



The Influence of Brand Image and Price on Purchasing Decisions Teh Pucuk Harum at BORMA Cibaduyut Department Store (Study on BORMA Department Store Employees & Consumers (Cibaduyut, Bandung))

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Abstract

Study This aims To analyze the influence of the brand's image and price on the decision to purchase Teh Pucuk Harum product at BORMA Cibaduyut Department Store, Bandung. With increasing competition in the tea market packaging Ready drinks, consumers have become more selective in choosing products. The method used in the study is an analysis of multiple linear regression with a sample of BORMA Toserba employees and consumers of Cibaduyut. Analysis results show that the image brand's own influence is positive and significant to decision purchase, with a coefficient regression of 0.662. While that, price also has an effect positive and significant with a coefficient regression of 0.345. The F test shows that, in a way, simultaneous image brand and price significantly influence decision purchases, explaining 54% of the variation in decision purchases. Research This concludes that To increase the decision to purchase Teh Pucuk Harum, the company needs to strengthen its image brands and offer competitive prices.

Keywords: Brand Image, Price, Purchasing Decision, The Pucuk Harum, BORMA Department Store.

1. Introduction

Now, this tea in packaging Ready drinks has started circulating, and that causes consumers to be more selective before buying. Condition the cause competition trade-in provides product based on desire of a consumer (Valerian & Keni, 2024). Companies produce various types product, start from variants and sizes, to be able to give choices to the consumer (Rizkya et al., 2024) . With existence matter, there are threats and challenges for mutually supportive companies to compete in product tea in packaging Ready drink. How method company related maintain position them. On the other hand, competitors have opportunities and gaps in entering the market. Selectivity of consumers in determining A decision purchase is a factor of image, brand, and price. They compare brand One with other brands that are accompanied with to compare price products (Wang et al., 2024).

From the factors, the company already should implement strategies to overcome problems faced by the company. Designing such a strategy to show and highlight advantages and benefits that



are possessed as well as expected can interest consumers so that they make a decision to purchase in accordance with what to expect from the company (Inggrid et al., 2024).

Here is a list of companies product tea in packaging Ready drinks in Indonesia :

Table 1. Companies Company Tea in Packaging Ready Drink Indonesia

No	Brand Name	Company
1	The Pucuk Harum	PT Mayora Indah Tbk
2	The Botol Sosro	PT Sinar Sosro
3	Frestea	PT Coca Cola Distribution Indonesia
4	Fruit Tea	PT Sinar Sosro
5	The Gelas	PT Orang Tua (OT)
6	Ultra The Kotak	PT Ultrajaya Milk Industri & Trading Company
7	ABC The Kotak	PT ABC President Indonesia
8	Mountea	PT Suntory Garuda Berages
9	Mirai Ocha	PT Suntory Garuda Berages
10	The Rio	PT Tirta Alam Segar (Wings Group)

Source: Processed data author (2024)

PT. Mayora Indah Tbk is one of the company drink tea ready drink in packaging with brand The Pucuk Harum. The Pucuk Harum is Top Brand ruler for drink tea ready drink in packaging for 3 years last. However in period 3 years time become a Top Brand, it happens phenomenon decline TBI figures every the year that shows existence competition tea in packaging Ready drink. Top Brand Index Figures experience decline each year, in 2022 it was 32.60%, in 2023 it was 30.60% and in 2024 it was 29.60 % quoted from (Yan, 2023) . Phenomenon This happen Because various factor like the amount product similar in the market, price and image brand like *Brand Identity*, *Brand Personality*, *Strengthness* and *Uniqueness* according to (Fahrulroji Rahman & Siti Sarah, 2024)

Facts The first thing that influences purchasing decisions consumer The Pucuk Harum that is *brand image* (Oktavianti et al., 2024) . The Pucuk Harum is product drink in packaging that has suitable taste For its enjoyable and easy got. The Pucuk Harum known as product drink tea Ready drink in packaging with carry freshness leaf fresh shoots. Suitable with *tagline* owned by tea in packaging this. “The taste of tea best There is at the top of his head. No. amazed product This in demand with serve product with original taste tea. The Pucuk Harum serve two The flavor variants are regular and less sugar as well three size namely 350 ml, 480 ml and 1.5 l which are prima donna among public.

