

Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products)

Hafizh Novansa¹, Hapzi Ali²

¹Student of Magister Management, Mercu Buana University, Jakarta Indonesia

²Lecturer of Postgraduate, Mercu Buana University, Jakarta Indonesia

*Corresponding Author:

Hapzi Ali

Email: hapzi.ali@mercubuana.ac.id

Abstract: This study aimed to determine the effect of brand image, brand awareness and price on purchasing decisions of products of SMEs in SMESCO Indonesia. Population in this study as many as 1340 people using Slovin's formula, then got the sample of research as many as 93 consumers. The result of descriptive statistical analysis shows that respondents who answered agree on the indicators of research variables are very high and the results of multiple regression analysis yields multiple linear regression equation $Y = 9.430 + 0.227 X_1 + 0.278 X_2 + 0.376 X_3$. Based on the results of the analysis showed that the variables of brand image, brand awareness and price influence the purchasing decisions of products of SMEs in SMESCO Indonesia. Based on calculations using SPSS showed that the adjusted R Square of 94.5% variable on purchase decisions are influenced by brand image, brand awareness and price while the remaining 5.5% is influenced by other variables. Based on these results, it turns out the factors of brand image, brand awareness and price can have a positive impact on purchasing decisions SME products from consumers SMESCO Indonesia so as to achieve the purpose of the company's success.

Keywords: Purchase Decision, Brand Image, Brand Awareness, Price.

INTRODUCTION

Current government policies have shown enough partiality to small and medium-sized enterprises. Many efforts and steps have been taken by the government regarding empowerment of small and medium enterprises in the last five years. Government policy to side with SMEs is a very appropriate step to raise the economy of the nation and state. In the developing countries, both in the United States, Japan, Germany, Italy, UKM are the main pillars of the country's economy. The situation is only possible because governments rather than those countries have policies that support the creation of conditions in which their small and medium-sized businesses become very healthy and strong. Based on data from the Secretary General of ASEAN, SMEs employ 50 percent and 96 percent of the total number of workers and contribute between 19 percent to 31 percent of total exports in ASEAN. Small and Medium Enterprises (SMEs) have a strategic role in national economic development, because in addition to play a role in economic growth and employment absorption also play a role in the distribution of development results.

Government through SMESCO Indonesia made a breakthrough by engaging SMEs and facilitating SMEs products to be introduced and marketed domestically and abroad. SMESCO (Small and Medium Enterprises and Cooperatives) Indonesia is a

professionally managed institution aimed at promoting and marketing KUKM Indonesia's flagship products to the international community. With top priority to reach a wide range of market share that can positively impact Indonesia's economic growth. In addition to running Trading House activities, SMESCO Indonesia Company also manage SMESCO INDONESIA building located on Jl. Jend. Gatot Subroto Kav. 94, South Jakarta. In carrying out its duties, SMESCO Indonesia will always cooperate with stakeholders and business partners, both nationally and internationally, in the interest of progress of KUKM Indonesia. In addition to the domestic market, overseas market share is also a good opportunity for KUKM to increase revenue and gain stable market share. For KUKM, international trade activities in addition to helping develop the network can also be a source of product development innovation. The Ministry of Cooperatives of Small and Medium Enterprises has undertaken various activities to assist the expansion of export of KUKM products, among others by facilitating trade mission and exhibition activities, promoting to business partners and foreign buyers through international cooperation. As a form of support for the development of the KUKM sector, the State Ministry of Cooperatives of Small and Medium Enterprises established a Trading House. The House Trading function is to help develop the promotion activities of KUKM products. To manage the Trading House, the State Ministry of Cooperatives of Small and

Medium Enterprises then established an institution under the name of Marketing Service Institution of Small and Medium Enterprises Cooperation (LLP-KUKM). LLP-KUKM is a non-profit organization and an independent working unit under the Ministry of Cooperatives of Small and Medium Enterprises. Use the operational name of SMESCO Indonesia, which is a professional institution to help promote and market KUKM products in order to compete in the global market.

Based on the temporary observation, the company has done all kinds of ways to market SME products by holding SME product event, product introduction event through cooperative ambassadors, advertisement in print media or social media, but still not affecting the turnover up and down I am doing a research entitled Purchase Decision Model: Analysis of Brand Image Brand Awareness, Price and Promotion (Case Study SMECO Indonesia SME products).

Based on the formulation of the problem objectives to be achieved in this study are to:

1. Analyze the influence of Brand image on purchasing decisions.
2. Analyze the influence of brand awareness on purchasing decisions.
3. Analyzing the influence of Price on purchasing decisions.
4. Analyze the influence of Brand image, Brand awareness and Price to purchase decision.

THEORITICAL REVIEW

Currently SMESCO Indonesia has served at least 1,558 SMEs throughout the archipelago, can be seen in the table below is the last 5 years of data where SMESCO Indonesia always increases every year in serving and facilitate existing SMEs in the archipelago. Starting from 2010, 827 SMEs are served, the next 2011 is 1.133 SMEs, increased quite a lot compared to 2010. Then, 2012 increased again 1,272 SMEs served. In 2013 it increases to 1,371 underserved SMEs and by 2014 there are 1511 SMEs that join and are served by SMESCO Indonesia. In 2015 it increases to 1,558 SMEs served and SMESCO Indonesia has not released the latest data on the SME data base they serve in 2016.

