

THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, EXPIRED DATE, AND PERCEPTION DECISION ON THE PURCHASE DECISION OF SARI ROTI PRODUCTS

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ABSTRACT

The purpose of this study was to analyze the effect of brand image, product quality, expired date, and perception decision on purchasing decisions for sari roti products. The population in this study are student collage institute of business and technology in the city of Pekanbaru. The sampling technique used was the Solvin method, sample size of this study was 96 respondents. The data collection techniques used a questionnaire and literature study, Data analysis technique used (normality test, heteroscedasticity test, multicollinearity test), statistical test (t test, F test, determination coefficient test). The results of this study indicate that brand image, product quality, expired date, and perception decision a positive and significant effects on purchasing decisions for Sari Roti in the student collage institute of business and technology pekanbaru. Brand image are the most dominant variable in influencing consumer purchasing decisions.

Keywords : Brand Image, Product Quality, Expired Date, Perception Decision, Purchasing Decisions

INTRODUCTION

Along with the development of the times and the environment, consumers are now starting to be careful in choosing and buying something. One of the things where consumers are very careful and meticulous in choosing and buying is when buying food. Therefore, bread is a choice for many snacks, where in terms of taste, bread offers quite a lot of flavors offered and is delicious, in terms of nutrition it also meets the nutritional needs of humans, in terms of price, bread is easy to reach all walks of life. With the increasing number of business actors engaged in the food industry, every food business actor must be able to develop their skills, abilities and knowledge to face competition and meet the increasing demands of consumers in order to survive. Companies must know the factors that influence consumers in their purchasing decisions. When consumers already know the existence of the company, it will make it easier for the company to explore what products are produced with good product quality so that it can increase the purchase decision on a product (Citra & Santoso, 2016).

One of the bakery companies in Indonesia engaged in the food industry sector is PT Nippon Indosari Corpindo, Tbk with the name of sari roti products. PT Nippon Indosari Tbk has been running since 1995. Sari Roti Marang is one of the companies selected in the survey to have a Top Brand sales rate from year to year that is able to compete with similar products. The following is the sales percentage data of the Top Brand index survey from 2018 to 2020, Sari Roti is superior in the eyes of consumers compared to its competitors. Sari Roti Marang is one of the companies selected in the survey to have a Top Brand sales rate from year to year that is able to compete with similar products. The following is the sales percentage data of the Top Brand index survey from 2018 to 2020.

Table 1. Indonesia of Bread Top Brand Index

No	Brand	2018 %	2019 %	2020 %
1	Sari roti	72,8	58,0	59,0
2	Bread talk	6,5	9,5	11,6
3	Holand bakery	4,4	2,3	4,5
4	Lauw	1,5	1,9	3,7

Based on table 1, it can be seen that Sari Roti has been in the first position for the last 3 years, thus, it is concluded that Sari Roti is superior in the eyes of consumers compared to its competitors. According to a quote from Sunyoto (2013:25) which states that the level of consumer involvement in a purchase is influenced by personal interests felt and caused by stimulus. Consumers will feel a need for a product determined by whether consumers feel important or not in making a product purchase decision.

The purchase decision is the stage of purchasing a product after previously thinking about whether it is feasible to buy the product by considering the information that he knows in relation to the product after he has witnessed it (Igir et al., 2018). Purchase decisions are an important factor in making a purchase, because when consumers feel that the previous product is feasible, they reuse the product and recommend it to others. The size of a company's sales is influenced by purchasing decisions. If the products offered meet consumer expectations, then purchasing decisions are made and the company's sales will increase.

A brand or brand is a name, symbol, sign, design or combination of them that identifies the seller's product and distinguishes it from other competitors' products, and is one of the most important factors in marketing activities, because the activity of introducing and offering product goods is inseparable from a reliable brand (Priyaya & Santoso, 2019). In addition to brand image, another factor that influences purchasing decisions is product quality. Quality is a very important concept in creating products (Irawan, 2021). Product quality indicates a measure of product accuracy, product durability, product reliability, and ease of operation and maintenance, as well as other valuable attributes. The better the quality of the existing product, the better it will increase consumer purchasing decisions. Good product quality is also supported by the inclusion of expiration dates. The expiration date is a very important thing to ensure the safety and health of consumers. Where every company must include an expiration date on each occasion so that there are no products that harm consumers and also have a bad impact on the company's name. Perception shapes how people understand others and their world so they make various choices in their lives (Jayanti & Arista, 2019). The better the consumer perception of a product sold by the company, the more positive it will have on making purchase decisions.

