

EFFECT OF QUALITY PRODUCTS, BRAND IMAGE ON BUYING DECISIONS THAT AND IMPACT ON CUSTOMER SATISFACTION

(Case Study on PT Bumi Kaya Steel Industries)

Hendrikus Buto Ritan and Arifin Sitio

Master of Management Mercu Buana University Graduate Program
E-mail: hendrikusbutoritan@gmail.com and arifin.sitio@mercubuana.ac.id

Abstract, This study aims to determine whether there is influence between product quality and brand image and purchasing decisions and their implications on customer satisfaction in PT Bumi Kaya Steel Industries. The method used is the method of survey by distributing questionnaires to 115 customers Rich PT.Bumi Steel Industries, The tools used to analyze the data is program Statistical Package for the Social Studies (SPSS) ver.23, while, methods of analysis using the analysis of the results showed that Path Analysis and product quality and brand image significantly influence purchasing decisions and has positive implications on customer satisfaction PT.Bumi Kaya Steel Industries. Positive correlation coefficient values with the interpretation of a strong relationship level.

Keywords: Quality Product, Brand Image, Purchase Decision, Customer Satisfaction

PRELIMINARY

Steel pipe is one of the products derived from steel which is categorized as a downstream industry which is widely used both for structural applications as well as streaming media. Consumption of steel pipe homeland is still relatively low and fluctuated from 2012 - 2016. This figure can be seen in the table the trend of consumption of steel pipes below:

Trends in consumption of steel pipes in the ground water above it can be seen that the steel pipe consumption increased in 2013, declined in 2014, subsequently slightly increased in 2015 and again decreased in 2016. However, the Indonesian steel consumption continues to grow along with continued growth of infrastructure development undertaken by the government and the continued growth of the Indonesian economy.

In the market share of Oil and Gas (OG) BKSI decreased quite sharply due to declining oil prices and some of the current economic situation. For market segments Non Oil and Gas (NOG), BKSI market share also decreased. The downward trend in the overall sales of PT BKSI can be seen clearly that the sales trends PT BKSI fluctuate and are likely to continue to decline. Sales in 2012 of Rp 332,083,950,108.75 increased in 2013 to Rp 546,093,086,670.88, and after 2013 continued to decline in 2014 to Rp 370,172,614,017.46, 2015 Rp 324,493,989,604.40 and decreased in 2016 to Rp 145,650,078,256.66.

Results from pre-study at 30 study respondents. Results reply stated that the statement of the 1st as much as 12 respondents or 40% that respondents tend to be balanced orientation

profiteering, price and quality are interrelated. In a statement to the 2nd of 16 respondents or 53% said Agree (S) and 10 respondents 33% said Strongly Agree on 2nd statement that "I prefer steel pipe manufacturers always have the availability of the product (stock) is quite". It shows that customer decisions in buying steel pipe products based on steel pipe company's ability to provide sufficient stock and has a variety of items and products based on the size and specifications. These results are a challenge for the steel pipe companies such as PT Bumi Kaya Steel Industries in order to be able to realize customer expectations in terms of availability and variety of steel pipe products. In a statement to the 3rd of the price, the respondents still consider the price and terms of payment, but the consideration of quality has always been top priority and some other things. It can be seen from the respondents, the majority of respondents as many as 12 or 40% gave answers to Neutral (N) and 11 respondents or 33% gave the answer Disagree (TS). In a statement to the 4th namely "I always consider the terms of payment before I make the purchase of steel pipe products "as many as 25 respondents or 83% gave the answer Agree (S) indicates that the terms of payment in this case the payment terms on credit is expected by customers in assisting them in making purchasing decisions amid competition among the players the steel pipe.

In a statement to the 5th ie "I prefer steel pipe products that already have big names", 11 respondents or 37% gave answers to Neutral (N) and 10 respondents or 33% said Agree (S). It shows that a large company with a good image believed to be able to give guarantees and certainty, so that it becomes a challenge for companies such as PT Bumi Kaya Steel Industries to continue to prove the capability and superiority. It will be a consideration for customers in the decision to purchase the company so that customer satisfaction is achieved. In a statement to the 6th of product information, respondents tend to believe in any type of relationship with the customer / other customers will be able to build relationships. In a statement to the 7th of place / location and time that the respondent no problem with the location of the plant and tends to favor timely results. In a statement to the 8th of the purchase process shows buying decisions can be influenced by the service that is fast, precise explanation and clear product information. In a statement to the 9th of respondents showed sales services continue to ask for service that is accurate, precise and informative, here the quality of marketing personal services is needed. In a statement to the 10th time and the process shows the price of respondents agree (S) of 20 respondents or 67% of the time, the price and the process of mutual influence and help the respondent or customer decision. precise and informative, here the quality of marketing personal services is needed. In a statement to the 10th time and the process shows the price of respondents agree (S) of 20 respondents or 67% of the time, the price and the process of mutual influence and help the respondent or customer decision. precise and informative, here the quality of marketing personal services is needed. In a statement to the 10th time and the process shows the price of respondents agree (S) of 20 respondents or 67% of the time, the price and the process of mutual influence and help the respondent or customer decision.

