

The impacts of Brand Image, Perceived Quality, Purchase Intention on Purchase Decision: A Case Study from Madiun, Indonesia

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Key words:		Abstract
Brand Image, Perceived Quality, Purchase Decision, Purchase Intention, Bread Products		<i>This study was conducted to determine the effect of brand image, perceived quality on consumers' purchase decision with purchase intention as an intervening variable on "Bluder" Mirasa Bread. In this study, the quantitative method was employed with data collected through questionnaires. The sample of this study was taken using convenient sampling. The number of samples used in the study was 100 respondents. The data collected was then processed using path analysis. The test results show that: (1) Brand image has a positive and significant effect on purchase decisions among consumers of "Bluder" Mirasa bread; (2) Brand image has a positive and significant effect on purchase intention of consumers of "Bluder" Mirasa bread; (3) Perceived quality has a positive but insignificant effect on purchase decisions in consumers of "Bluder" Mirasa bread; (4) Perceived Quality has a positive and significant effect on Purchase Intention on consumers of "Bluder" Mirasa bread; (5) Purchase decision has a positive and significant effect on purchase intention of consumers of "Bluder" Mirasa bread; (6) Purchase intention can mediate brand image on purchase decisions among consumers of "Bluder" Mirasa bread; (7) Purchase intention has no mediation effect on the perceived quality of purchase decisions among consumers of "Bluder" Mirasa bread. The results from this study give insights to marketers to develop proper decisions and take necessary actions in increasing the sales revenue of the business alike as well as enrich the body of literature about consumers' purchase decision in marketing.</i>
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1. INTRODUCTION

Indonesia is a country that consists of various regions or regions in which each of these areas is rich in culture. Culinary products that are characteristic of a region will indirectly elevate the area in the eyes of tourists both from within and outside the region. The tighter existing business competition, especially competition from similar companies, makes companies increasingly required to innovate and move faster in terms of attracting consumers. So that companies that apply the marketing concept need to pay attention to consumer behavior and the factors that influence a product purchase decision (Saidani, 2013). One of the shops in the city of Madiun that sells "Bluder" bread is the Mirasa Shop. "Bluder" is a type of bread that developed in the Dutch colonial era. The characteristic of this bread is that it is very soft and if it is torn you will see the bread fibers. This bread is made without preservatives or other artificial softeners (Tribunews, 2011). Madiun's typical Mirasa "Bluder" is delicious and soft, there are 4 flavors made of selected ingredients, namely: chocolate, cheese, chocolate cheese, original, raisins, nuts, gold cheese, pineapple, strawberry sold at an affordable price 1 seed for Rp.10,000. (Tokomirasa 1, 2020). The tight competition in the bakery industry is currently a lot of bakery businesses in Madiun City, several long-established bakeries, and recently opened bakeries that offer "Bluder" bread as one of the products in their shops to attract consumers, causing entrepreneurs to find it difficult to determine which one. loyal consumers and not. This phenomenon requires entrepreneurs in the food industry to be able to determine a clear brand image and perceived quality that can distinguish the food industry from other food industries.

Brand image is built based on the impression, thoughts, or experiences that a person experiences with a brand which in turn will form an attitude towards the brand concerned (Mubarok, 2014). Research conducted by Dian Citaningtyas Ari Kadi (2018) entitled "The Influence of Product Quality and Image on Customer Satisfaction of Coca-Cola in Madiun City" resulted in the opinion that Product Quality and Product Image had a positive effect on customer satisfaction. Perceived quality can be defined as the customer's perception of the overall quality of the product concerning the intended purpose, which is relative to alternatives. Perception of the quality of a product is closely related to how a brand is perceived (Eva Inayah Lutfiani, 2016). Past research also found that price perception and quality perception positively and significantly influence consumers' attitude formation (Dian Citaningtyas Ari Kadi, 2016).

Ayu Nirmala Putri (2015) defines purchase intention as the tendency of consumers to buy a brand or act related to purchases as measured by the consumer's likelihood of making a purchase. Dian Citaningtyas Ari Kadi (2018) claimed that perceived quality and perceived price positively influence the formation of consumer attitudes. According to Nina Maharani (2015), a purchase decision is a process of formulating various alternative actions to choose one particular alternative to make a purchase. For marketers, it is very important to analyze the purchasing decision process carried out by consumers. Idris Agvi Ramadhan Kurniawan (2015) found that brand image, perceptions of quality, perceptions of value had a positive effect on value perceptions. consumers and purchasing decisions, while risk perceptions have a negative effect on consumer value perceptions of purchasing decisions.

