

# Consumer Buying

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# CONSUMER BUYING DECISION DETERMINANT: LOCAL FASHION BRAND

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## ABSTRACT

*The development of local brands in Indonesia has overgrown in this decade. Indonesian people already have an awareness of the importance of using domestic products. One of the local products that are in demand is watches with the Lancelot brand. When deciding to buy a product, consumers are influenced by many factors, especially new local brands. So, this study aims to determine the extent to which Brand Trust, Brand Image, Product Quality, and Price affect consumer decisions to buy Lancelot brand watches. Quantitative methods were used in this study with a survey distributing online questionnaires; it was found that 233 respondents had bought 15 local product. From the results of statistical analysis, it was found that all the factors tested had a positive and significant influence on consumers in determining local brand purchasing decisions. The implication of this research is to provide evidence to local brand producers to increase consumer confidence by maximizing the image and product quality and conformity with the price.*

**Keywords:** Local Brand, Image, Value, Price, Consumer Behaviour.

## INTRODUCTION

In this era, fashion is a current trend for people of all ages. Many brands showed a groundbreaking design for their product lineups. Thus, when the design went viral, people opted for buying that brand; it doesn't mean that local brands, the products made in our own country, with world-class material, skilled labour, and incredible product design, couldn't compete. Many people considered or labeled local brands with terrible design and wrong product quality in the previous year. Moreover, that stigma soon is about to change. Since the last couple of years, the rise of local brands in Indonesia has proven that products made in Indonesia are as good as the products produced in the foreign country. The brands' design proves that they could compete with brands from other countries while still maintaining their brand identity (New normal fashion trends: The rise of sustainable fashion, 2020).

The fashion industry was facing severe challenges. Many global brands – especially fast fashion brands – are closing stores and halting production. At the same time, this presents a significant opportunity for local brands. The rise of local brands could also be an outcome of the pandemic, as consumers have also become more intelligent and more conscious and will only buy from brands that share similar values. Information from Katadata stated that fashion or other related items are classes of merchandise and goods most popular by individuals in Indonesia in web-based shopping in Indonesia. Deals for this class reached up to the US \$2.47 billion, or around Rp 32 trillion.

These local brands have gained the advantage of the rising of the fashion industry. Especially in the watchmaking industry, there is a huge market in Indonesia. The data shown below proves that the fashion industry in this particular section: sneakers are trendy. It shows a massive amount of sales in the last couple of years, various e-commerce platforms available in Indonesia. The survey conducted by Jakpad.net reveals that people interest in local brands is relatively high. 59.6% of respondents claim to follow the current trends of a local fashion brand in Indonesia. (Jakpad, 2015). Furthermore, according to the survey research, social media is the most effective platform for conducting a sales promotion.

As more and more people are starting their brand. It creates many employment opportunities for many people. Since the watch industry is relatively new and fresh in Indonesia, there is a lot of segment and market that they can intercept. Dharmawan Tanoto created Lancelot in 2013, starting his business online and through social media, and it has since discovered a lot of amazing facts about the fashion industry, especially in the field of watches in Indonesia. By conveying the timeless concept and quality, Lancelot could finally achieve to reach the foreign market. One might ask how a large country with approximately 240 million with several islands, approximately 17,504, and 1,340 ethnic tribes with rich natural resources abundant in Indonesia do not have the original brand. (Lancelot, 2019) Thus, Lancelot was born. Out of the simple and yet incredible idea to create a brand that one day could represent Indonesia.

Many factors are taken into consideration by consumers before deciding to buy a product (Redjo et al. 2020; Wijayaningtyas 2017; Wijayaningtyas et al., 2019; Wijayaningtyas & Nainggolan 2020). Therefore, entrepreneurs must be observant in seeing what factors must be considered to attract consumers. Demand for a product that is interesting or needed by consumers makes companies engaged in various fields competing to improve the quality of their products (Lukiyanto & Wijayaningtyas, 2020). Product quality is a combination of traits and characteristics that determine the extent to which output/product can meet the requirements of needs or appeal to customers (Lupiyoadi & Hamdani, 2006).

Previous researchers had conducted various studies establishing the association between brand trusts and buying decision. For example, Alwi (2016) examined the effect of buying decision on air conditioning products in Malaysia by placing brand trust as the independent variable. The result shows that brand trust can influence consumer's buying decision in a positive and significant direction. Moreover, according to Lee et al. (2014), due to the different usage of the phrase brand image, there are restrictions on the way the concept can be assessed. The variations in definition confuse brand image measurement and, subsequently, brand equity. Without definitional consensus, the measuring and management of brand image are not possible. Brand image can be defined consistently that researchers can use and apply; a measure of brand image could be developed. Moving beyond the brand image, marketers would be closer to understanding how to build brand equity.

