

# The influence of brand image, location and price on purchasing decisions of Dunkin' Donuts products

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**ABSTRACT**

Intense competition in the food industry certainly affects the level of consumer purchasing decisions. Decisions for consumers about a product or service go through a series of processes and methods from brand information, opinions on how other brands are able to meet consumer needs and until they can determine the chosen brand. Companies must also be able to determine a strategic location that is easy for consumers to reach, which is close to the city center or activity center and determine reasonable prices in order to attract consumers to buy products. This study aims to determine the effect of brand image, location and price on purchasing decisions of Dunkin' Donuts partially and simultaneously. This study uses a quantitative approach. Data collection used questionnaire data and literature study with a population of Pelita Bangsa University students who had bought Dunkin' Donuts. Sampling used a non-probability sampling method with a purposive sampling technique with a total sample of 100 respondents, namely Pelita Bangsa University students who had bought Dunkin' Donuts. This study uses SPSS software. Data analysis was carried out by conducting validity test, reliability test, classic assumption test, multiple linear analysis and hypothesis testing. The results of the study state that brand image has no effect on purchasing decisions. Location has a positive and significant effect on purchasing decisions. Price has no effect on purchasing decisions. And brand image, location and price simultaneously influence purchasing decisions.

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**1. Introduction**

The rapid development of today's business world has made business people able to compete in attracting the attention of consumers. Business people are required to be more creative and innovative in order to survive in the midst of increasingly fierce competition. The company is expected to be able to fulfill what consumers want and need. Because today's consumers have started to be critical and intelligent in choosing which products they need and how they benefit them. So that companies must be able to understand the developments and needs desired by consumers, by continuing to increase their strengths (Arianty & Andira, 2021).

One business that has good prospects in the future is a business in the food sector, namely donuts, one of them. Donuts are a type of food that is popular among Indonesian people (Muhlisin & Ekasari, 2020). Currently in Indonesia there are many donut outlets standing in various crowded centers, such as Dunkin' Donuts, J.Co Donuts and Coffee, Cookie Donuts, Honey Donuts, and street vendors of donuts (Perwita et al., 2021). This makes business actors have to compete to get consumers to buy their products. In addition to competing for consumers, business owners must also strive to innovate or change in order to be superior to

their competitors. Because today's consumers are smart in choosing which products are of high quality and useful for them (Wiranata et al., 2021).

Purchasing decisions are an important function in marketing because they can be profitable for the company (Fatmaningrum et al., 2020). Purchasing activity is a series of physical and mental actions experienced by a consumer in making a purchase. In making a purchase, there are stages that will result in a decision to buy or not to buy and after making a purchase consumers are satisfied or not with the goods or services (Tangka & Dotulong, 2023).

Intense competition in the food industry certainly affects the level of consumer purchasing decisions. Business people who have an appropriate marketing strategy can make their business have the right intentions, so that they are able to create consumer purchasing decisions to buy which continue to increase (Nabilaturrahmah et al., 2021). Consumer purchasing decisions that continue to increase can lead to high sales volume so that the profits that can be obtained by companies are increasing, so that companies are able to obtain high profits, of course companies must consider consumer purchasing decisions for these goods or services (Utomo et al., 2021). Decisions for consumers about a product or service go through a series of processes and methods from brand information, opinions on how other brands are able to meet consumer needs and until they can determine the chosen brand (Azahra & Hadita, 2023).

Brand image reflects the feelings consumers and businesses have about the entire organization as well as individual products or product lines (Tanady & Fuad, 2020). Image and belief in products that cause consumers to want to be associated and buy them, so that consumers do not hesitate to pay high prices to get products with certain brands (Prabowo et al., 2020). Consumers are willing to pay a higher price for a product because it is attached to a brand which is a guarantee of consistency of quality and certain values that are believed to be contained therein, without a brand consumers feel less safe from bad possibilities beyond expectations (Anggraeni & Soliha, 2020).

The majority of consumers make brand image as a reference before deciding to make a purchase on a product. So the company must be able to create an attractive brand image and show the superiority of its products in accordance with the wishes and needs of consumers (Dwitari & Kusdibyo, 2019). Thus consumers have a positive image of the brand (Amalia, 2019). Brand image is important because it can describe the perception of consumer trust in the product, so that the more positive the brand image will encourage consumers to trust more (Wijaya & Annisa, 2020).

