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Brand Equity and Purchase Decisions on French Fries Product in Indonesia

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Article Info	Abstract
	This study aims to determine the effect of brand awareness, brand associations, perceived quality, and brand loyalty to purchase decisions of French Fries. The research is quantitative and the sampling technique is purposive sampling, with 100 respondents. The researcher applies multiple regression analysis as data analysis techniques. **Findings**. The results show that all brand equity variables affect to purchasing decision of French fries. To improve brand awareness, corporate needs to advertise products on television and social media such as Instagram or food platforms. For brand association improvement, producers need to create new French Fries flavor. Attractive packaging design and usage instructions for perceived quality improvement. In brand loyalty must maintain consistency of product taste.

1. Introduction

The growth of Potato consumption in Indonesia was 10% per capita from 2010-2014 (Ministry of Agriculture, 2015); this growth figure in Indonesia was higher than the global consumption per capita in 2010-2012 with a growth rate of 2.8% (World Potato Statistics, 2017). The figure shows that potato is a commodity with good prospects in Indonesia. Agro-industry is part of the downstream subsystem and becomes prime mover in potato industry development,. One of the processed agro-industrial food products made from potato is French fries.

A brand is a name, term, sign, design symbol, or combination that can identify a seller or group's goods or services to distinguish a product from a competitor product. There are four top brand of French fries in Indonesia, including Fiesta, Belfoods, Finna, and Golden Farm. The increasing business competition among companies in the fried potato industry makes companies need to implement the right marketing strategies to trigger consumer purchase decision. One of the factors influencing purchasing decisions is brand equity (Buil & Martinez, 2013). Thus, increasing brand equity will positively affect on the decision to purchase a product, including French fries. Brand equity is determined by five main dimensions or elements, namely of brand awareness, brand associations, perceived quality, brand loyalty, and proprietary brand assets (Aaker, 1991). (However), over time, the main elements of brand equity only consist of four, namely brand awareness, brand association, quality perceptions, and brand loyalty (Chieng & Goi, 2011).

In 2016, Golden Farm was in the third place of the Top Brand Award of the French fries, with a market share percentage of 4.3%, and in 2017, the percentage declined to 3.1%. On the other hand, Fiesta and Bellfoods which were in the first and second ranks, experienced an increase in market share of French fries in Indonesia (Top Brand Award, 2017). Golden Farm product requires the strength of the brand equity dimension because these dimensions can facilitate consumers in deciding a purchase. Brand equity dimension is reinforced by the company, so consumers know the brand and decide to buy the product (Buil & Martinez, 2013). Several studies on consumer decisions to purchase potato products were conducted by (MacPherson et al., 2012) and (Batt, 2009). However, there is no studies that discuss purchasing decisions of French fries, especially in developing countries. Therefore, it is necessary to conduct research that examines purchase decision of French fries to improve the sales performance of Golden Farm product. The results can be applied to companies and countries that eager to improve the performance of the French fries industry.

2. Research Method

2.1 Type and Model of Research

The type of research used is quantitative data, focusing on numerical data or scoring qualitative data. This analysis is used to analyze the influence of brand equity dimensions consisting of brand awareness (BA), perceived quality (PQ), brand associations (BS) and brand loyalty (BL) on consumer purchasing decisions (PD) as variables in this study. The data obtained in the form of respondents' responses to these variables are expressed in numbers. The model in this study is presented in the image below.
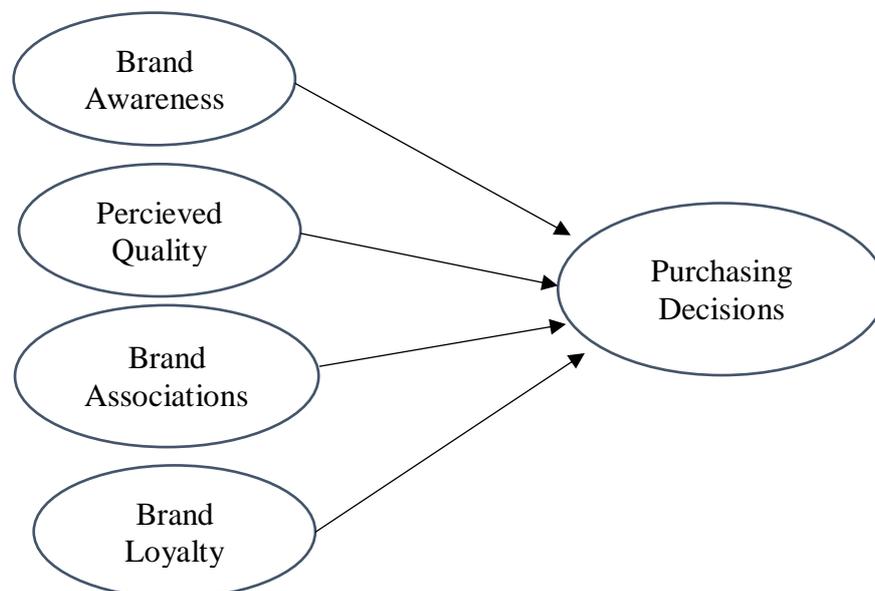
Picture 1. Research Model