Therefore, from the background described previously, the objective of this study is to analyze the impact Brand Trust, Brand Image, Product Quality, Price towards Consumer's Buying Decision on Lancelot Watch Brand, as local brand fashion in Indonesia. The outcome of this research was hoped will be able to give academics and practical benefits. For Academic, this research could be a reference source for future researchers exploring the connection between Brand Trust, Brand Image, Product Quality, and Price variables towards the buying Decisions of a particular product or service. Furthermore, this research could further understand the variables or elements that affect the Buying Decision. As for the practical benefits, this research could help

the business manager better understand how Brand Trust, Brand Image, Product Quality, and Price influence the Consumer's Buying Decision of a product or service.

## LITERATURE REVIEW

### Consumer Buying Decision

The consumer buying decision selects two or more options to carry out purchases (Chang & Wang, 2011). The consumer buying decision is significant when there are many options with the same function for the goods and services (Amron & Usman, 2016). The consumer buying decision made by consumers is based on various motives and specific impulses. The stronger the consumer's impulse and motives, the stronger the decision to buy a particular product (Bai, 2016), thus, companies must be able to capture consumer's impulse and motive them to make purchases (Diallo, 2013). They are also required to make a product that can meet the expectations and motives of consumers to buy the goods. It is not easy for manufacturers to create products that are always in consumer's demand. However, in principle, it might be possible to do so if producers can capture consumer behaviour in determining their choices.

The previous research of Amron (2018), focuses on testing the model of consumer's buying decision of Multi-Purpose Vehicle (MPV) cars. The research model involved four independent variables of brand image, brand trust, product quality and price and the dependent variable of buying decision. The study conducted on 115 samples, and based on the journal, the researcher found that the four independent variables were proven to positively and significantly influence consumers' decision to buy MPV cars.

In the second previous research of Rahmawati et al. (2018), the variables examined in the research are Product Quality, Brand Trust, Price, Sales Promotion, and Purchase Decisions. The goal of this research is to explore the decision to purchase Royal Residence Housing products in Surabaya. The exploration of Royal Residence Housing products is carried out using quantitative research methods. Therefore, Data testing is conducted by questionnaires analyzed using statistical analysis such as validity and reliability tests and multiple linear regression analysis. The research questionnaire was conducted with the population in this study were all consumers of PT. Propnex Realty unjungan with a total sample of 100 people. The outcome of this research showed that product quality, brand trust, price, and sales promotion together or simultaneously have a significant effect on purchasing decisions.

### The Relationship of Brand Trust and Buying Decisions

Brand trust is the view of consumers towards a particular brand (Pavlou et al., 2007; Morgan & Hunt, 1994). Consumer outlook is based on the information and experiences that lead to product performance. The trust given to a brand refers to consumers' expectations that a product can fulfill its promise made to consumers (Han & Sung, 2008). Product performance is very close to the trust in the brand. Trust is built by the hope that the other party will act following the needs and desires of consumers (Han & Sung, 2008). Previous researchers had conducted various studies establishing the association between brand trusts and buying decision. For example, Alwi (2016) examined the effect of buying decision on air conditioning products in Malaysia by placing brand trust as the independent variable. The result shows that brand trust can influence consumer's buying decision positively and significantly (Alwi, 2016). In addition,

the research of Chinomona also used the variable of brand trust to test the product's buying decision in South Africa (Chinomona, 2016). The research results showed that brand trust influences buying decision in a positive direction.

### **The Relationship of Brand Image and Buying Decisions**

Diallo (2013) put brand image as consumer understanding based on the type of a particular brand. When it is increasingly embedded in consumers' memory, a brand will become closer to the consumer's choice. Therefore, a good brand image should be introduced to consumers continuously to form a memory attached to them (Lau & Phau, 2007). The emerging brand impression in consumer's memory increases along with the increasing number of consumers to experience the brand (Rubio et al., 2014). Furthermore, when the brand association is interconnected strongly, the brand image that is formed will also become more powerful (Lau & Phau, 2007). The research conducted by Watson et al. (2015) investigated the influence of brand image on branded apparel products in Germany. The results found that brand image can influence buying decision in a positive direction.

