The Effect Of Brand Image And Price On Purchase Interest In Hero 57 Products In Bandung

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Abstract: One of the companies engaged in e-cigarettes or e-cigarettes, namely Hero 57 has a good brand image and has an affordable price, but has not been able to increase consumer buying interest, including by having a good brand image and affordable prices so that consumers will arise an interest in making purchases on Hero 57. However, based on graphic data, the distribution of Hero 57 liquid from the distributor to the main reseller has decreased drastically. This research was conducted to obtain the results of a study on the variable brand image, price variable, and purchase interest variable Hero 57 and to analyze how much influence the brand image and price have in determining buying interest in Hero 57. The research method used is descriptive - verification method. The population in this research is consumers who actively use vape but are not interested or have never bought Hero 57 products. A total of 125 samples of respondents are non-probabilty and convenience sampling. Data collection was carried out by means of questionnaires, observations, and interviews to obtain primary data. Statistical data analysis was used using SPSS software. Based on the results of the study, it can be concluded that there is a significant influence between brand image and price variables on purchase intention.

Keywords: Brand Image, Price, and Purchase Interest

1. Introduction

Indonesian is one of the potential market of electric cigarrete. Seeing the increasingly high lifestyle of the Indonesian people, requires companies to prioritize consumer wants and needs. One of the people's lifestyle today is Vape or it can be called E-Cigarettes. In vape there is the main ingredient, namely liquid which is commonly referred to as Liquid. Many manufacturers provide vape equipment including these liquids. A liquid producer called Hero 57 or commonly known as HR57 is a liquid producer that is well known to most vape users. In an effort to attract consumers, one of the efforts made is to provide an up date liquid lineup and prices. So that consumers can easily choose the available liquid lineup. Besides being up to date, the next effort is to get the name Hero 57 in the minds of consumers.

In addition to data from the reviewer, selebgram, and collaboration. Researchers added pre-survey data on 4P (Promotion, Product, Price, Place) to 30 respondents who actively use vape in Bandung.
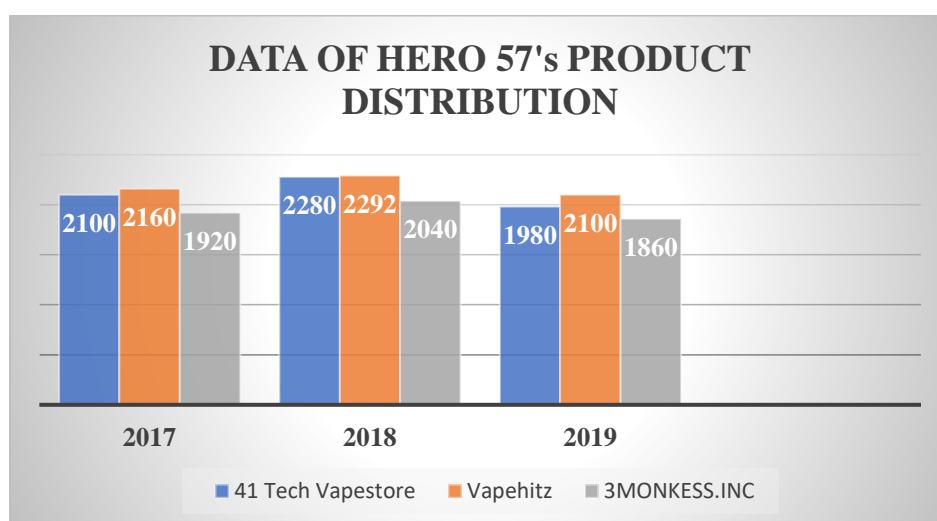

Figure 1
Hero 57 Product Distribution Data from Authorized Distributors

Hero 57 in the last 3 (three) years has instilled a good brand image, by providing liquid samples to reviewers who are already known by most vape users and collaborating with distributors and vape trikers. The MSRP of Hero 57 products provided by major resellers to consumers can be categorized as affordable, compared to the

MSRP of other competitors, this can be seen from table 1.3. and 1.4. Supposedly, with a good brand image and prices that are categorized as cheap, many consumers are interested in buying products from Hero 57. However, consumers in Bandung who actively use vape are still few to buy Hero 57 products, this can be seen from Figure 1.