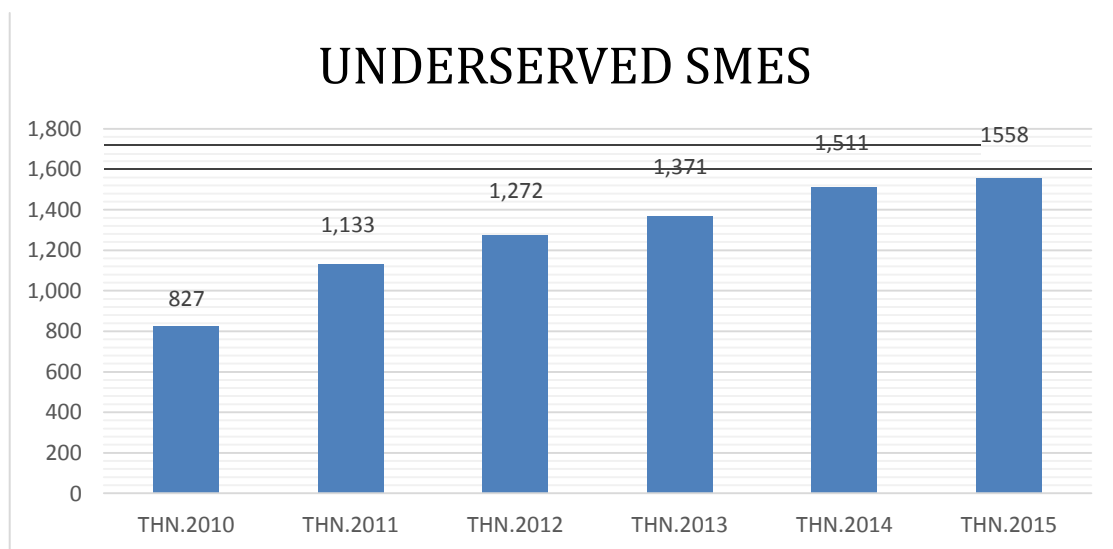


Figure 1. Underserved SME’s Graphic
Source: LLP-KUKM

If SMEs continue to increase every year, then do not be surprised later local products (Local Brand) will be a competitor for foreign products are rampant in Indonesia. If you want people to buy SME products then SMESCO is the place and always make SMESCO as the home of SMEs and business people in Indonesia. If SMEs are served by SMESCO Indonesia, it increases every year, but not with the earnings turnover of SMESCO Indonesia in every year which has fluctuated

although all is not much different. This can be seen in the table where the turnover in 2010 touched the number Rp. 5,112,131,650 and decreased in 2011 to Rp. 4,637,964,300, then climbed back in 2012 to Rp.5,684,767,300. But in 2013 turnover back down even though not too far the figure to Rp. 5,274,257,250. And in 2014 again rose again to Rp.5,279,179,075. The turnover in 2015 is not all in the data and the estimates are in the Rp. 2,870,595,700.

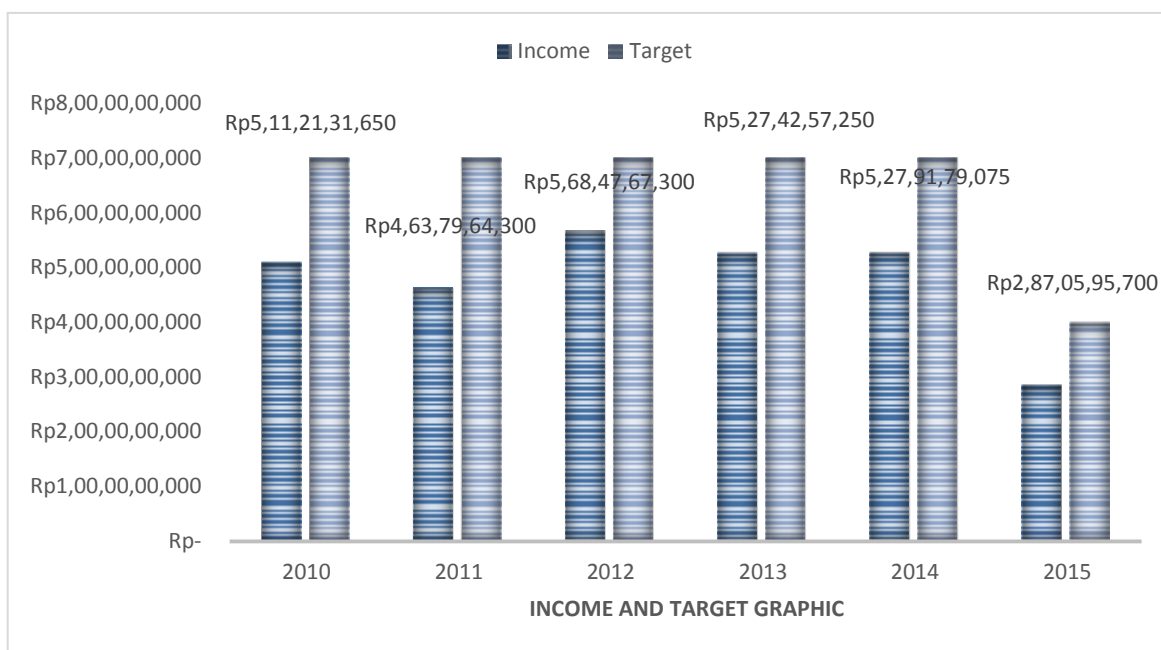


Figure 2. Income and Target Graphic

Source: LLP-KUKM

In addition, from the examination of the price of MSME products there are data found in the form of