LITERATURE REVIEW

Brand Image

According to the American Marketing Association (AMA) in (Kotler, P, & Keller, 2012b) Trademark is the name, term, sign, symbol, or design or guideline of such things that are intended to give identity to the goods or services made or provided by a seller or group of sellers and to distinguish them from the goods or services provided by competitors.

According to Kotler & Keller (2009:332) defines Brand Image as an impression that exists in the consumer's mind about a brand, which is shaped by the consumer's message and experience about the brand, thus giving rise to the image in the consumer's mind. According to Tjiptono (2011:49), Brand Image is a description

of consumer associations and beliefs towards a certain brand. Meanwhile, according to Sutisna (Sangadji, 2013), Brand Image is defined as the sum of the description, impressions, and beliefs that a person has towards an object. The indicators that form a brand image according to Aaker and Biel quoted from (Supriyadi, 2016) are: (a) Corporate Image, which is a set of associations that consumers perceive a company that makes a good or service. These include: popularity, credibility, company network, and the user himself. (b) Product image, which is a set of associations that consumers perceive a good or service. Includes: attributes of the product, benefits for consumers, and guarantees.

Product Quality

Product quality is a characteristic of a product or service that depends on its ability to satisfy the customer's stated or implemented needs (Tjiptono, 2012). According to (Kotler and Keller, 2012:143) product quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. Product quality is a characteristic of a product or service that depends on the ability to satisfy the customer's stated or implemented needs (Kotler and Keller, 2012:272). According to (Kotler, P, & Keller, 2012), product quality is the suitability of the product to the needs of the market or consumers. Companies must really understand what **consumers** need for a product produced.

The quality of a product, both in the form of goods and services, needs to be determined through its dimensions. According to (Tjiptono, 2012) to determine the quality dimension of goods, it can go through eight dimensions as explained below. (1) Product performance, Relating to the functional aspects of an item and is the main characteristic that customers consider in purchasing the goods. (2) Reliability, related to the probability or possibility of an item succeeding in carrying out its function every time it is used in a certain period of time and under certain conditions. (3) Product Conformity, Related to the level of conformity to the specifications that have been predetermined based on the customer's wishes. Confirmation reflects the degree of determination between the design characteristics of the product and the fixed quality characteristics that have been set. (4) Product Durability, It is a reflection of the economic life in the form of a measure of durability or the service life of the goods. (5) Perceived quality is the consumer's perception of the overall quality or superiority of a product.

Expiry Date

The definition of expiration in the Regulation of the Minister of Health of the Republic of Indonesia has changed, because it is based on the Regulation of the Minister of Health number 346/men. Kes/per/IX/1983, The definition of expiration date is the final deadline when a food can be used as human food (Tarmizi & Ulyah, 2017). The expiration date is information from the manufacturer to the consumer and specifies the limit or grace period for the best and safest use of a packaged food or beverage product. In Indonesia, the regulation of the date of the date of the packaging of packaged food is quite common, including in the 1945 Constitution of the Republic of Indonesia explicitly in article 28D it is stated that everyone has the right to guarantee, protection, and legal certainty. According to (Ulyah, 2018) Check the expiration date of food before consuming Consumption of foods containing preservatives is actually allowed. This preservative is also used mainly in food. According to (Ulyah, 2018) there are five indicators of the expiration date, which are as follows: (1) The safety limit of the product can be consumed by humans. (2) Consumers can assess feasibility of packaged food. (3) Convincing the consumer. (4) Be on guard. (5) Concerns.

Consumer Perception

According to (Machfoedz, 2011) Perception is the process of selecting, compiling, and interpreting information to obtain meaning. Meanwhile, according to (Hurriyati, 2010) Perception is the process that people go through in choosing, organizing, and interpreting information to form a meaningful picture of the world. According to (Slameto, 2010) there are four types of perception indicators, namely: (1) Ease of use, If consumers believe that a product is easy to use, consumers will use it.

