The Influence Of Product Quality And Brand Image On Purchasing Decisions At Teko Healthy Restaurant, Medan

Dery Sepriansyah[1], Yuliana Yuliana[2] Weny Weny[3], Tasik Utama[4*]

[1,] Program Studi Manajemen Perusahaan, Politeknik Cendana, Medan, Indonesia

[2,] Program Studi Manajemen Pemasaran Internasional, Politeknik Cendana, Medan, Indonesia

[3,] Program Studi Manajemen Pemasaran Internasional, Politeknik Cendana, Medan, Indonesia

[4,] Program Studi Manajemen Pemasaran, Politeknik Cendana, Medan, Indonesia

Email: [1]fusenji442@gmail.com ,[2]yuliana_njo@yahoo.com [3]estindo@gmail.com, [4*]cendanautama@yahoo.com

(* : coressponding author)

Abstract

Product quality is something that must be considered to the maximum so that the product has its own advantages and can satisfy consumer needs, thus companies that have superior product quality can compete with other companies. Meanwhile, Brand Image is able to modify, make a change to a product that initially the product looks ordinary, less known and even less interested by many people, but with the brand the product can become a product that has a fantastic selling value or become a dream product for all consumers. Purchasing decisions are the beliefs of consumers in deciding to buy products or services by considering and taking into account alternatives to the many product choices. The aim to be achieved in this study is to determine how much influence product quality and brand image have on customer purchasing decisions at Teko Healthy Resto Medan. The research method used is descriptive quantitative. The number of respondents/samples was 30 customers with the sampling technique being purposive sampling. The magnitude of the influence of the independent variable (X) on the dependent variable (Y) is 59.3%. With the results of this coefficient of determination, it can be concluded that the purchasing decisions of Teko Healthy Resto customers are influenced by product quality and brand image by 59.3%, while the remaining 40.7% is the contribution of other factors that can be explained by other variables outside the model.

Keywords: Product Quality, Brand Image, and Purchasing Decisions

1. INTRODUCTION

There are many food products in this world, especially for vegetarians not only at Teko Healthy Resto, but in several places that have opened, Teko Healthy Resto is one of them in Medan. Competition definitely occurs between Teko Healthy Resto companies that provide vegetarian food and other companies that also provide vegetarian food. But each company has certain advantages that can make consumers survive and keep coming.

That is product quality. The word product quality as a whole can have characteristics as well as the nature of a product quality that can affect the ability to satisfy our products to consumers and customers (Rosyidi Ririn, 2020). What is very satisfying is that Teko Healthy Resto provides healthy food, such as fresh and freshly bought vegetables and is immediately picked and then processed into very tasty and healthy dishes. And served hot so that consumers who come to buy always get food that is still new and fresh.

Apart from the quality of the product to attract market share, it is necessary to have a Brand Image marketing strategy. This Brand Image is a representation of a brand that is born from consumer memories (E Eva, 2021). The influence of brand image can increase Teko Healthy Resto sales. Thus, the better the brand image in the public's view, the more it can compete with other vegetarian companies. We know that there are many brand images in this world that continue to develop or survive, and maintain the brand image of their products in order to continue to have regular consumers or add new consumers. Maybe Vegetarian food is not as much as non-vegetarian food consumers, but there are some who are certain to consume vegetarian food. For example, people who are Buddhists are most certainly vegetarian and do not consume meat at all. So when they want to eat out, they will choose restaurants that specialize in vegetarian products. Moreover, vegetarian restaurants are not as numerous as non-vegetarian restaurants.

Brand image is a representation of the overall perception of the brand and the form of information and past experiences with the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand (Firmansyah, 2019). Teko Healthy Resto now has a very good and well-known brand image, many big people come to buy food and eat there, and have even been visited by Indonesian celebrities who are quite famous in Medan. Because Teko Healthy Resto Famous for its food, one of which is geprek chicken made from vegetable ingredients, namely vegetarian chicken. Not only that, there are still vegetarian buns that are very delicious and various flavors available.

