

## The Influence of Brand Image and Quality on the Purchase Decision of Tolak Angin Sidomuncul Products on the People of Kediri Regency

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Article Information		Abstract (dalam bahasa Inggris)
Submission date	30 January 2025	<b>Research aim:</b> This study analyzes whether there is a significant influence between brand image variables and product quality simultaneously or partially on the purchase decision of Tolak Angin Sidomuncul. <b>Design/Method/Approach:</b> This research aims to show the influence of brand image and product quality on purchase decisions. This research is a quantitative research. This research was conducted at Nur Kholis' store. The questionnaire was measured by a likert scale obtained by 40 respondents of Tolak Angin Sidomuncul customers in the Kediri regency area as a research sample selected for incidental sampling. The data obtained was analyzed with Multiple Linear Regression Analysis to be able to answer research questions. <b>Research Finding :</b> Multiple Linear Regression analysis was carried out after meeting the validity and reliability tests of classical assumption tests. From the results of the study, it was obtained that there was a significant influence between brand image variables and product quality simultaneously or partially on the purchase decision of Tolak Angin Sidomuncul. <b>Theoretical contribution/Originality:</b> Brand image and product quality are considerations for consumers when buying a product. <b>Practitioner/Policy implication:</b> This study provides implications from brand image and product quality how influential it is on purchasing decisions.  <b>Research limitations:</b> This study only discusses the influence of brand image and product quality on purchasing decisions, as well as too small a number of samples studied. <b>Keywords :</b> brand image, product quality, purchase decision, repelling the wind sidomunc
Revised date	30 April 2025	
Accepted date	11 June 2025	

### 1. Introduction

An alternative healthcare system based on Indonesian herbal medicine has recently become increasingly popular. Traditional herbal medicine continues to be an important part of the healthcare system in Indonesia. According to the Ministry of Health, around 32% of Indonesia's population relies on herbal medicine. In several tribes in Indonesia, one of which is the Javanese tribe has a concoction of herbal medicine called jamu passed down from ancestral heritage and has become a culture of consuming herbal medicine for medicine. The

composition of herbal medicine generally consists of spices and natural ingredients that have minimal side effects compared to chemical drugs, the way it is made is also classified as traditional by being crushed, boiled, or roasted. In addition to conventional medical treatments, the World Health Organization (WHO) now recognizes herbal medicine as a viable option to improve public health. Doctors in some countries recommend herbal remedies (1)

The change of seasons often causes people to get colds. Although there is no term for colds in medicine, people use the term to refer to diseases with symptoms of vomiting, nausea, fever and flatulence. People usually prefer to buy liquid cold medicine because it is considered practical rather than having to go to the doctor, the product is easy to buy at various stores and pharmacies. The price issued is also relatively cheap, ranging from 2000 to 4000 rupiah. The number of herbal medicine brands that issue the same variant makes the competition in the herbal medicine industry in Indonesia fierce. The following is the data of the Top Brand Index for the last 5 years in the cold medicine category:

**Table 1. Cold Medicine**

Brand	2020	2021	2022	2023	2024
Tolak Angin Sidomuncul	48,30%	53,40%	51,30%	54,50%	53,90%
Antangin	40,60%	37,70%	35,60%	34,80%	31,70%
Bintang Toedjoe	5,00%	5,20%	6,40%	5,70%	6,30%

Source : Top Brand Index (2)

As shown in table 1 of the Top Brand Index with the category of cold medicine, it shows that in 2020 it obtained a percentage of 48.30%, in 2021 it increased to 53.40%. In 2022 it decreased by 51.30%, in 2023 it increased and gained 54.50%. Until 2024, there will be a decrease of 53.90%. From the value of the Top Brand Index, Tolak Angin Sidomuncul experienced a decrease in sales while the percentage of competitors increased, which means that buyers began to switch to competitor products. Even so, Tolak Angin Sidomuncul dominates the market share by having a percentage of more than 50% over the last 4 years. For decades, Sidomuncul has maintained the quality of its products well, ensuring that quality standards are maintained from the product compounding process using quality spices and national standard packaging machines. The jargon "Smart People Drink Tolak Angin" is the identity of the product brand to give an exclusive impression to potential buyers of Tolak Angin products compared to other products.

