

Analysis of the Influence of Brand Image and Product Variety on Purchasing Decisions for Wizzmie in Sidoarjo Regency

Fedianty Augustinah, Liling Listyawati, Andry Herawati, Saviola Putra Perdana,

Faculty of Administrative Science, Dr. Soetomo University, Surabaya, Indonesia

Abstract

The goal of this study is to explore at how brand image and product diversity effect consumer purchasing decisions for Wizzmie in Sidoarjo Regency. A quantitative research approach, including a survey procedure, was employed. Wizzmie clients were requested to fill out surveys in order to collect primary data. The data was analysed using multiple linear regression techniques. The study's findings imply that brand image has a favourable and significant influence on client buying decisions. Product diversity has a substantial positive impact on buying decisions. As a result, both brand image and product variety impact Wizzmie consumers' purchase decisions in Sidoarjo Regency. This research implies that companies should pay attention to and enhance their brand image and product variety to improve consumer purchasing decisions. It is hoped that this will help companies in designing more effective marketing strategies.

Keywords: *Brand Image, Product Variety, Purchasing Decision, Wizzmie, Sidoarjo Regency*

Introduction

In this post-pandemic era, the food and beverage industry (Food & Beverage) is one of the sectors most affected by the changes and their impacts. The people of Sidoarjo, like people in many other urban areas, increasingly appreciate quality, healthy, and varied food and beverage choices. In addition to some of the factors that are appreciated, there are other factors such as attractive visuals, presentation efficiency, as well as affordable prices. Food and drink are no longer only seen as basic necessities, but also as expressions of lifestyle and identity. To enjoy viral food nowadays, it is not necessary to spend too much because there are several food brands or restaurants that provide food at affordable prices.

One of the most widely known brands is "WIZZMIE". Wizzmie is a form of restaurant business that provides food at affordable prices. The inaugural restaurant in the Jemursari district of Surabaya was established in early 2022, led by "FULLSTOP Indonesia" under Michele Bella's direction. Embodying the disco aesthetic of the 1980s, Wizzmie features distinctive colors represented by its primary characters, Wizzie and Chillie. In addition to mascots, wizzmie also uses striking colors to be the face of their brand, namely the dominance of purple with a mixture of neon colors.

Based on the background of the main mascot wizzmie, making the next mascot feels easier. Two of FULLSTOP's most powerful designers created iconic poses that we can now see in the Wizzmie area, such as Wizzie and Chillie whose tongue burns after eating Wizzmie. There was also a pose of them welcoming customers at Wizzmie to a cool Wizzie pose dancing after eating Wizzmie. Not only the mascot, the FULLSTOP team also created several sentences that are very "Wizzmie" such as "Are you ready to see noodle dancing?", "Eat Mie Repeat", and the main tagline, "Mie Mie Mie". The name of the menu available at Wizzmie is also the result of brainstorming the FULLSTOP team with Wizzmie, you know! Based on the 80s style, the menu names that are made follow this concept, such as Mie Goyang, Mie Disco, Rock n' Roll, Electric Roll, Ice DJ, Ice Funky, and so on.

Unique product innovation and aggressive marketing approach, wizzmie has become a serious competitor to similar companies that have dominated the market for many years. The brand emphasizes the quality of raw materials, hygienic production processes, and products that are safe for consumption. The main product of this brand is noodles with various variants. There are other menus to support the market from Wizzmie, namely rice bowls, sushi, gelato, dimsum, and also drink variants. Wizzmie is also known

for its strong brand image that reflects the integrity and reliability of its products. In addition, Wizzmie dares to put up cheaper and more affordable product prices than their competitors.

In the midst of increasingly intense rivalry in the food and beverage sector, as well as changes in increasingly dynamic consumer behavior, it is important to deeply understand how Wizzmie's brand image and product variety affect consumer purchasing decisions in Sidoarjo Regency. As we know, not only in Sidoarjo but young people throughout Indonesia like to eat spicy noodle foods. The unique presentation and visual aesthetics of the restaurant are also an attraction. Regarding the taste of Wizzmie products, there is no doubt about it. Wizzmie caters extensively to aficionados of spicy cuisine and convenience foods. Customers are also spoiled with the concept of "open kitchen" which allows customers to see firsthand the process of making food at Wizzmie. The concept of "open kitchen" itself is an effort to bind customer trust in their products that are truly fresh, delicious, and hygienic. Customer trust can lead to customer loyalty to a product. According to (Wijayanto, 2013) that loyal customers are not only a strong foundation for the company but also reflect the company's growth potential in the future.

Brand image includes aspects such as consumer perception of quality, trust, and a positive or negative image of the brand. Brand variety reflects the extent to which the brand provides a variety of products that meet the needs and preferences of consumers. Both are elements that may affect consumers' decisions while purchasing Wizzmie items or selecting other brands. Schiffman & Kanuk (2011:184) define brand image as a durable perception, shaped by experience, and characterized by relative consistency. Consequently, consumer perceptions and behaviors regarding a brand are critical factors that motivate purchasing decisions.

