

The Influence of Brand Image on Purchase Decisions for Mie Gacoan Among Jakarta State University Students: A Conceptual Framework

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Abstract: This study aims to examine the effect of brand image on purchase decisions for Mie Gacoan products among students at the State University of Jakarta. Brand image is a consumer perception that is formed based on information, experiences and associations related to the brand. Along with the increasing competition in the food industry including in the fast food sector, brand image is one of the important factors in determining consumer purchase decisions. The research method used is descriptive qualitative research with data collection techniques through literature studies and reviews of existing related studies. This study examines various theories of brand image, purchase decisions and factors that influence both. The population of this study are students of the Jakarta State University who are potential consumers of Mie Gacoan. The conceptual framework built in this study connects brand image as an independent variable and purchase decisions as a dependent variable by considering the dimensions of brand image and purchase decisions. The results of this study indicate that brand image has a significant influence on purchasing decisions for Mie Gacoan among students at the State University of Jakarta. The factors that influence brand image include a positive and favorable image of consuming Mie Gacoan. Students tend to choose Mie Gacoan because this brand is able to build an image that suits their desires and influence brand image at the level of loyalty for repurchase interest owned by consumers.

Keywords: Brand Image, Purchase Decisions, Mie Gacoan

1. Introduction

The development of the culinary business in Indonesia is currently very rapid. The number of contemporary businesses is growing. One of them is the interest of Indonesian people in spicy food. Almost all Indonesian food has a spicy flavor or level. Therefore, the high interest of Indonesians in spicy food is an opportunity for business people in the culinary field. Many restaurants provide spicy food. One of them is processed noodles with several levels of spicy levels that can be adjusted to the wishes or tastes of consumers, namely Mie Gacoan.

Mie Gacoan is a restaurant brand that offers spicy noodles with various levels of spiciness and a variety of appetizing complementary menus. Along with its increasing popularity, especially students. Therefore, it is important to understand how the brand image of Mie Gacoan influences purchasing decisions. Competition in the culinary business makes companies have to try to continue to innovate and compete so that their existence continues to exist and is recognized for its product excellence. As for how to compete and maintain consumer loyalty by giving a good brand image or impression to consumers. Brand is an asset for a product.

Based on (Abi, 2020), brand image is a picture of the overall brand perception, starting from the brand information formed from past experiences. Beliefs, attitudes and preferences towards one brand will form a brand image. The more the product meets consumer expectations, the higher the quality of the product. The expectations of consumers of a product with other products depend on how well the consumer knows the product. The brand image of gacoan noodles which focuses on spicy food, affordable prices and a comfortable restaurant atmosphere.

For this reason, the purpose of this study is to analyze related issues and concepts regarding the two variables that can help in developing a conceptual framework and discuss the formation of a conceptual framework in exploring the relationship between brand image and purchasing decisions for Mie Gacoan among students of Universitas Negeri Jakarta. Therefore, this research is structured as follows:

- (1) There are research issues regarding the influence of brand image and purchasing decisions.
- (2) Previous supporting literature regarding the concept of two variables.
- (3) Previous supporting literature related to the relationship between the influence of brand image and purchasing decisions.
- (4) Development of a conceptual framework for the influence of brand image and purchasing decisions.

2. The Problem of Issues Related to The Influence of Brand Image on Purchase Decisions

A strong brand image is very influential on consumer purchasing decisions. However, an issue that often arises is the mismatch between brand image and consumer expectations. If consumers have high expectations based on promotions and previous experiences, but the product received does not meet these expectations, it does not cause satisfaction.

In addition, the negative image created by bad reviews or scandals can significantly damage a brand's reputation. Consumers tend to avoid brands that have been involved in controversies or have a bad reputation, even if the product was previously known for its quality. On the other hand, endorsements from influencers or positive reviews on social media can drastically improve brand image, driving higher purchase decisions. Thus, it is important for companies to consistently maintain their brand image, ensure that product quality matches consumer expectations, and actively respond to feedback to build trust and loyalty. This will help minimise issues that may interfere with purchase decisions.

The issue of Mie Gacoan restaurants in several cities has decreased sales turnover due to consumers being more interested in buying food at other branches. This is due to inadequate service quality, such as parking lots, one cashier service and unfriendly waiters when serving food (Inka Corlita, 2024).

3. Brand Image

In accordance (Philip Kotler, 2008) brand awareness is the ability to analyze brands in a category suitable enough to make purchasing decisions. So that the measurement of brand awareness according to Dharma Sukaatmadja (2015) consists of brand recognition where the ability of consumers to recognize from logos, names or product packaging. Recalling the brand where consumers without any external stimulus to remember the brand. Then, the top of mind becomes the thing that comes to mind for consumers when they are asked to deploy brands in

certain product categories. Brand awareness plays a very important role in marketing because it can influence consumers' decision-making process when buying products.

