

# The Influence of Brand Image on Purchasing Decisions Through Word of Mouth on Hisana Fried Chicken Consumers

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## ABSTRACT

Hisana Fried Chicken is a culinary company that has been capable to grow rapidly middle the economics crisis following the Covid 19 pandemic . Its development has reached more than 1000 outlets spreads throughout the archipelago . This development made it widely known in society , thus underlying the research in the form of a thesis which aims to determine the influence of brands image on purchasing decisions through word of mouth . The research approaches used was quantitative , the population was consumers of Hisana Fried Chicken in Bendil hamlet , Kepatihan village , Gresik district . The sample was determined by using a non- probability sampling method with a purposive sampling technique with the criteria of being more than 17 years old and having made a purchase at least once. A minimum sample of 30 respondents is a sample obtained through distributing questionnaires as data collection . The results of distributing the questionnaire collected 50 pieces of data that met the complete requirements so that it could be processed statistics . The data analysis technique uses path analysis with 2 regression testing structures . Structure I with 2 equations using simple linear regression analysis . Structure II with 1 equation for multiple linear regression analysis . To test the moderating variables using the Sobel test . The results of research on hypothesis testing (t), based on regression analysis of brands image , it is concluded that the brand has a significance influence on purchasing decisions with a significance value of 0,000, brand image also has a significance influence on word of mouth with a significance value of 0,000 and word of mouth influences purchasing decisions with a value of significance 0.000. The results of the Sobel test prove that there is a significant influence of brands image on purchasing decisions through word of mouth among Hisana Fried Chicken consumers . in Bendil hamlet , Kepatihan village , Gresik district .

**Keywords :** brands image , word of mouth , purchasing decisions .

## 1. INTRODUCTION

The public's need for food products shows a positive trend which tends to continue to increase. Among the food products are fast food which is available in the form of restaurants, franchise outlets and processed household products. High market demand stimulates people's creativity to compete to present products with their own uniqueness and characteristics so that they can be accepted by the market. The product will be quickly recognized by potential consumers with a brand that is easy to pronounce so it is easy to remember. Marketing success of a product is determined by brand factors. The brand of a product will convey a unique image or characteristic as a differentiator from other similar products which also becomes information for consumer considerations in choosing a product ( Kotler and Keller , 2009).

Brand recognition has several methods that are generally carried out in promotional communication activities to create positive relationships between the company and customers so that they trust the company and form confidence in purchasing decisions (Sitorus, et al , 2022). Building a positive understanding of a brand by customers will greatly benefit the company because its reputation will increase along with customers' awareness and willingness to participate as part of the company in carrying out promotions by telling about their product experiences ( word of mouth ) to other parties (Firmansyah, 2020).

The Hisana fried chicken brand has the slogan "Most liked in Indonesia" and has been able to grow with outlets mushrooming in the archipelago, which to date has reached more than 1,000 (Mahmudah, 2021). The growth of this business cannot be separated from the product being accepted and widely known by the public. Hisana's success cannot be separated from the marketing communication strategy it has built so that it can adapt to customer needs and desires through its ability to integrate quality, variants, prices, and ease of reach of products by customers.

One of the outlets Hisana Fried Chicken is in Bendil hamlet, Kepatihan village, Gresik Regency. Based on the results of observations, there is something interesting about this business at this outlet, namely that sales always reach the target. According to confirmed employees, they explained that the average daily sales always reached 90% - 100% of the stock provided even though the sales target was 85% of the stock. Purchasing decisions taken by consumers to choose Hisana according to employee information include for various purposes such as individual consumption needs, community events (social gatherings/meetings), and for children's birthday parties, especially kindergarten age events either at home or at school. This purchasing decision is often based on the recommendation of other people who have previously chosen Hisana and informed them that the price is affordable and the quality is also good so it is suitable to be used as a dish in all situations.