A brand image is defined as a distinguishing marker of a product or service, comprising visual components (such as logo, mascot, and packaging) and verbal elements (including name, tagline, and jingle) that differentiate it from comparable competitors. Brands convey meanings associated with the performance of their products and services, not merely marks. An effective brand may undoubtedly be ingrained in the consciousness of consumers. When a brand has entered the heart, mind, and habits of consumers, it is certain that the consumer will make a "repeat order" where they buy the product repeatedly.

This study seeks to fill a knowledge vacuum by investigating the different impact of brand image and product diversity on Wizzmie product purchasing decisions in Sidoarjo Regency. The data obtained from this research is anticipated to yield deeper insights into how these factors affect consumer behavior in choosing food and beverage products. The findings of this investigation are anticipated to furnish clearer guidance for Wizzmie companies to optimize Wizzmie's product marketing strategy, maintain a strong brand image, and meet the increasingly diverse needs of consumers in Sidoarjo Regency.

In addition, the findings of the study entitled "Analysis of the Influence of Brand Image and Product Variety on Wizzmie Purchase Decisions in Sidoarjo Regency" can also provide insights for other stakeholders, such as market researchers, marketers, and entrepreneurs in the food and beverage industry, to gain a deeper comprehension of the determinants affecting purchasing decisions in a swiftly evolving context. With a better understanding of consumer behavior, companies can plan more effective marketing strategies to win the competition in an increasingly dynamic market and increasingly high consumer demands.

Theoretical Framework

Previous Research

The first research used as a reference is a study by Maesaroh Siti et al., (2016), the research indicated that brand image and product diversity have a large partial impact on purchasing decisions. The second research is the research of property Bahris Syamsi et al., (2023), through the statistical test carried out, discovered that product variety, brand image, and taste all have an impact on their buying decision at McDonald's.

The third research is a research owned by Sunarsih & Ernawati (2023), this study's results indicate that brand image and product diversity significantly influence purchasing decisions at the Bima branch of Indonesian Es Tea, although product variation does not significantly affect these decisions. The fourth research is a research owned by Dhias Pramudita Wardani & Eni Kusriani, (2023 Vol 1-1), the findings denote that brand image and pricing exert a considerable and favorable influence on purchasing decisions. Simultaneously, product modifications and brand ambassadors did not exert a substantial or favorable influence on the purchasing decisions for Madame Gie's products. The fifth research is a study from Ayu Intan Indraswari & Putu Yudy Wijaya (2022), the study's results indicate that brand image and product diversity positively influence

purchasing decisions at Ganesha Jaya Fragrance Incense Shop.

Brand Image

According to Schiffman (2014:184), brand image is a lasting perception, shaped by experience, and remains reasonably stable. Meanwhile, Kevin Lane Keller (2013:3) asserts that brand image constitutes a consumer's response to a brand, influenced by their recollection of positive or negative experiences associated with it. Schiffman & Kanuk (2011:243) identify various aspects that constitute a brand image, including quality, trustworthiness, reliability, utility, service, risk, and pricing. According to Joseph Plummer et al., (2007:54), brand image consists of three main elements, namely attributes, benefits, and brand attitude.

Product Variety

Product variety includes a number of dimensions that contribute to the diversity of products offered by a company or brand. According to Spark & Ricard D. Legault., (2015:18), product variation is the type or type of product available. As defined by Kotler (2016:72), product variations are unique entities within a brand or product line that can be distinguished by size, price, appearance, or other characteristics. Kotler (2008:15) define product variation as the entirety of products and things that a certain sale presents to consumers. A company's product mix or variations can be categorized by width, length, depth, and consistency. According to Kotler dan Armstrong (2015:358), product variety indicators are variations in product brands, variations in product completeness, variations in size or diversity, and variations in product quality.

Purchasing Decision

Fandy Tjiptono & A Diana (2015:21) elucidates that the consumer purchasing choice is a sequential process wherein customers identify their issues and seek knowledge regarding certain items or brands. As defined by Kotler and Keller (2016:194), consumer purchase decisions are a type of consumer behaviour that studies how people, groups, and organisations select, acquire, and use goods, services, ideas, or experiences to meet their wants and ambitions. Fatmawati (2022) define the purchase choice as the consumer's activity of either acquiring or refraining from acquiring a product. Kotler and Keller (2016:161) identify indications of purchasing decisions as product selection, brand choice, distributor selection, purchase amount, timing of visit, and payment method.

Hypotesis

A hypothesis or basic assumption is a temporary conjecture on a problem that still needs to be sought and must be proven true through research. The hypotheses in this study are:

1. It is suspected that there is a significant influence of the variable "Brand Image" on the purchasing decisions of Wizzmie in Sidoarjo Regency. (H1)
2. It is suspected that there is a significant influence of the variable "Product variety" on the purchasing decisions of Wizzmie in Sidoarjo Regency. (H2)
3. It is suspected that there is a significant influence from the variables "Brand Image" and "Product Variety" together on the purchasing decisions of Wizzmie in Sidoarjo Regency. (H3)

Methods

Type of Research

This investigation is a form of causal associative quantitative research in which data analysis is conducted subsequent to the collection of data from all respondents or alternative data sources. In accordance with Sugiyono (2015:238). This is classified as a quantitative method due to the fact that the research data is numerical and will be evaluated statistically. A causal associative study investigates the relationship between two or more variables, identifying independent and dependent variables. Independent factors have an impact on dependent variables, suggesting a causal relationship. In accordance with Sugiyono (2012:37). The primary data for this investigation will be the results of the questionnaire, regardless of whether it was distributed to large or small groups.