This can be strengthened from Ali's previous research, Xiaoling, Sherwani (2018) regarding brand image on purchase intention, "The empirical results suggest that perceived brand quality has a significant and positive influence on the Halal brand image, Halal brand satisfaction, Halal brand trust. , Halal brand loyalty and purchase intention. Similarly, the Halal brand image, Halal brand satisfaction, Halal brand trust and Halal brand loyalty significantly influence consumer Halal brand purchase intention ".

Furthermore, Monica's previous research, Elina (2018) regarding price on purchase interest, this study has objective to determine the effect of price, location, building quality and promotion partially on purchase interest in Taman Safira housing. The results obtained in this study indicate that price, location, building quality and promotion have a positive and significant effect on purchase intention.

And Nursetio's (2019; Mwesigwa & Mubangizi, 2019) previous research regarding brand image, price on purchase intention. The purpose of this study was to determine how much influence the Brand Image and Price have on Purchase Intention in Torch fashion outdoor products. The results of hypothesis testing and the coefficient of determination show that there is a significant effect of the Brand Image (X1) and Price (X2) variables on Buying Interest (Y) at the Torch Ciwalk Outdoor Fashion Store with a total influence of 43.4%.

From the three previous studies, there were several differences in the results of the research, therefore the researcher was interested in conducting a study entitled "The Influence of Brand Image and Price on Purchase Intention in Hero 57 Products in Bandung"

2. LITERATURE REVIEW

The brand image factor has an influence on purchase intention. From the results of previous studies, it is proven that the brand image factor has a positive influence on purchase intention. Previous research related to this is summarized in the following table:

Table 1
Previous Research Regarding Brand Image Variables Against Purchase Intention

Source	Result
Ali, Xiaoling, Sherwani (2018)	The empirical results suggest that perceived brand quality has a significant and positive influence on the Halal brand image, Halal brand satisfaction, Halal brand trust, Halal brand loyalty and purchase intention. Similarly, the Halal brand image, Halal brand satisfaction, Halal brand trust and Halal brand loyalty significantly influence consumer Halal brand purchase intention
Yu, Liu, Lee, Soutar (2018)	A regular assumption is that negative brand information has a negative influence on all aspects of the brand. However, this study finds that brand blame and information severity have differential effects on consumer evaluations of the affected brand. Digging more, except brand image, brand blame negatively impacted attitudes and purchase intentions. In contrast, information severity negatively impacted brand image, but not attitudes or intentions.

The price factor has an influence on buying interest. From the results of previous research, it is proven that the price factor has a positive influence on purchase intention. This research was previously related, it is summarized in the following table:

Table 2
Previous Research Regarding Price Variables Against Purchase Intention

Source	Result
Monica, Elina (2018)	This study aims to determine the effect of price, location, building quality and promotion partially on buying interest in Taman Safira housing. The population in this study were all customers or users of Taman Safira housing. The result of determination coefficient analysis shows that 77,9% purchase interest is influenced by price, location, building quality and promotion. While the remaining 22.1% is influenced by other variables outside the model.
Utami, Saputra (2017)	This study aims to determine the effect of price and product quality on buying interest in organic vegetables at Pasar Sambas Medan. This research was conducted at Sambas Market, Medan, with the population being buyers of organic vegetables. The conclusion that can be drawn from the results of the analysis at the Medan Sambas Market is that the price and product quality affect the buying interest in organic vegetables.