### **The Relationship of Product Quality and Buying Decisions**

Product quality is the products ability to satisfy consumer's needs or desires (Nilsson, 2001). Marketers who ignore the quality of the products or services offered would lose as consumers become disloyal (Amron, 2018). As a result, products or services will tend to decline (Amron & Mahmud, 2017).<sup>5</sup> When marketers pay attention to quality, consumers will be happy to buy a product or service. Product quality is the totality of the features and characteristics of the products or services that depend on their ability to satisfy stated or implied needs. Researchers had made various studies associating product quality<sup>6</sup> with buying decision to go along with various aspects. For example, Beneke<sup>7</sup> examined the effect of product quality on buying decision<sup>8</sup> of other household goods. The results showed that product quality has a positive effect<sup>9</sup> on buying decisions (Beneke, 2013). Then, the research conducted by Kianpour found that product quality has a positive significant effect on the postgraduate students of Universiti Teknologi Malaysia (Kianpour, 2014).

### **The Relationship of Price and Buying Decisions**

Price is an element that generates revenue for producers of goods.<sup>14</sup> Price is the amount of money charged for the product or service purchased by customers. It is a flexible marketing element that is easily changed according to time and place. Price is not only in figures of the product label, but it can take many forms in performing many functions. Rent, wages, rates, storage costs, and interest are the prices to be paid to obtain goods. Previous researchers had conducted various studies associating prices and buying decision. For example examined the effect of price<sup>12</sup> on supermarket consumer's buying decision in Germany. The result shows that competitive price<sup>19</sup> has a significant and positive effect on buying decisions. Also competitive price has a positive effect on buying decisions.

## RESEARCH METHOD

### Research Design

The research design is part of the research structure that will guide the process of this research from the research results towards into a valid, objective, efficient and effective. The methods that will be used in this research is through a quantitative method. This research conducted survey method that will collect the data needed by distributing questionnaire to selected respondents that matched the criteria of the researcher. Variable that will be analyzed in this research is Brand Trust, Brand Image, Product Quality, Price and Consumer Buying Decision.

### Type of Data, the Data Source, and Data Collection

According to Uma Sekaran, quantitative data are data in the form of numbers as generally gathered through structured questions (Uma Sekaran, 2016). Objective measurements and statistical, mathematical or numerical analysis of data for the research using the quantitative methods are obtained by surveys, questionnaires and surveys or by modifying pre-existing statistical data using computational techniques are emphasized through quantitative methods.

In collecting data, the researcher used 2 types of data which are primary data and secondary. Primary data referred to in this study are opinions obtained directly from consumers for purchasing Lancelot Watch. Data obtained from consumers' answers to statements in the questionnaire given to consumers. A questionnaire or list of questions that were distributed to respondents to obtain information, views, and responses to the object under review was the data collection method used in this study. A questionnaire is a data collection tool or instrument using a list of questions or statements distributed to respondents (Sugiyono, 2014). Secondary data obtained from other sources of respondents who were the target of the study, in this study secondary data in the form of profiles, company goals and other information about Lancelot Watch are needed in this study.

### Population, Sample, and Sampling Techniques

In quantitative research, population and sample are two things that are very important. According to Sarjono & Julianita (2011) the population is all the characteristics that are the object of research, where these characteristics relate to all groups of people, events, or objects that are the center of attention for researchers. The populations that will be the sample in this study are all customer of Lancelot Watch Indonesia. The sampling technique used is non-probability sampling. In this research, quantitative methods were used in which an online questionnaire was built using Google forms to evaluate the theoretical structure and hypotheses. The explanation for following this approach is that, regardless of place and time, the survey was carried out using a questionnaire designed to reach more respondents. As it is online and can be accessed at the time of the respondent, the questionnaire also saves time for participation. The characteristics of the respondents in this research sample collection as follows:

1. Customer of Lancelot Watch Indonesia.
2. Age 15-50.
3. Based in Surabaya or Sidoarjo.
4. Have a purchased one or more watches.
5. Have received any type of promotion or information about Lancelot watch brand.

### Variable Measurement

This research will be conducted using the Likert scale method. And according to Ankur Joshi (2015) Likert scale as the analytical treatment and interpretation with Likert scale largely depends upon these diversities -Symmetric versus asymmetric Likert scale- If the position of neutrality (neutral/don't know) lies exactly in between two extremes of strongly disagree (SD) to strongly agree (SA), it provides independence to a participant to choose any response in a balanced and symmetric way in either direction. Therefore, the answers to the questionnaire will vary as follows:

- |   |                  |
|---|------------------|
| 1. The option of strongly agree (SA)    | : 5 score points |
| 2. The option of agree (A)              | : 4 score points |
| 3. The option of neutral (N)            | : 3 score points |
| 4. The option of disagree (D)           | : 2 score points |
| 5. The option of strongly disagree (SD) | : 1 score points |

### Instrument Validity and Reliability

According to Sekaran, validity is proof that the instrument, technique, or process used to measure a concept actually measures the intended concept. (Uma Sekaran, 2016) The aim of a validity test is to determine the validity of no statement objects. Many of the structures of interests were evaluated using convergent and discriminant validity. If the loading factor value is greater than 1.96 of the critical value and the uniform loading factor is less than 0.5, a variable may be considered true for the latent construct.