Variabel Operational Definition

To facilitate study implementation, three variables should be identified in accordance with the research title.

The operational definition of variables can also be viewed as the creation of a more basic meaning that is understandable to the general audience. This enquiry defines indicators, which include:

Brand Image (X1)

The company's image is the perception that a client has of the company, regardless of their level of satisfaction. The following are some indicators of a brand's image:

- 1) Company Image : Individuals select Wizzmie products based on their perceptions of the company's image, regardless of whether they favour it or not.
- 2) Product Image: Individuals select Wizzmie products based on their perception of the product's appearance.

Product variety (X2)

Product variety is a variety of product lines or product extensions provided by a brand, especially "Wizzmie" which aims to attract the interest of potential consumers. Product variety indicators are:

- 1) Variety of Product Completeness: Consumers buy wizzmie products by considering the completeness of the existing categories of goods.
- 2) Variety of sizes and diversity: Consumers consider good quality on Wizzmie products in terms of general quality standards in store categories and wide variety.
- 3) Product Quality Variation: Consumers buy and choose Wizzmie products by considering the general quality of the goods related to packaging, labels, and so on.

Purchasing Decision (Y)

Purchase decision is the attitude of potential consumers regarding choosing and consuming food and beverage products from "wizzmie" by making several considerations in the decision. The determinants of the purchasing choice are as follows:

- 1) Product Selection: consumers choose which product they want and Wizzmie can focus its attention on people who prefer Wizzmie products.
- 2) Purchase Time: Consumers evaluate the purchase of Wizzmie products by contemplating their purchase periods. Some individuals purchase Wizzmie on a daily, weekly, or monthly basis. Purchase Amount: consumers buy according to how many Wizzmie products they want
- 3) Payment Method: with many types of payment methods, consumers choose the type of payment according to their respective perceptions of a payment method.

Research Location

A research location is a research object placed at a research location. This investigation was conducted in Sidoarjo Regency, where wizzmie developed in Sidoarjo Regency. Sidoarjo itself has 3 outlets present in the district.

Population and Sample

Population

According to Sugiyono (2020:126), a population is a generalisable region comprising items or individuals that possess specific features and characteristics defined by the researcher for the purpose of investigation and subsequent conclusion formulation. The population encompasses not only persons but also other natural entities and items. The study's population parameters include adult women and males aged 19 to 50 years in Sidoarjo Regency who had purchased products from Wizzmie.

Sample

According to Sugiyono (2018:118), samples constitute a subset of the population's numerical and qualitative attributes. The researcher employs a Non-Probability Sampling Technique via the Purposive Sampling approach due to the unknown actual population size. According to Sugiyono (2012:84) In this study, the samples taken were only adult women and men with an age range of 19 – 50 years old and had done wizzmie products at Sidoarjo Regency outlets. Because the exact number of population purchases in this study is not clear or the exact number is unknown, so the determination of the sample from the population uses the COCHRAN formula, The calculated sample size is 99,188 individuals, which is rounded to 100

respondents. This study employs a simple random sampling technique.

Data Source

Primary Data

Sugiyono (2015:223) defines primary data as a data source that directly supplies information to data collectors. The primary data for this study was acquired by questionnaires administered to respondents, specifically women and adult men aged 19 to 50 years.

Secondary Data

The secondary data for this study were sourced from literature reviews that supported the research, as well as obtained from books, journals, thesis, the internet and various types of literature relevant to this research. Sugiyono (2018:456) defines secondary data as a data source that does not directly supply information to data collectors, but rather through intermediaries or documents.

Data Collection Techniques

The collection technique here uses the methods and resources used by the researcher to collect the data discussed according to Darmawan (2013:127). This study employs the following data collection techniques:

1. Questionnaires

Sugiyono (2012:142) stated that questionnaires are a method of data collecting involving the distribution of a series of questions or written statements for respondents to answer. Questionnaires are appropriate when the respondent pool is sufficiently large and geographically dispersed. The dissemination of surveys in this study will be conducted using an online platform utilising Google Forms for qualified responders.

2. Literature Study

Literature study is a literature study activity from journals, reports, or books to obtain relevant research materials.

Measurement Scale

This study employs the scale data gathering method. The measurement scale serves as a reference to ascertain the interval length in the measuring instrument, ensuring that the equipment yields quantitative data during measurement. According to Sugiyono (2012:92). In this study, two types of measurement scales were used, namely the Likert scale and also the interval scale. Sugiyono (2012:93) asserted that the Likert scale is employed to assess the attitudes, views, and perceptions of individuals or groups about social phenomena. Meanwhile, an interval scale is a measurement scale that shows the order of preference and the distance of the construct from the measured.

Data Analysis Techniques

Test Instrument

Sugiyono (2016:102) defines a research instrument as a tool utilised to measure observable natural and social phenomena. All these occurrences are specifically termed research variables. Therefore, in order for the instrument to be used in research, a validation test and reliability test are needed to determine whether an instrument is valid or relative.

