

IV.   DISCUSSION

From the results of the above calculations, the F test showed that there was a significant effect between the brand and price variables on the decision to repurchase the Semongkat brand of gallon water. This is indicated by a greater number of F-count ie 5 .4 77 is 4 . 43 thus Ho is rejected and Ha is accepted.After testing the brand and price variables partially using the t-test, it can be seen the difference between brand and price. It is known that the tcount of the brand is 2.496 , thus the t-count of the brand is greater than ttable: 2.0 57 (2.496 > 2.0 57), so Ho is rejected and the alternative hypothesis (Ha) is accepted, meaning that there is a significant influence between product brands on consumer repurchase decisions. While at t-count the price is (0.943, thus t-count price is smaller than t-table (0.943 < 2.048) then Ho is accepted, meaning that there is no significant influence of price on consumer repurchase decisions, if seen in the F test the price has an influence but in the t not affected. that means consumers buy a gallon of brands Semongkat, because the brand Semongkat with 2,496 influences which means the brand variable can cover the pricing variable on F test So that consumers make decisions to repurchase Semongkat brand gallon water to the extent of hypothesis no 2 was rejected.

V.   CONCLUSION AND SUGGESTION

Conclusion

1.   From the results of multiple linear regression analysis, the significance test (t test and F test) obtained that respondents' responses about the product and price have a positive/equal proportional relationship

so that if the respondents' responses to the brand (X1) and price (X2) have increased, the consumer repurchase (Y) will also increase that the first hypothesis proposed in this study can be accepted.

2.   Based on the t-test conducted, there are differences in the results of the calculation between the value of the brand variable and the price where the value of the price variable is smaller than the brand variable (0.943 > 2.496). price variable, so that the second hypothesis proposed in this study cannot be accepted or rejected.

Suggestion

1.   For brand variable

In accordance with the consumer expectations, namely Semongkat brand gallons of water must maintain a brand that is in accordance with the quality as expected by consumers to remain loyal to using Semongkat brand gallons as daily drinking water.

2.   For price variable

The company must make price innovation in accordance with the wishes of consumers to ensure consumer's loyalty will always be maintained to make repeat purchases of gallon water of the Semongkat brand.

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