This convenience gives an indication that a system is not made to make it difficult for the user, but rather a system is made with the aim of providing convenience for the user. (2) Additional characteristics that are differentiators, The existence of additional characteristics creates products that have their own characteristics so that consumers have a special perception of the product. (3) Reliability of goods, where a product is in accordance with the function desired by consumers without failure or damage in a certain period of time. So that it can attract trust from consumers regarding the quality of the reliability of a product. (4) The popularity of the product brand, Consumers in choosing products certainly have brand awareness to recognize, recall a brand as part of a certain product category.

Purchase Decision

According to (Kotler, 2014) consumer purchasing decisions are the final decisions of individuals and households who buy goods and services for personal consumption. A purchasing decision is an integration process that is combined to evaluate two or more alternative behaviors and choose one of them (Fernando & Mayliza, 2019).

According to (Kotler, 2011) there are five indicators of purchase decisions, namely: (1) Stability of a product, Consumers in making purchase decisions must be able to make their choice of the desired product. (2) Habits in buying and using products, Consumer habits in buying a certain product, usually based on the previous use of the product. (3) Giving recommendations to others, Consumers who often make purchases on a product, then the consumer indirectly feels satisfaction from the product and is able to recommend the product to the people around him. (4) Evaluation of the product, After the use of a product, consumers usually evaluate the product that they have used. (5) Making a repurchase, Consumers who are satisfied with a certain product will certainly repurchase the product.

Hypothesis formulation

The Influence of Brand Image on Purchase Decisions The brand image of a company is basically able to identify the products of the sellers and distinguish them from other competitors' products, and is one of the most important factors in marketing activities, because the activity of introducing and offering products is inseparable from a reliable brand (Priyaya & Santoso, 2019). Brand Image has a relationship with Purchase Decisions, with a good brand image, the level of purchase decisions will increase (Priyaya & Santoso, 2019).

Based on the results of research from (Putriani et al., 2018) and (Rizan et al., 2015) stated that brand image has a positive influence on purchase decisions. However, research (Yousif et al., 2018) states that brand image has a negative effect on purchase decisions. Based on the above description, it is concluded that the research hypothesis is as follows:

H1 : Brand image has a significant influence on purchasing decisions on Sari Roti products.

The Influence of Product Quality on Purchase Decisions

In developing a company, product quality issues determine the rapid development of the company. If in a marketing situation that is increasingly competitive, the role of product quality will be greater in the development of the company (Kotler, 2012). Research (Ratela & Taroreh, 2016) concluded that product quality has a significant effect on consumer satisfaction. The results of the research are in line with the research (WIDHA P, 2016). Meanwhile, research (Josiel et al., 2015), and (Amelisa et al., 2016) explain that product quality does not have a significant influence on purchase decisions. Based on the above description, it is concluded that the research hypothesis is as follows:

H2 : Product Quality has a significant influence on purchasing decisions on Sari Roti products.

The Effect of Expiry Date on Purchase Decisions

Knowing the expiration date greatly affects the purchase decision because by knowing the expiration date of a product, consumers can ensure whether the product is still suitable for consumption or not (Albab Al Umar et al., 2021). According to Tarmizi & Ulyah (2017) and (Albab Al Umar et al., 2020) the expiration date has a significant effect on the purchase decision. Based on the above description, it is concluded that the research hypothesis is as follows:

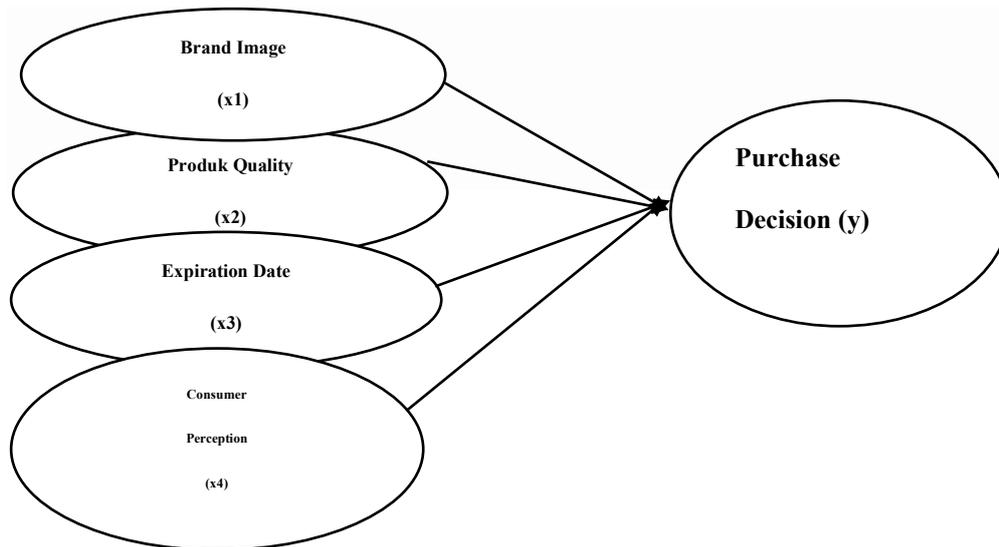
H3 : The expiration date has a significant influence on purchasing decisions on Sari Roti products