In connection with the above problems, there is an inconsistency of findings in the previous studies on the relationship between these variables. Research conducted by Lilik Suprpti, (2010) shows that Brand

Awareness, Perceived Value, Organizational Associating, and Perceived Quality have a significant relationship with purchasing decisions. Research conducted by Magyar Slamet Permana (2013) shows that Country of Origin and Brand Image has a positive and significant relationship with purchasing decisions, while perceived quality does not affect purchasing decisions. From the description above, this study is motivated to explore and discuss the influence of Brand Image and Perceived Quality on Purchase Decision with Purchase Intention as an Intervening Variable.

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Purchase Decision

Ilza Ajrin Adzania (2015) stated that purchasing decisions are a problem-solving approach to human activities to buy goods or services in fulfilling their wants and needs which consist of recognizing needs and wants, searching for information, evaluating alternative purchases, purchasing decisions, and behavior. after purchase. The purchase decision according to Saidani (2013) is based on two motives, namely rational and emotional. The rational motive refers more to the benefits you want to get from a product, while the emotional motive follows a person's subjectivity, such as prestige, social class, aesthetics, and other personal factors (Fajar Idris, 2014). Indicators of purchasing decisions according to Fajar Idris (2014) are capability on a product, quality obtained from purchasing decisions, satisfaction, provide recommendations to others, and make repeat purchases.

2.2 Brand Image

Brand image as according to Penny Rahmawati, (2014) is the consumer's perception of the company or its product. According to him, an image cannot be implanted in a consumer's mind overnight or spread through a single medium. Instead, it must be conveyed through every available means of communication and disseminated continuously because without a strong image it is very difficult for a company to attract new customers and maintain. existing customers. According to (Kotler & Keller, 2013) brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory. Leonita Rachmadini (2015) stated that the brand image is all things related to the brand that is in the minds of consumers. Brand image is what consumers perceive a brand as a whole and is shaped by the information received and from the consumer's experience of the brand (Lusi Indah Mayasari, 2011).

The relationship between brand image and purchase intention and purchase decision has been searched extensively in the past (Febriyantoro, 2020; Simbolon, Handayani, & Nugraedy, 2020; Isyanto, Sapitri, & Sinaga, 2020; Abdullahi & Otori, 2020; Han, 2020; Sanny, Arina, Maulidya & Pertiwi, 2020; Maslikhan, 2019; Leonita Rachmadini, 2015; Penny Rahmawati, 2014; Lusi Indah Mayasari 2011). Furthermore, the element of trustworthiness or dependable, relating to opinions or agreements formed by the public regarding a product that is consumed is found to be related to the brand image, and the higher the level of trustworthiness, the higher the image of brands (Sanny, Arina, Maulidya & Pertiwi, 2020). Past researchers also stated that the elements of brand image such as the usefulness or benefits,

which are related to the function of a product that can be used by consumers also influenced the consumers' purchase intention as well as their purchase decisions Febriyantoro, 2020; Simbolon, Handayani, & Nugraedy, 2020). The services embedded in the products are also believed to be a powerful element in brand image building which is then tested as the influencer of purchase intention and purchase decision Sanny, Arina, Maulidya & Pertiwi, 2020; Maslikhan, 2019). This is much related to the duties of producers in serving consumers (Leonita Rachmadini, 2015; Penny Rahmawati, 2014).

Moreover, another element of brand image that popularly found to influence purchase intention and purchase decision is the risk of the product or brand that are related to the size of the results of profits and losses that may be experienced by consumers. According to Simbolon, Handayani, & Nugraedy (2020), the lower the risks of purchase, the higher the image of the brands and products, and the more favorable the consumers to have the intention to buy and later decided to buy those particular products. On the other hand, price is also found to influence the brand image and tested to have a positive relationship with purchase intention and purchase decision (behavior). As for this case, it is related to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image. Thus, it is clearly proven that the image that is owned by the brand itself, namely in the form of views, agreements and information relating to a particular brand of a product are connected to the purchase intention and purchase decision. Therefore, based on the above explanation, the following hypothesis were developed and tested:

H¹: It is suspected that Brand Image has a positive and significant effect on "Bluder" Mirasa Bread consumers' purchase decision.

H²: It is suspected that Brand Image has a positive and significant effect on "Bluder" Mirasa Bread consumers' purchase intention.