Brand image and price factors have an effect on purchase intention. From the results of previous research, it is proven that the brand image and price factors have a positive effect on purchase intention. This research was previously related, it is summarized in the following table:

Table 3
Previous Research Regarding Brand Image and Price Variables Against Purchase Intention

Source	Result
Nursetio (2019)	The purpose of this study was to determine how much influence the brand image (brand image) and price (price) on buying interest in outdoor fashion products Torch. The results of hypothesis testing and the coefficient of determination show that there is a significant effect of the variable Brand Image (X1) and Price (X2) on Purchase Intention (Y) at the Outdoor Fashion Store Torch Ciwalk with a total effect of 43.4%.
Widianingsih (2017)	The object of this research is the visitor of the Motor Power Dealer Asia Africa Bandung branch. This study aims to analyze "The Influence of Brand Image and Price on Purchase Intention for a Honda Scoopy eSP Motorcycle" .The results of the study used multiple linear regression analysis, validity test, reliability test, multiple correlation analysis, determination coefficient, partial determination coefficient (R2), simultaneous hypothesis test, and partial hypothesis test. And the research results show that the variables Brand Image and Price have a positive and significant effect on Purchase Interest.

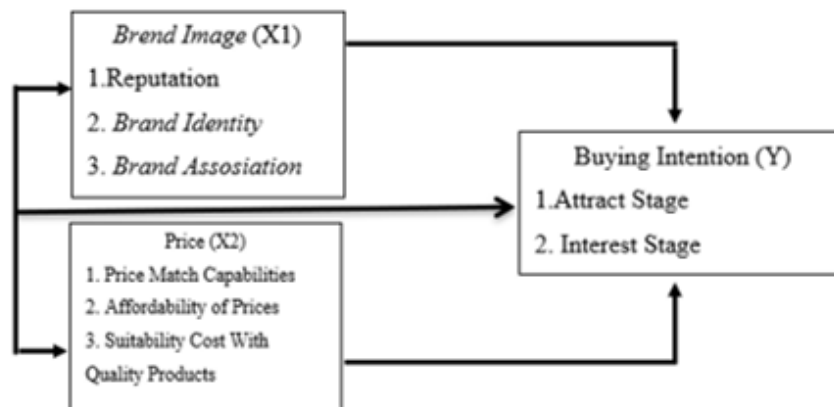From the framework above, it can be concluded that the paradigm of this research is as follows:

Figure 2
The Relationship between Brand Image and Price on Purchase Intention

Hypothesis

Based on the framework of thought above, in conducting this research the writer formulates that:

1. Brand Image has a significant effect on buying interest in Hero 57 products to respondents who actively use vape in Bandung

2. Price has a significant effect on buying interest in Hero 57 products to respondents who actively use vape in Bandung

3. Brand Image and Price have a significant effect on buying interest in Hero 57 products to respondents who actively use vape in Bandung.

3.
4. **METHODOLOGY**

Types and Research Methods

Descriptive and verification methods are used to examine more deeply the influence of brand image and price in determining purchase interest in Hero 57 products in Bandung.

Technique And Data Sampling

The sample is part of the population which is expected to represent the population in the study. Because the number of population in this study is unknown, the sample size is determined by unknown, so it calculated using the iterative method. The minimum number of samples used in this study were 115 respondents and made a questionnaire for 125 respondents. The sampling method in this study is non probability sampling using convenience sampling technique. Now (2014: 276) explains that convenience sampling technique is the collection of information from members of the population who are happy to provide it. This technique was chosen by the authors because it is the best way to obtain information quickly and efficiently.

Path Analysis

The study uses path analysis techniques (path analysis), according to Riduwan and Kuncoro (2014: 2). Path analysis is used to analyze patterns of relationships between variables in order to determine the direct or indirect effect of a set of independent (exogenous) variables on the dependent (endogenous) variable. In addition to using a path diagram to express the model being analyzed, path analysis can also be displayed in the form of an equation called a structural equation. The structural equation describes the causal relationship between the variables under study expressed in the form of a mathematical equation. For more details, a path diagram for the structural model can be drawn as follows:
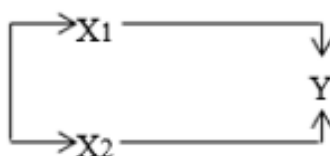

Figure 3
Relationship Structure Between Variables

Information :

X1 = Quality of Service

X2 = Promotion

Y = Consumer Purchase Interest

Simultaneous Testing (t-test)

The t test (test for the significance of individual parameters) was used to test the effect of the independent variables on the dependent variable partially. The steps in this t test are as follows:

1. Make a hypothesis, namely:

Management of service quality and promotion correlates partially affect consumer purchase intention.