The level of competition that tall”to s’gnify the amount brand a type that is circulating in the market. It means competition between very strong brand (Sahati et al., 2024) . Therefore it is very important For create image good brand. According to Kotler and Keller (2016) Brand Image is perception consumer about a brand as reflection from associations that exist in the mind Consumers. Brand image is the association that emerged in mind consumer when remember something brand certain (Rahmi et al., 2023) . Brands can add mark products, even image Products. The brand is one of the parts or attributes of A Product. Brand is distinguishing elements of a product from others, which can also be called identity A product.

Following is the Top Brand product data drink tea in packaging :



Table 2. Tea In Packaging Ready Drink Year 2024

Brand	TBI	
The Pucuk Harum	29.60%	TOP
The Botol Sosro	20.00%	TOP
Fretea	12.00%	TOP
Fruit Tea	8.30%	
The Gelas	6.20%	
Ultra The Kotak	6.10%	
ABC The Kotak	5.00%	
Mountea	3.80%	
Mirai Ocha	2.70%	
The Rio	2.60%	

Based on from table on known that The Pucuk Harum occupy position First with Top Brand index in 2024 by 29.60%. Top Brand Index (TBI) is calculated based on measurement three parameters obtained from results survey direct to customer a product / service from various brand in category certain. These three parameters is *Top of Mind Share*, *Top of Market Share* & *Top of Commitment Share*. Top Brand Index (TBI) is results from evaluation three criteria used For measure performance brand and determine Top Brand predicate, namely *Mind Share* : Shows strength brand in positioning self in mind Customers, *Market Share* : Shows strength brand in the market, *Commitment Share* : Shows strength brand in push customer For buy back. From the data above show that brand influence decision purchase product that's what makes product The Pucuk Harum become Top Brand for 3 years in a row participate, will but happen phenomenon decline TBI figures every the year that shows existence competition between brand.

Factor both of which affect decision purchase is Price, According to (Kotler & Keller, 2016) Price is a number of consumer value exchange For a number of benefit with own or use a goods or services. Price matters significant to decision purchase. Many consumers think that expensive price has high quality, while cheap price own quality low goods.

In society The Pucuk Harum get view that with price affordable consumer get product economical and quality high. Here is the price list The Pucuk Harum :

Table 3. Price list Tea Fragrant 2024

Name Of Goods	2022 Prices	2023 Price	2024 Price
Teh Pucuk Harum Melati 350 Ml	Rp2,600	Rp2,800	Rp3,000
Teh Pucuk Harum Melati 500 Ml	Rp5,400	Rp5,600	Rp5,600
Teh Pucuk Harum Less Sugar 350 Ml	Rp2,700	Rp2,800	Rp3,100
Teh Pucuk Harum Less Sugar 500 Ml	Rp5,400	Rp5,600	Rp5,600
Teh Pucuk Harum Melati 1300/1360ml	Rp10,700	Rp10,700	Rp10,700

Source : Borma Department Store (November 2024)



Table 4. Price list Tea Fragrant 2024

No	Nama Barang	Harga Jual
1	Sosro Teh Botol Kotak 330 Ml	Rp3,200
2	Teh Pucuk Harum Melati 350 Ml	Rp3,000
3	Ultra Teh Kotak Ultra 200/300ml	Rp3,400
4	Bonteh Melati 330ml Pet	Rp2,100
5	Teh Javana Gula Batu 350ml	Rp2,400
6	Teh Javana Melati 350 Ml	Rp2,400
7	Sosro Teh Botol Kotak 1 Ltr	Rp9,200
8	Teh Pucuk Harum Melati 1300/1360ml	Rp10,700
9	Sosro Fruit B.Currant 200/230 Pouch	Rp2,200
10	Teh Pucuk Harum Less Sugar 350 Ml	Rp3,100
11	Fretea Apple Lemongrass 350ml	Rp4,300
12	Fretea Green Honey Mint 500ml	Rp5,400
13	Teh Pucuk Harum Melati 500 Ml	Rp5,600
14	Sosro Fruit Apple 200/230 Pouch	Rp2,200
15	Ultra Teh Kotak Lemon 200/300ml	Rp3,600