Apart from Brand Image, an equally important factor is the Purchasing Decision at Teko Healthy Resto. Purchasing decisions are a process where consumers recognize their problems, seek information about certain products or brands and evaluate how well each of these alternatives can solve their problems which then leads to a purchase decision (Tjiptono, 2019).

Many consumers come to buy food but not a few are also less suitable for the menu provided, because each menu changes every day. Sometimes there are consumers who ask "is there no vegetarian fried fish menu today?"

at times like that consumers do not buy because the preferred menu is not available. Maybe this is one of their considerations for buying food at Teko Healthy Resto, not only that, sometimes price is also a special consideration for consumer purchasing decisions. The price of Teko Healthy Resto is relatively expensive when compared to vegetarian restaurants in general. This is because Teko Healthy Resto uses quality and fresh ingredients.

Therefore, Teko Healthy Resto needs to improve its marketing strategy, especially in terms of product quality and brand image. So that it can be embedded in the minds of consumers that Teko Healthy Resto is a healthy restaurant vegetarian who have premium product quality. That way the author wants to research further by taking the research title as follows: "The Influence of Product Quality and Brand Image on Purchasing Decisions at Teko Healthy Resto"

Based on the background of the problem that has been written by the author, the formulation of the problem to be studied is as follows:
- What is the effect of product quality on product purchasing decisions at Teko Healthy Resto?
- How does brand image influence product purchase decisions at Teko Healthy Resto?
- How do product quality and brand image influence product purchase decisions at Teko Healthy Resto?

The purpose of this study was to determine the effect of product quality and brand image on purchasing decisions at teko healthy restaurant.

Some of the benefits of this research are:
- For writers, namely adding writing experience in conducting research
- For the Company, which can be used as input and consideration, so that it can refine and improve the effectiveness of the company in advancing product quality and brand image in the future.
- For future researchers, it can be used as reference material for future researchers in conducting research.

2. METHODOLOGY

2.1 Basic Research Framework

According to (Arikunto, 2019)"research methods are the main means used by researchers to achieve goals and determine answers to the problems posed." The method used in this research is to use the survey method. According to (Sugiyono, 2019)"The survey method is a method used to obtain data from a certain natural (not artificial) place". Where the author distributes questionnaires for data collection. The approach used in this research is a quantitative approach. Quantitative research is research with more objective qualities, disclosure based on specific problems so that it has a single and independent dimension.

Sources of data used in this study are:
a. Primary Data: This study obtained primary data from respondents' answers to questionnaires distributed to the object of research, namely consumers or visitors to Teko Healthy Resto.
b. Secondary Data: This research obtained secondary data from books,
various relevant scientific works and the internet.

There are several data collection methods used in this study, namely:
a. The data collection technique used in this study is to use a questionnaire, a way of collecting data by distributing structured question data to respondents to fill in.
b. Questionnaires, namely data collection techniques that are carried out by giving questions or written statements to respondents to answer.
c. Library Studies, namely techniques for finding data and information through reading references, books and scientific journals
d. According to (Sugiyono, 2019) "the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about phenomena social". The questionnaires distributed in this study used a Likert scale.

Researchers distributed questionnaires on March 25, 2023 to June 4, 2023 from 10:00 WIB to 15:00 WIB. With the number of respondents successfully collected as many as 30 respondents in accordance with the predetermined sample size. (Sugiyono, 2019) states that "the sample is part of the number and characteristics possessed by the population and must be representative (representative)". The sample in this study were visitors or customers who knew and or bought Teko Healthy Resto Medan products. The sampling technique in this study used Purposive Sampling.

According to (Sugiyono, 2019) " purposive sampling technique is a sampling of data sources using certain considerations". Considerations in determining the sample in this study are as follows:
1. Consumers are at least 18 years old because with this consideration it is hoped that consumers can understand the contents of the questionnaire provided.
2. Have seen and understand Teko Healthy Resto Medan products.
3. A consumer who purchases Teko Healthy Resto products at least once a month.

According to (Buana, 2021) "in order to obtain a measurement result value close to normal, the number of

respondents for the trial should be at least 30 people". Therefore, the number of samples used in this study were 30 respondents.