products that are more expensive than the market price such as:

Table 1. Comparison of Price List Table

Product	Other Price (Rp)	SMESCO Price (Rp)
Bracelet Rose Quart	70,000	125,000
Necklace Glass Bead	125,000	700,000
Necklace Buffalo Hern & Wood	139,100	550,000
Blazer Sangtun	80,000	335,000
Blazer Madura	60,000	335,000
Blazer Tulis Nada	90,000	335,000
Blazer Prada	120,000	704,000
Celana Kulot	260,000	320,000
Selana Salwa	106,000	638,000
Kebaya Modern	150,000	292,500
Kebaya Kartika	240,000	550,000
Dress Samantha	178,000	575,000

Source: LLP-KUKM

The price offered by SMESCO is higher than the market price causing people less interested in buying products offered by SMESCO. Can be seen from the above table price comparison offered with market prices in the area of Jakarta. For the quality of the products sold are not special if the view of the quality of goods sold also contained in the sale of other clothing in Jakarta. Under these conditions, purchasing decisions on products offered by SMESCO are quite low with the same products of quality or model in other places of sale or in malls.

This WOW Indonesia Gallery is located in Small and Medium Enterprise and Cooperatives (SMESCO) building belonging to the Ministry of Cooperatives and Small and Medium Enterprises as a

center for SME promotion. This gallery is expected to be a place for creative and productive SMEs in Indonesia. They are required to display products with global standards and also attract the interests of Private Equity / investors to enter and develop existing SMEs. The Board of Curators began working to curate Creative and Productive SMEs, so it is worth entering the Gallery Indonesia WOW There are three aspects that are assessed for SMEs to pass the shortlist of SMEs INDONESIA WOW 500.

First, the aspect of entrepreneurship, which consists of indicators Opportunity Seeker, Risk Taker, Selling Oriented. Second, the aspect of creativity, which consists of New Idea & Execution indicator, and lastly, productivity aspect, which consists of Effectiveness &

Efficiency indicator. The curation process is supported by the curatorial boards who are experts in the field of SME development, among them, from Marketers, selected SMEs are entitled to a promotion place at Galeri Indonesia WOW !, have the opportunity to participate in the promotion of LLP KUKM - Gallery of Indonesia WOW with SMESCO in Under the Ministry of Cooperatives and SMEs both at home and abroad, have a greater chance of growing with Investors & Private Equity.

- Capacity Building of KUKM Partners of LLP-KUKM
- Promotion of SME Gallery and Provincial Pavilion as a Service Center for Regional Excellence KUKM Product Marketing
- Developing Market Access for Preferred KUKM Products

- Media promotion of UMKM and Cooperative products
- Trading House for export of UMKM and Cooperative products
- Market information system and export promotion for MSME and Cooperatives
- UMKM and cooperatives facilitated for domestic and foreign exhibitions
- UMKM and Cooperatives facilitated improvements in the design and quality of products for export.
- Grand Management Program of SMESCO Hills "The Best Place for Training and Leisure".
- Here is a flowchart for the entry of SME goods to be facilitated by LLP-KUKM;



Figure 3: Flowchart of Gallery Indonesia WOW
Source: LLP-KUKM

The specific purchase decision process according to Kotler and Armstrong [1] consists of the following sequence of events: the introduction of needs problems, information search, alternative evaluation, purchasing decisions and post-purchase behavior. In detail these stages can be described as follows:

- 1) Introduction of the problem, the consumer is aware of the need. Consumers are aware of the difference between the actual conditions and the conditions expected.
- 2) Search information, consumers want to find more consumers who may only enlarge the attention or search for information actively.
- 3) Alternative evaluation, which is to study and evaluate the alternatives obtained through information search to find the best alternative choice to be used to make a purchase decision.
- 4) The decision to buy, make a decision to make purchases that have been obtained from the

evaluation of alternatives to the brand to be selected.

- 5) Behavior after purchase, the situation where after purchase of a product or service then the consumer will experience some degree of satisfaction or dissatisfaction.

Keller [2] brand image is a perception of a brand that is a reflection of the consumer's memory of his association with the brand. Opinion Ferrinadewi [3] suggests the brand image (brand image) consists of three indicators: corporate image, store image and product image.