The Influence of Consumer Perception on Purchase Decisions

Consumer perception of an object does not stand alone but is influenced by several factors both from within and from outside itself. Perception is a process by which consumers organize and interpret their sensory impressions to give meaning to the environment. Thus the action taken will be influenced by the perception of the situation he faces. The better the consumer perception of a product, the more it will be able to influence consumer purchase decisions.

In the research (Fernando & Mayliza, 2019) and (Sardanto & Ratnanto, 2016) concluded that consumer perception has a positive and significant effect on purchase decisions. Based on the above description, it is concluded that the research hypothesis is as follows:

H4: Consumer Perception Affects Consumer Purchase Decisions on Sari Roti Products.



Source : Processed Data, 2021

Picture 1. Framework of Thought

RESEARCH METHODS

Population and Sample (Sugiyono, 2015) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. The population that will be used in this study is active students at the Pelita Indonesia Institute of Business and Technology Pekanbaru for the Even Semester period of the 2020/2021 Academic Year which totals 2,353 students.

To calculate the determination of the number of samples from a particular population that was developed, the Slovin Formula was used as follows:

$$n = \frac{2.353}{2.353(0,10)^2 + 1}$$

$$n = \frac{2.353}{2.353(0,01) + 1}$$

$$n = \frac{2.353}{24,53}$$

$$n = 95,9 \text{ (rounded to 96)}$$

Based on the calculation above, a size (n) can be obtained in the study as many as 96 (rounded) people who will be used as a sample size.

Variable Operations

The operational variables in this study can be seen in table 2:

Table 2. Variable Operations

Variable	Indicator	Statement	Source	Measurement Scale
1. Purchase Decision (Y)	1. Stability in a product	1. In my opinion, Sari Roti is a bread product that is suitable for consumption at any time	(Kotler, 2011)	Interval
		2. I have no doubt about buying and consuming Sari Roti products		
	2. Habits in buying and using products	3. I am already accustomed to consuming Sari Roti products 4. I use Sari Roti products only in urgent situations, such as when I don't have time for breakfast.	(Kotler, 2011)	Interval
	3. Giving recommendation	5. I recommend Sari Roti products to others	(Kotler, 2011)	Interval

	s to others	6. I will invite my family to consume Sari Roti products		
	4. Evaluation of the product	7. I evaluate the Sari Roti products that I consume	(Kotler, 2011)	Interval
	5. Making a repeat purchase	8. I compare Sari Roti products based on their appearance/design 9. I make a repeat purchase of Sari Roti products. 10. I feel satisfied choosing Sari Roti products for daily consumption	(Kotler, 2011)	Interval
2.Brand Image (X1)	1. Corporate Image	1. Sari Roti products leave a positive impression on consumers 2. Sari Roti products are developed in a high-tech factory	(Supriyadi, 2016)	Interval
	2. Brand Image	3. The Sari Roti brand is easy to remember 4. Sari Roti products have a better image compared to similar products	(Supriyadi, 2016)	Interval
3. Quality Product (X2)	1. Product performance	1. The Sari Roti products offered already have good quality 2. Sari Roti products are made from quality ingredients	(Tjiptono, 2012)	Interval
	2. Reliability	3. Sari Roti products come in various flavors to suit consumer tastes 4. Sari Roti products are easily recognized through social media.	(Tjiptono, 2012)	Interval
	3. Product suitability	5. Sari Roti products suitable the standards and quality that are promised 6. Sari Roti products can be consumed by all segments of society	(Tjiptono, 2012)	Interval
	4. Product durability	7. Sari Roti products can be stored for up to 3 days 8. Sari Roti products are not easily damaged.	(Tjiptono, 2012)	Interval
	5. Agreed quality	9. Sari Roti products has a unique bread shape that captures consumer attention. 10. Sari Roti products has a high quality reputation	(Tjiptono, 2012)	Interval
4. Expiration Date (X3)	1. Safety limits for products that can be consumed by humans	1. Before I buy food products, I check the expiration date. 2. Sari Roti products always display the expiration date on the bread packaging.	(Ulyah, 2018)	Interval
	2. Consumers can assess the suitability of the packaged food	3. The presence of the expiration date helps me choose products that are safe for consumption 4. Sari Roti uses packaging that is suitable for food products.	(Ulyah, 2018)	Interval
	3. Convincing Consumers	5. The inclusion of the expiration date assures me when purchasing Sari Roti	(Ulyah, 2018)	Interval