This inspired me to conduct marketing research on "The Influence of Brand Image on Word Of Mouth and Purchase Decisions Hisana Fried Chicken in Bendil Hamlet, Kepatihan Village, Gresik Regency." Thus, this research aims to determine the influence of brand image on purchasing decisions, the influence of brand image on Word Of Mouth. The Influence of Word Of Mouth on purchasing decisions and the influence of brand image on purchasing decisions through Word Of Mouth at Hisana Fried Chicken customers in Bendil hamlet, Kepatihan village, Gresik district.

Purchasing decisions are consumer behavior to fulfill needs that have been identified through a series of information-based action processes and evaluations of a product so that various alternative choices are found which are then chosen to decide to buy (Kotler and Armstrong, 2016). Brand image is characterized by the name or brand as an identity that is perceived by consumers through information on product attributes which will be remembered as quality advantages or product deficiencies which will become information considerations for consumers in determining choices from various existing alternatives (Kotler, 2013 in Sudarmin, 2023). The influence of brand image on purchasing decisions, according to Aaker & Biel in Keller & Swaminathan, (2020) conveyed by Syariza (2023) stated that consumer perceptions in appreciating a product which are evaluated through product quality, the credibility of a trusted producer company and the various conveniences that accompany the product will increasingly influence consumer purchasing decisions. Thus, brand image has a direct influence on purchasing decisions.

Experience with a brand encourages WoM. Positive appreciation will be given and told if consumers are satisfied with the use of the product and disappointment with the product will have a negative impact on WoM. The good experience that is felt means that it will provide more value to the brand and tell it to other parties so that it becomes more widely known and benefits the company. On the other hand, if negative feedback is given, it will weaken the brand's competitiveness against competitors and have a detrimental effect on the company (Syariza, 2023). Thus, brand image influences WoM.

Word of Mouth is the spontaneous behavior of consumers in sharing their experiences with a product without any commercial elements. As a story about the experience of using a product, a WoM event is a feedback (feed back) from the post-purchase decision effect so that it influences consumers who are encouraged to share the positive or negative side of their purchasing experience (Gultom and Setyawan, 2023). Thus, WoM influences purchasing decisions.

Brand image as a consumer's perception of a brand after gaining information and experience about the brand is the basis for consumers to judge or evaluate a brand (Kotler and Armstrong, 2016 in Sudarmin, 2023). Consumers in social interactions spontaneously share stories, including about knowledge and experience with a product (Gultom and Setyawan, 2023). Consumers will explore their perceptions of brands with different experiences. Positive appreciation of the brand will increase purchasing decisions and conversely negative evaluation will weaken the brand itself which has an impact on rejection of the purchase (Syariza, 2023). Thus, brand image influences purchasing decisions through WoM mediation.

Based on several proposed theories, there are several hypotheses that can be proposed, namely:

H1 : Brand image influences purchasing decisions

H2 : Brand image has an influence on word of mouth

H3 : Word of mouth influences purchasing decisions

H4 : Brand image influences purchasing decisions through the mediation of Word of Mouth

## **2. RESEARCH METHODS**

This research is respondent survey research with a quantitative approach as research that is systematically planned and measured in a structured manner. Research with an emphasis on hypothesis testing uses measurable data sources

based on figures from the assessment of survey variables and their calculations using statistical analysis methods to be interpreted into conclusions that can be generalized (Nugroho, 2018).

The population determined in this research is consumers of Hisana Fried Chicken in Bendil Hamlet, Kepatihan Village, Gresik Regency. Sampling was taken using a purposive sampling method because consumers were selected based on special characteristics which were considered to have a close relationship with the characteristics of the previously determined population, namely consumers who had purchased Hisana Fried Chicken in Bendil Hamlet, Kepatihan Village, Gresik Regency, who were at least 17 years old, who were considered to have mature and able to understand the questionnaire and answer according to their experience. According to Roscoe (1975) in Ramadhan (2022) stated that for carrying out multivariate research using regression analysis, the feasibility sample size should not exceed 10 times the number of variables used in the research. That there are 3 research variables (1 independent variable (X), 1 dependent variable (Y) and 1 moderating variable (Z)), so the minimum number of samples taken is  $10 \times 3 = 30$  respondents.