According to Shimp [4], brand awareness is a matter of whether a brand's name comes to mind when consumers think about a particular product category and there is a convenience when the name is raised. There are four levels of brand awareness called brand awareness pyramid, Brief explanation of brand

awareness pyramid: Top of Mind, Brand Recall, Brand Recognition and Unaware of Brand. Many companies make approaches to pricing based on the goals they wish to achieve. The goal can be to increase sales, maintain market share, maintain price stability, achieve maximum profit and so on. 4 Indicators that characterize the prices used in this study, Stanton [5] Affordability of prices, price conformity with product quality, price competitiveness and price conformance with benefits. According to Kismono [6], the promotion consists of six variables: Advertising, Personal Selling, Public Relations, Sales Promotion, Direct Marketing and Word of Mouth.

CONCEPTUAL FRAMEWORK

Based on the five theories of Purchase Decision (Y), the correct theory and chosen for this research is Kotler and Armstrong [1], Purchasing Decision has five dimensions: Problem recognition, Information search, Alternate evaluation, Buy decision, and Behavior after purchase. Likewise with the four theories of Brand Image (X1), then the correct theory and chosen for this research is Ferrinadewi [3], Brand Image has three dimensions: Image maker, store image and product image. Brand Awareness Theory (X2) for this research is Shimp's [4] theory, Brand Awareness

has four dimensions: Top of Mind, Brand Recall, Brand Recognition, and Unknowledge Brand Unaware of Brand). Based on the four theories of Pricing (X3), then the correct theory and chosen for this research is Stanton [5] theory, Price has four dimensions: Price Affordability, Price Compatibility with Products, Price Competitiveness, and Price Compatibility with Benefits.

Brand image (X1) effect on buying decision (Y) partially Apriyani [7] result stated that brand image have positive and significant effect to purchasing decision (Y). This means, the higher the brand image the higher the level of purchase decisions that continue. Brand awareness (X2) effect on buying decision (Y) partially result of research of Septi Chairani Hasibuan [8]. Price (X3) effect on buying decision (Y) partially result of research Ahmad Muanas [9].

Brand image (X1), Brand awareness (X2), Price (X3) effect on purchasing decision (Y) partially result of research of Ngakan Putu Surya Adi Dharma and I Putu Gde Sukaatmadja [10]. Based on the constrained theories that have been exposed and also based on previous studies, the model of frame of mind is described in the figure below.

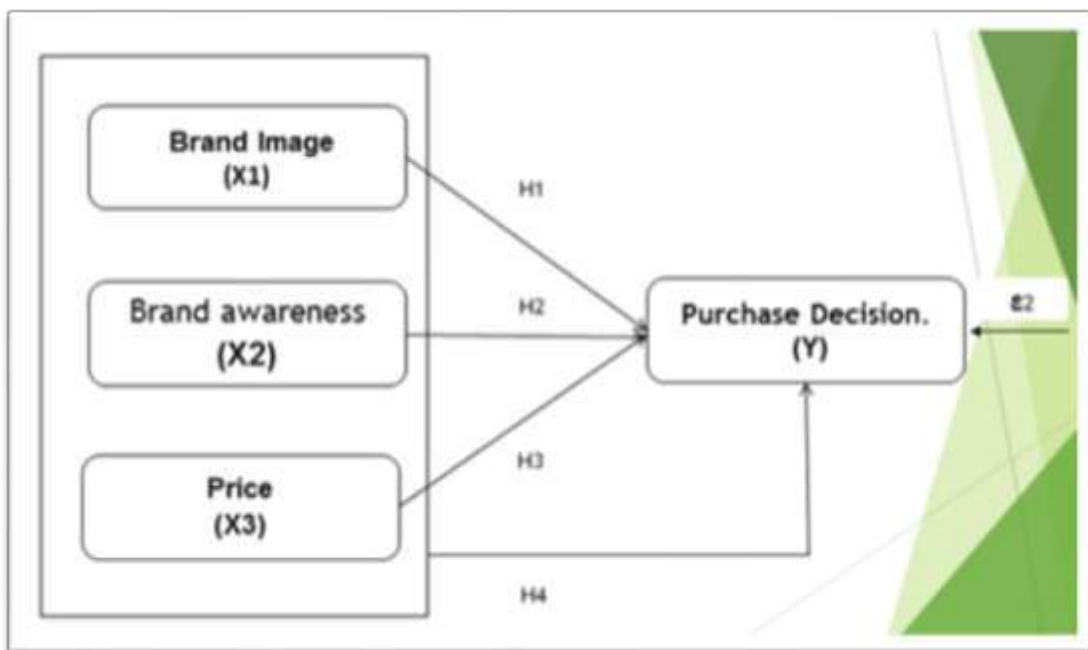


Figure 4: Conceptual Framework

Based on the draft analysis that has been stated above, then the hypothesis to describe the level of influence among variables built in this study are:

- 1) There is an influence between the brand image of the Purchase Decision.
- 2) There is influence between brand awareness of Purchase Decision.
- 3) There is an influence between Price on Purchase Decision.

- 4) There is influence between Brand image, Brand awareness, and Price together towards Purchase Decision.

METHODS

The type of research design that will be conducted in this research is quantitative research method which is a process to find knowledge using numerical data as a tool to find information about what

we want to know Darmawan [13] in this research using descriptive model research that is model Research that tells the current problem-solving is based on ready-made data to present, analyze and interpret data.