Based on the formulation of the problem, the variables in this study can be identified as follows:

The hypothesis regarding the relationship between the three variables simultaneously and partially, where it will partially affect if product quality (X1) and brand image (X2) affect purchasing decisions (Y). Meanwhile, it will have a simultaneous effect if the two independent variables, namely product quality (X1) and brand image (X2) simultaneously affect purchasing decisions (Y).

According to (Arikunto, 2019) "research methods are the main means used by researchers to achieve goals and determine answers to the problems posed." The method used in this research is to use the survey method. According to (Sugiyono, 2019) "The survey method is a method used to obtain data from a certain natural (not artificial) place". Where the author distributes questionnaires for data collection. The approach used in this research is a quantitative approach. While the analytical model used in this study is multiple linear regression, with the equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$
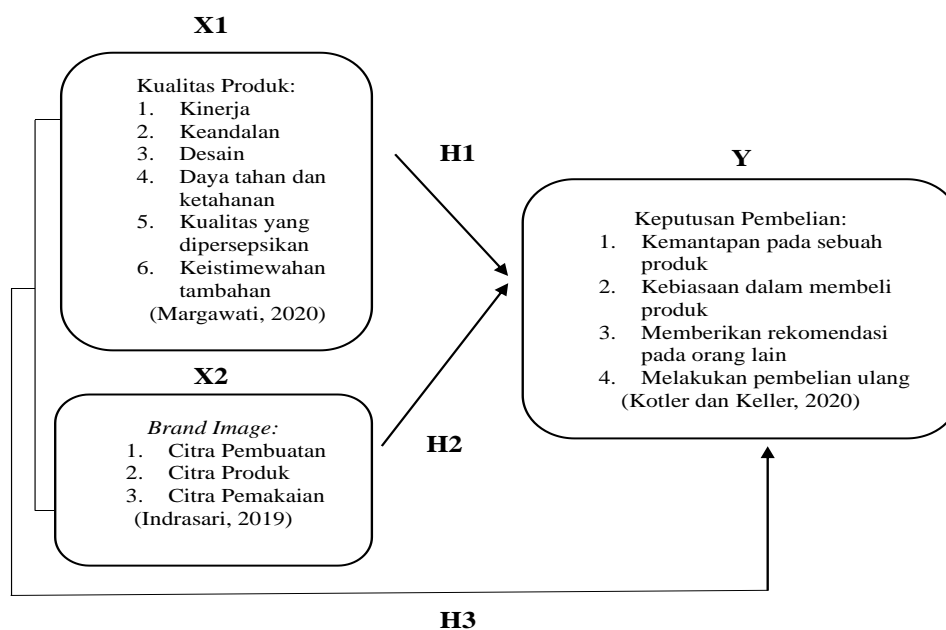*Sumber: (Sari et al, 2020)*

Where:

Y= dependent variable

X = independent variable and

β_1 dan β_2 = the magnitude of the coefficient of each variable

ε = error or random error

Random error plays an important role in regression analysis. Random error is used to model the variation in Y values for fixed X values.

Image 2.1. Framework of thinking

3. RESULTS AND DISCUSSION

3.1 Description of Respondent Data

3.1.1 Respondent Characteristics

The analysis results of respondent data characteristics based on gender, age, and occupation, are presented in the following table:

Tabel 3.1 Respondent Characteristics Based on Gender

No.	Kriteria	Jumlah	Presentase
1	Pria	16	53,3%
2	Wanita	14	46,7%
	Total	30	100,00%

Based on the table above, it can be seen that respondents in this study are divided by gender, with 16 male respondents (53.3%) and 14 female respondents (46.7%)

Tabel 3.2 Respondent Characteristics Based on Age

No.	Kriteria	Jumlah	Presentase
1	15-25 Tahun	5	16,67%
2	26-35 Tahun	19	63,33%
3	36-45 Tahun	6	20%
	Total	30	100,00%

Based on the table above, it can be seen that respondents in this study are divided based on age: respondents aged 15-25 years old amounted to 5 individuals (16.67%), respondents aged 26-35 years old amounted to 19 individuals (63.33%), and respondents aged 36-45 years old amounted to 6 individuals (20%).