2.3 Perceived Quality

According to Daniel Krisno & Hatane Samuel (2013), perceived quality is the consumer's perception of the overall quality or superiority of a product or service that is the same as the intended purpose. Perceived quality is another dimension of brand value which is very important for consumers to choose goods and services to buy. It is important to note that product quality is an important company resource to achieve competitive advantage. High perceived quality shows that consumers have identified the differences and advantages of these products with similar products, after a long period of time (Ryan Kusuma Perdana, 2010).

Past studies have found that the perceived quality is connected to the intention of consumers to buy a particular brand and also subjected to the final decision to buy and owned a product (Wang, Tao & Chu, 2020; Wang, Pham, & Dang, 2020; Saputra, Kristyassari, Farida & Ardyan, 2020; Rajapaksha Yapa, Senathiraja, Poesche & Kauranen, 2020; Rakhmawati, Sumaedi, Astrini, Bakti, Yarmen, & Damayanti, 2020; Yaacob & Baroto, 2019; Ryan Kusuma Perdana, 2010). The perceived quality of a brand or product is believed to be a good indicator of consumers' purchase intention and purchase decision (Ryan Kusuma Perdana, 2010). Saputra, Kristyassari, Farida & Ardyan (2020) suggests that good quality of brand normally

being trusted by consumers and the higher the trust towards brands or products, the higher the possibility of consumers to have higher intention and simultaneously have high chance to purchase the brands. Furthermore, Wang, Pham, & Dang (2020) and Wang, Tao & Chu (2020) found that the element of perceived quality such as the aspect of safety and security of brand consumption is influenced the consumers' willingness to buy and decide to buy certain brand of products. The higher the safety consumption level, the higher the intention of consumers to buy and owned the brands (Rajapaksha Yapa et al., 2020).

Moreover, many consumers believed that, the higher the benefits offered by a brand or product, the more likelihood the consumers to have high intention to buy and owned the brand (Yaacob & Baroto, 2019). Consumers mostly have high sense of accomplishment when selecting brands or products and they look forward to buying and owning brands that have the ability to provide benefits to them (Ryan Kusuma Perdana, 2010). If they found that the brands or products offer no benefits of low value, they will not have good intention to proceed with purchase. Meanwhile, (Rakhmawati et al., 2020) found that, the quality of the goods offered by manufacturers with certain brands influenced the consumers' intention to decide on the purchase action of that particular manufacturers' brands. Therefore, in line with the above justifications, the following hypothesis were developed and tested:

H³: It is suspected that Perceived Quality has a positive and significant effect on "Bluder" Mirasa Bread consumers' purchase decision.

H⁴: It is suspected that Perceived Quality has a positive and significant effect on "Bluder" Mirasa Bread consumers' purchase intention.

2.4 Purchase Intention

Ruhamak & Rahayu (2016) believed that the purchase intention is subjective inclination of consumers have towards a certain product and has been proven to be a key factor to predict consumer behaviour. They added that, purchase intention is a person's intention to buy a certain brand which they have chosen for themselves after evaluating. Purchase intention is related to four consumer behaviours, such as: hesitating plans to buy a product, explicitly buying a product, thinking about buying a product in the future and buying a certain product in the future, so that you may not rush to decide to shop in the future a long time (Ruhamak & Rahayu, 2016).

The relationship between purchase intention towards the consumers' purchase decision have been extensively investigated and tested in the past (Haro, Oktaviana, Dewi, Anisa & Suangkupon, 2020; Hasan & Sohail, 2020; Rachmawati, Shukri, Azam & Khatibi, 2019; Reguraman & Subbiah, 2019; Vijayalakshmi & Gurumoorthy, 2019; Tang & Zhu, 2019; Lin, Featherman, Brooks & Hajli, 2019, Ruhamak & Rahayu, 2016; Iriani 2014). Iriani (2014) suggested that in measuring purchase intention, marketers should focus on three aspects such as the trust in the product, the certainty to choose and the certainty to buy the product. This statement supported by research conducted by Rachmawati, Shukri, Azam & Khatibi (2019) and Reguraman & Subbiah (2019). As the higher the consumers' trust towards a brand or product, the higher will be the intention to buy the brand. Trust as mentioned earlier in Saputra, Kristyassari, Farida

& Ardyan (2020) and Sanny, Arina, Maulidya & Pertiwi (2020) is a powerful antecedent that being investigated as the source of purchase intention and purchase behavior.