The research uses 3 variables, namely the ebas variable (X), which is the causal variable or variable of the dependent variable, which in this research is brand image, the dependent variable (Y), which is the affected variable whose changes are caused by the independent variable, which in this research is the decision. purchases (Y) and intervening /mediation variables (Z), are intermediary variables that cause an indirect influence between the independent variable (X) on the dependent variable (Y). In this case it is the Word of variable Mouth.

The research uses a path analysis test that uses simple linear regression analysis techniques and multiple linear regression. Linear regression analysis to determine the influence of 2 variables. Firstly, to determine the direct influence of the brand image variable (X) on purchasing decisions and secondly to determine the direct influence of the WoM variable (Z) on purchasing decisions. Meanwhile, multiple linear regression analysis is used to determine the indirect influence of the WoM variable (Z) as an intervening influence on brand image (X) on purchasing decisions (Y).

### 3. RESULTS AND DISCUSSIONS

$$\text{Equation 1} \quad Y = \alpha + \beta_1 X$$

Di obtained the results of the regression analysis as follows:

**Table 1** Test Results Analysis of the Influence of Brand Image Variables (X) on Purchasing Decisions (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	( Constant )	8,501	2,064		4,118	,000
	TOTALX	,337	,049	,704	6,860	,000

**Table 2** Results of Testing the Strength of Influence of Brand Image Variables (X) on Purchasing Decisions (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,704 a	,495	,485	2,691

Source: Regression Testing Results

Based on the results of the regression analysis of equation 1 in the table above, the equation results are obtained, namely:

$$Y = 8.501 + 0.337X$$

The analysis calculation results can be explained as follows:

- a. Constant Value = 8,501

constant value 8.501 is not equal to 0 explaining the influence of the brand image variable (X) on Purchase Decisions (Y) of 8,501 units.

- b. Mark  $\beta = 0.337$

Markβ shows that it has a positive regression coefficient of 0.337, indicating that there is a unidirectional influence between brand image (X) on Purchasing Decisions (Y) which if there is additional value to the Brand Image variable (X) by one unit, then buying interest (Y) will increase by 0.337 units.

The strength of the influence of the Brand Image variable on Purchasing Decisions (Y), the R test results were obtained at 0.704 or 70.4%. This means that the strength of influence of the brand image variable on purchasing decisions is 70.4% and the remaining 29.6% is influenced by other variables. Based on Sugiono (2018), it is in the range of 0.06-0.799, so it can be concluded that the brand image variable has a strong influence on purchasing decisions.

Equation II  $Z = \alpha_2 + \beta_2 X$

were obtained as follows:

**Table 3** Test Results of Analysis of the Influence of Brand Image Variables (X) on Word of Mouth (Z)

Model		Unstd Coefficients		Std Coefficients	t	Sig .
		B	Std . Error	Beta		
1	( Constant )	4,081	1,602		2,547	,014
	TOTALX	,259	,038	,700	6,794	,000

Source: Regression Testing Results

**Table 4** Testing the Strength of Influence of the Brand Image Variable (X) on Word of Mouth (Z)

Model	R	R Square	Adjusted R Square	Std . Error of the Estimate
1	,700 a	,490	,480	2,088

Source: Regression Testing Results

Based on the results of the regression analysis of equation II in the table above, the equation results are obtained, namely:

$Z = 4.081 + 0.259 X$

The analysis calculation results can be explained as follows:

- a. Constant Value = 4 , 081

constant value 4.081 is not equal to 0 explaining the influence of the brand image variable (X) against words of mouth (Z). of 4,081 units .

- b. Markβ = 0.259

Markβ shows that it has a positive regression coefficient of 0.259, indicating that there is a unidirectional influence between brand image (X) against words of mouth (Z). which occurs if there is additional value to the brand image variable (X) by one unit, it will increase the word of mouth (Z) is 0.259 units.

The strength of the influence of the brand image variable on the word of mouth is shown in Table 4.19. The R test results obtained were 0.700 or 70%. This means the strength of the influence of the brand image variable on the word of mouth is 70% and the remaining 30% is influenced by other variables. Based on Sugiono (2018), it is in the range 0.06-0.799 so it can be concluded that it has a strong influence.