Based on this, it is clear that Tolak Angin Sidomuncul must maintain its brand image and product quality if it wants to experience an increase in sales. The impression consumers have of a product is known as the "brand image" after they use the product or hear good things about it from others. (3). The brand image represents the product in the eyes of consumers, because basically buyers prefer brands that are well-known in the market rather than new brands. Brand strength is a benchmark for a brand to succeed in making products.

Product quality is another element that plays a role in consumers' choice to buy. The first and most important consideration when making a product is its quality. In accordance with the needs and plans of consumers, high-quality products are products that are delivered according to the carrying capacity of the product (4). High-quality materials are the foundation for high-quality products. Consumer interest in a product is directly proportional to its quality.

According to (4) When making a purchase, consumers consider a number of factors, one of which is the store's pricing strategy, which must be flexible enough to adapt to changes in the environment and society. This is especially true in today's highly competitive market, where consumers' purchasing decisions are heavily influenced by prices.

There is a difference between the previous study and the current study so that it shows different results (5) According to the study, "brand image and product quality have a positive and substantial impact on consumers' decision to buy". However, research (6) found that "the variables of consumer attitudes have an influence on purchasing decisions, brand image and quality have a negligible effect". Research (7) showed a "significant influence on purchase decisions", while in another study by (8) Producing "Brand image has no effect on purchasing decisions, while product quality and brand ambassadors influence purchasing decisions".

This study aims to find out whether brand image and product quality influence purchasing decisions by focusing on the differences mentioned above. Herbal medicine, and especially Tolak Angin Sidomuncul, is the subject of this research. This research observes the community in the Kediri Regency area. So this study yielded results, **"The Influence of Brand Image and Product Quality on the Purchase Decision of Tolak Angin Sidomuncul on the People of Kediri Regency"**

### 1.1 Statement of Problem

Based on the background information provided, the main research question is whether consumers' perception of the Tolak Angin Sidomuncul brand affects their decision to make a purchase. Second, is there a correlation between product quality and the decision to buy Sidomuncul's Tolak Angin.

### 1.2. Research Objectives

The main objective of this study is to find out how consumers' perception of the Tolak Angin Sidomuncul brand affects their purchasing choices. The second goal is to find out how much influence the quality of Tolak Angin Sidomuncul products has on people's purchasing decisions.

## 2. Method

In this study, the dependent variables analyzed were *purchase decisions*, while *brand perception* and *product quality* acted as independent variables. The research instrument used was in the form of a questionnaire, which was systematically designed and disseminated to respondents through the Google Forms platform to collect primary data. This research is included in the type of quantitative research with a descriptive approach and inferential analysis. The location of the research is in the Kediri Regency area, with the implementation of the study starting in a predetermined month.

The research sample consisted of 40 regular consumers of *Sidomuncul brand Tolak Angin* products in Kediri Regency, who were randomly selected through *purposive sampling* techniques. This technique was chosen to ensure that the sample truly represents a group of consumers who have first-hand experience in consuming the product sustainably. The inclusion criteria used in the sample selection include: (1) consumers who have used the product at least

three times in the last three months, (2) domiciled in the Kediri Regency area, and (3) willing to fill out the questionnaire voluntarily.

The researcher contacted potential respondents by first asking a WhatsApp contact to send a survey link. The use of WhatsApp as a distribution medium was chosen because of the ease of access and the high level of affordability of respondents in the region.

To answer the formulation of the problem and test the proposed hypothesis, the collected data was analyzed using multiple linear regression techniques. Before conducting regression analysis, tests were carried out on the validity and reliability of the instrument, as well as classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model used met the feasibility criteria of statistical analysis.

