

## FACTORS INFLUENCING BRAND IMAGE TO SILVERQUEEN CHOCOLATE PURCHASE DECISIONS

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### **Abstrak**

**Latar Belakang:** Industri coklat merupakan salah satu industri yang peluangnya cukup besar dengan persaingan yang semakin meningkat. Berbagai merek coklat seperti Silverqueen, Cadbury, Toblerone, dan lain-lain mencoba bersaing dalam pasar coklat.

**Tujuan:** Untuk mengetahui faktor yang mempengaruhi keputusan dalam pembelian coklat Silverqueen pada PT. Kota Mas Permai cabang kota Pekanbaru.

**Metode:** Penelitian ini menggunakan pendekatan kuantitatif dengan sumber data primer dari hasil wawancara dan data sekunder dari data perusahaan. Data tersebut kemudian dianalisis dengan analisis deskriptif kuantitatif.

**Hasil:** Diharapkan perusahaan akan lebih banyak memberi harga coklat merek Silverqueen. Karena melihat angka indikator brand image terendah tentang harga coklat merek Silverqueen yang terjangkau untuk konsumen coklat merek Silverqueen, perusahaan harus lebih memperhatikan harga pasar coklat merek Silverqueen agar pemilik outlet lebih diminati dalam membeli coklat Silverqueen.

**Kesimpulan:** Diharapkan bagi perusahaan untuk memperhatikan segala jenis faktor yang mempengaruhi keputusan pembelian.

**Kata kunci:** citra merek; coklat; keputusan pembelian

### **Abstract**

**Background:** The chocolate industry is one of the industries whose opportunities are quite large with increasing competition. Various chocolate brands such as Silverqueen, Cadbury, Toblerone, and others are trying to compete in the chocolate market.

**Objective:** To find out the factors that influence the decision in the purchase of Silverqueen chocolate on PT. Mas Permai City branch of Pekanbaru city.

**Methods:** This research uses a quantitative approach with primary data sources from interview results and secondary

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*data from company data. The data is then analyzed with quantitative descriptive analysis.*

**Results:** *It is expected of the company to price Silverqueen brand chocolates more. Because looking at the lowest number of brand image indicators about the price of Silverqueen brand chocolate affordable for Silverqueen brand chocolate consumers, then the company should pay more attention to the market price of Silverqueen brand chocolate to be more in demand outlet owners in buying Silverqueen chocolate.*

**Conclusion:** *It is expected for the company to pay attention to any kind of factors that influence the purchase decision.*

**Keywords:** *brand image; chocolate; purchasing decisions*

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## INTRODUCTION

The chocolate industry is one of the industries whose opportunities are quite large with increasing competition. Various chocolate brands such as Silverqueen, Cadbury, Toblerone, and others are trying to compete in the chocolate market. The manufacturers compete in making chocolate products and promote them so that consumers are faced with several types of chocolate with different prices, quality, and brands.

The number of companies engaged in the chocolate industry shows that the industry has a level of competition that is fierce. The increasing competition makes companies in the chocolate industry try to innovate their products, both in product innovation, and innovation in terms of product promotion with the aim of sticking the brand in the hearts of consumers.

Silverqueen chocolate is one of the chocolate industries that are able to compete with the chocolate market in Indonesia today. Silverqueen chocolate has been produced since 1950, under the auspices of PT. Petra Food Indonesia makes the name Silverqueen become one of the legendary chocolates in Indonesia. By continuing to maintain the taste, this chocolate still exists despite the growing number of similar chocolates on the market. Causing the company must be able to attract consumers to remain an option for consumers of chocolate products. As for the factors that cause consumers to make decisions to buy Silverqueen Chocolate products, such as price, product quality, and brand image of the product. When viewed from the price factor and product quality, Silverqueen chocolate has many advantages over other chocolate products, for example in terms of the taste of chocolate, it still retains its taste from then to now, especially with many flavors and forms of Silverqueen chocolate such as Silverqueen Almond, Silverqueen Cashew Milk Chocolate, Silverqueen Chunky Dark, Silverqueen Montes, Silverqueen Rocker, and Silverqueen Chunky White. In terms of the price of Silverqueen chocolate can adjust in any circle.

However, in the reality of the market, consumers are still considering brands because consumers actually do not need all the characteristics contained in the products or services offered (Saleh & Miah Said, 2019). Therefore, the decision-making of the

purchase of a product or service will be subjective because it is influenced by various factors such as price, product quality, and brand image (Evelina et al., 2013).

Building a well-known brand must be with a strategy that can increase the market share of products or services offered such as increasing awareness, and maintaining and increasing consumer loyalty (Kusniadji, 2016). One of the elements that can be managed in achieving this is a brand image. A good brand image all stems from a marketing strategy that seeks to foster important associations in the consumer decision-making process to make a purchase on a product (Sari & Yuniati, 2016).

In a highly competitive market dynamic, brands have a very important role as differentiators (Herminingtyas, 2014). Products are easy to replicate but brands, especially brand image recorded in the minds of consumers cannot be imitated. A positive brand image is formed as a result of strong marketing and using unique associations, so the brand is in the memory of consumers (Sukoco, 2014). In addition, brand image can help the company in achieving the target market, so that the company's goals can be achieved (Amalia, 2019). Brand image is an important aspect in the world of marketing (Wijaya, 2013).

From the background of the problems above, the author formulated the following problem: "How does the influence of brand image (brand image) on the decision to buy Silverqueen Chocolate on PT. Pekanbaru branch of Mas Permai City?"

## **METHOD**

This research is quantitative research with the primary data source used, namely interviews with PT managers. Mas Permai City and secondary data are sales data, a brief history of the company, and organizational structure. The population in the study was outlets selling Silverqueen chocolate (269 outlets) with a sample of 73 outlets. The data obtained is then obtained and then analyzed with quantitative descriptive analysis.

