

THE INFLUENCE OF BRAND IMAGE, BRAND PERSONALITY, AND CUSTOMER SATISFACTION ON PURCHASE DECISIONS IN PUJASERA MSMEs

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Abstract

This study aims to analyze the influence of brand image, brand personality, and customer satisfaction on purchase decisions at Pujasera MSMEs located on Melati Street, Tegal City. The background of this study is derived from the increasingly competitive culinary business landscape and the fluctuations in the number of customers experienced by Pujasera MSMEs following their relocation. The decline in customer visits is presumed to be influenced by the weak brand image, the absence of a strong brand personality, and suboptimal customer satisfaction, all of which potentially affect consumer purchase decisions. This research employs a quantitative approach. The population consists of consumers of Pujasera MSMEs on Melati Street, Tegal City. The sampling technique used is incidental sampling with the criterion that respondents must have made at least one purchase at the Pujasera MSMEs, resulting in 100 respondents. Primary quantitative data were collected through observation, interviews, and questionnaires. Data analysis techniques include multiple linear regression, t-test, F-test, and coefficient of determination. The findings are expected to demonstrate that brand image, brand personality, and customer satisfaction positively and significantly influence purchase decisions, both partially and simultaneously. A strong brand image enhances consumer trust and positive perceptions, while brand personality fosters emotional attachment. Meanwhile, customer satisfaction becomes a key factor in encouraging repeat purchase behavior. Therefore, Pujasera MSMEs on Melati Street are advised to strengthen marketing strategies, reinforce brand identity, maintain service quality, and enhance customer satisfaction to improve consumer purchase decisions.

Keywords: Brand Image, Brand Personality, Customer Satisfaction, Purchase Decision, MSMEs, Pujasera.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the main pillars in the Indonesian economy, especially because of their ability to create a large number of jobs and provide inclusive business opportunities for various levels of society (Aini, Prasetyorini, and Susilo 2025). In addition, the development of MSMEs is also increasingly relevant in the midst of changes in dynamic and competitive public consumption patterns. This condition requires MSME actors to continue to improve their adaptability to market demands. Therefore, to increase the competitiveness of the MSME sector, it is increasingly important to understand the factors that affect consumer behavior (Aini, Prasetyorini, and Susilo 2025). One of the fastest-growing MSME subsectors is the culinary industry. With the increasing demand for fast food, product variety, and interesting consumption experiences have encouraged the emergence of various business models including food courts as integrated culinary centers. Increasingly critical changes in consumer preferences have led to aspects such as brand identity, business reputation, and service experience becoming key factors in the purchase decision-making process. Food Courts are one of the Micro, Small, and Medium