		products.		
	4. Concerns	7. Many food products are available without displaying the expiration date on them	(Ulyah, 2018)	Interval
5. Consumer Perception. (X4)	1. Ease of Use	1. Sari Roti products are widely available, making it easy for consumers to purchase them.	(Slameto, 2010)	Interval
	2. Additional characteristics that differentiate	2. The packaging of Sari Roti products makes it easy for consumers to consume them.		
	3. Reliability of the product	3. Sari Roti has a catchy jingle that attracts consumers.	(Slameto, 2010)	Interval
	4. Brand popularity of the product."	4. Sari Roti products come in a variety of flavors		
		5. Sari Roti products continually innovate with various flavor variations	(Slameto, 2010)	Interval
		6. Sari Roti packaging is designed with attractive images that capture attention		
		7. Sari Roti has a market reach across various demographics.	(Slameto, 2010)	Interval
		8. The Sari Roti brand is well-known and recognized by many people.	(Slameto, 2010)	Interval

Source : Proccsed Data 2021

Data Collection Methods and Data Analysis Techniques

To obtain relative data that supports the achievement of the goals that have been previously set in the implementation of this research, data collection techniques with questionnaires and interviews are used. The analysis tool used in this study is SPSS (Statistical Product and Service Solution). SPSS is used to test the influence of brand image, product quality, expiration date, and consumer perception on purchase decisions.

RESULTS AND DISCUSSION

Description of Research Respondents The respondents in this study are students of the Pelita Pndonesia Institute of Business and Technology who know and have consumed Roti Sari Roti in Pekanbaru by distributing a questionnaire of 96 copies to students of the Faculty of Business and Technology. The characteristics of the respondents were divided based on gender, age, faculty, occupation, income per month, and the intensity of bread juice consumption per month. Data on the characteristics of respondents are shown in Table 3:

Table 3. Demographics

Demography	Category	Frequency	%
Gender	Female	56	58%
	Male	40	42%
Age	< 20 year old	17	18%
	20-30 year old	79	82%
	> 30 year old	0	0
Faculty	Bussiness	73	76%

Demography	Category	Frequency	%
	Technology	23	24%
Work	Government Employees	0	0%
	Entrepreneur	18	19%
	Student	70	73%
	Private Employees	4	4%
	Private Employees	4	4%
Income	< Rp 5.000.000	78	81%
	> Rp 5.000.000 -Rp 10.000.000	13	14%
	> Rp 10.000.000- Rp 20.000.000	2	2%
	> Rp 20.000.000	3	3%
Intensity Compsumtion of Sari Roti	Often	36	37%
	Rarely	60	63%

Source: Primery Processed Data, 2022

Table 3 shows that female consumers dominate by 58% who consume Sari Roti bread. 20-30 years old as many as 79 (82%) respondents, Faculty of business is the largest number of consumption of bread juice as many as 73 (76%) respondents, consumers who have student jobs are dominated by 70 respondents (73%) because the object of this research is active students of the Pelita Indonesia Institute of Business and Technology, and consumers with an income of < Rp 5,000,000 there are 78 respondents (81%), as well as the intensity of purchases with the aim of obtaining data on frequent or infrequent students consuming sari roti was 36 respondents who often consumed (37%) and respondents did not consume it often but still used sari roti products as many as 60 respondents (63%).