## **RESULTS AND DISCUSSION**

### **Purchasing Decision**

According to Armstrong et al. (2014), purchasing decisions are the stage of the buyer's decision-making process where consumers actually buy. Decision-making is an individual activity that is directly involved in obtaining the use of goods to be purchased.

According to Schiffman, a purchasing decision is the selection of two or more alternative purchasing decision options, meaning that one can make a decision, and there must be several alternative options available. Consumers in making the decision to buy a product offered are influenced by their perception of the price, product, promotion, and place (marketing mix) that has been set by the company so far (Kotler, 2010).

### **Problem Recognition**

The buying process is monitored at the time of purchase to realize the problem of need. The purchase realizes there is a difference between the real condition and the condition he wants. A person's normal needs or external stimuli are hunger and thirst. So that a certain level of need and turn into encouragement.

### **Information Search**

A consumer who begins to arise interest will be encouraged to seek more information. We can distinguish two levels, namely the level of medium-minded information search called increased attention. Active information search where to find

reading materials, call friends and do activities to find others. Generally, the number of consumer search activities will increase as consumers move from limited problem-solving situations to exclusive problem-solving.

### **Alternative Evaluation**

How consumers process information about brand choices to make the final decision. As it turns out, there is no simple and single evaluation process used by consumers even by a single consumer in the entire buyer situation. Now cognitive properties, that is, companies view consumers as forming an assessment of products mainly on conscious and rational considerations.

### **Purchasing Decision**

At the evaluation stage consumers form a preference towards the brands on the device of choice. Consumers also form buyer goals for those who are most liked. However, the following two factors can affect the purpose of buying and buying decisions. The main factor is the attitude of others, the extent to which the attitude of others will reduce the alternative of one's choice will depend on the intensity of the negative attitude of others towards the alternative that consumers like the most and the motivation of consumers to obey the wishes of others. The higher the intensity of the other person's attitude, the closer the person's relationship with the consumer, and the more likely the consumer will adjust the purpose of the purchase. The purpose of the purchase is also influenced by unforeseen circumstances. Consumers form a purchase destination based on factors such as expected family income and expected price. At a time when consumers want to act, unexpected circumstances may arise and change the purpose of buying.

### **Post Purchase Behavior**

After making a purchase of a product, consumers will experience some level of satisfaction or dissatisfaction. Consumers will also engage in actions after purchase and usage that will interest marketers.

The decision-making process can be viewed as three distinct stages that relate to each other: the input stage, the process stage, and the output stage. The input stage affects the consumer's introduction to the need for the product and consists of the main source of information. This stage of the model process focuses on how consumers make decisions. And the output stage in the model in the consumer decision-making model consists of two kinds of activities after era-related decision making: buying behavior and evaluation after buying.

### **Factors That Influence Consumer Purchasing Decisions**

According to Nugroho and Japariato (2013) factors that affect consumer purchases:

- 1) Cultural Factors: This is the most basic determining factor for a person's desires. Cultural factors include:
  - a) Sub-cultures: Subcultures can be divided into four types nationalism groups, religious groups, racial groups, and geographical groups.
  - b) Social Class: A relatively homogeneous and enduring group in a society, which is hierarchically organized and whose membership has similar values, interests, and behaviors.
- 2) Social Factors: Social factors include:
  - a) Reference Group: Consists of an entire group that has a direct or indirect influence on a person's attitudes or behavior.
  - b) Family: Includes orientation family i.e. one's parents and procreation family i.e. one's spouse and one's children

- c) Role and Status: The position of a person in each group generally participates in the group during his or her family, club, and organizational life.
- 3) Personal factors: Personal factors include:
  - a) Age and Stages in the Life Cycle: A person's consumption is also shaped by the stages of the family life cycle.
  - b) Employment: Identify groups of workers who have interests above the average stages of certain products and services.
  - c) State of the Economy: Consists of disposable income, the ability to borrow, and an attitude towards removing opponents from saving.
  - d) Lifestyle: This is a pattern of life in the world expressed by one's activities, interests, and opinions.
  - e) Personality and Self-Concept: These are different characteristics of psychology and everyone who views his response to a relatively consistent environment.
- 4) Psychological factors: Psychological factors include:
  - a) Motivation: Is driven by a particular need at certain moments.
  - b) Perception: Defined as the process by which a person chooses, organizes, and interprets information input to create a meaningful picture.
  - c) Learning process: Explaining changes in one's behavior arising from experience
  - d) Trust and Attitude: This is a descriptive idea that a person has towards something.

## CONCLUSION

- 1) It is expected of the company to price Silverqueen brand chocolates more. Because looking at the lowest number of brand image indicators about the price of Silverqueen brand chocolate affordable for Silverqueen brand chocolate consumers, then the company should pay more attention to the market price of Silverqueen brand chocolate to be more in demand outlet owners in buying Silverqueen chocolate;
- 2) It is expected for the company to pay attention to any kind of factors that influence the purchase decision. It can be seen from the figures from the purchase decision indicator that after buying Silverqueen brand chocolate consumers will buy back with the same brand because consumers feel satisfied. Therefore, the company should pay attention to all kinds of factors that affect the decision of the outlet owner's purchase of Silverqueen brand chocolate so that it can affect customer decisions in buying Silverqueen brand chocolate; and
- 3) The company should focus its marketing policy more on outlets to maintain or maintain and increase the strength of the Silverqueen brand chocolate brand association. Improving innovation as well as chocolate variants that the company needs to improve in establishing an approach with customers so that customers can recommend Silverqueen brand chocolate to be another customer's decision in its purchase.

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