Validity Test

A valid instrument signifies that the measuring tool employed to get data is legitimate. This validity test assesses the validity of a questionnaire; according to Sugiyono (2016:121), validity indicates that the instrument effectively measures what it is intended to measure. A product moment correlation formula is utilised to assess validity, adhering to the testing criteria.

- a. If the $r_{count} > r_{table}$, the research instrument is valid
- b. If the $r_{count} < r_{table}$, then the research instrument is said to be invalid

Reliability Test

An instrument is deemed dependable if it consistently yields the same data when employed multiple times to measure the same thing, as stated by Sugiyono (2016:102). This reliability test assesses the consistency of the

questionnaire results. The reliability test was conducted using the Cronbach's Alpha measurement tool, with a threshold value of 0.6. An instrument is considered dependable if the value is greater than or equal to 0.6; conversely, if the value is less than or equal to 0.6, the instrument is deemed unreliable.

Classical Assumption Test

Classic hypothesis testing is required before hypothesis testing. Classical hypothesis testing is also a condition that must be met in a multiple linear regression model in order for the model to be a valid testing tool according to Ghozali (2018:159). The classic hypothesis tests used are the normality test, the heteroskedasticity test, and the multicollinearity test.

Normality Test

Ghozali (2018:161) used the normality test to determine whether the disturbing or residual variables in the regression model had a normal distribution. The data in this study is analysed using Normal Probability Plots. By using Kolmogorov Smirnov because the sample is larger than 50. Here are the test criteria:

- a. If the Sig value > 0.05, the research data is normally distributed
- b. If the Sig value < 0.05, then the research data is not normally distributed. Foundation in decision-making for the normalcy test, If the data is dispersed over the diagonal line and aligns with its trajectory, the regression model satisfies the normality assumption, serving as the foundation for the normality test's decision-making.

Heteroscedasticity Test

The heteroscedasticity test is used to examine whether there is a mismatch in variance across the residuals of distinct observations in the regression model, as stated by Ghozali (2018). In this study, the scatter plot method was used and looked at the prediction value of SRESID (Studentized residual) bound variables with ZPRED (Standardized Predicted Value) residual error. If heteroscedasticity is absent (also referred to as homoscedasticity) or if the significance value exceeds the confidence level, the regression model is deemed valid at a confidence level of 0.05 (5%).

Multicollinearity Test

The tolerance value and variance inflation factor (VIF) were used to measure multicollinearity in the regression model. This was done to see if the regression model revealed a relationship between the independent variables, as defined by Ghozali (2018). A VIF value of less than 10 or a Tolerance value of 0.10 or higher are used to evaluate multicollinearity.

Multiple Linear Regression Analysis

According to Sanusi (2011:134), multiple linear regression is essentially an extension of simple linear regression, with the addition of two or more independent variables in place of the solitary independent variable in simple linear regression.

Thus, multiple linear regression can be stated mathematically as follows Sanusi (2011:135).

$$Y = a + b_1 x_1 + b_2 x_2 + e$$

Description:

Y = Purchase decision variable

X1 = Brand image

X2 = Product variety

a = Constant b

1, b2, = Regression coefficient

e = Disrupting variable

Hypothesis Test

Hypothesis tests should be tested to find out if the hypothesis is accepted or rejected. Therefore, in this study, partial (statistical test t), simultaneous (statistical test F) and coefficient of determination (R²) are used.

Test t (Partial Test)

The partial t-test demonstrates the extent to which a single explanatory or independent variable accounts for the variation in dependent variables, as stated by Ghozali (2018). The study used a confidence level of 5% ($\alpha = 0.05$) and degrees of freedom calculated as $(n - k)$, where n is the number of observations and k is the number of variables.

Test F (Simultaneous)

The F statistical test is used to determine if independent factors have a combined influence on dependent variables" Ghozali (2018) In this study, a simultaneous hypothesis test was used to examine the combined influence of independent factors (brand image and product diversity) on dependent variables (purchase decisions).

R2 Test (Determination Coefficient Test)

The coefficient of determination (R^2) quantifies the extent to which a research model accounts for the variability of dependent variables. The coefficient of determination varies from zero to one (Ghozali, 2018) The coefficient of determination, R^2 , ranges from zero to one ($0 < R^2 < 1$); a lower R^2 indicates a restricted capacity of the dependent variables to elucidate the independent factors. An R^2 score of one suggests that the independent variable provides virtually all of the information needed to predict the dependent variable. A higher R^2 indicates superior model performance.

Result and Discussion

Data Analysis Results

Test Instrument

The study's tool is a questionnaire distributed to Wizzmie customers using "Google Form". For instrument evaluation, this study uses a validity and reliability test.

Validity Test Results

The researcher used SPSS (Statistical Product and Service Solutions) version 26 to assess the validity of Brand Image (X1), Product Variety (X2), and Purchase Decision Variable (Y) as dependent variables by comparing the computed r value to the r table. Degrees of freedom (df) are calculated using $n-2$, where n is the number of samples.