To test this hypothesis, the following statistical hypothesis is used:

H0: $\gamma YX1 = 0$: Brand image has no significant effect on Purchase Intention

H1: $\gamma YX1 \neq 0$: Brand image has a significant effect on Purchase Intention

H0: $\gamma YX2 = 0$: Price does not have a significant effect on Purchase Intention

2. Determine the value of α (level of significance), namely 0.05.
3. Make decisions with provisions
a. If the value of t count according to the calculation results is smaller than the value of t table (t count <t table), then H0 is accepted and H1 is rejected
b. If the value of t count according to the calculation results is greater than the value of t table (t count> t table), then H0 is rejected and H1 is accepted

Simultaneous Testing (Test-f)

The F test (simultaneous test) is to see whether the independent variables together (simultaneously) have a significant effect on the dependent variable. In simultaneous testing, the effect of the two independent variables on the dependent variable will be tested together.

The steps in the f test are as follows:

a. Make a hypothesis, namely:

H0: The independent variables together have no effect on the variable bound.

Ha: The independent variables jointly affect the dependent variable. Determine the value of α (level of significance), namely 0.05.

Make decisions with the following conditions:

1. If the value of fcount according to the calculation results is smaller than the value of f table (Fcount <Ftable), then H0 is accepted and Ha is rejected.

2. If the value of fcount according to the calculation results is greater than the value of f table (Fcount> Ftable), then H0 is rejected and Ha is accepted.

RESULT AND DISCUSSION

Descriptive Analysis of Hero 57's Brand Image

The brand image provided by Hero 57 can be categorized as good, this can be proven in the recapitulation table above by getting a total of 4384 which means that the respondent knows, is good, and is good at providing answers to the questionnaire given by the researcher.

In distributing the questionnaire to the respondents, there were obstacles with a small score, namely, the logo of Hero 57 which got a score of 444.

Descriptive Analysis of Hero 57's Price

The price given by Hero 57 can be categorized as good, this can be proven in the recapitulation table above by getting a total of 4440 which means that the respondent gives affordable and appropriate answers to the questionnaire given by the researcher.

In distributing the questionnaire to the respondents, there were obstacles with a small score, namely, the suitability of the 60ml size with the price given by getting a score of 471.

Descriptive Analysis of Hero 57's Purchase Intention

Purchase interest given by Hero 57 can be categorized as unfavorable, this can be proven in the recapitulation table by getting a total of 2448 which means that the respondent is less interested and there is one question that he feels interested in providing answers to the questionnaire given by the researcher.

In distributing questionnaires to respondents, there are obstacles such as respondents' lack of interest in vape reviewers who are promoting products from Hero 57.

Verification Analysis of Brand Image and Price in Determining Purchase Intention at Hero 57 in Bandung

In this study, researchers used path analysis to answer the research hypothesis regarding the effect of brand image and price in determining purchase interest at Hero 57 in Bandung. The research data was obtained through distributing questionnaires for the independent variables studied in the form of ordinal data. To equate the ordinal scale independent variable data with the interval scale independent variable, the data collected from a questionnaire that has an ordinal measurement scale, first transformed into an interval scale using the LISREL program.

As previously stated, to examine the truth of the major hypothesis in this study, it can be seen in the calculation of the correlation coefficient between variables. The results obtained can be seen in the following table:

Table 4
Correlation Matrix

| Variable	*Brand Image*	Price	Purchase Intention
Brand Image	1.000		
Price	0.196	1.000	
Purchase Intention	0.076	0.237	1.000

Source: Results of Questionnaire Data Processing, 2021

The table above can explain that the coefficient
1. The relationship between brand image and price is 0.196. This shows that the relationship between the two variables is low.
2. The relationship between brand image and purchase intention is 0.076. This shows that the relationship between the two variables is low.
3. The relationship between price and purchase interest is 0.237. This shows that the relationship between the two variables is low but definite.