Enterprises (MSMEs), becoming the latest culinary destination to be present in Tegal City. The food court developed an open-air culinary concept that emphasizes a sense of community and provides a variety of delicious food and drinks. Initially, MSME Food Courts were located on Jl. R.A. Kartini No. 5, Kejampon, East Tegal District, but now it has moved to Jl. Melati, Kejampon, East Tegal District, Tegal City. The growth in the number of MSME Food Courts on Jalan Melati, Tegal City, shows the increasing public interest in culinary spaces that offer many choices in one location. However, the increasing number of business actors in the food court also brings consequences in the form of strong competition. The food court area is filled with customers and is located in a strategic location, such as around Tegal City Square, providing its own advantages due to the high potential for consumer flow. However, the number of MSME food court buyers on Jalan Melati, Tegal City from November 2024 to November 2025 fluctuated, reflecting changes in consumer purchase rates. The main problem faced by MSMEs in Jalan Melati, Tegal City lies in its location which is in the spotlight of buyers who are known to be less strategic which was previously located on Jl. Kartini, an area that is known to be quite strategic and crowded with buyers. However, since January 2025, business actors have moved to a new location on Jl. Melati. This move is quite significant to economic activity, shown by a decrease in turnover and a large number of buyers, especially in the early days of relocation. Most business actors do not have a directed branding concept, both in terms of visuals, services, and communication with consumers. A less consistent brand identity makes it difficult to build emotional closeness with customers. In addition, the gap in service quality between outlets results in less stable customer satisfaction, affecting consumers' tendency to make purchase decisions. The decrease in the number of buyers in the food court area is due to the lack of brand image. This is due to the new location that is considered less strategic and difficult to reach. In addition, consumers also consider the food court area to have less visual appeal and a prominent identity compared to other culinary places. The lack of consistent branding, such as logos, venue concepts, and outlet appearances, makes food courts difficult to remember and differentiate from competitors. This condition has an impact on declining consumer comfort and indirectly affects the positive perception of the public towards the culinary area. The conditions in the food court show that each outlet has different service standards, so that a distinctive character is not formed (Brand Personality) strong from the food court as a whole. In addition, the lack of a clear identity, such as the concept of whether the place is family-oriented (Family Friendly), modern, or relaxed, makes consumers not have an emotional closeness to the food court. And several other findings in the field that consumers feel dissatisfied with locations that are less strategic and difficult to access, the rise of illegal parking that makes them reluctant to make repurchases which results in a decrease in emotional closeness between consumers and food court brands, which ultimately has an impact on declining interest in revisiting and a decrease in purchasing decisions in the MSME food court area. The purpose of this study is to analyze the influence of brand image on purchase decisions, analyze the influence of brand personality on purchase decisions, analyze customer satisfaction on purchase decisions and analyze the influence of brand image, brand personality, and customer satisfaction on MSMEs Food Banks. The benefits of this study are to collect important information that can be used by MSMEs to evaluate customer satisfaction, brand personality, and brand image, all of these things affect purchasing decisions that are the basis for developing more innovative and effective marketing strategies to attract consumers to make purchases, which will have an impact on the growth of income and customer base of MSME Food Courts on Jalan Melati, Tegal City.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Purchase Decision is the moment when a customer chooses to make a purchase known as a purchase decision. Decisions are individual activities that have a direct impact on the purchase and use of the goods offered. (Zusrony, 2020:35). According to Sangadji & Sopiah, (2013:332) Customer behavior has a significant impact on purchasing decisions. The process of fixing problems

to meet customer demands or wants. Meanwhile, according to Firmansyah, (2019:203) that before making a purchase, customers can evaluate the product or service to make their choice. The assessment and selection process results in results. According to Wulandari & Heru Mulyanto (2024:28) Several factors influence consumer purchasing decisions, namely product choice, brand choice, distributor choice, purchase time, purchase amount, and payment method. Brand image is when consumers think of a certain brand, they form a kind of association. Similar to the way we think of others, this connection can manifest as a specific idea or image that is connected to the brand (Sangadji & Sopiah, 2013:327). However, according to Princess et al., (2021:114) argues that brand image is very important, has the power to evoke strong emotions in customers, and will make them feel good about using or buying its products. In contrast, customers are usually less likely to buy items from a brand if they have had a bad experience with the brand. They have a positive experience when buying or using the brand's items. Meanwhile, according to Indrasari, (2019:93) Consumer opinions about the quality of a brand or company are known as brand image. The impression that consumers have of a company is known as its corporate image. According to Sangadji & Sopiah, (2013:331) As a cornerstone for consumer connection and brand uniqueness, brand personality refers to the emotional bond between the brand and its excellence. Brand personality has the same characteristics as other brands, or indicates whether the company is worthy of further study. After that, there is another definition of Sherly et al., (2020:164) Describe how a brand's personality is a distinctive quality that sets it apart from competitors and makes it easy for consumers to recognize. A brand's emotional attachment to the advantages it offers to consumers is referred to as brand personality. As consumer preferences change, brand personalities shift faster. The following is the definition of (Firmansyah, 2019:73) highlighting the distinctive qualities that a brand possesses that gives it a human-like personality and allows target customers to quickly recognize it and differentiate it from competing brands in the same market. In addition to the qualities of aggressive, disciplined, authoritative, elegant, or friendly, examples include warmth, caring, friendly, cheerful, creative, and independent. Satisfaction is the performance (result) of a product that is felt. compared to the expectations of consumers, they can feel satisfied or disappointed. Customers will be disappointed if the goods do not meet their expectations (Zusrony, 2020:92). Meanwhile, here are other definitions of Kurniawan, (2024:62) stating that customer satisfaction is the degree to which a good or service can meet or even exceed customer expectations. This level of satisfaction serves as the main criterion for assessing the effectiveness of a marketing campaign and the quality of the goods or services provided. But there are also explanations that have different points of view, especially from (Sangadji & Sopiah, 2013:180) stating that the difference between a person's perception of the true value of the product's performance and the expected performance of the product is the determining factor in whether they are satisfied or not.