According to Sekaran, is a measurement showing the extent to which these measurements are carried out without bias or error free. (Uma Sekaran, 2016) As a result, it's critical to ensure that measurements are accurate over time and through the instrument's various objects. The aim of a reliability test is to see whether anyone answers the statement items in a questionnaire correctly. If the construct's reliability value is >0.7 and the measurement of variance derived is 0.50, the construct's reliability is said to be fair.

### Data Analysis Technique

The data analysis method is used descriptive and correlational analysis. The descriptive analysis will perform with the Likert Scale, which measures scores from 1 to 5, with 1 indicating strong disagreement and 5 indicating strong agreement. The interval can be used to calculate the respondent's definition, which will be written as:

$$\text{Class} : \frac{(\text{Highest value} - \text{Lowest value})}{(\text{Total class})} = \text{Interval} = \frac{(5-1)}{5} = 0.8$$

With the interval of 0.8 then the criteria of mean value can be arranged by Table 1. According to Gozali, the method of detecting multicollinearity done by looking at the variance inflation factor (VIF), namely with see what the tolerance value is (1-R<sup>2</sup> auxiliary) and what the VIF value is. If Tolerance is at <0.1 or if VIF is >10, then multicollinearity occur (Ghozali, 2013). Meanwhile, for hypothesis testing, T test and F Test will use in this study. T Test, this test aims to examine whether the independent variables (brand trust, brand image, product quality, and price) on <sup>5</sup> dependent variable (consumer buying decision) have a partial or separate influence. The F test is used to determine the effect of the Lancelot Watch Purchase process based on brand trust, brand image, product quality, and price), as a simultaneous consumer buying decision process.

<b>Interval</b>	<b>Category</b>
1.00 – 1.80	Strongly Agree/Very High
>1.80 – 2.60	Agree/High
>2.60 – 3.40	Neutral
>3.40 – 4.20	Disagree/Low
>4.20 – 5.00	Strongly Disagree/Very Low

Source: Preedy & Watson (2010)

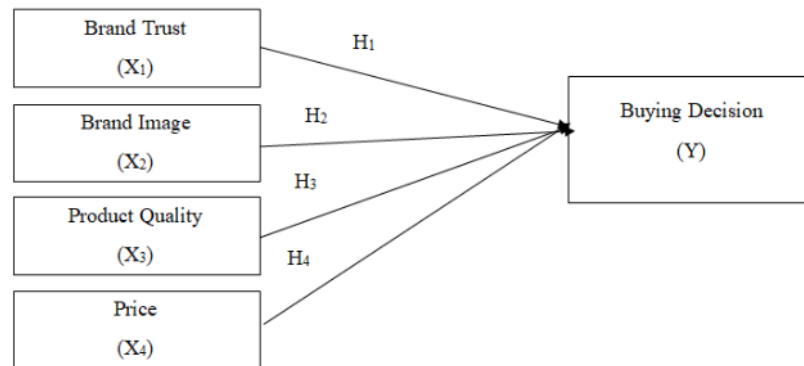
## Hypotheses

From the research background and the literature review described <sup>25</sup> in the previous section, the objective of this study is to analyze the impact Brand Trust, Brand Image, Product Quality, Price towards Consumer's Buying Decision on Lancelot Watch Brand. Therefore, this research proposed a positive relationship between variables developed well with Lancelot Watch buying decision as follows:

- <sup>6</sup>
- H<sub>1</sub>* There is a positive and statistically significant relationship between brand trust with consumer's buying decision of Lancelot Watch
  - H<sub>2</sub>* Brand Image has a positive and statistically significant effect on consumers in deciding to buy Lancelot Watch brand
  - H<sub>3</sub>* Product quality is statistically significant and positively related with the buying decision of Lancelot Watch
  - H<sub>4</sub>* Price has a positive and statistically significant effect on consumers in deciding to buy Lancelot Watch brand

To demonstrate the relationships of variables in the analysis, the theoretical structure of the above-mentioned hypotheses is drawn in Figure 1.





**FIGURE 1  
HYPOTHESES**

## RESULT AND DISCUSSION

### Respondents Characteristic

This section addresses data analysis and results from 245 online questionnaires using Google Form by the buyers of Lancelot Watch. From the 245 respondents, there were 233 samples who met the requirements based on the preliminary questions that had been given in the questionnaire. The questionnaire distributed to respondents according to the characteristics that have been compiled in the previous chapter which is: Customers of Lancelot Watch Indonesia, age, residency, have a purchased one or more watches, have received any type of promotion or information about Lancelot watch brand.