Data Analysis

Validity and Reliability Test

To test the questionnaire as a research instrument, validity and reliability tests are used. An instrument is said to be valid if it is able to measure what is to be measured and can reveal data from the variables that are studied on a regular basis. Meanwhile, the results of the reliability test were used to find out whether the research instruments used could be used many times at different times.

Testing the instrument both in terms of validity and reliability on 96 respondents can be obtained where the correlation value (r) is greater than 0.3 and the reliability coefficient value (Alpha Cronbach) is greater than 0.6 for more details can be seen in the following table 4.

Table 4. Validity and Reliability Test

Variable	Indicator	Corrected Item Total Correlation	Explanation	Cronbach's alpha
Brand Image (X1)	X1.1	0,800	Valid	0,820
	X1.2	0,701	Valid	
	X1.3	0,834	Valid	
	X1.4	0,688	Valid	
Product Quality (X2)	X2.1	0,733	Valid	0,778
	X2.2	0,812	Valid	
	X2.3	0,783	Valid	
	X2.4	0,723	Valid	
	X2.5	0,794	Valid	
	X2.6	0,638	Valid	
	X2.7	0,632	Valid	
	X2.8	0,693	Valid	
	X2.9	0,718	Valid	
	X2.10	0,830	Valid	
Expiration Date (X3)	X2.1	0,732	Valid	0,772

Variable	Indicator	Corrected Item Total Correlation	Explanation	Cronbach's alpha
	X2.2	0,790	Valid	
	X2.3	0,765	Valid	
	X2.4	0,673	Valid	
	X2.5	0,782	Valid	
	X2.6	0,745	Valid	
	X2.7	0,483	Valid	
	X2.8	0,390	Valid	
	Consumer Perception (X4)	X2.1	0,664	
X2.2		0,722	Valid	
X2.3		0,715	Valid	
X2.4		0,831	Valid	
X2.5		0,718	Valid	
X2.6		0,695	Valid	
X2.7		0,716	Valid	
X2.8		0,707	Valid	
Purchase Decision (Y)	Y1.1	0,500	Valid	0,759
	Y1.2	0,603	Valid	
	Y1.3	0,649	Valid	
	Y1.4	0,372	Valid	
	Y1.5	0,662	Valid	
	Y1.6	0,709	Valid	
	Y1.7	0,665	Valid	
	Y1.8	0,660	Valid	
	Y1.9	0,546	Valid	
	Y1.10	0,610	Valid	

Source : Processed Data, 2022

Based on table 4, it shows that all statement items for the x and y variables have a correlation value greater than 0.3 and an alpha coefficient greater than 0.6. As for the loading factor, the results have met convergent validity because all loading factors > 0.5 . Thus, it can be concluded that the convergent validity of all endogenous construct groups is valid. This means that the statement items on the X and Y variable are valid and reliable for subsequent testing.

Coefficient of Determination (R²)

The determination coefficient (R²) essentially measures how far the independent variable is able to explain the variation of the dependent variable. The value of the determination coefficient is between 0 and 1. A small R² value means that the ability of independent variables to explain the variation of dependent variables is very limited. Table R2 shows an R² of 0.475. This means that the variables of Purchase Decision can be explained by the variables Brand Image, Product Quality, Date of Occurrence, and Consumer Perception by 47.5%, the remaining 53.5% are influenced by other variables that are not studied.

Hypothesis Test (t-Test)

Partial hypothesis testing (t-test) is useful to test the partial influence of partial X on the Y variable. This test was carried out to determine the magnitude of the influence of each dependent variable on the dependent variable.

Table 5. Hypothesis Test

t Test	T count	T table	Sig	Conclusion
Brand Image (X1)	1.411	1.98638	0.162***	Positively and Significantly Influential
Quality Product (X2)	2.521	1.98638	0.013**	Positively and Significantly Influential
Expiration Date (X3)	-0.65	1.98638	0.949***	Negatively and Significantly Influential

t Test	T count	T table	Sig	Conclusion
Consumer Perception (X4)	1.699	1.98638	0.093*	Positively and Significantly Influential

Source : processed data 2022

Discussion

The Influence of Brand Image on Purchase Decisions The results of the recapitulation of the brand image in the good category with an average overall score of 4.05, this result explains that the image of the brand is also a factor that can influence consumers in purchasing a product. Where a brand that is easy to remember and known will help consumers in choosing products that are cold to use. Because basically a better brand can influence the purchase decision of a product. However, the lowest score of 3.92 on the statement of bread juice products already has a good reputation. This indicates that Sari Roti needs to improve its reputation among consumers. Because, currently there are many similar products that have competitiveness to the market. A good brand image is influenced by the better reputation of a product.