On the other hand, business people must also be able to determine a strategic location that is easy for consumers to reach, which is close to the city center or activity center (Indah, 2019). The choice of business location is an important factor in making purchasing decisions for consumers because some people prefer to buy something that is not too far from home and easy to reach (Hidayat, 2020).

Every business must have a strategy to attract customers and survive in the midst of intense competition. Reasonable prices attract consumers to buy products and increase consumer desire to buy the products offered (Puspita & Rahmawan, 2021).

Currently, Dunkin' Donuts is experiencing problems such as consumers who are getting bored with the form of Dunkin' Donuts products that are less innovative (Widiarto & Tuti, 2022). Products offered by producers to consumers also have certain aspects, such as product quality. The product quality of Dunkin' Donuts in terms of taste loses to its competitors, because products from competitors are more legit for donut connoisseurs (Lieana & Fuad, 2021). Then, from a consumer perspective, the quality of drinks at Dunkin' Donuts does not match the price they offer. In this case what is meant is cream float when it is given to consumers the cream is not suitable for drinking (Valentha et al., 2022).

The percentage of the Top Brand Index shows that in 2018 Dunkin' Donut was in second place and J.Co Donuts was in first place. And it can be seen that in 2022 Dunkin' Donut has decreased drastically to reach 37.70%. J.Co Donuts can outperform Dunkin' Donut and continues to be in the top position from 46.70% in 2018 and continues to rise until 2022 to 51.90%. Then in 2022 Krispy Kreme Donuts is included in the Top Brand Awards with a percentage of 2.90%.

The existence of various complaints from consumers about Dunkin' Donuts above, both on social media or interviews conducted by the researchers themselves, became the basis for the problems raised in this study to find the causes of these problems. This problem requires a good response and evaluation from Dunkin' Donuts so that it can remain superior in the midst of increasingly fierce business competition.

## 2. Research Method

This study uses a quantitative approach that emphasizes objective aspects in measuring social phenomena. Quantitative research is research that is used to find answers to problems by carefully measuring certain variables, widely used especially to make theories in a scientific field. In this study there are three independent variables, namely brand image, location, price and one dependent variable, namely purchasing decisions. The population in this study were Pelita Bangsa University students. In determining the number of samples, the nonprobability sampling technique used was purposive sampling, namely the sampling technique with certain considerations. The sample in this study were 100 people, namely Pelita Bangsa University students who had bought Dunkin' Donuts products.

The purpose of this research is to analyze the partial effect of brand image on purchasing decisions, location on purchasing decisions, price on purchasing decisions and finally to determine the simultaneous effect of brand image, location and price on purchasing decisions. The data collection technique uses a questionnaire containing statements about the variables studied which are then given to the respondents who have been selected to be answered. Then from the answers to each of these statements a score is determined using a Likert scale. Completing the questionnaire takes one week in May 2023.

Data analysis was performed using the SPSS program. After the data is collected, data analysis is carried out by grouping data based on the variables studied, performing calculations to answer the problem formulation, performing calculations to answer the problem formulation, and performing calculations to test the hypothesis.

## 3. Results And Discussions

### Multiple Regression Analysis Test

Multiple linear analysis is used to measure how much influence Brand Image (X1), Location (X2), and Price (X3) have on Purchase Decision (Y). Based on the calculation of the linear regression equation analysis performed with SPSS, the following data results are obtained:

**Table 1.** Multiple linear regression test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,450	5,554		,981	,329
Brand Image	,279	,163	,186	1,712	,090
Location	,254	,120	,198	2,117	,037
Price	,757	,149	,469	5,097	,000

a. Dependent Variable: Purchase Decision

A constant value of  $a = 5.450$  means that Brand Image (X1), Location (X2), and Price (X3) exist, so the Purchase Decision (Y) is positive.

The regression coefficient value of Brand Image (X1) is  $b_1 = 0.279$  indicating that Brand Image (X1) has an effect on Purchase Decision (Y) in a positive direction.

The regression coefficient value for Location (X2) is  $b_2 = 0.254$  indicating that Location (X2) influences Purchase Decision (Y) in a positive direction.

Price regression coefficient (X3) value of  $b_3 = 0.757$  indicates that Price (X3) influences Purchase Decision (Y) in a positive direction.