The phenomenon examined in this study is related to a study entitled "The Influence of Brand Image and Product Quality on Purchase Decisions Moderated by Customer Satisfaction in MSMEs in Medan Sunggal District" (Deliana et al. 2025) Where the study shows, brand image significantly affects the level of consumer satisfaction but has little influence on purchasing decisions. In addition, the issues under discussion relate to (Herdianti & Nurhadi, 2021) and titled "The Influence of Brand Personality and Brand Trust on Brand Loyalty Among McDonald's Customers in Surabaya" Purchase decisions are influenced by brand personality, especially when the brand can show a strong character and leave a good impression on customers. In addition, the problem in another study is related to the study "The Influence of Customer Satisfaction and Trust on Food Purchase Decisions at Maji Ayam Geprek Restaurant, Bethesda Sario Street Branch" (Mukuan, Mandey, and Jeffry L. A. Tampenawas 2023) which indicates that if customers are satisfied with the atmosphere, level of service, and quality of the food, they are more likely to come back and recommend the restaurant to others. According to Sugiyono, (2017:64) A hypothesis is a temporary theory put forward as an initial solution to a problem. Due to its uncertain nature, its

accuracy still needs to be evaluated using the empirical data that has been collected. As a result, the research hypothesis is stated as follows:

H1: Brand image affects purchasing decisions in MSME Food Courts

H2: Brand personality affects purchasing decisions in MSME Food Courts

H3: Customer satisfaction affects purchasing decisions at MSME Food Courts

H4: Brand image, brand personality, and satisfaction simultaneously affect purchasing decisions at MSMEs Tegal City Food Courts

RESEARCH METHODS

This research method uses a quantitative approach, using primary data, namely respondents who make purchases from MSME Food Banks in Tegal City, which is the focus of the research in 2025, being the main source of data for this research. The population in this study is all buyers of MSME Food Courts on Jalan Melati, Tegal City who were chosen because they have direct experience with the products and services studied. The sampling technique used is by No probability Sampling is a sampling technique that does not provide the same opportunity for every element or member of the population to be sampled. Meanwhile, the determination of the number of respondents (sample) was carried out using the incidental sampling. Incidental sampling is a sample research technique based on chance, namely selecting respondents by visiting respondents and then choosing prospective respondents who are met by chance, but prospective respondents must have certain characteristics (Sugiyono, 2023:133). Namely respondents who buy from MSME Food Courts on Jalan Melati, Tegal City with criteria that are adjusted to the characteristics and behavior of the buyer as consumers are buyers/consumers who make 2x purchases, are willing to be respondents and fill out the questionnaire completely and understand the products or services purchased, both in terms of price, quality, and services provided by MSME actors. Based on these criteria, the number of buyers of MSME Food Courts on Jalan Melati, Tegal City in one year is not known for sure. According to Sugiyono, (2023:136) Since the entire population cannot be known precisely, the formula Cochran used to determine the overall sample size, so that the sample size Used in this study were 96 people who were then rounded up to 100 buyer respondents. Data collection techniques use observation, interviews and questionnaires (questionnaires). The data analysis method uses multiple linear regression analysis, Partial Significance Test (t-test), Simultaneous Significance Test (F test) and determination coefficient R^2