2.2 Method of Collecting Data

The researcher applies a questionnaire to collect data and measures questionnaire using the Likert scale. The Likert scale used in this study is four options scale, where the aim is for respondents to have a clear attitude to answer the questionnaire. The four choices are also intended for respondents to understand better each alternative's differences answer compared to more than 4, 5, 7 and 10. On a 1-4 Likert scale, the possibility of an answer not only has two choices, agree and disagree, but four answer intervals. Answer intervals, ranging from strongly disagree, disagree, agree and strongly agree, are useful to avoid neutral answers from respondents.

2.3 Sampling Technique

Researcher implements purposive sampling to take samples with specific considerations and objectives, to meet the sample eligibility standards. The population is determined in the DKI Jakarta region, with a number population of 10.300,000 people until 2016 (Central Beareau of Statistics, 2016), and the samples are 100 respondents.

2.4 Validity Test

Validity test is a tool used to measure whether a questionnaire is valid or not or how significant is the accuracy of a measuring instrument in running its function (Hair et al., 2019). The validity test is used to test the suitability between the questionnaire used and the field results. If the result shows that r count > r table then the question variable is valid, and if r count <r table then the question variable is invalid.

2.5 Reliability Test

The reliability test is to measure the consistency of the questionnaire as a measuring tool used in a study (Hair et al., 2019). Reliability test is done on valid variable. and the reliability test results are good or reliable if the value of Cronbach Alpha > value 0.6 but if the value of Cronbach Alpha < value 0.6, then the variable is not reliable

2.6 Normality Test

The data normality test aims to find out whether the residual is normally distributed or not and good and feasible data in research have normal distribution. Normality test can be done in several ways, including by looking at the normal curve of the p-plot. A normal variable happens if the image is distributed with data points spreading around the diagonal line and in the diagonal line's direction. (Santoso, 2014).

Normality test is also performed using the Kolmogorov-Smirnov test. In this test, if the sig. < 0.05 the data is not normally distributed and if the sig value > 0.05 then the data is normally distributed (Santoso, 2014).

2.7 Multicollinearity Test

According to Ghozali (2016), the multicollinearity test aims to test whether the regression model found correlation between independent variables. A good regression model should not correlate among independent variables and to detect the result, the analysis of tolerance values and variance inflection factor (VIF) are applicable. If the tolerance value is above 0.1 and VIF below 10 then the regression is free from multicollinearity.

2.8 Heteroscedasticity Test

According to Ghozali (2016), the heteroscedasticity test is testing whether there are similarities in the variance in the regression model, if it remains, it is called homoskesdatisitas and if different is called heteroscedasticity. The way to detect the presence or absence of heteroscedasticity is to see the scatter plot between the predicted value of the dependent variable and the residual. If there are specific patterns, such as the existing dots form a regular pattern (wavy, widened and narrowed), indicating heteroscedasticity. Another method is spearman-rho by examining residual unstandardized values. If the value is greater than 0.05, meaning that residual variance does not experience heteroscedasticity.