Therefore, manufacturers need to strive to increase brand awareness among consumers so that they can remember the brand among consumers in order to build a strong relationship with consumers and gain trust in the brand offered. Each brand has its own marketing strategy to measure the level of brand awareness according to Hines, 2017 in (Dwi Cahyani et al., 2022)..The dimensions of brand image in this study were developed by Shimp, 2014 in (Wibowo et al., 2021), namely a positive image, own uniqueness, recognised by the wider community and favoured.

4. Purchase Decisions

Based on Pasha and Hadibrata, 2019 in the research cited (Nurliyanti et al., 2022), a purchase decision is a process that occurs when consumers begin to recognize the product they want to buy by searching for information related to a particular product or brand. After that, consumers will evaluate the extent to which the product meets their needs and compare with other product alternatives to choose the product that best suits consumer desires. In this case, consumers not only see in terms of products, but also take into account various factors that influence their decisions.

Meanwhile, by Kotler and Armstrong, 2018 in (Nurfauzi et al., 2023) states that purchasing decisions are also influenced by external factors that are often unexpected such as the financial condition of consumers, the income they receive and the expected cost of the product. The dimensions of purchasing decisions according to (Asrillia et al., 2023) are benefit association, purchase priority and purchase frequency.

5. The Relevance of the Influence of Brand Image on Purchase Decisions

Brand image refers to the perception that consumers have about a brand. Therefore, according to (Dharma and Sukaatmadja, 2015) the existence of a brand image has a significant positive effect on purchasing decisions because consumers have good brand awareness in their minds which also has an impact on purchasing decisions for these products.

When consumers have a positive experience with a brand, they will not only make repeat purchase decisions but also recommend products to relatives and others. Often the strong influence of recommendations becomes the main point to strengthen the brand's position in the market.

6. The Conceptual Framework: The Influence Brand Image on Purchasing Decision

Based on the findings of previous literature, it can be concluded that brand image has a significant influence on purchasing decisions. Therefore, this study proposes a conceptual framework to investigate the relationship between the influence of brand image and purchasing decisions of Mie Gacoan on students of State University of Jakarta based on the literature review. In this framework, brand image is identified as the independent variable and purchasing decisions are positioned as the dependent variable. The dimensions of brand image in this study were developed by Shimp, 2014 in , namely a positive image, own uniqueness, recognised by the wider community and favoured. Meanwhile, the dimensions of purchasing decisions according to (Asrillia et al., 2023) are benefit association, purchase priority and purchase frequency.

The conceptual framework of this study describes the relationship between the variables studied. This research provides a theoretical basis for the study of brand image in the food industry in Indonesia. Thus, the conceptual framework of purchasing decisions shown in Figure 1 is how brand image can influence purchasing decisions.

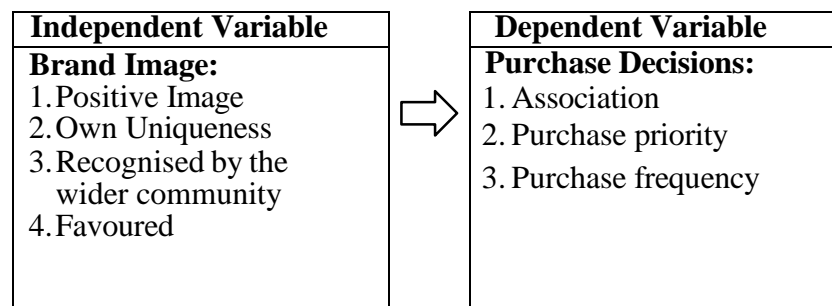


Fig. 1 A Conceptual Framework of The Influence of Brand Image on Purchase Decisions for Mie Gacoan Among Jakarta State University Students

The development of the conceptual framework not only deepens the understanding of the two variables, but examines the relationship between brand image and purchasing decisions where this research contributes to the lack of existing literature especially relevant in the current context. Therefore, this study serves as a foundation for researchers to further investigate the relationship between the two variables.

7. Conclusion

It can be concluded that the research results of several previous studies show a significant relationship between brand image and purchasing decisions. This conceptual framework developed in the study is expected to provide useful insights for researchers in related fields to deepen their understanding of the concept of brand image and how it relates to purchasing decisions. In addition, it can be a reference for future research in exploring the relationship between the two variables in different populations and contexts. Overall, this conceptual framework is designed to contribute to improving understanding of the factors that influence purchasing decisions.

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