The problems in this study :

- 1) Are there influences the quality of products on purchase decisions on PT Bumi Kaya Steel Industries?
- 2) Whether there is influence of brand image on purchase decisions on PT Bumi Kaya Steel Industries?
- 3) Whether there is influence product quality to customer satisfaction in PT Bumi Kaya Steel Industries?
- 4) Whether there is influence brand image on customer satisfaction in PT Bumi Kaya Steel Industries

- 5) Whether there is influence purchasing decisions on customer satisfaction in PT Bumi Kaya Steel Industries?

IJSER

THEORITICAL REVIEW

Marketing is one of the functions of the organization and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and stakeholders (American Marketing Association in Kotler and Keller, 2009:5).

According to Schiffman and Kanuk in Sumarwan (2014: 4) Consumer behavior can be interpreted as the behavior shown by consumers in finding, purchasing, using, evaluating and spent products and services that they expect will satisfy their needs. Meanwhile, according to Engel, Blackwell and Miniard in Sumarwan (2014: 4) defines consumer behavior as the action is directly visible in obtaining, consume and spend your products and services, including the decision processes that precede and follow this action.

Products are defined by Kotler and Armstrong (2014: 248) as follows: A product as anything that can be offered to a market for attention, acquisition, use, or consumption that Might satisfy a want or need. The meaning of the definition is anything that can be offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a desire or need.

Product quality (product quality) according to Kotler (2007: 94) explains one of the main values expected by the customer of the supplier is the quality of products and services high. Thus the statement can be stated that the quality or the quality of the product is important. In product development, marketers first have to select the level of quality that can support the position of the product in the target market. The level of quality does not always have to be high. The quality may be low, medium or high in accordance with the desired positioning with its target market. Aside from the level of quality, the high quality also means reflect consistency in terms of the high level of quality.

Brand according to the American Marketing Association in Kotler and Keller (2009: 258) is defined as a "name, term, sign, symbol, or design, or a combination thereof, are intended to identify the goods or services of one seller or group of sellers and to differentiate them from the competitor.

According to Keller (2013: 77) states: "Creating a positive brand image takes marketing programs that link strong, favorable, and unique associations to the brand in memory. Brand associations maybe either brand attributes or brand benefits. "Which means:" Creating a positive brand image is done through a marketing program that connects the association is strong, favorable, and unique to the brand in the memory.

According to Schiffman and Kanuk (2008: 43) a purchase decision is the selection process of two or more alternative choices that result in a decision to buy or not to buy. Alternative options should be available when the consumer will take a decision. The purchase decision-making process requires a search or receiving different information. The ability of the company to be able to identify, meet and satisfy the needs of customers well, is a strategy to be superior to other competitors. Loyal customers will be more difficult to maintain, but can be achieved if the company is able to focus on high satisfaction perceived by customers. The word satisfaction (satisfaction) is derived from the Latin "satis" (means good enough, adequate) and "facio" (do or make). According to Kotler (2014:150)

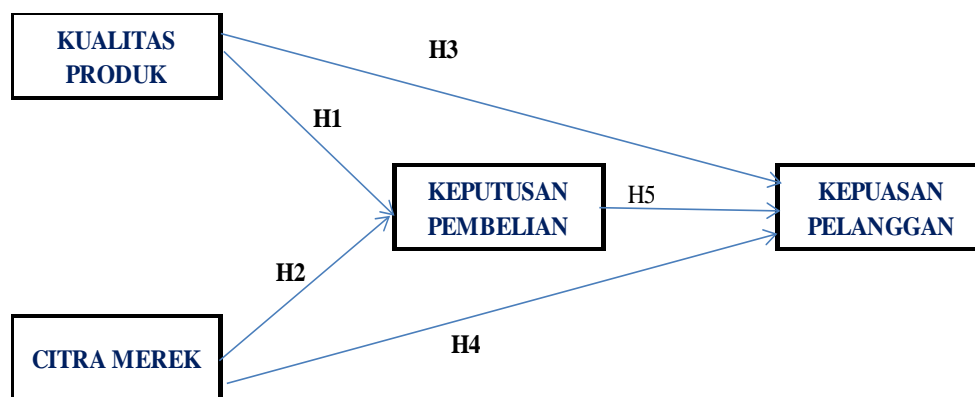


Figure 1. Framework

Based on the theoretical study of literature review, the results of previous studies and the framework above, here is the hypothesis that compiled the author in this study, namely:

- H1: Allegedly there is a positive influence on the Product Quality Customer Purchase Decision PT Bumi Kaya Steel Industries
- H2: Allegedly there is a positive impact on the brand image Customer Purchase Decision PT Bumi Kaya Steel Industries
- H3: Allegedly there is a positive influence on the Product Quality Customer Satisfaction PT Bumi Kaya Steel Industries
- H4: Allegedly there are significant psotif Brand Image on Customer Satisfaction PT Bumi Kaya Steel Industries
- H5: Allegedly there is a positive influence on the purchase decision Customer Satisfaction PT Bumi Kaya Steel Industries

METHOD

Types and Sources of Data

Data used in this study are as follows:

Primary data is data obtained or collected by researchers directly from the data source. Primary data is also known as the original data or new data that has properties up to date. To obtain primary data, researchers must collect it directly. For this study the author uses primary data obtained from questionnaires distributed to consumers PT Bumi Kaya Steel Industries.

Secondary data is data obtained or collected researchers from a variety of sources. Secondary data were obtained from books, journals, other publications.

Measurement of variables is a measure used to quantify the information provided by the consumer if they are required to answer the statements that have been formulated in a questionnaire (Noor, 2011). In this study, the measurement scale used by researchers is the Likert scale. Likert scale is a method used to measure attitudes, opinions and perceptions person or a group of social phenomenon (Sugiyono, 2011).

Population and Sample According Sugiyono (2012:80), the population is generalization region consisting of objects or subjects that have certain qualities and characteristics, defined by the researchers to learn and then be deduced. So the population is not only people but also objects and other natural objects. The population is not just the number that exist at the object or subject being studied, but it covers all the characteristics or properties owned by the subject

or object. Based on data as of December 2017 the total population of Consumer PT BKSI is 160 companies. This data will be used as the basis of the number of population peneliti. Sampel According Sugiyono (2012: 81) samples a fraction of the number and characteristics possessed by this population by 115 respondents.

Data analysis method in this study using the approach path analysis using test analysis Descriptive statistics (Mean, Median, Mode) Validity, Test Reliability, Test Requirements Analysis (Classical Assumption Test) (Test of normality, homogeneity test, Linearity test, Test Multicollinearity, test Heteroskidastity), Test Statistics Inferential (test hypothesis): (Regression Test (regression equation), Test Partial (t-test), test - F (Test Simultaneous), test the coefficient of determination (R²), Test Path Analysis), or the Dimensional Analysis Correlation Matrix.

RESULTS AND DISCUSSION

Descriptive analysis

Variable Quality Products (K) has a total value of rminimum by 51 and total maximum value of 67, has an average value (mean) of 59.05. The average value of a mean of 59.05 indicates that the assessment of Quality of Products PT BKSI already quite well by customers BKSI and still have to be increased again in order to be better, especially in the dimension of performance in the indicator fulfillment of quality expectations by PT BKSI and dimensions serviceability on indicator (item questions) willingness to turn the product in case of damage. As for the value that is often out / mode which is the biggest selection is 4 (good).

Variable Brand (CM) have a total minimum value of 27 and a total maximum value of 40, has a mean value of 32.77 The mean value of 32.77 indicates that the ratings Brand PT BKSI already quite well by the customer and must continue to be improved in order to better especially in the dimension of brand Excellence in indicators (the questions) steel pipe products brand BKSI relatively competitive in terms of price, which is the image BKSI prices seem a little more expensive because the products are standard products.

Variable Purchase Decision (B) have a total minimum value of 36 and a total maximum value of 48, has a mean value of 42.51. The average value of 42.51 indicates that the ratings Kepuasan The purchase is good enough by the customer and still have to be increased again in order to be better, especially in the dimensions of Decision buy in the indicator (the questions) while requiring steel pipe products consumers will buy steel pipe products consumers, 3.9 mean lows, this proves that so much competition in the marketing of steel pipe products on the market, so BKSI have to keep trying to win the competition with the best products and services.

Variable Customer Satisfaction (P) have a total minimum value of 22 and a total maximum value of 29, while the mean value of 26.03. The mean value of 26.03 indicates that the ratings of satisfaction by pelangganh feel quite satisfied and still have to be increased again in order to be better, especially in the dimension of interest to buy back in the indicator (the questions) consumers will plan to buy back the steel pipe products BKSI for supporting facilities are adequate, 3.91 mean lows, proving that the services and facilities as well as the ease of convenience in the process of buying and selling between BKSI and customers must be addressed to keep the level of quality, so that customers feel satisfied so that it can continue to use steel pipe products BKSI.