The degrees of freedom (df) are determined as $100 - 2 = 98$, and with an alpha level of 0.05, the r table value is 0.1966. If the computed r value for each statement item, as displayed in the corrected item-total correlation column, is greater than or equal to the table r value, the statement item is considered legitimate. If the computed r value is less than the tabled r value, the claim is deemed invalid. The validity test was performed with SPSS 26 software, resulting in the following outcomes:

Table 1: Validity Test Results

Variable	Question items	R-count	R-table	Sig	Description
Brand Image (X1)	X1.1	0,917	0,1966	$r\text{-count} > r\text{-table}$	Valid
	X1.2	0,847	0,1966	$r\text{-count} > r\text{-table}$	Valid
Variety Product (X2)	X2.1	0,851	0,1966	$r\text{-count} > r\text{-table}$	Valid
	X2.2	0,808	0,1966	$r\text{-count} > r\text{-table}$	Valid
	X2.3	0,729	0,1966	$r\text{-count} > r\text{-table}$	Valid
Purchasing Decision (Y)	Y.1.1	0,629	0,1966	$r\text{-count} > r\text{-table}$	Valid
	Y.1.2	0,768	0,1966	$r\text{-count} > r\text{-table}$	Valid

Y.1.3	0,797	0,1966	r-count>r-table	Valid
Y.1.4	0,766	0,1966	r-count>r-table	Valid

Source: SPSS Data Output (processed by researcher: 2024)

The SPSS result reveals that each statement item has an r-count exceeding the r-table and demonstrates a positive value. As a result, the statement item was considered valid.

Reliability Test Results

The reliability test evaluated the questionnaire used in the study to determine the impact of the independent factors (Brand Image and Product Variety) on the dependent variable (Purchase Decision). A decision-making criterion, specifically an alpha of 0.60, must be set before the reliability test is conducted. A variable is considered reliable if its value exceeds 0.60; if it is less than 0.60, it cannot be defined as dependable. The results of the reliability evaluation for this study variable are as follows:

Table 2: Reliability Test Results

Variable	Cronbach Alpha	Cut Off	Description
Brand Image (X1)	0,704	0,6	Reliable
Product variety (X2)	0,710	0,6	Reliable
Purchasing Decision(Y)	0,716	0,6	Reliable

Source : SPSS Output Data (processed by researcher : 2024)

Table 2 indicates that the questionnaire variables included in this study meet the reliability standards, since the calculated Cronbach Alpha surpasses 0.60.

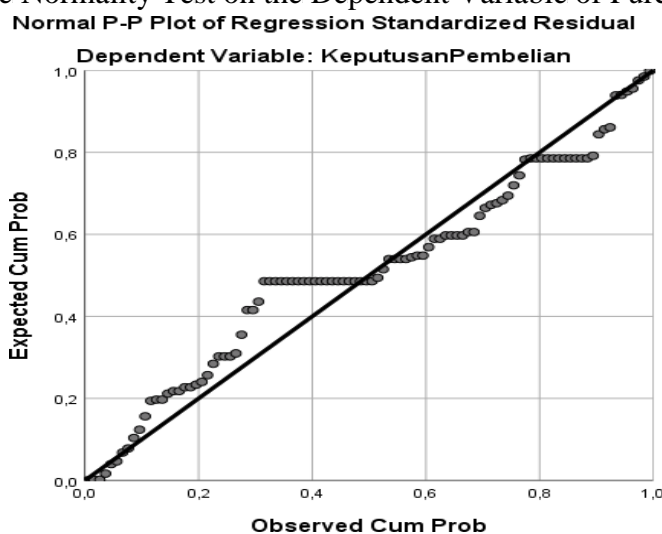
Results of the Classic Assumption

Test Results of the Normality Test

The regression model's residual variables were assessed for normal distribution by the normality test Ghazali (2018:161). This enquiry analyses the data using Normal Probability Plots. The Kolmogorov-Smirnov test was employed because the sample size surpassed fifty.

If the data is distributed along the diagonal line and follows its route, the regression model meets the normality assumption, supporting the normality testing conclusions. Using the SPSS software, normality testing yielded the following results:

Figure 2: Results of the Normality Test on the Dependent Variable of Purchase Decision



Source: Researcher Analysis Results (SPSS)

Figure 2 depicts a p-plot graph of the Brand Image and Product Variety variables in relation to

Purchase Decisions, demonstrating a scattered data distribution that conforms to a diagonal trajectory. This suggests that either the current data or the regression model follow a normal distribution.