Moreover, the purchase intention is also found to be related to purchase decision when it comes to the issue of choose certainty. If the consumers are certain with the selection that they are about to make, their intention to buy the product will be higher and the likelihood for them to do the purchase will lead to the final decision to buy. This is found in the research conducted by Vijayalakshmi & Gurumoorthy (2019), Tang & Zhu (2019) and Lin, Featherman, Brooks & Hajli (2019). Furthermore, Haro, Oktaviana, Dewi, Anisa & Suangkupon (2020) as well as Hasan & Sohail (2020) also found that intention and actual behaviour is positively corelated. Therefore, based on the above arguments, the following hypothesis was developed and tested:

H⁵: It is suspected that Purchase Intention has a positive and significant effect on "Bluder" Mirasa Bread consumers' purchase decision.

In this research, the role of purchase intention is not only restricted to be a powerful antecedent influencing the final consumers' purchase decision but also as a mediator to the relationship between the brand image and perceived quality towards the purchase decision. Although not many research explore this role, some past researchers found that purchase intention mediated the relationship between the predictors of purchase decision (Shakil, & Majeed, 2018; Rahmi, Rozalia, Chan, Anira, & Lita, 2017; Wee, Ariff, Zakuan, Tajudin, Ismail, & Ishak, 2014; Teng, & Laroche, 2007). Therefore, based on the above facts, the following hypothesis were developed and tested:

H⁶: It is suspected that Purchase Intention mediate the relationship between brand image and "Bluder" Mirasa Bread consumers' purchase decision.

H⁷: It is suspected that Purchase Intention mediate the relationship between perceived quality and "Bluder" Mirasa Bread consumers' purchase decision.

3 RESEARCH FRAMEWORK AND METHODOLOGY

This study involved four (4) variables consisting of two (2) independent variables and two (2) dependent variables which one (1) of them be the intervening variable. The independent variables in this study are brand image and perceived quality, while the dependent variable is purchase decision and purchase intention (also became the intervening variables that intervened the relationship between independents variables and dependent variable). The tested framework and relationships can be analogous to the following diagram:

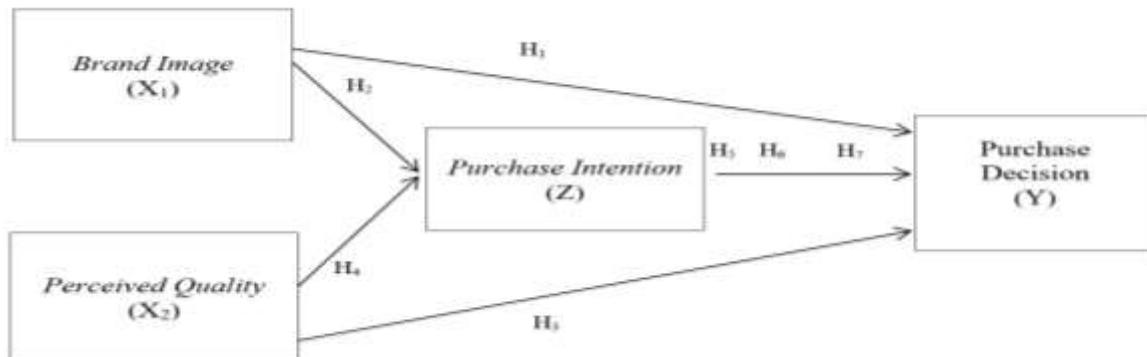


Diagram 1: Proposed and tested research framework

(Modified source from Mahmud (2010); Sabunwala (2013); Kalele, Oroh dan Sumawauw (2015); Hansudoh (2012); Wang (2014).

This research is a quantitative research in nature. The study employed empirical analyses to test the proposed framework and to find out answers behind all predictions (hypotheses). As for the purpose of achieving outstanding results, this study collected all data through the utilization of primary tool which is questionnaire. All questionnaires were conveniently distributed by electronic mails (Google form) to the emails of the selected representatives of the target population. Population is a generalization area consisting of objects (samples or representatives) that have certain qualities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2015). Based on this opinion, the sample from the population in this study were the 100 selected consumers of “Bluder” Bread at Mirasa Madiun Shop which the sampling frame were priorly gathered from the Mirasa Madiun Shop consumers’ database (with the consent and approval of the company). All items in the questionnaire we measured using 7 points Likert scales adopted from the empirically tested items in the past literature. Table 1 summarized the items used in this study.