Hypothesis testing

Validity and reliability: Validity testing is done by using the product moment correlation formula rhitung obtained from the output, the value is then compared with the value rtable (0.183), the results of all dimensions variable Product Quality, Brand Image, Purchase Decision, Customer Satisfaction. The reliability testing done by looking at the value of Cronbach alpha > 0.60, and the results of independent and dependent variables output alpha > 0.60 then the results said to be reliable and able to proceed to the next test.

Coefficient of Determination: Results of statistical output regression model 1 in this study obtained 0,339 figure, it is clear that the contribution made by the variable quality of the product, brand image on purchasing decisions by 33.9%, the results of statistical output regression in this study obtained 0.585 figures, it is clear that contributions made variable product quality, brand image and purchasing decisions on consumer satisfaction of 58.5%.

Partial test (t-test) Model 1

Table 1. t test (Test Partial) Model 1

		Coefficients ^a			t	Sig.
Model		Coefficients unstandardized		standardized Coefficients		
		B	Std. Error	beta		
1	(Constant)	16,210	3566		4546	.000
	Product quality	.254	.062	.342	4,073	.000
	Brand image	.341	.082	.352	4,181	.000

a. Dependent Variable: Purchase Decision
 Source: Data processing (2019)

1) Products Quality Analysis on Customer Purchase Decision PT Bumi Kaya Steel Industries

In Table 1 column sig for Product Quality variable seen the value of significance for 0000 < 0.05 then can be said to be significant. Testing by t is t table at 0:05 alpha t table = $\alpha / 2$; nk-1 or t table = $0:05 / 2$; 115-2-1atau t table = 0.025; 112 is 1,981, while the value of t at t test above was 4,073. It can be concluded that $t > t$ table or $4,073 > 1,981$ or H_0 is rejected, accepted or H_1 H_a accepted, meaning thereby indicating that the product quality is positive and significant impact on the purchase decision.

2) Analysis of Brand Image on Customer Purchase Decision PT Bumi Kaya Steel Industries

In Table 1 column sig variable visible brand image significance value 0.000 < 0.05 then can be said to be significant. Testing by t is t table at 0:05 alpha t table = $\alpha / 2$; nk-1 or t table = $0:05 / 2$; 115-2-1atau t table = 0.025; 112 is 1,981, while the value of t at t test above was 4,181. It can be concluded that $t > t$ table or $4,181 > 1,981$ or H_0 is rejected, accepted or H_2 H_a accepted, thus showing that the brand image positive and significant impact on the purchase decision.

Partial test (t-test) Model 2

Table 2. t test (Test Partial) Model 2

		Coefficients ^a				
Model		Coefficients unstandardized		standardized Coefficients	t	Sig.
2	(Constant)	.939	2,015		.466	.642
	Product quality	.190	.035	.393	5,480	.000
	Brand image	.050	.046	.080	1,105	.271
	Buying decision	.289	.049	.443	5,889	.000

a. Dependent Variable: Customer Satisfaction
Source: Data processing (2019)

3) Analysis of Product Quality to Customer Satisfaction PT Bumi Kaya Steel Industries

In Table 2 column sig to look Quality variable significance value $0.000 < 0.05$ then can be said to be significant. Testing by t is t table at alpha $0:05$. $t \text{ table} = a / 2; nk-1$ or $t \text{ table} = 0:05 / 2; 115-2-1$ atau $t \text{ table} = 0.025$; 112 is $1,981$, while the value of t at t test above was $5,480$. It can be concluded that $t > t \text{ table}$ or $5.4480 > 1,981$ or H_0 is rejected, accepted or H_3 H_a accepted, meaning thereby indicating that the product quality and significant positive effect on customer satisfaction.

4) Analysis of Brand Image on Customer Satisfaction PT Bumi Kaya Steel Industries

Sig column in Table 2 on Brand Image variable visible significance value of $0.271 > 0.05$, it can be said to be insignificant. Testing by t is t table at $0:05$ alpha $t \text{ table} = a / 2; nk-1$ or $t \text{ table} = 0:05 / 2; 115-2-1$ atau $t \text{ table} = 0.025$; 112 is $1,981$, while the value of t at t test above was $1,105$. It concluded that $t < t \text{ table}$ or $1,105 < 1,981$ or H_0 is accepted, rejected or H_4 H_a rejected, thus showing that the brand image is not positive and significant impact on customer satisfaction.