Source : Borma Department Store (November 2024)

Companies need to do research in determine price, especially moment This Lots product with the same grammage and almost same, give higher price cheap. So company must determine the strategy of determination price so as not to lost compete. Based on data and background behind above, the author interested For do study entitled " The Influence of Brand Image and Price on Purchasing Decisions " Teh Pucuk Harum At BORMA Cibaduyut Department Store (Study On Employees & Consumers Of BORMA Department Store (Cibaduyut, Bandung)".

2. Literature Review

2.1 Purchase Decision

According to (Kotler et al., 2021) Purchase decision is buy the most preferred brand, but two factors can different between intention purchases and decisions purchase. According to (Kotler et al., 2021) Purchase Decision is part from behavior consumer, behavior consumer that is studies about How individuals, groups and organizations choosing, buying, using, and how goods, services, ideas or experience For satisfying needs and wants they.

According to (Fandy Tjiptono, 2016) Purchasing Decisions is a method Where consumer know the problem, then search for data about a product or brand special and assess every product the For look for answer on the problem Then set decision purchase on base solution from the problem.

2.2 Brand Image

According to (Kotler et al., 2021) brand is a name, term, sign, symbol, design, or combination from everything that is meant For identify a goods or service from One seller or a group seller and for differentiate from other competitors.

Brand Image is the instructions used by consumers to evaluate products. There is a trend that consumers will choose products that have been known to be Good through experience using the product or based on information obtained through various sources.

According to (Kotler et al., 2021) Brand Image represents the brand's overall perception and is formed from past information and experiences of the brand. Image of brand relate with attitude in the form of belief to A brand. Consumers who have positive image to a brand, will more allow For do purchase.

2.3 Price

Price is very influential. To show a quality brand on a product, consumers assume that expensive prices usually have good quality. Generally, price has a positive influence on quality; the higher the price, the higher the quality. Many companies want to take an approach to determining prices based on the desired goal achieved. The objectives are to increase sales, maintain market share, stabilize prices, and reach maximum profit.

Following Definition of Price according to Some Experts:

(Kotler et al., 2021) Price is the amount of money charged on a product or services, or amount from exchanged value consumer on benefit benefit Because have or use product or service the. (Kotler et al., 2021) Price is a number of consumer value exchange For a number of benefit with own or use goods or service. Kotler and Armstrong (2019:143) Price is amount of money paid consumer For to obtain products and services. This price is element important in mix marketing and can influence perception consumer to mark product. Fandy Tjiptono, (2016) Price is the amount of money to be paid paid by consumers For get product or desired services, which can reflect quality product and the influence to Power buy consumers.

3. Research Method

3.1 Method study

Method research used is study quantitative with approach descriptive and verification methods. study quantitative is one of type systematic, planned and structured research with clear since beginning until making design his research.

According to Sugiyono, (2019) study quantitative is method research based on philosophy positivism, as well as used For research on population or sample certain, the collection of such data use instrument research, data analysis is quantitative or statistics, with objective For test hypothesis that has been determined previously.

Retrieval Techniques Sample

According to Sugiyono, (2019) population is a region generalization, Which consists of objects or subjects that have certain quantities and characteristics applied by the researcher For study And Then withdrawn in the conclusion. The population in this study were consumers who had purchased and consumed Teh Pucuk Harum.

According to Sugiyono, (2019) sample is part from amount and characteristics Which owned by population. Technique taking sample in research This use technique *non probability sampling*, Because not giving opportunity Which The same for every member population For chosen be a sample.