By using the Lisrel program to calculate the path analysis, the structure of the relationship between the three variables can be described. The image below is an illustration of the structure of the relationship and the path coefficient of each variable:

Figure 3
Structural Relationship Between X1, X2, and Y
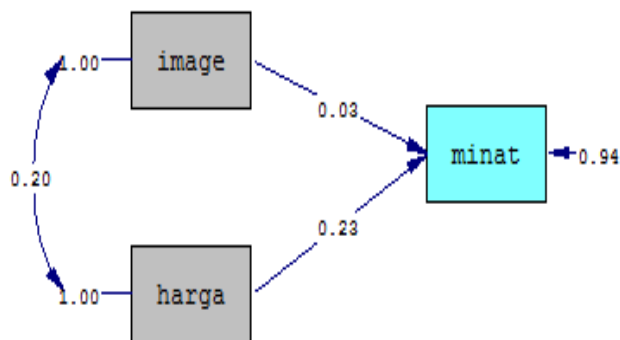
Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Source: Results of Questionnaire Data Processing, 2021

The structural equations between the variables are as follows:
$$minat = 0.031*image + 0.23*harga, \text{Errorvar.}= 0.94 , R^2 = 0.057$$
$$\begin{array}{ccc} (0.090) & (0.090) & (0.12) \\ 0.34 & 2.58 & 7.81 \end{array}$$

Source: Results of Questionnaire Data Processing, 2021

From the above equation, to test the hypothesis it can be seen in the following table:

Table 5
Hypothesis Testing

1. Simultaneous Test				
Hypothesis	fhitung	fTabel	Result	Statistical Conclusions
Brand Image and Price have no effect on Purchase Interest	3,70	3,07	fhitun> ftabel H0 rejected Significant	Brand Image and price have a significant effect on purchase intention
2. Partial Test				
Hypothesis	thitung	tTabel	Result	Statistical Conclusions
Brand Image has no effect on consumer buying interest who uses vape	0,34	1,97	Not Significant	H0 rejected Brand Image does not have a significant effect on consumer buying interest who is actively using vape
Price affects consumer buying interest who is actively using vape	2,58	1,97	Significant	H0 rejected Price has a significant effect on consumer buying interest who is actively using vape

Source: Results of Questionnaire Data Processing, 2021

The table above shows that partially there are differences in the results of the hypothesis, in the hypothesis that the brand image on consumer buying interest who actively uses e-cigarettes does not have a significant effect. Meanwhile, the price hypothesis on consumer buying interest who actively uses vape has a significant effect. That's why recalculation is done.

Table 6
Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.031	.478		4.251	.000
	H	.325	.120	.237	2.709	.008

a. Dependent Variable: MB

Source: Results of SPSS Data Processing

From the table above, it can be explained that the researcher conducted a regression test using SPSS to strengthen the partial test results regarding the relationship between price variables and purchase intention.

Table 7
Hypothesis Testing

1. Partial Test				
Hypothesis	Thitung	tTabel	Result	Statistical Conclusions
Price affects consumer buying interest who is actively using vape	2,71	1,97	Significan	H0 rejected Price has a significant effect on consumer buying interest who is actively using vape

Source: Results of Data Processing, 2021

Explains continuation of table 5.30. Regarding the significant influence between price and purchase interest, the result is 2.71. This is because the price given by Hero 57 is affordable, so it is a factor affecting vape users in Bandung.

From the resulting structural equations, it is possible to determine the path coefficient for each variable. The amount of the path coefficient for each variable is shown in the table below:

Table 8

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.237ᵃ	.056	.049	.6261

a. Predictors: (Constant), H

Source: Results of Data Processing, 2021

The table above shows that the path coefficient relationship between price and purchase intention.

Table 9
Magnitude of Variable Influence

Correlation	Path Coefficient	Effect	Residue	Total
Price Against Purchase Interest	0,23	5,29	94,71	100

From the table above, it can be explained that the effect obtained is less but certain, which means that the influence of the price variable given by Hero 57 can be felt by the respondent as good or affordable, but there are other variables that can affect buying interest.