5) Purchase Decision Analysis on Customer Satisfaction PT Bumi Kaya Steel Industries

In Table 2 column sig for buying decision variables visible significance value $0.000 < 0.05$ then can be said to be significant. Testing by t is t table at $0:05$ alpha $t \text{ table} = a / 2; nk-1$ or $t \text{ table} = 0:05 / 2; 115-2-1$ atau $t \text{ table} = 0.025$; 112 is $1,981$, while the value of t at t test above was $5,889$. It can be concluded that $t > t \text{ table}$ or $5,889 > 1,981$ or H_0 is rejected, accepted or H_5 H_a received, thus indicating that the Purchase Decision positive and significant impact on customer satisfaction.

Test Path Analysis (Path Analysis)

Path Analysis (Path Analysis) Model 1

Table 3. Summary Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582a	.339	.327	2,243

a. Predictors: (Constant), Brand, Quality Products
Source: Data processing (2019)

Based on the test results of path analysis model 1 that can be seen in Table 3 above, it is known that the magnitude of the amount of R square (R^2) of 0,339, then the residual value is as follows: $= \sqrt{1-.339} = 0.813$

Table 4. Coefficients Model 1

Model	Coefficients ^a				
	Coefficients unstandardized		standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	16,210	3566		4546	.000
Product quality	.254	.062	.342	4,073	.000
Brand image	.341	.082	.352	4,181	.000

a. Dependent Variable: Purchase Decision
 Source: Data processing (2019)

According to the table 4 above, looks coefficient of each independent variable used is the quality of the product (X_1) of 0342 and Brand (X_2) of 0352. Thus the equation model with a regression model of the quantities of each independent variable coefficients.

Based on the test results of the path analysis model 1 shown in Table 4 above, it is known that the massive amount of R square (R^2) of 0,339, then the residual value is as follows: $= \sqrt{1-.339} = 0.813$. Thus, the equation:

$$Y = P + \rho + \epsilon$$

$$Y = 0,342X_1 + 0,352X_2 + 0.813$$

Based on the equation above, we can see the influence between X_1 , X_2 , against Y. explanation of each of these effects can be described as follows:

1) Product Quality Impact on Purchase Decisions

Sig of the influence of service quality on customer satisfaction obtained sig value 0,000 where the value is less than the value singnifikan in this study is 0,05 so that Ho refused and H1 accepted. This means that the quality of products significantly influence the purchase decision with a beta value of 0.342 and shows a direct relationship between the two variables.

2) Influence of Brand Image on Purchase Decision.

Sig of the brand image of the Purchase Decision shown in the above table is 0,000 where the value is smaller than 0.05 so that Ho refused and H1 accepted. This means that the brand image singnifikan influence on purchase decision with a beta value of 0.352 and shows a direct relationship between the two variables.

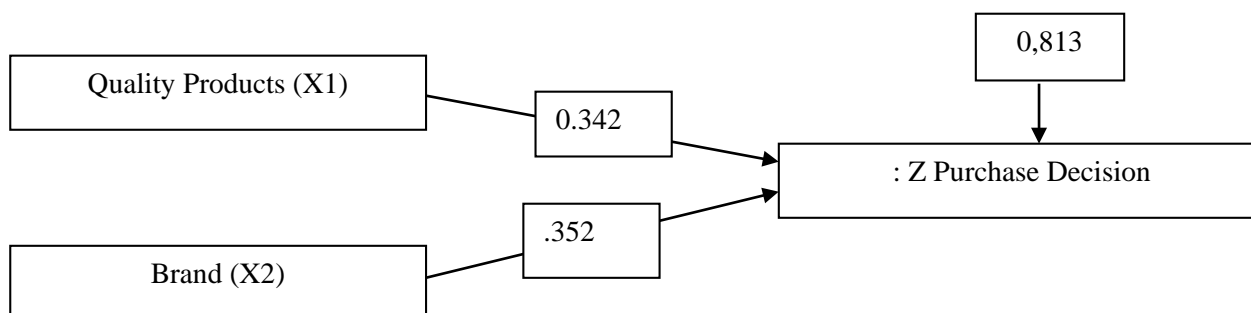


Figure 2. Direct Impact Model Figure 1

In figure 2 above, it is known that the variable X1 Product Quality influence the purchase decision variable Y with a beta value of 0.342 X2 Brand Y variables influence the purchase decision with a beta value of 0.352.

Path Analysis (Path Analysis) Model 2

Table 5. Summary Model 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765a	.585	.574	1,164

a. Predictors: (Constant), Decision Purchasing, Quality Products, Brand
 Source: Data processing (2019)

Based on the test results of path analysis model 2 which can be seen in Table 5 above, it is known that the amount of R square (R²) of 0.585, then the residual value is as follows: = √(1-.585) = 0.644.