Table 1 Items and Measurements

Variable	Cronbach Alpha	No of Items	Source
Brand Image	> 0.70	7	Lusi Indah Mayasari (2011)
Perceived Quality	> 0.70	3	Ryan Kusuma Perdana (2010)
Purchase Intention	> 0.70	5	Fajar Idris (2014)
Purchase Decision	> 0.70	3	Iriani (2014)

The validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal what will be measured by the questionnaire (Sanjaya & Ghozali 2016). Validity testing uses Pearson Correlations, namely by calculating the correlation between the score of each item and the total score. Reliability test is a measuring tool for measuring the questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a

person's answer to a question is consistent or stable over time (Sanjaya & Ghazali 2016). A construct or variable is said to be reliable if it gives a Cronbach Alpha > 0.70. A questionnaire is said to be reliable if a person's answer to a question is consistent or stable over time.

Reliability testing (Table 1) was conducted by calculating the Cronbach Alpha value and results found that all items are reliable and valued greater than 0.70. Thus, the answers from the respondents as a measuring tool is considered reliable. Since the test results show that all variables have a Cronbach alpha value above 0.70, thus it is confirmed that the instruments of each variable are reliable. In addition, a classic assumption test was also carried out which included: normality test, multicollinearity test, heteroscedasticity test. Meanwhile, to test the hypothesis the T test and the coefficient of determination (R²) were measured.

4 FINDINGS AND DISCUSSIONS

The validity level test is carried out by the significance test by comparing the calculated r_{value} > the r_{table} value. For degree of freedom (df) = nk. In this case the amount of df, namely 100 - 4 or df = 96 with alpha 0.05 is obtained r_{table} 0.1986. If the corrected item-total correlations value is greater than r_{table} (0.1986) then the indicator is valid and vice versa. Based on the validity test, it shows that the Brand Image (X₁) question is declared valid. This is indicated by the value of the corrected item-total correlation r_{count} > r_{table} (0.1986). The validity test of the Perceived Quality (X₂) question is also declared as valid. This is indicated by the corrected item-total correlation value r_{count} > r_{table} (0.1986). furthermore, the validity test of Purchase Decision (Y) is also declared found to be valid. This is indicated by the value of the corrected item-total correlation r_{count} > r_{table} (0.1986). Based on the validity test, the Purchase Intention (Z) question is found to be valid. This is indicated by the value of the corrected item-total correlation r_{count} > r_{table} (0.1986). It is concluded that the results of the validity and reliability test on the statement items of the Brand Image, Perceived Quality, Purchase Decision and Purchase Intention variables stated that all variable items were declared valid and reliable. So that the questionnaire is feasible and valid to be used as an instrument of data collection in this study. After the validity and reliability tests are carried out, the next step is the classical assumption test. In testing the data, the results show that the data used in this study are free from the problem of classical assumptions. Data collected from the questionnaire were then analysed using path analysis with the help of the SPSS version 24 program.

Table 2 Summary of Influence Results Based on Path Coefficients

Influence of Variable	Coefficient (B)	T Calculate	Causal Effect		
			Direct	Indirect	Joint Influence
X ₁ - Y	0.168	4.601	0.168	0.036	-
X ₂ - Y	0.169	1.867	0.169	0.091	-
X ₁ - Z	0.406	6.472	0.406	0.063	-
X ₂ - Z	0.778	4.593	0.778	0.169	-
Z - Y	0.298	6.039	0.298	0.049	-
X ₁ , X ₂ , and Z - Y	-	-	-	-	0.344
X ₁ and X ₂ - Z	-	-	-	-	0.537
e1	0.344	-	-	-	-
e2	0.537	-	-	-	-

Based on the summary of the results above (Table 2) the results can be described as follows:

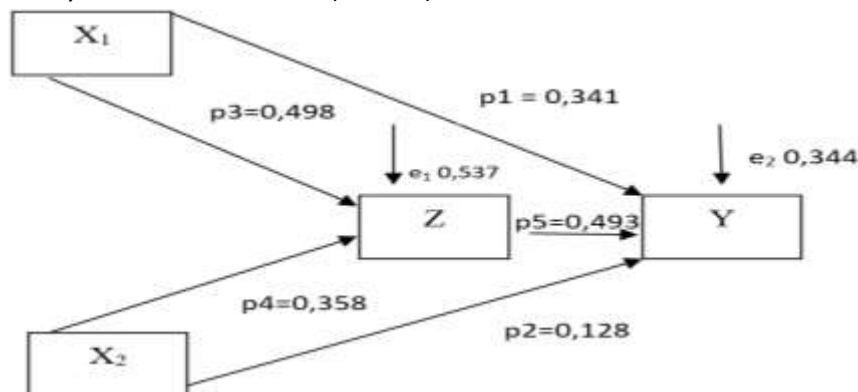


Diagram 2: Overall structural research path diagram

4.1 The Direct Effect

Based on the above diagram (Diagram 2), the t value of the first hypothesis which predict the effect of Brand Image (X1) on Purchase Decision (Y) is 4.601 with the significance value $> t$ table 1.96 with a sig. $0.000 < 0.05$. Thus hypothesis 1 is accepted and it is proven that the brand image influenced the consumers' purchase decision towards "Bluder" Mirasa Bread. Furthermore, the hypothesis 3 which predict the effect of Perceived Quality (X2) on Purchase Decision (Y) is also found to be significant with the t value is 6.472 and the significance value of $0.000 < 0.05$. Thus hypothesis 3 is accepted and it is proven that the Perceived Quality also influenced the consumers' purchase decision towards "Bluder" Mirasa Bread. It is also found that the hypothesis 4 which predict the relationship between Perceived Quality (X2) on Purchase Intention (Z) is accepted and proven (the t value is 4.593, the significance value is $> t$ table 1.96 with a sig. $0.000 < 0.05$). Therefore, hypothesis 4 is accepted and it is proven that the Perceived Quality influenced the consumers' purchase intention towards "Bluder" Mirasa Bread. Moreover, the effect of Purchase Intention (Z) on Purchase Decision (Y) with the t value of 6.039 and the significance value of sig. $0.000 < 0.05$ revealed that the hypothesis 5 is accepted. This proven that perceived quality really influenced the consumers' purchase intention towards the "Bluder" Mirasa Bread. Interestingly, result from hypothesis 2 is found to be insignificant and this is against the past research which stated that Brand Image (X1) influenced the consumers' Purchase Intention (Z). Result found that the t value is 1.867 which is insignificant, and the significance value is less than 1.96 and this finding is supported by a bigger p-value (sig. $0.065 > 0.05$). Therefore, this hypothesis is rejected, and Brand Image is not proven to be a good predictor of consumers' purchase intention towards the "Bluder" Mirasa Bread.

4.2 The Indirect Effect

The mediation effect aimed at multiplying the coefficient (ab) needs to be tested using the calculation of Sobel Test to find the standard error of the indirect effect coefficient. The test is done by testing the strength of the indirect effect of X1 to Y through Z is as follows:

$$\begin{aligned}
 Sab &= \sqrt{b^2sa^2 + a^2sb^2} \\
 &= \sqrt{0.298^2 \times 0.063^2 + 0.406^2 \times 0.049^2} \\
 &= \sqrt{0.0003524631 + 0.000395771} \\
 &= \sqrt{0.007482342} \\
 &= 0.02735
 \end{aligned}$$

In order to test the significance of the indirect effect of the independent variable on the dependent variable, it is necessary to calculate the t value of the ab coefficient as follows:

$$t = \frac{ab}{Sab} = \frac{0.406 \times 0.298}{0.02735} = 4.42$$

Because the t value of 4.42 is greater than the t table of 1.96 ($4.42 > 1.96$) with a significance level of 0.05, it can be concluded that the mediation coefficient is significant, which means that there is a mediation effect. Based on this fact, the hypothesis 6 which states that there is an effect of brand image on purchase decision through purchase intention is accepted and proven. As for hypothesis 7 which predict the mediating role of purchase intention against the relationship between the perceived quality and purchase decision. Particularly, the test measures the effect of Perceived Quality (X2) on Purchase Decision (Y) mediated by Purchase Intention (Z) and it is outlined as follows:

$$\begin{aligned}
 Sab &= \sqrt{b^2sa^2 + a^2sb^2} \\
 &= \sqrt{0.298^2 \times 0.169^2 + 0.778^2 \times 0.049^2} \\
 &= \sqrt{0.002536331 + 0.0014532869} \\
 &= \sqrt{0.0039896179} \\
 &= 0.06316
 \end{aligned}$$

This is used to test a significant level of the indirect effect of the independent variable on the dependent variable, so it is necessary to calculate the t value of the ab coefficient as follows:

$$t = \frac{ab}{Sab} = \frac{0.778 \times 0.298}{0.06316} = 3.67$$

Because the t value of 3.67 is greater than the t table of 1.96 ($3.67 < 1.96$) with a significance level of $0.000 > 0.05$, it can be concluded that the mediation coefficient is not significant, which means that there is no mediation effect. So that the hypothesis 7 is rejected and the prediction of there is an effect of perceived quality on purchase decisions through purchase intention is not accepted and is not proven true. Therefore, based on the above analyses, all exogenous (free or independent) variables have a significant effect on endogenous (dependent) variables. All research variables have a significance value < 0.05 , except for the variable perceived quality to purchase decision which is insignificant.