### T Test

The t test is used to determine the independent variable has a significant effect on the dependent variable. In this study, it was conducted by looking at the significance value of the independent variable on the dependent, if the sig value on the independent variable is less than the significance level of 0.05 or 5%, it can be concluded that there is a significant influence of the dependent variable on the independent. Based on table 1, Brand Image has a calculated T value of  $1,712 < T$  table 1.984 and has a significant value  $> 0.05$ ,

which means  $H_0$  is rejected  $H_a$  is accepted, therefore there is no significant relationship between Brand Image and Purchase Decision. Location has a calculated T value of 2.117 > T table 1.984 and has a significant value > 0.05, which means that there is a significant positive effect on the relationship between location and purchasing decisions. Price has a calculated T value of 5,097 > T table 1.984 and has a significant value <0.05, which means that there is no significant relationship between price and purchasing decisions.

### F Test

**Table 2.** F Test  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1905,633	3	635,211	71,647	,000 <sup>b</sup>
	Residual	851,117	96	8,866		
	Total	2756,750	99			

a. Dependent Variable: TOTAL\_Y

b. Predictors: (Constant), TOTAL\_X3, TOTAL\_X1, TOTAL\_X2

From the results above, the F test (simultaneous) for all variables shows a calculated F value of 71.649 with a significant level of 0.000 while the F table uses a significance of 0.05 with df 1 + number of variables - 1 or 4-1 = 3 and df 2 n-k-1 or 100-3-1 = 96 then the obtained F table is 2.70. Thus it can be concluded that F count is 71.649 > 2.70 and significance is 0.000 <0.05, then the hypothesis is accepted meaning that Brand Image, Location and Price have a simultaneous effect on Purchase Decision.

### Discussion

Brand Image is stated to have a negative and insignificant effect on the Purchasing Decision variable. Shown by a linear regression coefficient value of 0.279 indicating that for every 1 unit increase, it will increase the Purchase Decision of Dunkin' Donuts consumers by 0.279 with the assumption of a fixed variable. Thus it can be seen that Brand Image has a partial and not significant negative effect on Purchasing Decisions.

Location is stated to have a positive and significant influence on the Purchasing Decision variable. Indicated by a linear regression coefficient value of 0.254 indicating that in every increase of 1 unit, it will increase the Purchase Decision of Dunkin' Donuts consumers by 0.254 with the assumption of a fixed variable. Thus it can be seen that location has a partial and significant positive effect on purchasing decisions.

Prices are stated to have a negative and insignificant effect on the Purchasing Decision variable. Shown by the value of the linear regression coefficient of 0.757 indicating that in every increase of 1 unit, it will increase the Purchase Decision of Dunkin' Donuts consumers by 0.757 with the assumption of a fixed variable. Thus it can be seen that the price has a partial and insignificant negative effect on the Purchase Decision.

Based on the results of the hypothesis testing, the variable F test shows a calculated F value of 71.647 with a significant level of 0.000 while the F table uses a significance of 0.05 with df 1 + number of variables - 1 or 4-1 = 3 and df 2 n-k-1 or 100-3 -1 = 96 then the obtained F table is 2.70. Thus it can be concluded that F count 71.647 > 2.70 and significance 0.000 < 0.05, then the hypothesis is accepted meaning that Brand Image, Location and Price simultaneously influence Purchase Decision.

## 4. Conclusion

From the results of testing, processing, and data analysis that has been done, the authors conclude that the test results include brand image does not affect purchasing decisions, where the brand image owned by Dunkin' Donuts is not able to attract consumers to make purchasing decisions. Location has a positive and significant effect on purchasing decisions. meaning that consumers will consider the location of the Dunkin' Donuts restaurant to make a visit. Price has no effect on purchasing decisions, meaning that the prices applied by Dunkin' Donuts do not influence consumers to make purchasing decisions. Meanwhile, simultaneously, brand image, location and price of the three have a positive and significant effect on purchasing decisions for Dunkin' Donuts products at Pelita Bangsa University. From the results of the research that has been done, it can be seen that consumer purchasing decisions are influenced by many factors. It is hoped that all business people in Indonesia are able to apply the right marketing strategy so as to be able to create healthy business

competition and also be able to attract consumer purchasing power. For further research, it is hoped that it will be able to use a wider population and use other variables in order to further support the development of research and find out more about the results of what variables influence purchasing decisions more.

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