Table 6. Coefficients Model 2

Coefficients ^a						
Model		Coefficients unstandardized		standardized	t	Sig.
		B	Std. Error	beta		
1	(Constant)	.939	2,015		.466	.642
	Product quality	.190	.035	.393	5,480	.000
	Brand image	.050	.046	.080	1,105	.271
	Buying decision	.289	.049	.443	5,889	.000

a. Dependent Variable: Customer Satisfaction
 Source: Data processing (2019)

In Table 6 above, it is known that the variable X₁ Product Quality effect on the variable Z Customer Satisfaction with a beta value of 0.393, X₂ Brand effect on the variable Z Customer Satisfaction with a beta value of 0.080 and Y Purchasing Decisions affect the variable Z with value beta by 0.443.

Based on the test results of path analysis model 2 which can be seen in the table 30 above, it is known that the amount of R square (R²) of 0.585, then the residual value is as follows: = √(1-.585) = 0.644. Thus, the equation:

$$Z = \rho_{zx_1}X_1 + \rho_{zx_2}X_2 + \rho_{zy}Y + \epsilon_2$$

$$Z = 0,393X_1 + 0,080X_2 + 0,443Y + 0.644$$

The model line diagram of the structure 2 as described in the following figure:

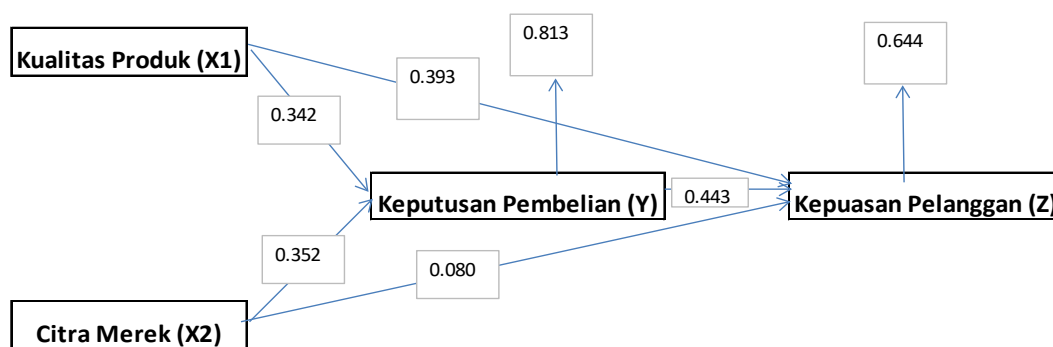


Figure 3. Figure Direct and Indirect Effects of Model 1 and 2

In figure 3 above, it is known that the variable X₁ Product Quality effect on the variable Z Customer Satisfaction with a beta value of 0.393, X₂ Brand effect on the variable Z Customer Satisfaction with a beta value of 0.080, the variable Y Purchasing Decisions affect the variable Z Customer Satisfaction with a beta value of 0.443.

Table 7. Direct and Indirect Effects of Inter Variables

lane Model	hypothesis	Variables influence	Influence		Total	%
			Directly	Indirect		
1	H1	X1-Y	0342		0342	34.2
1	H2	X2-Y	0352		0352	35.2
2	H3	X1-Z	0393	0152	0545	54.5
2	H4	X2-Z	0:08	0156	0236	23.6
2	H5	YZ	0443		0443	44.3

Source: Data processing (2019)

Having in mind the effect of each variable in the equation of model 1 and the model equations 2, further explained about the direct and indirect effects of each variable so it can be seen the influence of variables that are stronger and vice versa, as can be seen in Table 7 above.

Product Quality Impact on Purchase Decisions

The results showed a positive effect on product quality and significant impact on purchase decision on PT. BKSJ. This is because the value $t_{hitung} 4073 > t_{table} 1981$ ($\alpha = 0:05 = 5\%$, $df = 112$) or with significant value $0.000 > 0.05$. According Tjiptono (2015: 231) the product is everything that is offered by manufacturers to note, asked, sought, bought, used, or consumed by the market as the fulfillment of the relevant market needs or desires. Products can be physical goods, services, experiences, places, people or personal, information, property, organization and ideas. So the product can be tangible or intangible benefits that could potentially satisfy the customer. When a potential buyer wants to purchase a product sold by PT. BKSJ (steel pipe), the main thing to consider is quality of steel pipe products are quality steel pipe products to meet the needs, desires of the prospective buyer. Steel pipe products purchased are not easily damaged, not easy to leak because it has been through trials like hydrotest or pressure testing of pipes according thick steel pipe products with a certificate which can guarantee product quality. Therefore, product quality is very worth noting, improved, and maintained in accordance with the wishes and needs of potential buyers of steel pipe that affect potential buyers in making purchase Keputusan steel pipe products that can survive and grow in number. From the results of this study can also be seen directly

influence product quality variables of the Purchase Decision of 0342 or 34.2% and a significance level of 0000 then there is a direct and significant influence between the variables of the Purchase Decision Product Quality.