Respondents Characteristic	Category	Quantity	Percentage
Already bought at least one Lancelot watch in the past one-year period		233	100%
already bought at least one Lancelot watch using the sales discount		233	
Domicile	Surabaya	106	45.5%
	Sidoarjo	77	33%
	Malang	29	12.5%
	Others	21	9%
Age (year)	15-20	25	10.7%
	21-30	113	48.5%
	31-40	65	27.9%
	41-50	30	12.9%

Source: Own Calculation

In this research, questionnaire only distributed to people who lives in East Java and especially have purchased Lancelot watch in the past one-year period. Descriptions of the characteristics of respondents in this study including age, and knowledge about Lancelot's sales discount program. As can be seen in Table 2, majority of the respondents were between 21-30

years old (48.5%) and the smallest were 41-50 years old (12.9%). The other respondents were between age 15-20 years old (10.7%) and the rest were between ages of 31-40 years old (27.9%).

### Descriptive Analysis Results

In Brand Trust, there are 3 indicators that are shown in the Table 3; the highest mean based from the Brand Trust variable is 4.27 which is from the statement *"I believe the quality and prices of Lancelot products are in line with my expectations."* Followed by the statement of *"I believe Lancelot can fulfill their vision, mission and promises to consumers."* At mean level of 4.06 And with the lowest mean is from the statement *"I believe in Lancelot watch products compared to other watch products from other brands"*. The average value that is obtained from the Brand Trust variable is 4.07, which shows that the respondents agree to the good quality and price alongside with a great vision and mission and the brand trust itself.

Variable	Variable Indicator	Statement	Mean	Standard deviation	Information
Brand Trust (BT)	BT1	I believe in Lancelot watch products compared to other watch products from other brands	3.88	0.687	Agree
	BT2	I believe the quality and prices of Lancelot products are in line with my expectations	4.27	0.715	Strongly Agree
	BT3	I believe Lancelot can fulfill their vision, mission and promises to consumers	4.06	0.732	Agree
Brand Image (BI)	BI1	I noticed that the Lancelot watch is fashionable	4.46	0.667	Strongly Agree
	BI2	I noticed that the prices of Lancelot products are in accordance with product quality and consumer expectations	4.23	0.717	Strongly Agree
	BI3	I saw that the Lancelot watch product has a different design from other watches	3.7	0.921	Agee
Product Quality (PQ)	PQ1	I find the quality of the Lancelot watch is durable	4.06	0.681	Agree
	PQ2	I find Lancelot watch had a functional design and features	4.17	0.672	Agree
	PQ3	I find that the Lancelot watch design is timeless, elegant and comfortable to use	4.39	0.733	Strongly Agree
Price (P)	P1	I find the material quality of the Lancelot watch products is in accordance with the price offered	4.12	0.654	Agree
	P2	I find the price of Lancelot products is in accordance with my ability or buying power	4.04	0.939	Agree
	P3	I'm interested in the promotional price (discount) of the Lancelot watch	4.25	0.687	Strongly Agree

Variable	Variable Indicator	Statement	Mean	Standard deviation	Information
Buying Decision (BD)	BD1	I bought Lancelot product because it has good product quality	4.16	0.650	Agree
	BD2	I bought a Lancelot watch product because it suits my taste	4.36	0.720	Strongly Agree
	BD3	I bought a Lancelot watch product because of Lancelot's good reputation	4.08	0.842	Agree
	BD4	I will buy a Lancelot watch even if the price increases	3.39	0.963	Neutral

Source: Own Calculation

In Brand Image, there are 3 indicators that are shown in the Table 3; the highest mean based from the Brand Trust variable is 4.46 which is from the statement *"I noticed that the Lancelot watch is fashionable."* Followed by the statement of *"I noticed that the prices of Lancelot products are in accordance with product quality and consumer expectations."* At mean level of 4.23 and with the lowest mean is from the statement *"I saw that the Lancelot watch product has a different design from other watches"*. The average value that is obtained from the Brand Image variable is 4.13, which shows that the respondents agree to the product design, quality, and price matching towards the Brand Image of Lancelot Watch.

In this research, the variable Product Quality has 3 indicators that can be shown in the Table 3. The highest mean collected is from the statement *"I find that the Lancelot watch design is timeless, elegant and comfortable to use"* which is at 4.39. The lowest mean is from the statement *"I find the quality of the Lancelot watch is durable"* which is at 4.06. The average value from the data collected is 4.207 which shows that the respondents are feeling that Lancelot watch design and quality is a very important aspect.