2.9 F Test and T Test

F test is a test that aims to prove whether the independent variables simultaneously affect dependent variable. In simultaneous testing, F Stat > F table means all independent variables affect the dependent variable. Another way is to use a significant level of 0.05, if the probability value is

less than 0.05, then the independent variable is together have no effect to the dependent variable (Ghozali, 2016).

The t test is used to test the significance of each independent variable, partially effect affecting the dependent variable. If the t value is bigger than t table, and the significance value is smaller than 0.05, the independent variable partially affects the dependent variable (Ghozali, 2016).

2.10 Multiple Linear Regression Analysis

Multiple regression analysis serves to test the hypothesis, especially the independent variable's strength to the dependent variable. Multiple regression analysis can determine the effect of two or more independent variables on the dependent variable. According to Sugiyono (Sugiyono, 2014), the regression equation is:

$$PD = a + b_1 BA + b_2 PQ + b_3 BS + b_4 BL + e \tag{1}$$

Information:
PD   : Purchasing Decision
BA   : Brand awareness
PQ   : Perceived quality
BS   : Brand Asociations
BL   : Brand loyalty
a   : Constant
b_1, b_2, b_3, b_4 : Regrresion coefficient
e   : Error

3. Results and Discussions

3.1 Results

According to the Golden Farm consumer survey based on gender, the percentage of female respondents was 67 percent, the male was 33 percent. Based on the respondents' gender characteristics female respondents were more numerous than male. Thus, the promotion program implemented is expected to attract the attention of female buyers, especially the housewives segment.

The second segmentation is based on age. Most respondents or 45% are 17-26 years old, the second is 27-36 years old or by 37%, then 37-46 years old or 12%, and the smallest is above 46 years or 4%. Based on these data, more than 80% of Golden Farm's French fries consumers are between 17-36 years old. This fact is a valuable input for producers in designing marketing strategies so the product can attract more consumers.

The next is based on income, First, 41 respondents has IDR 5,000,000, the second is 30 and the income ise IDR 3,000,000, the third is 24 people and their range of income is between IDR 1,000,000 to IDR 3,000,000, and the last is 5 people with income less than IDR 1,000,000.

Another interesting findings from the respondents, 48% respondents have consumed Golden Farm for more than 12 months, 36% respondents enjoys the product between 6-12 months, and the lowest percentage or 16% have consumed from 1-6 months. The data.

Another interesting findings from the respondents, 48% respondents have consumed Golden Farm for more than 12 months, 36% respondents enjoys the product between 6-12 months, and the lowest percentage or 16% have consumed from 1-6 months. The data. Based on data, 84% of respondents have consumed Golden Farm French fries for more than 6 months. This fact shows that most of the respondents are satisfied with the product's performance

Validity Test

The questionnaire consists of 20 questions: Brand awareness (BA), brand association (BS), and percieved quality (PQ) each consists of four questions, Brand Loyalty (BL) consists of 3 questions, and the Purchasing Decision (PD) variable consists of 5 questions. All statement in questionnaire have passed validity test because R value is more than 0,361 for all statement.

Table 1. Validity Test

| Item	R Stat	R Table	Decision
BA1	0,647	0,361	Valid
BA2	0,555	0,361	Valid
BA3	0,64	0,361	Valid
BA4	0,433	0,361	Valid
BS1	0,467	0,361	Valid
BS2	0,449	0,361	Valid
BS3	0,397	0,361	Valid
BS4	0,435	0,361	Valid
PQ1	0,651	0,361	Valid
PQ2	0,581	0,361	Valid
PQ3	0,456	0,361	Valid
PQ4	0,554	0,361	Valid
BL1	0,582	0,361	Valid
BL2	0,553	0,361	Valid
BL3	0,54	0,361	Valid
PD1	0,529	0,361	Valid
PD2	0,385	0,361	Valid
PD3	0,588	0,361	Valid
PD4	0,578	0,361	Valid
PD5	0,421	0,361	Valid

Reliability Test

Table 2 shows that each item of brand equity variable questions, namely brand awareness, brand association, perceived quality, brand loyalty, and purchasing decisions are reliable.