### Validity Test

Based on the results of the SPSSv25 analysis of the items in the questionnaire, it can be described:

**Table 2. Validity Test**

Research Variables	item	r-count	r-table	Ket.
<b>Brand Image</b>	1	0,879	0,312	Valid
	2	0,896	0,312	Valid
	3	0,901	0,312	Valid
	4	0,789	0,312	Valid
<b>Product Quality</b>	1	0,860	0,312	Valid
	2	0,865	0,312	Valid
	3	0,866	0,312	Valid
	4	0,840	0,312	Valid
<b>Purchase Decision</b>	1	0,836	0,312	Valid
	2	0,823	0,312	Valid
	3	0,677	0,312	Valid
	4	0,812	0,312	Valid

Source : SPSSv25

The result of SPSSv25, r-count statement items > r-table 0.312, so that all statement items are considered valid.

### 3. Results and Discussion

The results and responses of the research questionnaire are:

#### Classical Assumption Test

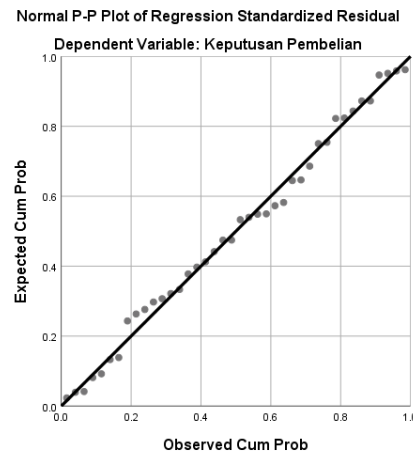


Figure 1. Normality test results

Source : SPSSv25 output

If the data moves diagonally and in the same direction as, as shown in Figure 1, then the regression analysis meets the normality requirements.

Regression is free of multicollinearity errors, as indicated by all independent variables that have tolerance values greater than 0.1 and VIF values greater than 10, according to SPSSv25 outputs.

Because the data points are scattered both above and below the y-axis, the SPSSv25 heteroscedasticity test does not find heteroscedasticity in the regression model.

### Multiple Linear Regression

Here are the results of the analysis:

**Table 3. Multiple Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Mr.	Tolerance
1	(Record)	3,328	1,993		1,670	0,103	
	Brand	0,441	0,120	0,472	3,675	0,001	0,803
	Image						
	Product quality	0,346	0,121	0,366	2,845	0,007	0,803

Source : SPSSv25

The results of multiple linear regression analysis show that Brand Image and Product Quality have a positive and significant effect on Purchase Decisions. A Brand Image regression coefficient of 0.441 with a significance value of 0.001 ( $p < 0.05$ ) indicates that an increase in brand perception significantly improves purchasing decisions. Meanwhile, Product Quality has a coefficient of 0.346 with a significance value of 0.007 ( $p < 0.05$ ), which also shows a significant influence on purchasing decisions.

From Table 3, the results of multiple linear regression analysis can be obtained as follows:

$$Y=3,328+0,441X_1+0,346X_2$$

Constant **3.328** indicates the value of *the Purchase Decision* when *the Brand Image* and *Product Quality* are considered zero.

The coefficient of **0.441** indicates that every one unit increase in *Brand Image* perception will increase *the Purchase Decision* by 0.441 units.

A coefficient of **0.346** indicates that every one unit increase in the perception of *Product Quality* will increase *the Purchase Decision* by 0.346 units.

### T-Test (Partial)

**Table 5. t-Test Results**

Model	Unstandardized Coefficients	
	T	Mr.
(constant)		
Brand Image	3,675	0,001
Product Quality	2,845	0,007

Source : SPSSv25

Based on Table 5, the significance level of the X1 variable is  $0.001 < 0.05$ , which causes  $H_0$  to be rejected. Evidence like this shows that consumer perception of a brand is very important when making a purchase.  $H_0$  was rejected because the significance value of the variable X2 was less than 0.05, which was 0.007. This means that consumers place a high value on product quality when making a purchase.

### F-test (Simultaneous)

The following are the results of the analysis:

**Table 6. Test Results-f**

Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regression	171.182	2	85.591	19.241	.000b
	Residual	164.593	37	4.448		
	Total	335.775	39			

Source : SPSSv25

Based on the results of the partial test (t-test), the *Brand Image* variable has a t-value of 3.675 with a significance of 0.001, while *Product Quality* has a t-value of 2.845 with a significance of 0.007. Because both significance values  $< 0.05$ , it can be concluded that partially, both *Brand Image* and *Product Quality* have a significant effect on *Purchase Decisions*.