In this research, the variable Price has 3 indicators that can be shown in the Table 3. The highest mean collected is from the statement *"I'm interested in the promotional price (discount) of the Lancelot watch"* which is at 4.25. The lowest mean is from the statement *"I find the price of Lancelot products is in accordance with my ability or buying power"* which is at 4.04. The average value from the data collected is 4.14 which shows that the respondents find the price of Lancelot watch a very important aspect to help them decide to buy the product.

In this research, the variable Buying Decision has 4 indicators that can be shown in the Table 3. The highest mean collected is from the statement *"I bought a Lancelot watch product because it suits my taste"* which is at 4.36. The lowest mean is from the statement *"I will buy a Lancelot watch even if the price increases"* which is at 3.39. The average value from the data collected is 3.998 which shows that the respondents find and agree that their buying decision of Lancelot were based on the image, quality, and price.

### Validity and Reliability Test

In this study it can be seen in table 4 that all the Pearson coefficient of each variable have met the requirements to pass the validity test because the result is bigger than the r-table  $r_{0.05} > 0.148$ . Then this data can be declared valid since the value of Sig. (2-tailed) is  $< 0.05$ . As explained in the previous section, a data can be concluded as reliable if the Cronbach Alpha

is  $>0.7$ . Therefore, the data could be marked as reliable. Hence with the data provided at Table 4, the Cronbach Alpha result shows that it passes more than 0.7. Which means that in this study all the variables are reliable.

### 1 Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between the independent variables (predictors). Multicollinearity testing can be seen from the VIF (Variance Inflation Factor) value and tolerance value. Multicollinearity occurs when the multiple linear regression analysis includes several variables that are significantly correlated not only with the dependent variable but also to each other (Shrestha, 2020). Because of multicollinearity, some of the study's significant factors are statistically insignificant, the analysis result is as stated in Table 5. The result shows that the variable pass the multicollinearity test since the requirement to pass the test is the tolerance level must  $<1$ . And all the variable is  $<1$ . The result shows that the variable pass the multicollinearity test since the requirement to pass the test is  $1 < VIF < 10$ . And all the variable is  $>1$  and  $<$  than 10.

Variable	Indicator	Pearson Coefficient	Sig. (2-tailed)	r-table	Validity	Cronbach Alpha	Reliability
Brand Trust (X1)	BT1	0.718	0.000	0.148	Valid	0.853	Reliable
	BT2	0.733	0.000	0.148	Valid		
	BT3	0.766	0.000	0.148	Valid		
Brand Image (X2)	BI1	0.606	0.000	0.148	Valid	0.879	Reliable
	BI2	0.738	0.000	0.148	Valid		
	BI3	0.751	0.000	0.148	Valid		
Product Quality (X3)	PQ1	0.745	0.000	0.148	Valid	0.843	Reliable
	PQ2	0.736	0.000	0.148	Valid		
	PQ3	0.726	0.000	0.148	Valid		
Price (X4)	P1	0.702	0.000	0.148	Valid	0.898	Reliable
	P2	0.742	0.000	0.148	Valid		
	P3	0.620	0.000	0.148	Valid		
Buying Decision (Y)	BD1	0.648	0.000	0.148	Valid	0.857	Reliable
	BD2	0.651	0.000	0.148	Valid		
	BD3	0.773	0.000	0.148	Valid		
	BD4	0.744	0.000	0.148	Valid		

Source: Own Calculation

Variable	Tolerance Test		VIF Test	
	Criteria	Tolerance	Criteria	VIF
BT	Tolerance $< 1$	0.634	$1 < X < 10$	1.577
BI		0.649		1.542
PQ		0.664		1.506
P		0.586		1.707

Source: Own Calculation

## T-test

Furthermore, to ensure that each of the variables, namely: Brand Trust, Brand Image, Product Quality, and Price affects the Buying Decision, a partial test will be carried out. The result is stated in Table 6, the value of t-count is obtained as follows from the computer computation:

1. Based on Table 7, the analysis generates a t-count of 4.443 with a two tailed significance level of 0.000. Since the t-count is > 2.776, and the Sig. (2-tailed) is < 0.05 the impact of these variables is important, thus the H1 hypothesis notes that the positive impact of Brand Trust on Buying Decision is significant and acceptable.
2. Based on Table 7, the analysis generates a t-count of 3.649 with a two tailed significance level of 0.000. Since the t-count is > 2.776, and the Sig. (2-tailed) is < 0.05 the impact of these variables is important, thus the H2 hypothesis notes that the positive impact of Brand Image on Buying Decision is significant and acceptable.
3. Based on Table 7, the analysis generates a t-count of 2.987 with a two tailed significance level of 0.000. Since the t-count is > 2.776, and the Sig. (2-tailed) is < 0.05 the impact of these variables is important, thus the H3 hypothesis notes that the positive impact of Product Quality on Buying Decision is significant and acceptable.
4. Based on Table 7, the analysis generates a t-count of 3.073 with a two tailed significance level of 0.000. Since the t-count is > 2.776, and the Sig. (2-tailed) is < 0.05 the impact of these variables is important, thus the H4 hypothesis notes that the positive impact of Price on Buying Decision is significant and acceptable.