Multicollinearity Test Results

The multicollinearity test evaluates the intercorrelation of independent variables in a regression model. There must be no association between independent variables for an effective regression model to work. The VIF (Variance Inflation Factor) value reveals whether a link exists. If the tolerance value exceeds 0.10 and the VIF is less than 10, the regression model's independent variables are not multicollinear, and vice versa. The outcomes of this study's multicollinearity evaluation are as follows:

Table 3: Respondents' Answers to the Purchase Decision (Y) variable

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand image	.659	1.518
	Product variety	.659	1.518

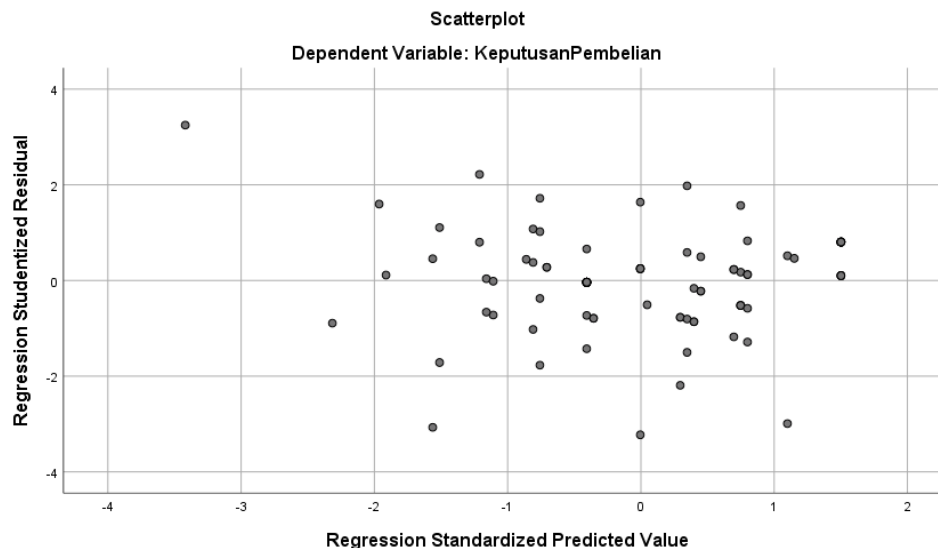
Source: SPSS Output Data (processed by researcher: 2024)

Table 3 demonstrates that the Brand Image (X1) and Product Variety (X2) variables have a tolerance value beyond 0.10 and a VIF value below 10.0. It may be inferred that regression in multicollinearity does not manifest in this study among the independent variables.

Heteroskedasticity Test Results

The absence of heteroscedasticity signifies a resilient regression model. A approach to determine the existence of heteroscedasticity is to analyse the scatterplot of predicted values (ZPRED) versus residual values (SRESID). If the pattern is confusing and the dots are scattered about the number 0 on the Y-axis, then heteroscedasticity is missing, and vice versa. The following results relate to the heteroscedasticity test performed in this study:

Figure 3: Heteroscedasticity Diagram on Purchase Decision Variables



Source : SPSS Output Data (Processed by Researcher : 2024)

Figure 3 illustrates a scatterplot featuring a random distribution of points, with values positioned both above and below zero on the Y-axis. This regression model's independent and dependent variables regarding Purchase Decision demonstrate no heteroscedasticity.

Multiple Linear Regression Test Results

Multiple linear regression analysis seeks to anticipate the mean value of independent variables using the

value of the dependent variable. The multiple linear regression analysis model in this study has the following equation:

Table 4: Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,210	0,295		4,097	0,000		
	Brand Image	0,258	0,070	0,320	3,668	0,000	0,659	1,518
	Prod Variety	0,443	0,081	0,480	5,491	0,000	0,659	1,518

Source : SPSS Output Data (Processed by Researcher : 2024)

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y: Purchase Decision Bound Variable

a: Constant

b1.b2: Regression coefficient of independent variable 1 to 2

X1: Brand Image Variable

X2: Product Variety variable

e: Error

Based on the table above, the model created in this study is as follows:

$$Y = 1,210 + 0,258 X_1 + 0,443 X_2 + e$$

Remarks:

a : Constant quantity The value of the constant (a) of 1,210 shows that if the Brand Image and Product Variety variables are zero, the employee's performance will improve by 1.210 points.

B1 : Regression coefficient for the Brand Image variable test (X1) The coefficient of the Brand Image variable (X1) is 0.258, which means that if the Brand Image variable increases by one unit, the Brand Image rises by 0.258 (25.8%).

B2 : Regression coefficient of product variety variable (X2) The coefficient value of the Product variety variable (X2) is 0.443, showing that it has the opposite effect. An increase of one unit in the Product variety variable (X2) has a 0.443 affect on the Purchase Decision (Y), assuming that the other independent variable in the regression model remains constant.

Hypothesis Testing

Test Results F (Simultaneous Test)

This test seeks to ascertain the validity of the hypothesis on the impact of Brand Image and Product Variety on Purchase Decision, employing the F Test with a confidence level of 0.05. The subsequent table presents the analysis of the SPSS version 26 output.

Table 5 : Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13,349	2	6,675	50,988	.000 ^b
	Residual	12,698	97	,131		
	Total	26,047	99			

Dependent Variable: Purchase Decision

Predictors: (Constant), Brand Image, Product variety

Source: SPSS Output Data (processed by researcher: 2024)

Table 5 shows that the F value is calculated at 50.988, which is higher than the F table value of 3.18, with a significance level (sig) of 0.000, which is less than 0.05. As a result, the decision on H0 is reversed, whereas H1 is approved. This means that both Brand Image (X1) and Product Variety (X2) have an impact on the Purchase Decision variable (Y).