### Coefficient of Determination

The results of the analysis are as follows:

**Table 4. Determination Coefficient Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,714	0,51	0,483	2,10913	1,874

Source : SPSSv25

The regression model shows an R value of 0.714, indicating a strong relationship between *Brand Image* and *Product Quality* with *Purchase Decision*. The R Square value of 0.510 means that 51% of the variation in purchase decisions can be explained by the model. The Adjusted R Square of 0.483 indicates that the model is reasonably good. The Durbin-Watson value of 1.874 suggests no autocorrelation, meaning the model meets the assumption of residual independence.

## DISCUSSION

### The Relationship between Brand Image (X1) and Purchase Decision (Y)

The results of the partial test (t-test) showed that the Brand Image variable (X1) had a significant influence on the Purchase Decision (Y), with a calculated t-value of 3.675 and a significance value of 0.001, which was smaller than the critical limit of 0.05. This indicates that the zero hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted, so that statistically it can be concluded that Brand Image makes a positive contribution to consumers' decisions to buy Tolak Angin Sidomuncul products.

An unstandardized regression coefficient of 0.441 indicates that every one-unit increase in brand perception will increase a purchase decision by 0.441 units, if the other variables are considered constant. Meanwhile, a standardized Beta value of 0.472 confirms that Brand Image is the variable with the most dominant influence in the model. These findings reinforce the theory that a strong brand image can create consumer trust and loyalty, as well as strengthen the product's position in the market.

### The Relationship between Product Quality (X2) and Purchase Decision (Y)

The *Product Quality* variable (X2) also showed a significant influence on the *Purchase Decision* (Y). A calculated t-value of 2.845 with a significance value of 0.007 ( $< 0.05$ ) shows that the effect is statistically significant. Thus,  $H_0$  is again rejected and  $H_1$  is accepted, which means that consumers' perception of product quality has a real impact on their decision to buy.

A regression coefficient of 0.346 means that every one unit increase in product quality perception will increase the purchase decision by 0.346 units, assuming other variables are fixed. A Beta value of 0.366 indicates that although the influence is smaller than *that of the Brand Image*, the quality of the product remains an important factor influencing consumer decisions. This is in line with marketing theory that consistent quality will shape consumer satisfaction and loyalty.

### The simultaneous relationship between Brand Image (X1) and Product Quality (X2) to Purchase Decisions (Y)



Based on the results of the F test (simultaneous test), the calculated F value of 19.241 with a significance value of 0.000 shows that the two independent variables (*Brand Image* and *Product Quality*) simultaneously have a significant effect on the dependent variable (*Purchase Decision*). Since the significance value is well below 0.05,  $H_0$  is rejected, which means that the overall regression model is significant.

The value of the Adjusted R Square determination coefficient of 0.483 indicates that 48.3% of the variation in purchasing decisions can be explained by a combination of *the Brand Image* and *Product Quality* variables, while the remaining 51.7% is explained by other variables not included in this model. This value indicates that the two variables make a strong contribution in explaining changes in consumer purchasing decisions towards *the Tolak Angin Sidomuncul* product.

Thus, it can be concluded that both partially and simultaneously, *Brand Image* and *Product Quality* have a significant effect on purchasing decisions. Brand image is the dominant factor, but product quality still has an important role in shaping consumer decisions.

#### 4. Conclusion

From the statistical analysis mentioned above, it is concluded that consumers' perception of the brand and product quality plays an important role in their final purchase decision. This is because the Sidomuncul Tolak Angin herbal medicine is able to meet consumer expectations for product quality and build a positive brand image, thus encouraging purchases. It is hoped that new questions can be found with additional research, as well as increasing the number of variables to get better accuracy from this research and adding other variables in the final decision of consumers including the variable of product price because it is in line with consumer purchasing decisions.

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