**Table 6**  
**T-TEST COEFFICIENT OUTPUT RESULT**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.251	0.312		-0.805	0.422
RATABT	0.323	0.073	0.302	4.443	0.000
RATABI	0.255	0.070	0.245	3.649	0.000
RATAPQ	0.219	0.073	0.198	2.987	0.003
RATAP	0.232	0.076	0.217	3.073	0.003

a. Dependent Variable: RATABD

Source: Own Calculation

**Table 7**  
**PARTIAL ANALYSIS RESULT**

Variable	t count:	t table	Prob.	Sig	Conclusion
BT	4.443	2.776	0.000	0.05	Significant
BI	3.649	2.776	0.000	0.05	Significant
PQ	2.987	2.776	0.003	0.05	Significant
P	3.073	2.776	0.003	0.05	Significant

Source: Own Calculation

**Table 8**  
**F-TEST RESULT (ANOVA)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	27.531	4	6.883	48.091	0.000 <sup>b</sup>
Residual	21.468	150	0.143		
Total	48.998	154			

a. Dependent Variable: RATABD
b. Predictors: (Constant), RATAP, RATABT, RATAPQ, RATABI

Source: Own Calculation

### F-test

In<sup>19</sup> is investigation, the F-test yielded an F-count of 48.091 and a significance level<sup>23</sup> 0.000 as can be seen in the Table 8. The F-test used in this study passes the criteria that the sig value be less than 0.05 ( $=0.05$ ). It may be inferred that all of the study's independent factors have a significant impact on the variable of purchasing choice.

## DISCUSSION

<sup>16</sup> The purpose of this study is to look into the relationship between consumer's buying decision and brand trust, brand image, product quality, and price. This chapter examined data and tested four hypotheses based on<sup>7</sup> theoretical model that was tested using statistical analysis. All of the hypotheses are accepted based on the results of this test. In the first hypothesis, the variable to be examined is Brand Trust ( $H_1$ ). It has an impact on the buying decision of the consumer. People who are more committed to Lancelot and would choose Lancelot over other watch brands are more likely to agree with the Lancelot Watch brand's vision and objective to assist support the local brands industry, according to the research. The reason why Brand Trust has a positive impact on Consumer's Buying Decision is that the promise, vision and mission of Lancelot is good. Besides that, people who bought Lancelot watch also believe in the quality and the name of Lancelot itself. So that<sup>1</sup> Consumer's Buying Decision of Lancelot Watch is very dependent on the vision and mission of the company, and also the quality of the product.

According to the research finding of Amron (2018), Brand Trust has a favorable impact on a Consumer's Buying Decision. The<sup>27</sup> results of the relationship between Brand trust and consumer purchasing decisions are also in line with the results of research conducted by Alwi (2016) and Chinomona (2016). Before buying a product, consumers place a high value on Brand Trust. Therefore, as explained above, the research findings support the fact that Brand Trust does have a significant impact on Consumer's Buying Decision on buying Lancelot Watch. Thus, the company producing Lancelot watches must innovate in increasing the brand trust of its existing and prospective customers, such as through activities that focus on a personal approach.

In the second hypothesis, the variable to be examined is Brand Image ( $H_2$ ). It has an impact on the buying decision of the consumer. The result of the research conducted showed that people choose Lancelot due to their<sup>2</sup> Brand Image for providing a fashionable design watch with great quality. The reason why Brand Image has a positive impact on Consumer's Buying Decision is that the image of Lancelot is unique, affordable and fashionable. Besides that, Lancelot watch also believe in the quality and the image of the Lancelot Watch brand itself. So that Consumer's Buying Decision of Lancelot Watch is also influenced<sup>2</sup> on the image of the brand. According to the research finding of Watson et al. (2015), Brand Image has a favorable impact on a Consumer's Buying Decision. Before buying a product, consumers also place a high value on Brand Image. Therefore, companies producing Lancelot watches must be creative in carrying out creative promotional activities aimed at improving product image, among others, by cooperating with public figures or product user communities.