Tabel 3.3 Respondent Characteristics Based on Occupation

No.	Kriteria	Jumlah	Presentase
1	Pelajar	11	36,7%
2	Karyawan	13	43,3%
3	Wirausaha	2	6,7%
4	Tidak Bekerja	4	13,3%
	Total	30	100,00%

Based on the table above, it can be seen that respondents in this study are divided based on occupation: respondents working as students amounted to 11 individuals (36.7%), respondents working as employees amounted to 13 individuals (43.3%), respondents working as entrepreneurs amounted to 2 individuals (6.7%), and respondents who are not working amounted to 4 individuals (13.3%).

3.2.2 Respondent Responses

The analysis results of respondent data characteristics based on gender, age, and occupation are presented in the following table:

Tabel 3.4 Respondents' Responses to Product Quality (X1)

No.	Pertanyaan	Sangat Setuju (5)	Setuju (4)	Ragu-ragu (3)	Tidak Setuju (2)	Sangat Tidak Setuju (1)
1	Kuesioner 1	7	18	5	0	0
2	Keusioner 2	6	3	16	4	1
3	Kuesioner 3	13	7	4	6	0
4	Kuesioner 4	8	5	11	4	2
5	Kuesioner 5	9	10	6	4	1
6	Kuesioner 6	6	5	10	5	4
7	Kuesioner 7	11	10	6	3	0

Based on the respondents' answers to the first questionnaire, it is stated that the taste of Teko Healthy Resto's cuisine is very delicious. The respondents who answered very agree are 7 people, those who answered agree are 18 people, those who answered unsure are 5 people, those who answered disagree are 0 people, and those who answered strongly disagree are 0 people. The majority of respondents answered agree.

Based on the respondents' answers to the second questionnaire, it is stated that the vegetable menu at Teko Healthy Resto always provides consistent flavors. The respondents who answered very agree are 6 people, those who answered agree are 3 people, those who answered unsure are 16 people, those who answered disagree are 4 people, and those who answered strongly disagree are 1 person. The majority of respondents answered unsure.

Based on the respondents' answers to the third questionnaire, it is stated that the cuisine menu at Teko Healthy Resto varies greatly every day. The respondents who answered very agree are 13 people, those who answered agree are 7 people, those who answered unsure are 4 people, those who answered disagree are 6 people, and those who answered strongly disagree are 0 people. The majority of respondents answered very agree.

Based on the respondents' answers to the fourth questionnaire, it is stated that the menu served at Teko Healthy Resto is according to their taste. The respondents who answered very agree are 8 people, those who answered agree are 5 people, those who answered unsure are 11 people, those who answered disagree are 4 people, and those who answered strongly disagree are 2 people. The majority of respondents answered unsure.

Based on the respondents' answers to the fifth questionnaire, it is stated that the appearance of the vegetable menu is quite attractive. The respondents who answered very agree are 9 people, those who answered agree are 10 people, those who answered unsure are 6 people, those who answered disagree are 4 people, and those who answered strongly disagree are 1 person. The majority of respondents answered agree.

Based on the respondents' answers to the sixth questionnaire, it is stated that the vegetable menu at Teko Healthy Resto does not become stale when taken home. The respondents who answered very agree are 6 people, those who answered agree are 5 people, those who answered unsure are 10 people, those who answered disagree are 5 people, and those who answered strongly disagree are 4 people. The majority of respondents answered unsure.

Based on the respondents' answers to the seventh questionnaire, it is stated that the vegetable menu at Teko Healthy Resto has its own uniqueness compared to other restaurants. The respondents who answered very agree are 11 people, those who answered agree are 10 people, those who answered unsure are 6 people, those who answered disagree are 3 people, and those who answered strongly disagree are 0 people. The majority of respondents answered very agree.