As for technique taking sample Which used is *Nonprobability sampling*, with the type of

census/total sampling. The *non-probability sampling technique* is a sampling technique that does not provide equal opportunities/chance. for every element or member population For chosen become a sample (Sugiyono, 2019). In a *non-probability* sampling design, elements in the population do not have any inherent probability of being selected as sample subjects (Sekaran and Bougie, 2017) Total *sampling* is a sampling technique where all members of the population are used as samples.

Thus, the population elements in the study were used as samples, namely employees and consumers of BORMA Toserba Cibaduyut. With the calculation, the average number of consumers of Teh Pucuk Harum was 1,222 people during the last 9 months, with an error rate of 10%, then it can be calculated as follows:

$$= \frac{1.222}{1 + 1.222 \cdot (0,10)^2} \approx 92$$

The calculation results above indicate that 92 people responded to this study.

3.3 Operationalization Variables

Table 5. Operationalization Variables

Variables	Definition	Dimensions	Indicator
Brand Image (X1)	According to Kotler & Keller (2016), Brand Image is representation of the overall perception of a brand, formed from past information and experiences . The image of a brand relates to attitude in the form of belief in a brand.	Popularity brand	Brand known widely by the community.
		Quality product	Perception consumer to quality and excellent product Teh Pucuk Harum
		Trust to brand	Belief consumer to reliability and consistency quality Teh Pucuk Harum
		Association brand	Connections between consumers and brands, such as positive impressions and emotions that arise when they hear or see the brand Teh Pucuk Harum.
Price (X2)	Kotler and (Armstrong, 2019) Price is the amount of money charged on a product or services, or amount from exchanged value	Affordability price	Level of accessibility price products by consumers
		Compliance with quality product	Level of conformity quality product with price
		Power competition price	Power level competition price with similar competitors

	consumer on benefit product or service the.	Compliance with benefit	Level of conformity benefit product with price
Purchase Decision (Y)	According to (Kotler & Keller, 2016) Purchasing Decisions is part from behavior consumer, behavior consumer that is studies about How individuals, groups and organizations choosing, buying, using, and how goods, services, ideas or experience For satisfying needs and wants they.	Choice Product Choice Brand	Quality level and packaging, usability products obtained Recognition, Loyalty and Reputation Brand, Excellence brand
		Choice Distribution Purchase Time	Level of convenience get products and availability goods Time of purchase product in accordance with needs and supply
		Amount Purchase	Consumer can determine quantity the goods to be purchased
		Method Payment	Level of convenience in payment

3.4 Framework Thinking

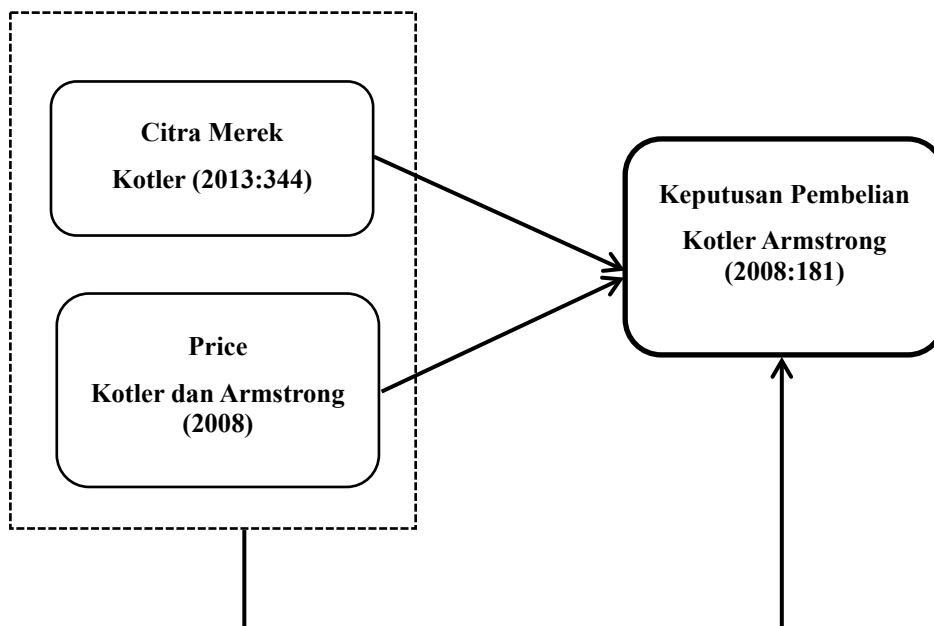


Figure 1. Model Thinking

Source: Kotler & Keller (2013 & 2008) developed by author (2024)