Descriptive research is intended to describe the characteristics of a person or a group or a particular situation of a study. Through descriptive model can be analyzed based on interpretation of data obtained, then from the data can be done identification to test the theory, build facts, show relationships between variables, provide descriptions, statistics, and forecast results.

According to Sugiyono [11], quantitative research method is a research method based on the philosophy of positivism, used to examine the population or specific samples, sampling techniques are generally done randomly, data collection using research instruments, data analysis is quantitative / statistical purposes To test the predefined hypothesis.

In this study, the author uses 5 variables to be studied are: 4 independent variables (independent), and

1 dependent variable (dependent). The variables are as follows:

- 1) Independent Variable (X)
The independent variable is the variable that influences or becomes the cause of the change or the incidence of the dependent variable (bound). The independent variable is also a variable that influences the dependent variable, both positive and negative. Independent / independent variables in this research are brand image (X1), brand awareness (X2), price (X3) and promotion (X4).
- 2) Dependent Variable (Y)
The dependent variable (not free) is the variable that is affected or the result, because of the independent variables. The dependent variable can also be referred to as a consequence variable (consequent variable). The dependent variable in this research is the purchase decision (Y).
- 3) Scale in this research I use ordinal scale and measurement design in this research is likert scale. In this study the population is the visitors who come to SMESCO, therefore this population is taken based on visitor data coming in 2015 as many as 1340 visitors with details as follows.

Table 2. Traffic Consumer

Month	2015
January	2,010
February	1,651
March	1,478
April	1,365
May	830
June	487
July	340
August	1,704
September	1,015
October	1,516
November	1,536
December	2,148
Total	16.080
Average per Month	1.340

Source: LLP-KUKM

In this research the sampling technique to be used is non probability sampling. According Sugiyono [11] non probability sampling is a sampling technique that does not give equal opportunity for each element or member of the population to be selected to be a sample. The type of non probability sampling used is by accidental sampling technique. Accidental sampling is accidental sampling by taking cases or respondents who happen to exist or available somewhere in accordance with the research context Notoatmodjo [12]. So in the sampling technique here the researcher took respondents from SMESCO visitors within three weeks in October 2016.

Technique Data collection is a way done and the tools used by researchers in collecting data

Darmawan [13]. In this study as for researchers using three types of data collection techniques are:

1. Questionnaire
2. Observation
3. Interview

The size or number of samples in this study was determined based on the theory developed by Slovin in Edi Riadi [14] with the formula:

$$S = \frac{N}{N.d^2 + 1}$$

Ket :

S = sample size

N = population size

D = percent laxity inaccuracy due to sampling errors that can still be tolerated (generally 10% or 0.10%).

From the formula above Slovin formula, it will be made calculations to find out how many samples will be taken.

$$S = \frac{N}{N \cdot d^2 + 1}$$

$$S = \frac{1340}{(1340 \times 0,10)^2 + 1}$$

S = 93,05

S = 93

Based on the formulas and calculations of the above Slovin formula, the authors take samples of visitors and guests at SMESCO LLP-KUKM as many as 93 samples. The sample already represents all or most of the total number of visitors. However, the data to be taken as a sample is a total of 93 visitors or samples in accordance with the Slovin formula.

RESULTS AND DISCUSSION

Multiple Linear Regression Equation.

From the results of the above test it generated multiple linear regression equation as follows: $Y = 9.430 + 0.227 X1 + 0.278 X2 + 0.376 X3$

From the regression equation it is known that:

- 1) Constant value is 9.430. This means that without the influence of brand image variables, brand

awareness, price and promotion then the purchase decision variable has a value of 29,171.

- 2) The coefficient X1 (β_1), indicating that each increase of one set of brand image scores will be followed by a purchase rate increase of 0.227.
- 3) The coefficient X2 (β_2), indicates that each increase of one unit of brand awareness score will be followed by an increase in the purchase decision level of 0.278.
- 4) The coefficient X3 (β_3), indicating that each increase of one unit of price score will be followed by an increase in the purchase decision level of 0.376.
- 5) These three regression coefficients have positive values that prove the positive contribution of the three independent variables to the purchase decision (Y).

Coefficient of Determination

The determination coefficient test is used to see how variant of bound variable (purchasing decision) influenced by variance of independent variable (brand image, brand awareness, price and promotion) or in other words how big independent variable influence dependent variable, seen from value Adjusted R square (R2).

Based on the determination coefficient test using SPSS software, the following results are obtained:

Table 3. Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973 ^a	.947	.945	13.31085

a. Predictors: (Constant), Brand Awareness, Price, Brand Image
 b. Dependent Variable: Purchasing Decision

Source: SPSS Output

Based on the findings of research data on Summary Model table, can be clearly known acquisition coefficient of determination the percentage of purchasing decisions after influenced by brand image variables. Brand awareness and price by looking at adjusted R square = 0.945 or 94.5% and the remaining 100% - 94.5% = 5.5% is determined by other factors not examined such as product quality variables.