4.3 Effect of Brand Image (X1) on Purchase Decision (Y)

A brand image or brand image is anything that is related to the thoughts or perceptions of

consumers towards the brand of a food product. A strong brand image is also used by an entrepreneur or producer of “Bluder” Mirasa food products, by relying on a strong brand image and driven by good quality products that will dominate the market and consumers will continue to make purchases. In this hypothesis, it is assumed that brand image has a positive and significant effect on purchase decisions in consumers of “Bluder” Mirasa bread. The first hypothesis in this study is that the truth is proven. Because the p-value has a smaller significance level of 0.05 ($\alpha = 5\%$) or ($0,000 < 0.05$), H_0 is rejected. The results of this study are in line with research conducted by (Pantri Heriyanti, 2012) which also states that brand image has an effect on purchasing decision variables. The better the brand image of a product, the better the purchase intention will be for “Bluder” Mirasa Madiun consumers. If the lower the level of brand image quality, on the other hand, there will be a decrease in purchase intention.

4.4 Effect of Brand Image (X1) on Purchase Intention (Z)

One of the factors that influence a person's intention to make a purchase is brand image. Brand image is a representation of the overall perception of a brand which is formed from information and past experiences of consumers with that brand. A good brand image will greatly affect the continuity of a company as well as its products to survive and be loved in the market which will determine the next attitude taken by consumers. In this hypothesis, it is assumed that brand image has a positive and significant effect on purchase intention of “Bluder” Mirasa bread consumers. The second hypothesis in this study is that the truth is proven. Because the p-value has a smaller significance level of 0.05 ($\alpha = 5\%$) or ($0,000 < 0.05$), H_0 is rejected. The results of this study are in line with research conducted by (Kevin Lyando Lay, 2015) which also states that brand image has a positive and significant effect on purchase intention. this means that the higher the user's image of a product owned by “Bluder” Mirasa Madiun, the higher the intention to make a purchase. Because what consumers remember about “Bluder” Mirasa is the value of the product.

4.5 Effect of Perceived Quality (X2) on Purchase Decision (Y)

Perceived quality is another dimension of brand value which is very important for consumers to choose goods and services to buy. A product is influenced by consumer value, namely perceived quality. So, the higher the perception of consumer quality of “Bluder” Mirasa food products, the higher the consumer's purchasing decision. Likewise, on the contrary, the lower the perception of the quality of consumers towards “Bluder” Mirasa food products, the lower the consumer's purchasing decisions will be. It is suspected that perceived quality has a positive but insignificant effect on purchase decisions among consumers of “Bluder” Mirasa bread. The third hypothesis in this study is not proven true. Because the p-value has a greater significance level of 0.065 ($\alpha = 5\%$) or ($0.065 > 0.05$), then H_0 is accepted. The results of this study are in line with the research that the effect of product quality on purchasing decisions has been carried out by (Melly Kamener, 2013). Here, the results show that product quality has no significant effect on purchasing decisions.

4.6 Effect of Perceived Quality (X2) on Purchase Intention (Z)

Perception of quality is a factor that positively influences purchase intention. It can be explained that consumers feel that the quality of “Bluder” Mirasa is really good quality. Perception of quality is the consumer's assessment of the overall superiority of the product. Good product quality can be measured by looking at the halal label, food security until the expiration date, guaranteed cleanliness. Consumers' purchase intention depends on the perceived value, and the perceived value comes from perceived quality, thereby increasing the perceived quality to increase consumer purchase intention. It is assumed that Perceived Quality has a positive and significant effect on Purchase Intention of “Bluder” Mirasa bread consumers. The fourth hypothesis in this study is proven correct. By looking at the smaller p-value, the significance level is 0.05 ($\alpha = 5\%$) or ($0.000 < 0.05$), then H_0 is rejected. The results of this study are in line with research conducted by (Alex Prayoga Hasyim, 2012) which results in that perceived quality has a significant effect on purchase intention. The higher the perception of consumer quality, the higher the intention to buy bread food at “Bluder” Mirasa Madiun.