Ha is accepted and ho is rejected, based on the research conducted explains that brand image has a positive and insignificant effect on purchase decisions. Brand image is a set of associations that are in the minds of consumers about a brand and usually means organized. Your relationship with the brand is strengthened by receiving more information based on the consumer experience. Images or associations represent perceptions that may or may not reflect objective reality. The image formed will be the basis for consumer purchase decisions. A good brand reputation also affects the brand image of the product. Consumers are more likely to buy products from well-known brands because they are familiar with what they are familiar with. The premise is that well-known brands are reliable, always available, easy to find, and the quality is undeniable.

Brand image is created because consumers believe that if they buy the same brand again after making a previous purchase, they will get goods and services of the same quality. A brand image is a collection of associations organized into something meaningful. Brand image is based on consumers' memories of the product as a result of someone thinking of the brand. The pleasure and discomfort with the brand shapes the image and stays in the consumer's memory. Brand image is an association that comes to the minds of consumers when remembering a particular brand.

Brand Image has a relationship with Purchase Decisions, with a good brand image, the level of purchase decisions will increase (Priyaya & Santoso, 2019). Based on the results of research from (Putriani et al., 2018) and (Rizan et al., 2015) stating that brand image has a positive influence on purchase decisions, it is concluded that brand image has a positive and significant influence on the purchase decision of Roti Sari Roti products at the Pelita Indonesia Institute of Business and Technology Pekanbaru.

The Influence of Product Quality on Purchase Decisions

The results of the recapitulation regarding product quality in the good category with an average overall score of 3.90, this result explains that product quality is an important element in influencing consumer interest to make a purchase. Because basically consumers always choose quality bread products so that they can be consumed anytime and anywhere. The quality of a product includes having an attractive design and in accordance with the needs of consumers. With the quality of a product, this can be a determining factor in making a purchase decision. The highest score of 4.16 on the statement of sari roti products can be consumed by all groups, while the lowest score of 3.79 on the statement of sari roti products has a reputation for high quality.

Ha is accepted and ho is rejected, based on the research conducted explains that product quality has a positive and significant effect on purchase decisions. Product quality is a combination of characteristics and characteristics that determine the extent to which the result can meet the requirements of the customer's needs, or assess the extent to which those characteristics and characteristics meet the customer's needs. Quality plays an important role both from the consumer's point of view, with the freedom to choose the level of quality, and from the point of view of the manufacturer, who is beginning to pay attention to quality control in order to maintain and expand advertising. coming. Quality is measured from the buyer's view of the quality and quality of the product, but the improvement of product quality is considered indispensable, and the company's products are becoming more and more high-quality. If this can be done by the company, then the company can continue to satisfy consumers and increase the number of consumers. If in a marketing situation that is increasingly competitive, the role of product quality will be greater in the development of the company (Kotler, 2012).

The company always strives to please consumers by providing high-quality products. High-quality products are products that benefit users (consumers). Those who need the product will imagine what the benefits of the product they are using will be. The benefits of a product are the results that consumers expect when buying and using the product.

In developing a company, product quality issues determine the rapid development of the company. If in a marketing situation that is increasingly competitive, the role of product quality will be greater in the development of the company (Kotler, 2012). The company always strives to please consumers by providing

high-quality products. High-quality products are products that benefit users (consumers). Those who need a product will imagine the benefits that can be obtained from the product they use. The benefits of a product are the results that consumers expect when buying and using the product. Research (Ratela & Taroreh, 2016) concluded that product quality has a significant effect on consumer satisfaction.