Tabel 3.5 Respondents' Responses to Brand Image(X2)

No.	Pertanyaan	Sangat Setuju (5)	Setuju (4)	Ragu-ragu (3)	Tidak Setuju (2)	Sangat Tidak Setuju (1)
1	Kuesioner 1	8	7	11	2	2
2	Keusioner 2	8	7	10	3	2
3	Kuesioner 3	8	16	3	2	1
4	Kuesioner 4	6	6	8	3	7
5	Kuesioner 5	7	12	8	2	1
6	Kuesioner 6	5	6	7	2	10
7	Kuesioner 7	9	9	7	4	1

Based on the respondents' answers to the first questionnaire, it is stated that Teko Healthy Resto is a well-known vegan restaurant. The respondents who answered very agree are 8 people, those who answered agree are 7 people, those who answered unsure are 11 people, those who answered disagree are 2 people, and those who answered strongly disagree are 2 people. The majority of respondents answered unsure.

Based on the respondents' answers to the second questionnaire, it is stated that the logo of Teko Healthy Resto is easy to remember or recognize. The respondents who answered very agree are 8 people, those who answered agree are 7 people, those who answered unsure are 10 people, those who answered disagree are 3 people, and those who answered strongly disagree are 2 people. The majority of respondents answered unsure.

Based on the respondents' answers to the third questionnaire, it is stated that Teko Healthy Resto has its own distinctive characteristics both in its products and its place. The respondents who answered very agree are 8 people, those who answered agree are 16 people, those who answered unsure are 3 people, those who answered disagree are 2 people, and those who answered strongly disagree are 1 person. The majority of

respondents answered agree.

Based on the respondents' answers to the fourth questionnaire, it is stated that Teko Healthy Resto provides guarantees or compensation for products that do not meet customer requests. The respondents who answered very agree are 6 people, those who answered agree are 6 people, those who answered unsure are 8 people, those who answered disagree are 3 people, and those who answered strongly disagree are 7 people. The majority of respondents answered unsure.

Based on the respondents' answers to the fifth questionnaire, it is stated that Teko Healthy Resto provides easy access to reach. The respondents who answered very agree are 7 people, those who answered agree are 12 people, those who answered unsure are 8 people, those who answered disagree are 2 people, and those who answered strongly disagree are 1 person. The majority of respondents answered agree.

Based on the respondents' answers to the sixth questionnaire, it is stated that Teko Healthy Resto always has complete availability of products when desired. The respondents who answered very agree are 5 people, those who answered agree are 6 people, those who answered unsure are 7 people, those who answered disagree are 2 people, and those who answered strongly disagree are 10 people. The majority of respondents answered strongly disagree.

Based on the respondents' answers to the seventh questionnaire, it is stated that Teko Healthy Resto always leaves a positive impression on customers. The respondents who answered very agree are 9 people, those who answered agree are 9 people, those who answered unsure are 7 people, those who answered disagree are 4 people, and those who answered strongly disagree are 1 person. The majority of respondents answered very agree and agree.

Tabel 3.6 Respondents' Responses to Purchase Decisions (Y)

No.	Pertanyaan	Sangat Setuju (5)	Setuju (4)	Ragu-ragu (3)	Tidak Setuju (2)	Sangat Tidak Setuju (1)
1	Kuesioner 1	8	9	6	3	4
2	Keusioner 2	6	6	12	4	2
3	Kuesioner 3	8	7	8	3	4
4	Kuesioner 4	4	5	6	7	8
5	Kuesioner 5	7	7	10	5	1
6	Kuesioner 6	5	8	11	2	4
7	Kuesioner 7	8	17	5	0	0
8	Kuesioner 8	11	9	8	2	0

Based on the respondents' answers to the first questionnaire, it is stated that information about Teko Healthy Resto is easily accessible. The respondents who answered very agree are 8 people, those who answered agree are 9 people, those who answered unsure are 6 people, those who answered disagree are 3 people, and those who answered strongly disagree are 4 people. The majority of respondents answered agree.

Based on the respondents' answers to the second questionnaire, it is stated that the location of Teko Healthy Resto is very strategic. The respondents who answered very agree are 6 people, those who answered agree are 6 people, those who answered unsure are 12 people, those who answered disagree are 4 people, and those who answered strongly disagree are 2 people. The majority of respondents answered unsure.

Based on the respondents' answers to the third questionnaire, it is stated that the location of Teko Healthy Resto is easy to find. The respondents who answered very agree are 8 people, those who answered agree are 7 people, those who answered unsure are 8 people, those who answered disagree are 3 people, and those who answered strongly disagree are 4 people. The majority of respondents answered very agree and unsure.