Influence of Brand Image on Purchase Decision

The results showed Brand positive and significant impact on the purchase decision at PT. BKSI. This is because the value of $t > t$ table amounted to 1,981 ($\alpha = 5\% = 0.05$, $df = 112$) or with significant value $0.000 < 0.05$. According to Kotler & Armstrong (2008: 275) Brand is a name, term, sign, symbol, or design, or a combination of all of these, which indicates the identity of the manufacturer or seller of a product or service. Consumers view the brand as an important part of the product and the establishment of a brand can add value to a product. When a potential buyer wants to purchase a product sold by PT. BKSI (steel pipe), the main thing being considered is the Brand of the steel pipe is Brand creates a positive image on steel pipe products are sold. Therefore, brand image is very worth noting, improved, and maintained positive image in accordance with the wishes, needs of potential buyers of steel pipes that affect potential buyers in taking Keputusan Purchase of steel pipe products that can survive and grow in numbers that the image is shown of steel pipe products PT. BKSI. Dari these results can also be seen directly influence brand image variables to Purchase Decision of 0352 or 35.2% and a significance level of 0000 then there is a direct and significant influence between the variables of Brand Image on Purchase Decision. the needs of potential buyers of steel pipe that affect potential buyers in making purchase Keputusan steel pipe products that can survive and grow in numbers that are shown on the image of steel pipe products PT. BKSI. Dari these results can also be seen directly influence brand image variables to Purchase Decision of 0352 or 35.2% and a significance level of 0000 then there is a direct and significant influence between the variables of Brand Image on Purchase Decision. the needs of potential buyers of steel pipe that affect potential buyers in making purchase Keputusan steel pipe products that can survive and grow in numbers that are shown on the image of steel pipe products PT. BKSI. Dari these results can also be seen directly influence brand image variables to Purchase Decision of 0352 or 35.2% and a significance level of 0000 then there is a direct and significant influence between the variables of Brand Image on Purchase Decision.

Product Quality Impact on Customer Satisfaction

The results showed a positive effect on product quality and significant impact on Customer Satisfaction at PT. BKSI. This is because the value of $t > t$ table amounted to 1,981 ($\alpha = 0:05 = 5\%$, $df = 112$) or with significant value $0.000 > 0.05$. According Tjiptono (2015:231) the product is everything that is offered by manufacturers to note, asked, sought, bought, used, or consumed by the market as the fulfillment of the relevant market needs or desires. Products can be physical goods, services, experiences, places, people or personal, information, property, organization and ideas. So the product can be tangible or intangible benefits that could potentially satisfy the customer. When a potential buyer wants to purchase a product sold by PT. BKSI, The main thing to consider is quality of steel pipe products are quality steel pipe products to meet the needs, desires of the prospective buyer. Steel pipe products purchased are not easily broken, it is not easy to leak because it has been through trials like hydrotest or pressure testing of pipes according thick steel pipe products with a certificate which can guarantee product quality. Therefore, product quality is very worth noting, improved, and maintained in accordance with the wishes and needs of potential buyers of steel pipe that affect potential buyers in the form of Customer Satisfaction steel pipe products that can survive and grow in number. From the results of this study can also be seen

indirectly influences the variable product quality to customer satisfaction for 0.545, or 54.5% and a significance level of 0.00

Influence of Brand Image on Customer Satisfaction

The results of this study showed no effect positive brand image and not significant to Customer Satisfaction at PT. BKSI. This is because the value of $t_{1,105} < t_{table}$ amounted to 1,981 ($\alpha = 0:05 = 5\%$, $df = 112$) or with significant value $0.271 > 0.05$. According to Kotler & Armstrong (2008: 275) Brand is a name, term, sign, symbol, or design, or a combination of all of these, which indicates the identity of the manufacturer or seller of a product or service. Consumers view the brand as an important part of the product and the establishment of a brand can add value to a product. When a potential buyer wants to purchase a product sold by PT. BKSI (steel pipe), The main thing to be considered is the Brand of the steel pipe is Brand creates a positive image on steel pipe products are sold. Therefore, brand image is very worth noting, improved, and maintained positive image in accordance with the wishes, needs of potential buyers of steel pipes that affect potential buyers in the cause of Customer Satisfaction steel pipe products that can survive and grow in numbers that the image is shown of steel pipe products PT. BKSI. the needs of potential buyers of steel pipe that affect potential buyers in Customer Satisfaction cause steel pipe products that can survive and grow in numbers that are shown on the image of steel pipe products PT. BKSI. the needs of potential buyers of steel pipe that affect potential buyers in Customer Satisfaction cause steel pipe products that can survive and grow in numbers that are shown on the image of steel pipe products PT. BKSI.