Table 2. Reliability Test

Variable	*Alpha cronbach's*	Information
Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Purchase Decision	0,880	All Variable Statement Pass Reliability Test

The results of SPSS calculation on the reliability test of all research variables, namely brand awareness, brand association, perceived quality, and brand loyalty are presented in Table 2. The Cronbach's alpha is 0,880 and the value is above 0.6; therefore, the reliability test in each of these research variables is trusted.

Normality Test
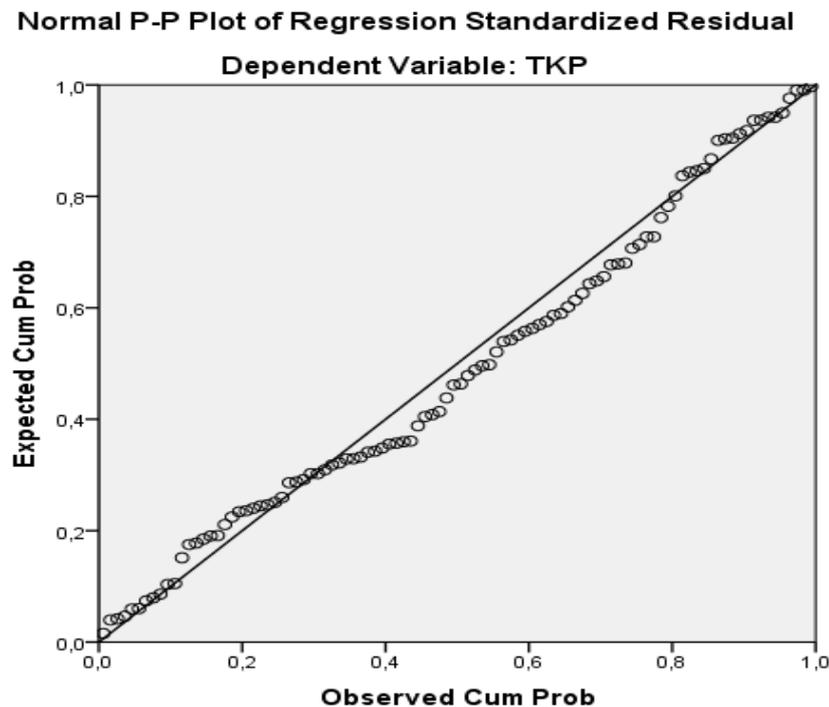
Picture 2. Normality Test

Based on the results of SPSS, the results of the calculation of the significance of the Kolmogorov Smirnov is 0.094 which is greater than 0.05 or the residual has passed the normality test.

The normality test results are also tested by looking at the normal probability plot graph. If the distribution patterns of data points spread around the diagonal line and the distribution of data points in the same direction follows the diagonal line, the normality test is normal.

Multicolinearity Test

Multicolinearity indicates a correlation between the dependent variables. Table 3 shows that all variables have tolerance value above 0.1 and VIF values is below 10, it means that the regression model in this study does not create multicollinearity.

Table 3. Multicolinearity Test

Variable	Tolerance Value	VIF	Information
Brand Awareness	0,638	1,567	No Multicolinearity
Brand Association	0,536	1,865	No Multicolinearity
Perceived Quality	0,670	1,492	No Multicolinearity
Brand Loyalty	0,584	1,713	No Multicolinearity