4.7 Effect of Purchase Intention (Z) on Purchase Decision (Y)

The purchase decision is a process in which consumers identify their problems, seek information, about “Bluder” Mirasa products. It is suspected that purchase decisions have a positive and significant effect on purchase intention of consumers of “Bluder” Mirasa bread. The fifth hypothesis in this study is proven correct. By looking at the smaller p-value, the significance level is 0.05 ($\alpha = 5\%$) or ($0.000 < 0.05$), so H_0 is rejected. The results of this study are in line with research conducted by (Adriansyah et al., 2013) who also state the same thing that purchase intention has an effect and purchase decision has a positive and significant relationship. The higher the purchase intention the consumer has, the higher the purchase decision will be for “Bluder” Mirasa Madiun consumers.

4.8 Effect of Brand Image (X1) on Purchase Decision (Y) mediated by Purchase Intention (Z)

Purchasing decisions from customers are generally seen as a process consisting of the steps that consumers go through in buying a product or service. Brand image is an impression and perception that someone feels about a brand, therefore what is understood will be used as a determinant of consumer attitudes and actions towards a brand (Resmawa, 2017). It is suspected that purchase intention can mediate the brand image of purchase decisions among consumers of “Bluder” Mirasa bread. The sixth hypothesis in this study is proven to be true. The p-value on the Sobel test has a smaller significance level of 0.05 ($\alpha = 5\%$) or ($0.000 < 0.05$), so H_0 is rejected. The better the consumer's brand image for the “Bluder” Mirasa Madiun product will generate consumer interest to buy a product that ends with a purchase decision.

4.9 Effect of Perceived Quality (X2) on Purchase Decision (Y) mediated by Purchase Intention (Z)

Product quality shows the ability of a product to perform its functions. That ability is durability, reliability, accuracy that is produced then operated and repaired. Adar can compete in the market

successfully, so the quality of the product must be of a good quality compared to other competing products. The results of the path analysis suggest that purchase intention cannot mediate the perceived quality of purchase decisions among consumers of “Bluder” Mirasa bread. The seventh hypothesis in this study is not proven true. The p-value on the Sobel test has a greater significance level of 0.05 ($\alpha = 5\%$) or ($0,000 > 0.05$), so H_0 is accepted. According to (Fibriyanti & Dharmayanti, 2014), consumer's perceived quality will affect the brand image a product. The better the consumer's perception of the “Bluder” Mirasa Madiun product, the more consumers will be interested in buying a product that ends with a purchase decision.

5 CONCLUSIONS AND RECOMMENDATIONS

Based on the above analyses, discussions and justifications, it can be concluded that the brand image proven to have a partial effect on consumers of “Bluder” Mirasa’ purchase decisions. Furthermore, brand image is proven to have a partial effect on purchase intention of “Bluder” Mirasa Bread consumers. Interestingly, perceived quality is tested and proven to have no significant effect on consumers’ purchase decision particularly on “Bluder” Mirasa Bread. Meanwhile, perceived quality is proven to have a partial effect on Purchase Intention among the consumers of “Bluder” Mirasa Bread. As for the purchase intention, it is proven to have a partial effect on consumers of “Bluder” Mirasa Bread’s purchase decision. Moreover, the purchase intention is proven to be able to mediate the relationship between brand image and purchase decisions among consumers of “Bluder” Mirasa Bread. Finally, the purchase intention has also been proven to be able to mediate the relationship between perceived quality and purchase decisions among consumers of “Bluder” Mirasa Bread. This study has an object of vision that focuses on “Bluder” Mirasa Madiun Bread and has an impact on the limited generalization of the study. So, in order to apply it in different contexts, it takes patience that is there in a characteristic that is already patent in a study observation. It needs to be examined in detail so that there is no bias in the test results that can make an impact on the errors in elaborating the implications of the research or formulating a policy used. However, using a reliable and correct testing procedure means that it will not reduce a predictable accuracy of the model as expected.

6 IMPLICATIONS

This study offers some theoretical implications. It is expected to be able to build understanding among academics related to the attitude and behaviour of consumers. Thus, it will be a good reference for discussion which can then be developed and tested on an object with almost the same intent. Furthermore, the object of observation in this study is focused on “Bluder” Mirasa in Madiun City, Central Java, Indonesia. Giving an impact on the generalization of a study which has a limited nature, this study warrants opportunities for future researchers to further analysed the issue with broader population and sample coverage to develop a more in-depth and contextual model. Practically, this study is expected to provide an explanation to the marketers and entrepreneurs on the consumers’ purchase intention as well as purchasing decisions. In the phenomena obtained in the background and the results of preliminary

observations that brand image and quality perceptions become a consumer's thought to make the final decision, namely the purchase decision.

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