R2 Test Results (Coefficient of Determination Test)

The R2 determination coefficient test determines the impact of Brand Image (X1) and Product Variety (X2) on Purchase Decisions (Y). The R2 test results are displayed in the following table:

Table 6: R2 Test Results (Coefficient of Determination Test)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	0,513	0,502	0,36181
a. Predictors: (Constant), Brand Image, Product variety				
b. Dependent Variable: Purchasing Decision				

Source: SPSS Output Data (processed by researcher: 2024)

Table 6 shows that the coefficient of determination (R square) is 0.513, or 51.3%, indicating that Brand Image (X1) and Product Variety (X2) have a 51.3% effect on Purchase Decision (Y). The remaining 48.7% was influenced by variables that were not investigated in this study.

Test Results t (Partial)

The T test was used to see if Brand Image (X1) and Product Variety (X2) had a partial effect on the dependent variable Purchase Decision (Y). The SPSS test results show the T test in the following format:

Table 7 : Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,210	,295		4,097	.000
	Brand Image	.258	.070	.320	3.668	.000
	Product variety	.443	.081	.480	5,491	.000

Source: SPSS Output Data (processed by researcher: 2024)

Table 7 indicates that the t-table value at a significance level of 0.05 is 0.1966, with the stipulation that the calculated t must surpass the t-table value for significance. According to the tabulated t value and the calculated t value provided above, it can be concluded that:

- 1) The Brand Image variable (X1) has a t-value of 3.668, higher than the t-table value of 0.1966, with a significance level of 0.000 (less than 0.05). As a result, the null hypothesis (Ho) is rejected and the alternative hypothesis (H1) accepted, showing that the Brand Image variable (X1) has a significant partial effect on the Purchase Decision (Y).

- 2) The Product variety variable (X2) has a t-value of 5.491, higher than the t-table value of 0.1966, and a significance level of 0.000, less than 0.05. As a result, the null hypothesis (Ho) is rejected while the alternative hypothesis (H1) is accepted, showing that the Product Variety variable (X2) has a significant partial effect on Purchase Decision (Y).

Discussion

The discussion of this study will be discussed briefly or described below:

The Influence of Brand Image and Product Variety Simultaneously, and Significantly on Wizzmie Purchase Decisions

The hypothesis results from the F test produced a F value of 50.988, surpassing the F table value of 3.18, with a significance probability (sig) of 0.000, which is below 0.05. As a result, the decision about H0 is rejected, while H1 is validated. The factors Brand Image (X1) and Product Variety (X2) significantly and together impact the Wizzmie Purchase Decision (Y) variable in Sidoarjo. The coefficient of determination produced a R square of 0.513, or 51.3%, signifying that Brand Image (X1) and Product Variety (X2) together affect Purchase Decision (Y) by 51.3%. The remaining 48.7% was influenced by factors not studied in this study. This conclusion is supported by earlier research by Bahriss Syamsi et al., (2023).

The Influence of Brand Image on Wizzmie's Purchase Decision

The t-test findings for the hypothesis evaluating the influence of each independent variable on the dependent variable reveal that the Brand Image variable (X1) has a computed t-value of 3.668, surpassing the t-table value of 0.1966, with a significance level of 0.000, which is below 0.05. Thus, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H1) is accepted, indicating that the Brand Image variable (X1) has a significant partial impact on the Purchase Decision (Y). The results of this study were obtained by analyses performed by the researcher utilising IBM SPSS 26 software, intended to assess the influence of each independent variable on the dependent variable.

The Influence of Product Variety on Wizzmie Purchase Decisions

The t-test results for the hypothesis evaluating the influence of each independent variable on the dependent variable reveal that the Product Variety variable (X2) has a computed t-value of 5.491, surpassing the t-table value of 0.1966, with a significance level of 0.000, which is below 0.05. Thus, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H1) is accepted, indicating that the Product Variety variable (X2) has a significant partial impact on the Purchase Decision (Y). The study's findings were obtained through analyses performed by the researcher utilising IBM SPSS 26 software, with the objective of assessing the influence of each independent variable on the dependent variable.

Conclusions and Recommendation

Conclusions

The impact of Brand Image and Product Variety on Wizzmie's Purchase Decision, as derived from the research findings and discussions, can be summarised as follows:

1. Based on t test (partial)

The Brand Image variable (X1) exerts a partial influence on the Purchase Decision variable (Y). The t-test results indicate that the Brand Image variable (X1) exhibits a calculated t-value of 3.668, surpassing the t-table value of 0.1966, with a significance level of 0.000, which is less than 0.05. Consequently, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H1) is accepted, signifying that the Brand Image variable (X1) has a substantial partial effect on the Purchase Decision (Y).

2. Test results t (partial)

The product variety variable (X2) affects the purchasing choice variable (Y). The computed t value for the Product Variety variable (X2) is 5.491, exceeding the t table value of 0.1966, and the significance level is 0.000, which is less than 0.05. As a result, the null hypothesis (Ho) is rejected and the alternative hypothesis (H1) accepted, showing that the Product Variety variable (X2) has a significant partial effect on the Purchase Decision (Y).