4. Findings and Discussions

4.1 Findings

The study's respondents are Employees and Consumers of BORMA Department Store Cibaduyut, who once consumed tea in The Pucuk packaging. The fragrance is numerous, as



many as 92 people. The following demographics Are based on Jenny's gender, age, level of education, and length of service.

Table 6. Types Sex

No	Gender	Frequency (F)	Percentage (%)
1	Man	55	59.8
2	Woman	37	40.2
Total		92	100

Source : Data Processing Results (2025)

Based on the table above, demographics Respondent based on type gender, can known that from 92 people as Respondent research, with big Respondent various sex man as many as 55 people (59.8%), while amount Respondent various sex Woman as many as 37 person (40.2%).

Table 7. Age

No	Age	Frequency (F)	Percentage (%)
1	< 20 years	16	17.4
2	20–29 years	37	40.2
3	30–39 years	20	21.7
4	40–49 years	12	13.1
5	≥ 50 years	7	7.6
Total		92	100

Source : Data Processing Results (2025)

Based on the table above, demographics Respondent based on age, can known that from 92 respondents research, part big Respondent aged between 20-29 years old as many as 37 people (40.2%), while amount the smallest aged ≥ 50 years year as many as 7 people (7.6%).

Validity Test

Table 8. Test Validity

Variables	No Item Question	R-count	R- table	Conclusi on
Brand Image (X1)	Brand known widely by the community.	0.678	0.2028	Valid
	Perception consumer to quality and excellence product Teh Pucuk Harum	0.854	0.2028	Valid
	Belief consumer to reliability and consistency quality Teh Pucuk Harum	0.783	0.2028	Valid
	Connection consumer with brands, such as impression positive and emotions that arise when hear or see brand Teh Pucuk Harum.	0.759	0.2028	Valid
Price (X2)	Level of accessibility price products by consumers	0.768	0.2028	Valid
	Level of conformity quality product with price	0.752	0.2028	Valid



Purchase Decision (Y)	Power level competition price with similar competitors	0.803	0.2028	Valid
	Level of conformity benefit product with price	0.744	0.2028	Valid
	Quality level and packaging, usability products obtained	0.699	0.2028	Valid
	Recognition, Loyalty and Reputation Brand, Excellence brand	0.774	0.2028	Valid
	Level of convenience get products and availability goods	0.65	0.2028	Valid
	Time of purchase product in accordance with needs and supply	0.673	0.2028	Valid
	Consumer can determine quantity the goods to be purchased	0.65	0.2028	Valid
	Level of convenience in payment	0.705	0.2028	Valid

Based on Validity test results seen from the table above, obtained results that all over variable namely Brand Image, Price and Purchasing Decision has a calculated r value more big from r table is 0.2028. Then can concluded that question item the declared valid.

Reliability Test

Table 9. Reliability Test

No	Variables	Variable Items	Value (α)	Results
1	Brand image (X ₁)	4	0.756	Reliable
2	Price (X ₂)	4	0.762	Reliable
3	Purchase decision (Y)	6	0.768	Reliable

Source: Processed by author (2025)

Based on the table above, reliability test results show that all variables have a mark coefficient Cronbach Alpha reliability >0.60. So, it can be stated that all variables in the study are reliable.

Uji Normalitas

Tabel 10. Uji Normalitas (One-Sample Kolmogorov-Smirnov Test)

		Unstandardized Residual
N		92
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.27328859
Most Extreme Differences	Absolute	0.113
	Positive	0.113
	Negative	-0.087
Test Statistic		0.113
Asymp. Sig. (2-tailed)		.006 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Sumber: Hasil Pengolahan Data (2025)



Based on table above, the results of the normality test with the One Sample Kolmogorov-Smirnov test obtained results Asymp. Sig. (2- tailed)c of 0.06, with results Probability > 0.05 then the research data This distributed normally.