Partial Test (t test)

The t test is used to find out whether the partially free variables significantly or not affect the

dependent variable. The degree of significance used is 0.05. If the significant value is less than the degree of trust then we accept the alternative hypothesis, which states that a free variable partially affects the dependent variable.

The t test is done by comparing the t value with the t table value at the 0.05 significance level. Based on the calculation of multiple linear regression in the table below, the partial test can be shown in the following table:

Table 4. Partial Test (t test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.430	3.876		2.432	.000
	Brand Image	.227	.098	.224	2.316	.001
	Brand Awareness	.278	.105	.499	2.656	.001
	Price	.376	.099	.372	3.797	.000

a. Dependent Variable: Purchasing Decision

Source: SPSS Output

Based on Coefficients table, can be clearly known partial test results (t test) are:

- 1) Brand Image Variable (X1): Based on the results of t test obtained t count 2,316 and Sig. 0.001, while for t table with sig. A = 0,05 and df = n-k, that is 93-1 = 92, then got t table equal to 1,986. The value of t count is bigger than t table: t value 2,316 > t table 1,986, it shows there is positive and significant influence between brand image to purchasing decision.
- 2) Brand Awareness Variables (X2): Based on t test results obtained t count 2,656 and Sig. 0.001, while for t table with sig. A = 0,05 and df = n-k, that is 93-1 = 92, then got t table equal to 1,986. The value of t count is bigger than t table: t value 2,656 > t table 1,986, it shows there is positive and significant influence between brand awareness to purchasing decision.
- 3) Variable Price (X3): Based on t test results obtained t count 3,797 and Sig. 0.000, while for t

table with sig. A = 0,05 and df = n-k, that is 93-1 = 92, then got t table equal to 1,986. The value of t count is bigger than t table: 3,797 > t table 1,986, it shows there is positive and significant influence between price to purchase decision.

Simultaneous F Test (Anova)

Simultaneous test aims to determine the effect of the independent variable (X) on the dependent variable (Y) simultaneously or together.

The simultaneous test is said to be significant if:

The value of F count > F table.

F count can be obtained through manual test (self-counting) or through result of data processing like SPSS (in table ANOVA with name F). While F table obtained only through manual test by looking at value in table F.

Table 5. Simultaneous F Test (Anova)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280492.398	4	70123.100	395.776	.000 ^a
	Residual	15591.723	88	177.179		
	Total	296084.121	92			

a. Predictors: (Constant), Brand Awareness, Price, Brand Image
 b. Dependent Variable: Purchasing Decision

Source: SPSS Output

Based on simultaneous test results F (Anova Test) as seen in ANOVA table obtained value F count = 395.776 and Sig. 0.000. The F table value used is based on the df of the numerator = m (number of predictor variables) and df denominator = (n-m-1) df numerator = 4 and df denominator (93-4-1) = 88 for a 5% error rate of 2.47. F count = 395.776 > F table = 2.47 and Sig value. 0.000 < 0,05 it can be explained that brand image variable (X1), brand awareness variable

(X2) and price variable (X3) can simultaneously influence decision purchase variable (Y) significantly.

Interdigital Correlation

The relationship between the dimensions of work motivation and compensation variable on employee performance can be seen in table 6 as follows:

Table 6. Interdependent Variable Correlation

Variable	Dimension	Purchasing Decision (Y)				
		Y11	Y12	Y13	Y14	Y15
Brand Image (X1)	X11	0.596	0.354	0.688	0.751	0.841
	X12	0.915	0.452	0.489	0.433	0.597
	X13	0.474	0.288	0.360	0.368	0.416
Brand Awareness (X2)	X21	0.893	0.170	0.296	0.325	0.435
	X22	0.456	0.856	0.721	0.294	0.056
	X23	0.810	0.306	0.476	0.814	0.513
	X24	0.658	0.652	0.754	0.145	0.386
Price (X3)	X31	0.524	0.134	0.478	0.306	0.572
	X32	0.778	0.869	0.534	0.647	0.571
	X33	0.522	0.489	0.574	0.832	0.450
	X34	0.818	0.151	0.404	0.330	0.105

Source: Output SPSS

From Table 6 above can be explained as follows:

1. In the dimensions of the brand image variable, especially in the dimension of the image of the store has the most powerful relationship with the dimension of recognition of the problem on the purchase decision variable with a value of 0.915. From this result, it can be seen that consumers consider SMESCO Indonesia as the primary choice to purchase KUKM products and according to their expectations. SMESCO Indonesia should maintain this assessment, one way is to improve the quality of KUKM products sold in SMESCO Indonesia by curating or selecting products made by KUKM product experts. In the table above can also be seen that the dimensions that exist in the brand image variable, especially in the dimension of the image of the product has the lowest relation with the dimension of information search on the purchase decision variable with value 0.288. This can happen because of lack of information obtained by consumers about the product. SMESCO Indonesia Manager must optimize KUKM product information to respondents through flyer, poster, billboard through smescotrade.com website.
2. In the existing dimensions of the brand awareness variable, especially in the dimension of thinking has the strongest relationship with the problem recognition dimension on the purchase decision variable with the value of 0.893. From this it can be explained that SMESCO Indonesia has a good assessment in the community, according to them the first place to come to buy KUKM products is SMESCO Indonesia. To maintain this, SMESCO Indonesia must maintain a positive assessment from the public that is selling KUKM products that suit their tastes and needs. KUKM products sold must also be up to date or follow the current product trend. In this table can also be seen that the dimensions

that exist in the variable awareness of the product, especially on dimensions do not recognize the brand has the lowest relationship with the dimensions of buying decisions on the purchase decision variable with a value of 0.145.