Meanwhile, for the brand image variables that have been described in table 5.29, the partial test of the brand image is insignificant, because the brand image is an influencing factor for vape users in Bandung. Even though the image given is good by attracting well-known influencers, as well as vape reviewers who are already well-known by vape users and the Hero 57 logo that is easy to remember, this does not affect respondents' interest in Hero 57.

The obstacles that exist in these variables:

1.　The obstacle felt by respondents lies in reviewers who review Hero 57 products. This is reinforced by respondents who write in the YouTube comments column of the reviewer, not writing about how they respond to the liquid or their reactions after watching the reviewer and are interested in buying after watching the reviewer, this is reinforced by evidence such as:

2.　The next obstacle lies in the size of the 60ml liquid given by Hero 57. This happens because many respondents prefer 100ml liquid size over 60ml and the number of new liquid outputs is 100ml in size.

3.　The next obstacle is the logo of Hero 57. This occurs due to the lack of interest in respondents who already know the logo of Hero 57.

5.　Conclusion

From a series of information that the researcher has explained regarding the Brand Image and Price gap in determining Buying Interest at Hero 57 in Bandung, it can be concluded that the following conclusions are made:

1. Overall Hero 57 already has a good brand image, this can be seen from respondents who actively use vape already know Hero 57, so that consumers can trust all the products provided by Hero 57.

2. In the price recapitulation results, the price given by Hero 57 has an affordable price. This is supported by the varied and affordable prices offered by other competitors, because this way consumers can buy Hero 57 products according to the respondent's power, and also because most respondents prefer affordable prices.

3. Overall Hero 57 has respondents who are less interested in buying products from Hero 57, this is an obstacle to buying interest, including in the recapitulation of buying interest, including the lack of interest in respondents to Hero 57 product recommendations that are promoted by vape reviewers, so that consumers At the time of writing in the comments column, they only focus on what they want the vape review to review. Apart from these obstacles, there is also an encouragement factor, namely their interest in Hero 57 which will influence them to buy Hero 57 products.

4. Based on the partial hypothesis test results obtained in this study, it was found that Brand Image (X1) did not have a partially significant effect on Purchase Intention (Y). This is not in line with previous research by Ali, Xiaoling, Sherwani (2018) Yu, Liu, Lee, Soutar (2018) Kim, Chun, Ko (2017), which stated that brand image and purchase interest have a significant influence.

5. Based on the partial hypothesis test results obtained in this study, it is found that the Price variable (X2) has a partially significant effect on Purchase Interest (Y). This is in line with previous research by Elina Monica (2018) Ruri P.U, Hendra S (2017) M. Ridho Akbar (2018), which states that price and purchase interest have a significant influence.

6. Based on the results of simultaneous hypothesis testing obtained in this study, it was found that the variable Brand Image (X1) and Price (X2) had a significant influence on Purchase Intention (Y). This is in line with previous research by Nursetio (2019) Widianingsih (2017) Zulviani, Akramiah, Mufidah (2019), which states that brand image, price and purchase interest have a significant influence.

6. Recommendation

The suggestions that can be given in this research must have aspirational uses. Below, explains the Brand Image and Price in Determining Purchase Interest in Hero 57 in Bandung.

1. Hero 57 can maintain the given price. Seeing from consumers who have given affordable responses to Hero 57 products. And can provide a more affordable price, this can be seen from the response of consumers who are more interested in 100ml size liquid, because the price given is not much different from 60ml size liquid.

2. Hero 57 can do more promotions to introduce products from Hero 57 to consumers who are new to using vape. Promoting and introducing Hero 57 products through social media as well as providing breakthroughs by making these products viable, so that when old or new consumers use teratric vapes and ask about the availability of these products to Hero 57 social media or to vape stores near these consumers

3. Hero 57 can improve the logo on Hero 57 by providing a new logo, so that when consumers see it, even if only the logo from Hero 57 can generate interest to consumers.

4. Mwesigwa, D., & Mubangizi, B. C. (2019). Contributions of the youth livelihood programme (YLP) to youth empowerment in Hoima district, Uganda.