From the results, there is no strong correlation among independent variables on brand awareness, brand association, perceived quality and brand loyalty.
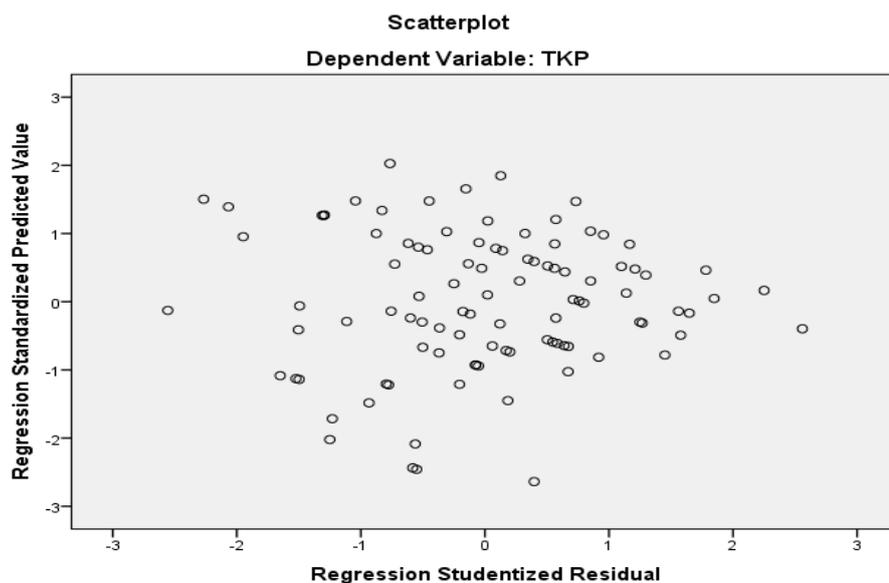
Heteroscedasticity Test

The SPSS results indicate that the residual unstandardized value, generated by each independent variable, has a value greater than 0.05. Therefore, the residual variance in this study is free from the symptoms of heteroscedasticity.

Table 4. Heteroscedasticity Test

Variable	*Unstandarized Residual*	Information
Brand Awareness	0,484	No Heteroscedasticity
Brand Association	0,651	No Heteroscedasticity
Perceived Quality	0,780	No Heteroscedasticity
Brand Loyalty	0,448	No Heteroscedasticity

Another way to see whether there are heteroscedasticity symptoms is through scatter plots that do not form a particular pattern. The distribution of the scatter plot shows that the residual variants are evenly spread without forming a certain pattern, so that it can be stated that the residual variance has fulfilled the assumption of homoscedasticity. Picture 3 displays the Scatterplot of Heteroscedasticity Test.

Picture 3. Scatterplot of Heteroscedasticity Test

F Test

From the results of the FPS test SPSS obtained F stat value of 34.284 and F table of 2.47 with a significance of 0.000. Because F stat > F table (34,248> 2,47) with a significance value smaller than 0,05 (0,000 <0,005), it can be concluded that brand awareness, brand association, perceived quality, brand loyalty simultaneously have a positive effect on purchasing decisions. Therefore, Golden Farm product is accepted. The results of this study are consistent with the previous research conducted by Nigam (2011), which states that brand equity has a positive effect on purchasing decisions.

Table 5. F Test Result

Variable	F value	F Table	Significance
Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty	34,248	2,47	0,000

Determination Coefficient

The coefficient of determination obtained from the SPSS calculation is 0.591. It means that the variable ability in brand awareness, brand associations, perceived quality, and brand loyalty in explaining variations in purchasing decisions is 59.1%. Meanwhile, the remaining 40.9% was influenced by other factors not included in this study.

3.2 Discussions

Table 6. T Test Result

Variable	T Value	T Table	Significance
Brand Awareness	2,277	1,985	0,025
Brand Association	2,455	1,985	0,016
Perceived Quality	2,600	1,985	0,011
Brand Loyalty	4,041	1,985	0,000

Brand equity can be reflected in the way consumers feel, perceive, and act in relation to the brand, price, market share, and profitability that the brand brings to the company (Kottler & Keller, 2009). Brand equity is also an asset that can give value to its customers. The assets can help consumers to interpret, process or store related information about the products and brands they use. Brand equity affects consumers' confidence in purchasing decisions based on their experience using the product or brand characteristics in the past. Brand equity is determined by four main elements, such as brand awareness, brand associations, perceived quality, and brand loyalty.

The t stat value is valuable as a means to conduct the t test between brand equity variable and purchasing decision variable. If the t stat value is greater than t table, and the significance value is less than 0.05, the independent variable partially has a significant effect on the dependent variable.