From this assessment can be concluded that the respondents in buying the product, do not question the brand being sold because they know that the products sold are brands of products from the local KUKM. Managers in this regard by introducing the brands of KUKM products that are well known through advertising both print and electronic media so that it can lure more consumers to come and buy products KUKM in SMESCO Indonesia.

3. In the dimensions that exist in the price variables, especially in the dimension of price conformance with the product has the most powerful relationship with the dimension of information search on the purchase decision variable with the value of 0.869. From these results, it can be seen that respondents who are consumers of SMESCO Indonesia first seek information about products in SMESCO Indonesia before buying the product. The information can be obtained through the flyer responders, posters, billboards through the website smescotrade.com. SMESCO Indonesia managers are advised to increase various types of promotion as a search for information for consumers. In the table above can also be seen that the dimensions that exist in the price variables, especially in the dimension of price conformance with the benefits have the lowest relation with the dimensions of behavior after purchase on the purchase decision variable with the value of 0.105.

This can happen because of lack of information obtained by consumers about the benefits of a product. SMESCO Indonesia managers must optimize the information of a product by labeling tags that contain information about the benefits of the product, thereby creating the consumer's desire to make repurchase.

Discussion

In this section will be presented on the discussion of the results of analysis that is not done, namely the influence of each independent variable to the dependent variable that has been analyzed. It can be seen that all independent variables have a significant effect on the dependent variable. The explanation is as follows:

1. The effect of brand image on purchasing decisions

The effect of brand image with purchasing decision based on t test is t count 2,316 and Sig. 0,000, due to the Sig value. $0.001 > 0,05$ means that brand image of KUKM product at SMESO Indonesia gives positive and significant influence to consumer purchasing decision. According Ferrinadewi [3] argue the brand image is a concept created by consumers for reasons subjective and personal emotions. Added Brand Image has three dimensions: Image maker, store image and product image. Thus, a good brand image of KUKM products in SMESCO Indonesia will affect the buying decision of one person to the product of KUKM in SMESCO Indonesia.

This research supports the previous research conducted Apriyani [7] with the title "The influence of brand image, price and quality of service to the decision of repurchase of Pizza HUT in the city of Padang". From the results of hypothesis testing conducted showed that there is a positive and significant influence between the brand image of the Pizza Hut repurchase decision in the city of Padang. The coefficient of the effect of the brand image on the Pizza Hut repurchase decision in Padang City is 0.121. This means that if the brand image is improved then the decision to repurchase will increase 0.121. When compared with other variables, the coefficient of the effect of brand image is second. This means that brand image is the second largest influence factor on the purchase decision.

2. The influence of brand awareness on purchasing decisions

The partial influence of the brand awareness variable with the purchase decision variable based on t test is t count 2,656 and Sig. 0,000, due to the Sig value. $0.001 > 0.05$ This means that brand awareness of consumers on KUKM products in SMESO Indonesia gives a positive and significant influence on consumer purchasing decisions. Shimp [4] states Brand awareness has four dimensions: Top of Mind, Brand Recall, Brand Recognition, and Unaware of Brand. This is in accordance with the results of research from Septi Chairani Hasibuan [8], entitled "The Analysis of Brand Awareness, Quality Perception, And Prices Against Purchasing Decision of Yamaha Motorcycle Brand (Study on Yamaha brand motorcycle consumers in

Pahlawan Kota Semarang) That brand awareness, perception of quality, and price have a positive and significant relationship to purchasing decisions. The price variable is the independent variable that has the greatest influence on the purchase decision variable.

The results of research conducted by Kardoyo[15] on the influence of brand awareness on the decision to send children to school, found evidence that brand awareness has a positive and significant effect on purchasing decisions. The higher the consumer awareness of a brand will influence the purchase decision.

3. The influence of prices on purchasing decisions

Partially, the price variable influencing the purchase decision variable based on t test is t count 3,797 and Sig. 0,000, due to the Sig value. $0.000 > 0,05$ this means product price at SMESCO Indonesia give positive influence and significant to consumer purchasing decision. Price is one of the determinants of consumers in determining a purchase decision to a product or service. Especially if the product or service to be purchased is a daily necessity such as food, beverages and other basic needs, consumers will be very concerned about the price. Entrepreneurs need to pay attention to this, because in business competition, the price offered by competitors can be lower with the same quality or even with better quality. So in determining the price of products or services sold, both large companies and even small businesses should pay attention to consumers and its competitors. According to Stanton [5], Price has four dimensions of affordability, price conformity with product, price competitiveness, and price match with benefits.