Based on the respondents' answers to the fourth questionnaire, it is stated that the price of Teko Healthy Resto products is quite cheap. The respondents who answered very agree are 4 people, those who answered agree are 5 people, those who answered unsure are 6 people, those who answered disagree are 7 people, and those who answered strongly disagree are 8 people. The majority of respondents answered strongly disagree.

Based on the respondents' answers to the fifth questionnaire, it is stated that Teko Healthy Resto is very suitable for my lunch place. The respondents who answered very agree are 7 people, those who answered agree are 7 people, those who answered unsure are 10 people, those who answered disagree are 5 people, and those who answered strongly disagree are 1 person. The majority of respondents answered very unsure.

Based on the respondents' answers to the sixth questionnaire, it is stated that Teko Healthy Resto is very suitable for me to meet with colleagues (clients). The respondents who answered very agree are 5 people, those

who answered agree are 8 people, those who answered unsure are 11 people, those who answered disagree are 2 people, and those who answered strongly disagree are 4 people. The majority of respondents answered unsure.

Based on the respondents' answers to the seventh questionnaire, it is stated that I am satisfied with the quality of Teko Healthy Resto products. The respondents who answered very agree are 8 people, those who answered agree are 17 people, those who answered unsure are 5 people, those who answered disagree are 0 people, and those who answered strongly disagree are 0 people. The majority of respondents answered agree.

Based on the respondents' answers to the eighth questionnaire, it is stated that I recommend Teko Healthy Resto to my relatives. The respondents who answered very agree are 11 people, those who answered agree are 9 people, those who answered unsure are 8 people, those who answered disagree are 2 people, and those who answered strongly disagree are 0 people. The majority of respondents answered very agree.

3.2 Research Data Analysis Results

According to (Nurazizah, 2022) "The validity test is an instrument or measuring tool used in determining how much the degree of accuracy, validity or not of a data". This validity test was carried out using the Pearson correlation formula (Colerration Product Moment) which is formulated as follows:

$$r\ hitung = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X^2)\}\{n \sum Y^2 - (\sum Y^2)\}}}$$

source*: (Sugiyono, 2019)*

Description:

rcount = correlation coefficient

n = number of samples

$\sum XY$ = the number of multiplication of variables X and Y

$\sum X$ = number of X variable values

$\sum Y$ = number of values of variable Y

$\sum X^2$ = number of powers of the X variable value

$\sum Y^2$ = number of powers of the Y variable value

According to (Sugiyono, 2019) the validity test has several assessment criteria, namely if r count> r table (at a significant level of 5%) it can be said that the questionnaire item is valid. If r count < r table (at a significant level of 5%) then it can be said that the questionnaire item is invalid.

According to (Amanda et al, 2019) "Reliability test is an index test that displays how much the measurement tool is reliable and trusted. According to (Sugiyono, 2019) the formula that

used to test the reliability of this instrument is the Cronbach Alpha Coefficient which is formulated as follows:

$$\alpha\ it = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum Si^2}{St^2}\right)$$

Source*: Sugiyono (2019: 203)*

Where:
$\alpha\ it$ = instrument reliability
k = number of questionnaire items
$\sum Si^2$ = total variance of valid item scores
St^2 = total variance of item scores
Meanwhile, according to (Ghozali, 2018) "a variable is said to be reliable if it provides a Cronbach
Alpha coefficient value> 0.60".
Result α > 0.60= reliable or consistent
Result α <0.60= not reliable or inconsistent

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Coefficients[a]

Tabel 3.7. Multiple linear regression equation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.943	3.873		2.309	.029
	Kualitas Produk	.125	.048	.181	2.625	.009
	Brand Image	.778	.182	.774	4.279	.000

a. Dependent Variable: Keputusan Pembelian

Based on the calculation of the regression coefficient in table 3.1 above, it can be seen that the regression equation formed is:

$$Y = 8{,}943 + 0{,}125X_1 + 0{,}778X_2 + \varepsilon$$

Description:

Y = Purchase Decision

X1 = Product Quality

X2 = Brand Image

e = Error Terms

3.3 Correlation Analysis

Regression analysis results between product quality and brand image together with purchasing decisions.