In the third hypothesis, the variable to be examined is Product Quality (H<sub>3</sub>). It has an impact on the buying decision of the consumer. Lancelot's Product Quality is influenced by the elegant, timeless and comfortable to wear design. The Product Quality has a positive impact on Consumer's Buying Decision is because the quality of Lancelot watch is described as very durable, timeless, and functionality. Besides that, Lancelot watches quality itself are proven by the material and design that they used. So that Consumer's Buying Decision of Lancelot Watch is also influenced on Product Quality that matches their expectation. According to the research finding of Amron (2018), Product Quality has a significant impact on a Consumer's Buying Decision. Before buying a product, consumers also place a high value on Product Quality. Based on the results of this research, it can provide input for companies producing Lancelot watches so that they can further improve product quality, both from the use of quality materials, but also after sales services that can be of high quality and sustainable.

In the fourth hypothesis, the variable to be examined is Price (H<sub>4</sub>). It has an impact on the buying decision of the consumer. Lancelot's Price is tailored to match the design and the material quality used in producing the watch. The Price has a positive impact on Consumer's Buying Decision is because the price of Lancelot watch is described as very affordable and matches the buying capability of most people. Besides that, price of Lancelot watches could also further reduced by discount and other promotions. So that Consumer's Buying Decision of Lancelot Watch is also influenced on Price of the product that matches the buying capacity and the material used. According to the research finding of Amron (2018), Price has a significant impact on a Consumer's Buying Decision. Before buying a product, consumers also place a high value on Price. According to the results of this research, it shows that producers of Lancelot watches products must prioritize affordable prices for their consumers, which of course are supported by optimal quality and service.

## CONCLUSION AND IMPLICATIONS

This study was carried out by creating a model for analyzing consumer purchasing decisions for the Lancelot watch brand. It has addressed four research difficulties as a consequence of the research analysis results. The results show that Brand Trust has a strong beneficial impact on Consumer's Buying Decision. This is due to the fact that Lancelot Watch manages well the platform that they used to build their brand trust, which is quite appealing considering that Lancelot Watch is quite popular among local brands in Indonesia, so they can easily get good interaction from consumers, which increases Consumers' Buying Decision to their products. This research reveals that there is a significant and positive association between Brand Image and Consumer Buying Decision. Consumers will surely obtain information and understanding of Lancelot's Brand Image via their social media accounts, and will purchase the product as a result of their knowledge of the brand image and reputation.

Next, this research shows that there is a significant and positive relationship between Product Quality and Consumer's Buying Decision. Consumers can only judge and value Lancelot watches from their own personal experience and testimony from another consumer. Therefore, by knowing the real build quality, material, and on hand products, the Product Quality of Lancelot watch will affect positively towards the Consumer's Buying Decision. This research shows that there is a significant and positive relationship between Price and Consumer's Buying Decision. This happens because the pricing of Lancelot watch is placed in within an affordable

pricing range. Therefore, making more and more people to reach out and bought Lancelot's watch.

The implications of this research can enrich theory in consumer decisions, especially regarding local brands for academics. Based on the research results, the four variables measured have a positive effect on consumer purchasing decisions for local brands. As for local companies, many people are still not aware of local watch brands such as Lancelot in Indonesia, therefore with lacking of information people tend to view the brand with disapproval. Judging from the design and concept and thinking for some people it is quite expensive even though for many of other buyers the price is already affordable. The best recommendation for Lancelot is to make the comment column function available for every promotional post. This also aids in determining whether the advertising and pricing strategies such as discount for first time buyers and many other strategies used were effective, as well as the reaction of followers to the product being promoted.

### Limitations

The limitations of this study would be the lack of Lancelot Watch user community has not been found. The community should also be involved as respondents in research because usually users of a product have their own community. And since the pandemic also affect the mobility of the researcher and also the respondent, there has been some difficulties regarding on how to fill out the survey in Google form properly, making it hard for the researcher to explain and demonstrate.

Another flaw of this study is that it collects data via Google Forms, which results in a lot of data that isn't typical and produces problems in various tests run. Because all data is collected based on the respondent's viewpoint, the researcher cannot rule out the possibility of anomalous data.

### Suggestions

Researchers must carefully pick responses for further research suggestions. This study only looks at Lancelot Watch customers in the East Java Province. However, it is advised that future research look into other places to learn more about community perceptions in different areas. The use of Google Forms as a data gathering platform is also deemed ineffective, as it has a number of flaws that cause the results of data processing with statistical software to be less ideal and accurate. For further research, it is better to choose respondents who have bought or used the product as the object or variable of the research is Consumer's Buying Decision.

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