The results of this study are in accordance with previous research results from Ahmad Muanas [9] entitled "The Influence of Products, Price and Promotion of *Induan Buana Indomobil* Trada Car Buying Decision" states that Price determines the purchase decision of the consumer, the price has an important meaning, because the price is one The most important attributes evaluated by the consumer in consumer price decision making are used by consumers to decide how to derive benefits and value from their purchasing power. Therefore, the price offered must be affordable and in accordance with the consumer's income.

Research conducted by Anwar and Satrio [16] shows that the Price has significant and negative effect on purchase decision at Maxim Housewares Grand City Mall Showroom Surabaya, so if price goes up then purchasing decision will decrease and vice versa if price decrease then purchasing decision will increase.

4. The influence of brand image, brand awareness and price on purchasing decisions

The influence of brand image variable, brand awareness and price with variable purchase decision based on test f is f count 395.776 and Sig. 0,000, due to the Sig value. $0.000 > 0,05$ means brand image, brand awareness and price in SMESCO Indonesia give positive and significant influence to consumer purchasing decision. The results of this study support previous research conducted by Ngakan Putu Surya Adi Dharma and I Putu Gde Sukaatmadja [10] under the title "The Influence of Brand Image, Brand Awareness, and Product Quality on Decision Buying Apple Products" showing the results of research that Based on the results of the discussion, Drawn a few conclusions as follows: Brand image (brand image) have a positive and significant impact on purchasing decisions, Brand awareness (positive brand awareness) and a significant effect on purchasing decisions Apple products.

Saputro, et al [17] in his research entitled The Influence of Brand Awareness, Perceived Quality, and Price to the Purchase Decision of Honda Vario 125 at Dealer of Astra Honda Semarang also stated that Brand Awareness has a positive effect on purchasing decision, it is proved by 0.000 signification value < 0.05 . Thus the better the brand awareness, then the purchase decision is increasing. Perceived Quality positively affects purchasing decisions, this is proved by the significance value $0.000 < 0.05$. Thus the better perceived quality, then the purchase decision is increasing. Price has a positive effect on the purchasing decision, this is proved by the significance value $0.002 < 0.05$. Thus the more appropriate price, then the purchase decision is increasing. The value of coefficient of determination is shown by adjusted R Square value of 0.823 indicating that brand awareness, perceived quality, and price can explain the purchase decision of 82.30%, while the remaining 17.70%, influenced by other variables not observed, such as service, Brand image, and more.

The result of this research is in line with the research: 1) Product, Price and Distribution Channel have positive and significant effect to Purchase Decision either partially or simultaneously on Mandiri e-Cash, Djumarno, Lies, Ali Hapzi [18]; And 2) Brand Image can be built with variable Service Quality and Product Quality. That Service Quality and Product Quality have positive and significant impact on Brand Image, either partially, simultaneously and either directly or indirectly, Ali Hapzi & Henry Mappesona [19].

CONCLUSION AND SUGESTION

Conclusion

Based on the results of research and analysis conducted it can be concluded research results that

answer the formulation of the problem described as follows:

- 1) Partially Brand image has a positive and significant influence on purchasing decision at Smesco Indonesia LLP-KUKM. This means that the better Brand Image that has been created by the Smesco, starting from the Image Builder, Image Store, or Product Image, then the purchase decision in SMESCO will increase.
- 2) Brand awareness partially positively and significantly influence to purchase decision at Smesco Indonesia LLP-KUKM. This means that more and more brand awareness is done SMESCO, then the purchase decision also increases.
- 3) Price partially have a positive and significant effect on purchase decision at Smesco Indonesia LLP-KUKM. This means that the price set must be affordable in accordance with the quality of the goods sold, the price must also be in accordance with the pockets of the buyers and sellers, the established price must compete with the store shop that sells goods SMEs, and the price of goods sold in SMESCO should be in accordance with its benefits. If that is done well, then the purchase decision at SMESCO will increase
- 4) Brand image, Brand awareness and Price simultaneously have a positive and significant effect on purchase decision at Smesco Indonesia LLP-KUKM. This means that if all three independent variables are implemented, then the increased purchasing decisions in SMESCO.

Sugestion

For Managerial

From the results of this study variables that have the most powerful influence on purchasing decisions is the price variable. SMESCO Indonesia managers must establish the right pricing strategy to further increase consumer buying interest. Implementation of the discounted price applied, is very effective in attracting consumers to make purchases, this needs to be increased by adding a period of application of discounted prices. The most weak variable of influence on purchasing decisions is brand image, this is understandable because SMESCO Indonesia sells local KUKM products such as clothing whose names have not been as famous as domestic and foreign brands. Therefore, it is necessary to improve the promotion of KUKM products using modern promotional media, such as viral videos and social media. KUKM products are also expected to touch the youth market, the strategy that has been done is to have cooperation with some State and Private University to visit SMESCO Indonesia with the aim of introducing them to the products of KUKM in the country so that there is interest to make a purchase.

For Further Research

For the next researchers, it is advisable to improve accuracy well in the completeness of research data. Further research is also suggested to add the variables outside this research so that the results of further research is better and in accordance with the development of the era.

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