From the results of this study can also be seen directly influence brand image variables on Customer Satisfaction for 0.080 or 8% and a significance level of 0.271 then there are the indirect effect and no significant between variable Brand Customer Satisfaction.

Influence Purchasing Decisions on Customer Satisfaction

The results of this study indicate Purchasing Decisions positive and significant impact on Customer Satisfaction at PT. BKSI. This is because the value $t_{hitung} 5.889 > t_{table} 1.981$ ($\alpha = 0:05 = 5\%$, $df = 112$) or with significant value $0.000 > 0.05$. Purchasing decisions is a process where consumers decide which brand to buy. Consumers will buy the most preferred brand, but can be influenced by two factors that are between purchase intentions and purchasing decisions is the attitude of people and situations that are not expected. Purchase intentions may change as the situation faced by consumers impede or forced to cancel a purchase or switch to other alternatives. Preferences and purchase intentions do not always result in an actual purchase (Kotler, 2014:181) .When the prospective buyer wants to purchase a product sold by PT. BKSI (steel pipe), the main thing to consider is buying decision on whether a steel pipe Purchase Decision raises the desire and confidence to buy from prospective purchasers of steel pipes. Therefore the purchase decision very worth noting, improved, and maintained in accordance with the wishes, needs and confidence of potential buyers of steel pipes that affect potential buyers who could cause Customer Satisfaction steel pipe products that can survive and grow in number as you wish and trust shown from PT steel pipe products. BKSI.Dari these results can also be seen a direct influence on the purchase decision Customer Satisfaction for 0.443 or 44.3%

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research and discussion in the previous chapter, it can be deduced about "Quality Products, Brand Image, Purchase Decision and Customer Satisfaction the researchers concluded as follows:

- 1) Product quality and significant positive effect on the Purchase Decision Product Quality Durability dominant dimension to the buying decision. Thus, if the quality of products in the durability of the products improved and maintained there will be an increase in the buying decision.
- 2) Brand image positive and significant impact on the purchase decision Brand Image Dimensions dominant strength of the buying decision. Thus, if the Brand in the Brand strength is maintained and preserved, there will be an increase in the buying decision.
- 3) Quality Products to Customer Satisfaction and significant positive effect on customer satisfaction Durability Dimensions dominant against recommending willingness Customer Satisfaction. Thus if the durability of the products improved and maintained the customer satisfaction will increase in the willingness to recommend.
- 4) Brand image and no significant positive effect on customer satisfaction Brand Image Dimensions dominant strength against Willingness recommend Customer Satisfaction. Thus, if the Brand in the Brand strength is maintained and preserved, there will be a slight increase on the willingness of Customer Satisfaction recommend.
- 5) The purchase decision is positive and significant impact on the purchase decision Customer Satisfaction dimension after purchase dominant behavior towards *willingness recommend* Customer satisfaction. Thus, if Purchase decision after purchase behavior more attention then there will be an increase to Customer satisfaction on the willingness to recommend.

Suggestion

Based on the results of research and discussion and conclusions that have been described previously, the suggestions can be given writer among other things:

- 1) Practical advice
 - a) Companies are advised to always maintain the quality of products mainly related to: the effort to meet customer expectations, and that PT BKSI always scaling up sales after service if there is damage to consumers or customers have repeatedly buying interest.
 - b) Companies are advised to always give the right image quality is produced, because the steel pipe Brand BKSI are in strong competition with many manufacturers of steel pipe steel pipe manufacturer's local or from abroad. If companies keep the right image with quality and affordable to the buyer then this could increase the purchasing decision.
 - c) Companies are advised to always pay attention to the buyer has the desire (motivation) to buy the product again because they feel satisfied with the quality. If the company did the quality of service that appealed to consumers then it can improve customer satisfaction.
 - d) Suggested the company always pay attention, maintain, improve product quality so that customers feel satisfied and generate buying interest back.
 - e) Advised the company although no effect and no significant but still pay attention to the image of the trademark that is already well-known company and assured of the quality that the customer is satisfied and generate buying interest.
- 2) Theoretical advice

- a) In connection this study has limitations in doing research, it is advisable for the next researcher who wants to examine the variables that are relevant in this study, namely product quality, brand image, purchase decision and customer satisfaction so that further research can develop other variables that can be made by reference to examine the variables that have not been done as well as using other research objects and to increase the number of respondents in the different research objects.
- b) Based on the value of R² (R Square) shows that influence product quality, brand image, purchasing decisions on customer satisfaction by 58.5% while the remaining 41.5% (100% - 58.5%) influenced by other factors or variables other than this model. Then it is suggested for further research study to test out this variable.

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