Heteroscedasticity Test

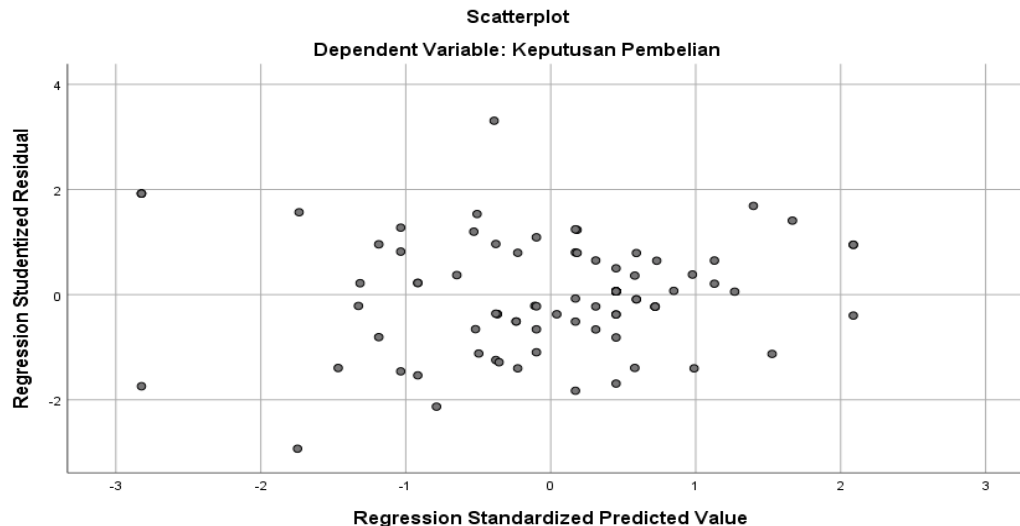


Figure 2. Scatterplot of Heteroscedasticity
Source: Data Processing Results (2025)

Multicollinearity Test

Table 11. Multicollinearity Test

Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	7,748	1,489	5.205	0.000		
	Brand Image	0.662	0.139	4,759	0.000	0.452	2.211
	Price	0.345	0.135	2,553	0.012	0.452	2.211

Source: Data Processing Results (2025)

Based on the table above, we obtained results that all independent variables have tolerance values > 0.10 and VIF < 10, so with this can be stated that the data in the study This No happen multicollinearity.

Testing Hypothesis Statistics In general Partial (t-test)

From the hypothesis testing table with the t-test above, the results of the test between variables are as follows:

a. The Influence of Brand Image on Purchasing Decisions

The results of the hypothesis testing on Brand Image on Purchasing Decisions, obtained a significant value of 0.000, and a significance value of 0.000 < 0.05, then Ho is rejected and Ha is accepted. This shows that Brand Image has a significant effect on Purchasing Decisions for Teh Pucuk Harum at BORMA Toserba Cibaduyut.



b. The Influence of Price on Purchasing Decisions

The results of hypothesis testing on Price on Purchasing Decisions, obtained a significant value of 0.012, and a significance value of $0.012 < 0.05$, then H_0 is rejected and H_a is accepted. This shows that Price has a significant effect on Purchasing Decisions for Teh Pucuk Harum at BORMA Toserba Cibaduyut.

Testing Hypothesis Statistics In general Simultaneous (F Test)

The f-statistic test basically shows how much Far influence more from One variable explanation in to explain Variable Variation *dependent*. Test f in study This aiming For know the influence of Brand Image and Price on Purchasing Decisions of Teh Pucuk Harum in Bandung City simultaneously. Based on the results of data processing, the results of hypothesis testing with the f test are obtained as follows:

Table 12. F test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	550,976	2	275,488	52.137	.000 ^b
Residual	470,274	89	5.284		
Total	1021.250	91			
Purchase Decision					
b. Predictors: (Constant), Price, Brand Image					

Source: Data Processing Results (2025)

From the hypothesis testing table with the f test above, the results of the test between variables are as follows:

The results of hypothesis testing with the f test on Brand Image and Price on Purchasing Decisions, obtained a calculated f of 52.137 with a significant value of 0.000, with a significance value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. This shows that Brand Image and Price have a significant effect on Purchasing Decisions for Teh Pucuk Harum at BORMA Toserba Cibaduyut.