The t-test statistical results for brand awareness variables obtained t stat value of 2,277 and t table 1,985 with a significance level of 0,025. From the results of SPSS, it is found that> t table (2,277> 1,985) and the significance is less than 0,05 (0,025 <0,05). The conclusion from this results indicates the hypothesis which states that Golden Farm's french fries brand awareness influences consumer purchasing decisions is accepted. The results of this study are in line with research conducted by Shahid, Husein, and Jafar (2017). Their study confirms that, consumers who are well-informed about a product will influence purchasing decisions because a good memory of a product will increase consumers' chances of rebuying it. Producer must design creative and innovative advertisements to increase a strong brand memory in consumers' minds. The combination of advertising and an influential memory of Golden Farm products will increase product sales.

The statistical results of the t-test for brand associations are all things related to memory of a brand. Brand associations are closely related to brand image because the brand association produces brand image. Brand associations have a certain level of strength and will be stronger

along with increasing consumption experience with particular brands. The variables in the table show t stat values of 2.455 and t table 1.985 with a significance association level of 0.016. From the results, the t stat > t table (2,455> 1,985) and the significance is smaller than 0,05 (0,016 <0,05), the hypothesis which states that the Golden Farm potato brand influences consumer purchasing decisions is accepted. The results of research conducted by Severi and Ling (2013) also state that the Brand Association has a positive influence on purchasing decisions. If consumers provide a positive association with a brand, then consumers will buy the product. A more established brand will have a prominent position in a competition because it is supported by a variety of strong associations.

The results of t-test statistics for perceived of quality variables obtained t stat value of 2.600 and greater than t table 1.985 with a significance level of 0.011 smaller than 0.05. The hypothesis, stating that the perception of the quality of Golden Farm French fries affects consumer purchasing decisions, is accepted. Perceived quality is defined as a consumer's assessment of the overall product superiority. Therefore, perceived quality is based on the consumer's subjective evaluation of product quality. The results of this study follow the results of research conducted by Gil, Andres, and Salinas (2007). Researchers state that perceived quality has an essential role in consumer purchasing decisions. If the product is perceived positively by consumers, they will choose the product again in the future. Nigam & Kaushik (2011) also say that Perceived quality will create a perception of product quality in customers' mind. Perception of the quality of a product or services can determine the value of the product or service and directly affect consumer purchasing decisions for brands.

The results of the t-test statistics for brand loyalty variables obtained t stat value of 4.041 and t table 1.985 with a significance level of 0.000 because t stat > t table (4.041> 1.985), the significance is smaller than 0.05 (0.000 <0.05). The hypothesis which states that Golden Farm's french fries brand loyalty influences consumer purchasing decisions is accepted. The results of the study are in line with research conducted by Iriani (2011). The author states that brand loyalty is positively related to purchasing decisions. Loyal customers are consumers who have consumed the same product repeatedly. This happens because the product can meet consumer expectations so that consumers feel satisfied. Thus, consumers will repurchase the products in the future.

Based on the results of the regression equation, the brand equity (Brand Awareness, Brand Association, Percieved Quality and Brand Loyalty) variable has a positive effect on the decision to buy Golden Farm French fries. The regression coefficient values for each independent variable were 0.211, 0.285, 0.251, and 0.408. The regression equations can be formed based on the constant values and regression coefficients of each independent variable are as follows.

$$Y = 2,681 + 0,211\ BA + 0,285\ BS + 0,251\ PQ + 0,408\ BL$$

A positive constant value of 2.681 indicates positive influence. The independent variable with a value of 2.681 states that if the independent variable is considered constant, then the purchase decision is 2.681. The following is an explanation of the coefficient value of each variable. Brand Awareness is the ability of customers to realize or maintain different products depending on the brand level or customer perception of the product brand being offered (Kottler & Keller, 2009). The coefficient value on the independent brand awareness variable is 0.211. This states that PT. Sukanda Djaya increases brand awareness, the purchasing decisions also increase by 0.211 units assuming that other independent variables have a fixed value and vice versa. If the brand awareness variable decreases, then the purchasing decision also decreases.

In increasing the variables of Golden Farm's french fries brand awareness, companies need to promote Golden Farm's french fries in various media, such as, visual media on television and social media. According to (Samau, 2016) in his research journal entitled Impact of Sales Promotion advertised on TV on Buying Behavior, advertising on television has a more significant influence on consumers in buying products than promotions in stores. Television is a useful in

increasing the purchase of goods and improving consumer brand awareness. Advertising on social media such as Instagram, food platforms or food culinary can help consumers remember the product brand and get product information. According to the research (Khan, 2017), the influence of social media can make consumers buy products because of information and promotions provided by the company. Products with high brand awareness not only attract new consumers but also retain consumers and make them loyal customers.