The Effect of Expiry Date on Purchase Decisions

The results of the recapitulation regarding the expiration date are in the good category with an average overall score of 4.05, this result explains that the expiration date is an important element in influencing consumer interest to make a purchase. Because basically consumers always say that a bread product will be feasible or unworthy after passing the food safety date. The expiration date of a product includes including listing the expired and best before on the product being produced. With the expiration date of a product listed, this can be a determining factor in making a purchase decision. The highest score value is 4.34 on the Before I buy food product statement I see the expiration date of the product, while the lowest score value of 3.58 on the statement I have bought a product past the expiration date. However, this study shows a negative influence, because consumers buy products that have their expiration date, and also pay more attention to the taste, shape, before buying products, especially Sari Roti products.

The results of the study showed that H_0 was accepted and H_1 was rejected. It can be said that the expiration date has a negative and significant effect on the purchase decision. Knowing the expiration date greatly affects the purchase decision because by knowing the expiration date of a product, consumers can ensure whether the product is still suitable for consumption or not (Albab Al Umar et al., 2021).

The best date of the food on the packaging is one of the most important in the product description. The expiration date is usually, which is on a specific product page. It would be nice if the product also included the date of the production code. If the date is not set in advance, the printed code will definitely not match the deadline until the food is consumed. According to Tarmizi & Ulyah (2017) and (Albab Al Umar et al., 2020) the expiration date has a significant effect on the purchase decision.

The Influence of Consumer Perception on Purchase Decisions

The results of the recapitulation show that according to the respondents, the statement indicator of the Sari Roti Brand is a well-known brand and is known to many people is very important. Because, if a product is widely known by many people, it will increase consumer consumption so that it can make a purchase decision. Where the highest score is found in the statement of the sari roti brand is a well-known brand that reflects the advantage to compete with a score of 4.19. While the lowest score is found in the statement of the packaging of bread juice packaged with an image that is designed to attract attention with a score of 3.84. The overall average score is 4.00. Thus, the overall indicators of consumer perception variables can be said to be good.

Consumer perception of an object does not stand alone but is influenced by several factors both from within and from outside itself. The better the consumer perception of a product, the more it will be able to influence consumer purchase decisions. From the results of the recapitulation, the Sari Roti brand according to consumers is a well-known brand and is widely known with a score of 4.19 and followed by a consumer response of a score of 4.00 which states that the packaging of Sari Roti products makes it easier for consumers to consume them. It can be concluded that consumer perception of Sari Roti products has a positive and good view.

Perception is a process by which consumers organize and interpret their sensory impressions to give meaning to the environment. Companies need to understand what consumers expect from a product so that the perception embedded in consumers can have a positive impact on the company's development in the future and in a sustainable manner. In the research (Fernando & Mayliza, 2019) and (Sardanto & Ratnanto, 2016) concluded that consumer perception has a positive and significant effect on purchase decisions. Based on the results of the study, it shows that Consumer Perception has a positive and significant effect on purchase decisions.

CLOSING

This study aims to determine the influence of *Citra Merek*, Product quality, expiration date, and consumer perception on the Purchase Decision of Sari Roti at the Pelita Indonesia Institute of Business and Technology Pekanbaru. The conclusions that can be drawn from the results of the research that have been carried out include: (1) Based on the research conducted, it is explained that the brand image has a positive and significant effect on the purchase decision of Sari Roti at the Pelita Indonesia Institute of Business and Technology Pekanbaru. The image formed will be the basis for consumer purchase decisions. Consumers are more likely to buy products from well-known brands because they are familiar with what they are familiar with. (2) Based on the research conducted, it is explained that product quality has a positive and significant effect on the decision to purchase Sari Roti at the Pelita Indonesia Institute of Business and Technology Pekanbaru. Product quality is a combination of characteristics and characteristics that determine the extent to which the result can meet the requirements of the customer's needs, or assess the extent to which those characteristics and characteristics meet

the customer's needs. (3) In this study, it is stated that the expiration date has a negative and significant effect on the decision to purchase Sari Roti at the Pelita Indonesia Institute of Business and Technology Pekanbaru. Knowing the expiration date greatly affects the purchase decision because by knowing the expiration date of a product, consumers can ensure that the product is still suitable for consumption or not. (4) Consumer Perception has a positive and significant effect on the purchase decision of Sari Roti at the Pelita Indonesia Institute of Business and Technology Pekanbaru. The better the consumer perception of a product, the more it will be able to influence consumer purchase decisions.

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