**3.1. Structural Analysis Test 2**

This test is to determine the effect of the brand image variable (X) and on word of mouth (Z) on purchasing decisions (Y)

Equation III  $Y = \alpha + \beta_1 X + \beta_2 Z + e$

**Table 10** Results of Testing Analysis of the Influence of Brand Image Variables (X) and Word of Mouth (Z) to Purchase Decision (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig .
	B	Std . Error	Beta		

1	( Constant )	5,737	1,891		3,034	,004
	TOTALX	,161	,059	,337	2,731	,009
	TOTALZ	,677	,160	,523	4,236	,000

Source: Regression Testing Results

**Table 11 Testing the Strength of Influence of the Variables Brand Image (X) and Word of Mouth (Z) to Purchase Decision (Y)**

Model	R	R Square	Adjusted R Square	Std . Error of the Estimate
1	,797 a	,635	,619	2,313

Source: Regression Testing Results

Based on the results of the regression analysis of equation III in table 4.18, the equation results are:

$$Y = 5.737 + 0.161X + 0.677Z + e$$

Strength of influence of brand image variable (X) and word of mouth on purchasing decisions is shown in Table 4.21. The R square test results (R<sup>2</sup>) were obtained at 0.797 or 79.7%. This means the strength of influence of the brand image and word variables of mouth simultaneously on purchasing decisions is 79.7% and the remaining 21.3% is influenced by other variables. Based on Sugiono (2018), it is in the range 0.06-0.799 so it can be concluded that it has a strong influence.

Based on the results of calculating the regression equation in structure I through equations I, II and structure II in equation III, the regression constant value is not equal to 0 and the R and R square coefficients which are more than 70% are declared as brand image variables (X). and word of mouth partially and simultaneously has a strong direct influence in predicting an increase in purchasing decisions.

Input:		Test statistic:		Std. Error:	p-value:
a	0.259	Sobel test:	3.59486034	0.04877603	0.00032457
b	0.677	Aroian test:	3.56725322	0.04915351	0.00036074
s <sub>a</sub>	0.038	Goodman test:	3.62311849	0.0483956	0.00029107
s <sub>b</sub>	0.160	Reset all	Calculate		

Source: Sobel test results test via the website <http://quantpsy.org/sobel/sobel.htm>

**Figure 1. Test Results of the Influence of the Brand Image Variable (X) on purchasing decisions (Y) through the Word of variable Mouth (Z)**

As a guideline, it is to compare the results of the t value test on Sobel with the t table value if the calculated t result is > than t table or by looking at the significant value (p value) < 0.05. The t table value for 50 respondents (n) with 3 variables (k) so that t table = nk as seen in row 47 is 1.678. T count results sobel test is equal to 3.5948 so it is greater than 1.678 and the significance value based on the p- value is 0.000. Conclusion based on Sobel results test is that there is a significant influence between the Brand Image Variable (X) on purchasing decisions (Y) through the Word of variable Mouth (Z).

#### 4. CONCLUSION

The research results obtained and the analysis carried out underlie the conclusions drawn in this research . Brand image is proven to have a significant influence on purchasing decisions, that the stronger the brand image that is built, the more it will increase purchasing decisions for Hisana Fried Chicken customers in Bendil hamlet , Kepatihan village, Gresik district. , Brand image has a significant effect on Word Of Mouth , that the stronger the brand image that is built, the greater the desire to tell stories about the goodness and superiority of the product to customers of Hisana Fried Chicken in Bendil hamlet , Kepatihan village, Gresik district , Word Of Mouth has a significant influence on purchasing decisions, that the wider the WOM carried out by consumers, the more it will increase purchasing decisions for Hisana Fried Chicken customers in Bendil hamlet , Kepatihan village, Gresik district . Brand image has a significant influence on purchasing decisions through Word Of Mouth , that The increase in purchasing decisions is influenced by WOM behavior in conveying a good brand image to consumers among Hisana Fried Chicken customers in Bendil hamlet , Kepatihan village, Gresik district.

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