Brand associations are all things related to memory of a brand. Brand associations are closely related to brand image because the brand association produces brand image. Brand associations have a certain level of strength and will be stronger along with increasing consumption experience with specific brands (Severi & Ling, 2013). Brand association is the reason consumers use the brand so that brand associations are significant to attract consumers. The coefficient value on the independent variable brand association is 0.285, meaning that if the brand association variable is increased by 1 unit, the purchasing decision also increases by 0.285, and if the brand association variable decreases, then the purchasing decision also decreases.

Brand associations need to be built to achieve company goals in reaching sales targets or making a profit. In the brand association variable, managerial implications can be given to PT. Sukanda Djaya in improving the purchasing decision through product innovation. One example of innovations in French fries product is by giving certain flavor, such as, spicy, cheese or other flavors, that are in demand by the community. Product innovation is also crucial to maintain the sustainability of the company because innovation and efficiency must go together (Dhetira, 2015).

Perceived quality is the consumer's perception of the overall quality and excellence of the same product or service as expected. Perceived quality is essential in brand equity and one of the keys to high brand equity (Gil et al., 2007). The independent variable of perceived quality has a regression coefficient of 0.251, meaning that if the perceived quality variable is increased by one unit, then the purchasing decision also increases by 0.251.

In the perceived quality variable, PT. Sukanda Djaya can make managerial implications to gain consumer purchasing decisions, particularly by improving a more packaging design to attract consumers' interest when making a purchase. Golden Farm's French fries packaging also needs to have unique characteristics so that consumers can remember it better, especially by displaying the potato's shape or variant in the package. According to (Gandhy, 2018), packaging has a very important role because packaging is a product selling value and product image, so it is necessary to make attractive packaging to attract consumers.

The coefficient value on the independent variable brand loyalty is 0.408, meaning that if the brand loyalty variable is increased by one unit, then the purchasing decision also increases by 0.408. If the brand loyalty variable decreases, then the purchasing decision also decreases. Brand loyalty is a measure of customer interest in a brand or can be interpreted as a form of customer behavior that is loyal to the brand and does not change (Aaker, 1991). Aside from being a consistent form of buying behavior, brand loyalty is also a form of positive customer attitude and customer commitment to a brand over other brands. Consumers who are loyal to a brand will reduce the threat from competitors. High loyalty to a brand will bring a better sales impact, because loyal consumers will always use the it in the future.

The managerial implications that can be made on brand loyalty variables in improving purchasing decisions are to maintain the taste and form of French fries. The company must ensure that French fries inside the package must are always clean, fresh, and intact. By maintaining this performance, consumers will remain loyal to the Golden Farm brand and repurchase the product in the future (Kamal et al., 2019). Brand loyalty will provide many benefits for the company, such as consumers will recommend the product to others, so that in the end, it can reduce marketing costs (Shahid et al., 2017). Loyal consumers will not switch to other brands.

4. Conclusions

Brand equity variables, comprising of Brand Awareness, Brand Association, Percieved Quality and Brand Loyalty, have a positive effect on consumer purchase decision of Golden Farm products. The result showed that PT. Sukanda Jaya, as the producer of Golden Farm, must improve the product brand equity, so that it can affect consumer purchasing decisions positively.

Managerial implications for PT. Sukanda Djaya is related to brand equity, especially the need for brand awareness. PT. Sukanda Djaya needs to advertise Golden Farm products on television and social media such as Instagram or food platforms. Moreover, the brand association requires new French fries flavor innovation, then the perceived quality has to pay attention to attractive packaging design and clear usage and package instructions, and brand loyalty needs to maintain the overall performance of the company through the taste consistency.

The respondents of this research are Jakartas' residents. Therefore, the researcher suggests a further study to conduct similar research with respondents from other provinces in Indonesia to get a complete picture of french fries consumers in Indonesia.

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