3. Based on simultaneous testing (Test F)

The researcher's simultaneous F test results show that the Brand Image (X1) and Product Variety (X2)

variables have a substantial influence on the Purchase Decision (Y). The hypothesis results, resulting from the F test, provided a F value of 50.988, exceeding the F table value of 3.18, with a significance probability (sig) of 0.000, which is less than 0.05. As a result, H0's decision is reversed, and H1's is upheld. In Sidoarjo, the variables Brand Image (X1) and Product Variety (X2) have a significant collective influence on the Wizzmie Purchase Decision (Y) variable. The computed coefficient of determination is 0.513, or 51.3%, implying that Brand Image (X1) and Product Variety (X2) have a 51.3% influence on Purchase Decision (Y). The remaining 48.7% was influenced by factors not studied in this study.

Recommendation

In connection with the description above, in an effort to increase the influence of Brand Image and Product variety on Wizzmie in Sidoarjo, there are several suggestions that can be used as a follow-up as follows:

1. Wizzmie needed to build a strong and consistent brand identity across platforms and communications. This can be done by developing many things related to brand image.
2. Wizzmie needs to add new products regularly to keep customer loyalty maintained.
3. Wizzmie needed to increase its brand visibility through various marketing channels, such as social media, online advertising, and public relations.

References

1. Ayu Intan Indraswari, & Putu Yudy Wijaya. (2022). Pengaruh Brand Image Dan Variasi Produk Terhadap Keputusan Pembelian. *Program Studi Manajemen Fakultas Ekonomi Bisnis Dan Pariwisata Universitas Hindu Indonesia*, 2.
2. Bahris Syamsi, Abdul Kodir Djaelani, & Arini Fitria Mustapita. (2023). Pengaruh Produk Variety, Brand Image, Citarasa, Terhadap Keputusan Pembelian Mc' Donalds (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Unisma Malang). *Jurnal Ilmiah Riset Manajemen*, 12(2).
3. Darmawan, D. (2013). *Metode Penelitian Kuantitatif* ((L. Pipih (ed.)).). PT REMAJA ROSDAKARYA.
4. Dhias Pramudita Wardani, & Eni Kusri. (2023). Pengaruh Brand Image, Harga, Variasi Prouk, Dan Brand Ambassador Gisella Anastasia Terhadap Keputusan Pembelian Produk Madame Gie. *Jurnal Ekonomi Akuntansi Manajemen Agribisnis*, 1(1).
5. Fandy Tjiptono, & A Diana. (2015). *Pelanggan Puas? Tak Cukup! Plus: contoh spesifik riset kepuasan dan ketidakpuasan pelanggan, strategi mewujudkan kepuasan pelanggan*.
6. Fatmawati, N. I. (2022). *ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN PADA TOKO SEMBAKO DINA DAN GINA*. Diploma thesis, Universitas Islam Kalimantan MAB.
7. Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS* (9th ed). Badan Penerbit Universitas Diponegoro.
8. Joseph Plummer, Steve Rappaport, Taddy Hall, & Robert Barocci. (2007). *The Online Advertising Playbook*. John Wiley&Sons,inc.
9. Kevin Lane Keller. (2013). *Strategic Brand Management ; Building, Measuring, and Managing Brand Equity* (Fourth Edition). Pearson Education Inc.
10. Kotler dan Armstrong. (2015). *Marketing an Introduction* (twelfth Edition). pearson Education, Inc.
11. Kotler, P. , & A. G. (2008). *Prinsip-prinsip Pemasaran* (Jilid 1). Erlangga.
12. Kotler, P. K. K. (2016). *Marketing Management*. Pearson Pretice Hall, Inc.
13. Maesaroh Siti, Yovi Puspita, & Yubiharto. (2016). *Implementasi Kualitas Produk, Citra Merek, dan Promosi Terhadap Keputusan Pembelian Pada Brand Scarlett Di Sidoarjo*.
14. Sanusi, A. (2011). *Metodologi Penelitian Bisnis* ((A. H. Dedy (ed.)).). Edward Tanujaya & Ariyanto.
15. Schiffman, & Kanuk. (2011). *Persepsi Kualitas, Consumer Behavior*. Perason Prestice Hall.
16. Schiffman, L. G. , K. L. L. , & W. J. (2014). *Consumer Behaviour*. Pearson.
17. Spark, R. E., & Ricard D. Legault. (2015). *A Definition of Quality for Total Costumer*

Satisfaction: The Bridge between Manufacturer and Customer. *Sam Advanced Management Journal*.

18. Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. CV ALFABETA.
19. Sugiyono. (2015). *Metode Penelitian Manajemen*. CV ALFABETA.
20. Sugiyono. (2016). *METODE PENELITIAN Kuantitatif, Kualitatif, dan R&D* . CV ALVABETA.
21. Sugiyono. (2018). *Metode Penelitian Kombinasi (Mixed Methods)*. Alfabeta.
22. Sugiyono. (2020). *Metode Penelitian Kualitatif*. Alfabeta.
23. Sunarsih, S., & Ernawati, S. (2023). Pengaruh Citra Merek, Variasi Produk Dan Harga Terhadap Keputusan Pembelian Pada Es Teh Indonesia Cabang Bima. *Jurnal Cahaya Mandalika*, 4(3).
24. Wijayanto, I. , dan I. S. S. (2013). Pengaruh citra merek terhadap loyalitas konsumen. *Jurnal Ilmu Manajemen*, 1(2).