4.2 Discussion of Research Results

1. The Influence of Brand Image on Purchasing Decisions

Based on the results of the regression analysis, the Brand Image variable (X1) has a regression coefficient value of 0.662 with a significance value of $0.000 < 0.05$. This shows that Brand Image has a positive and significant influence on Purchasing Decisions. Every 1% increase in Brand Image perception will increase Purchasing Decisions by 6.62%.

2. The Influence of Price on Purchasing Decisions

Based on the results of the regression analysis, the Price variable (X2) has a regression coefficient value of 0.345 with a significance value of $0.012 < 0.05$. These results indicate that Price has a positive and significant effect on Purchasing Decisions. Every 1% increase in consumer perception of price will increase purchasing decisions by 3.45%.

3. The Influence of Brand Image and Price on Purchasing Decisions

The results of the F Test show a calculated F value of 52,137 with a significance of 0.000



<0.05 , which means that simultaneously, Brand Image and Price have a significant influence on Purchasing Decisions. Determination coefficient (R^2) of 0.540 indicates that 54% of the variation in Purchasing Decisions can be explained by Brand Image and Price, while 46% is influenced by other variables not examined in this study.

Validity and Reliability Test Results

- a. All items in the variable Brand Image (X1), Price (X2), and Purchase Decision (Y) own r- value count more big from r- table (0.2028) so that declared valid.
- b. *Cronbach Alpha* Value For third variable more big of 0.60, namely Brand Image (0.756), Price (0.762), Purchase Decision (0.768) which shows that all over variable reliable.

Analysis Results Descriptive

- i. Average response value Respondent For Brand Image Variable as big as 1394, enter category Agree (interval 1251.2 - 1544.6).
- ii. Average response value For Price variable of 1326, enter category Agree (interval 1251.2 - 1544.6).
- iii. Average response score For Purchase Decision Variables as big as 2093, enter category Agree (interval 1876.8 - 2317.4).

5. Conclusion

Test results hypothesis on the influence image brand to decision purchase Teh Pucuk Harum at BORMA Department Store Cibaduyut, obtained results that image brand influential positive significant to decision purchase Tea shoot Fragrant at BORMA Department Store Cibaduyut. This is show that the more Good image brand Tea Pucuk Harum, then will the more increase decision purchase For product Teh Pucuk Harum at BORMA Department Store Cibaduyut. According to Kotler (2013:344) Brand Image is representation from overall perception to brand and formed from past information and experiences to brand that. Image of brand relate with attitude in the form of belief to A brand. Consumers who have positive image to a brand, will more allow For do purchase.

Test results hypothesis on the influence price to decision purchase Tea shoot Fragrant at BORMA Department Store Cibaduyut, obtained results that price influential positive significant to decision purchase Teh Pucuk Harum at BORMA Department Store Cibaduyut. This is show that the more affordable price Tea shoot Fragrant, then will the more increase decision purchase For product Teh Pucuk Harum at BORMA Department Store Cibaduyut. Tjiptono (2017:215) Price is the amount of money to be paid paid by consumers For get product or desired services, which can reflect quality product and the influence to Power buy consumers.

Test results hypothesis on the influence image brand and price to decision purchase Tea shoot Fragrant at BORMA Department Store Cibaduyut, obtained results that image brand and price influential positive significant to decision purchase Teh Pucuk Harum at BORMA Department Store Cibaduyut. This is show that the more Good image affordable brands and prices For Tea shoot Fragrant, then will the more increase decision purchase For product Teh Pucuk Harum at BORMA Department Store Cibaduyut.

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