Tabel 3.8. Coefficient test results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770[a]	.593	.563	3.7407

a. Predictors: (Constant), Brand Image, Kualitas Produk

Based on the results of the table above, it can be read that the coefficient of determination (R^2) of the R square value is 0.593, which means that the influence of the independent variable (X) on the dependent variable (Y) is 59.3%.

3.4 Hypothesis testing

This test is used to ascertain whether each independent variable has a significant effect on the dependent variable. Statistical tests include the t test and F test.

a. Coefficient of Determination (R2): According to (Ghozali, 2018) The coefficient of determination (R2) essentially measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between 0 (zero) and 1 (one). A small R2 value means that the ability of the independent variables to explain the dependent variable is very limited. An R2 value close to 1 (one) means that the independent variables are increasingly able to explain variations in the dependent variable.

b. Simultaneous Test (F test): According to (Anwar, 2018) "The F test is used to determine the potential of the entire independent variable (X) whether the two independent variables simultaneously affect the dependent variable (Y)". with the following criteria:

- If the significance < α = 0.05 or F_hitung > F_tabel then, the product quality variable (X1) and brand image (X2) simultaneously affect purchasing decisions (Y).
- If the significance > α = 0.05 or F_hitung < F_tabel then, the product quality variable (X1) and brand image (X2) simultaneously have no effect on purchasing decisions (Y).

c. Partial test (t test): According to (Anwar, 2018), the T-test is used to determine the potentials of each variable and also to show whether individual independent variables (X) have a relationship with the dependent variable (Y). The criteria for accepting or rejecting hypotheses are as follows:

1. If the significance < α 0.05 or t_value > t_critical value:

- The product quality variable (X1) partially influences purchase decisions (Y)

- The brand image variable (X2) partially influences purchase decisions (Y).
2. If the significance > α 0.05 or t_value < t_critical value:
 - The product quality variable (X1) partially does not influence purchase decisions (Y).
 - The brand image variable (X2) partially does not influence purchase decisions (Y).

3.5 Partial Test(T-Test)

The author utilized SPSS 22 to determine the results of the T-test with the condition that decision-making would occur if the significance level is less than α 0.05, then:

- The product quality variable (X1) partially influences purchase decisions (Y).

- The brand image variable (X2) partially influences purchase decisions (Y).

Tabel 3.9. T-Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.943	3.873		2.309	.029
	Kualitas Produk	.125	.048	.181	2.625	.009
	Brand Image	.778	.182	.774	4.279	.000

a. Dependent Variable: Keputusan Pembelian

Based on the T-test results, the significance probability value for the Product Quality variable (X1) is 0.009 < 0.05, indicating that it partially influences purchase decisions (Y). Similarly, the significance probability value for the Brand Image variable (X2) is 0.000 < 0.05, suggesting that it also partially influences purchase decisions (Y).

3.6 Simultaneous Test (F-Test)

The author utilized SPSS 22 to determine the results of the F-test with the condition that decision-making would occur if the significance level is less than α = 0.05. In this case, it's to ascertain whether the Product Quality variable (X1) and Brand Image variable (X2) simultaneously influence purchase decisions (Y).

Tabel 3.10 F-Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	550.861	2	275.431	19.684	.000^b
	Residual	377.805	27	13.993		
	Total	928.667	29			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image, Kualitas Produk

The F-test results, as seen in the table above, indicate a significance value of 0.000 < 0.05. This suggests that both the Product Quality (X1) and Brand Image (X2) variables simultaneously influence Purchase Decisions (Y).

4. CONCLUSION

Based on the test results and discussions in the previous chapter, the author can summarize the conclusions are The hypothesis test results indicate that partially, Product Quality has a positive and significant influence on Purchase Decisions among Teko Healthy Resto Medan customers. The hypothesis test results indicate that partially, Brand Image has a positive and significant influence on Purchase Decisions among Teko Healthy Resto Medan customers. The hypothesis test results indicate that simultaneously, Product Quality and Brand Image have a significant influence on Purchase Decisions among Teko Healthy Resto Medan customers.

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