RESULTS AND DISCUSSION

Based on the results of the questionnaire distribution, several characteristics of respondents were obtained, including gender, age, occupation, and frequency of purchases. The characteristics of the respondents in this study out of 100 respondents were dominated by gender with a percentage of 71%, while male respondents were 29%. Based on age, 80 respondents over 25 years old with a percentage of 80%, respondents aged 25–30 years old with a percentage of 20%. Based on the level of education, it is dominated by students totaling 57 people with a percentage of 57%, while respondents from the general public are 43 people with a percentage of 43%. Meanwhile, respondents based on total purchases are dominated by respondents who have made purchases 2 or more times amounting to 100 people with a percentage of 100%. The results of the multiple linear regression test can be seen as follows:

Table 1. Results of Multiple Linear Regression Analysis Test

Coefficient					
Models		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2.077	1.798		1.155
					.251

Brand Image	.390	.086	.389	4.516	.000
Brand Personality	.404	.079	.393	5.118	.000
Customer Satisfaction	.165	.077	.182	2.161	.033
a. Dependent Variable: Purchase Decision					

Source : SPSS Processing Data, 2026

Based on the data above in the Unstandardized Coefficients column, the constant value is stated as 2.077, (X1) 0.390, (X2) 0.404, (X3) 0.165, thus the regression equation can be written into the form of equation form equation as follows:

$Y = 2.077 + 0.390 (X1) + 0.404 (X2) + 0.165 (X3) + e$, where the explanation is that the positive Constant value indicates the level of basic purchase decision from the consumer even without the influence of the three independent variables, the positive value coefficient means that there is a positive influence of the Brand Image on the Purchase Decision. This means that the better the Brand Image, the better the Purchase Decision, on the other hand, if the Brand Image is lower, the lower the Purchase Decision, the positive value coefficient means that there is a positive influence of Brand Image on the Purchase Decision. This means that the better the Brand Image, the better the Purchase Decision, on the other hand, if the Brand Image is lower, the lower the Purchase Decision, the positive value coefficient means that there is a positive influence of Brand Image on the Purchase Decision. This means that the better the Brand Image, the better the Purchase Decision, on the other hand, if the Brand Image is lower, the lower the Purchase Decision.

Hypothesis test t test

The results of the partial test (t-test) can be seen as follows:

Table 2. Partial Test Results (t-test)

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.077	1.798		1.155	.251
	Brand Image	.390	.086	.389	4.516	.000
	Brand Personality	.404	.079	.393	5.118	.000
	Customer Satisfaction	.165	.077	.182	2.161	.033
a. Dependent Variable: Purchase Decision						

Source : SPSS Processing Data, 2026

Judging from the Partial Test (t-test) table, it can be seen that the Brand Image Variable (X1) towards the Purchase Decision (Y) obtained a calculated t value of 4.516 > 1.983 t of the table and a significance value of 0.000 < 0.05 which means that H0 is rejected and H1 is accepted. The Brand Personality Variable (X2) on the Purchase Decision (Y) obtained a calculated t value of 5.118 > 1.983 t table and a significance value of 0.000 < 0.05 which means that H0 is rejected and H2 is accepted. The Customer Satisfaction variable (X3) on the Purchase Decision (Y) obtained a calculated t value of 2.161 > 1.983 t table and a significance value of 0.033 < 0.05 which means that H0 is rejected and H3 is accepted.

Simultaneous Test (Test f)

The results of the simultaneous test (F test) can be seen as follows:

Table 3. Simultaneous Test Results (F Test)

NEW ERA						
Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2472.964	3	824.321	123.427	.000b
	Residual	641.146	96	6.679		
	Total	3114.110	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Customer Satisfaction, Brand Personality, Brand Image						

Source : SPSS Processing Data, 2026

The variables of Brand Image (X1), Brand Personality (X2), and Customer Satisfaction (X3) together on the Purchase Decision (Y) were obtained with an F value of $123.427 > 2.70$ F table and a significance value of $0.000 < 0.05$.

Determination Coefficient Analysis (Adjusted R²)

The results of the determination coefficient test (Adjusted R²) can be seen as follows:

Table 4. Determination Coefficient Test Results (Adjusted R²)

Model Summary ^b					
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.891a	.794	.788	2.584	1.875
a. Predictors: (Constant), Customer Satisfaction, Brand Personality, Brand Image					
b. Dependent Variable: Purchase Decision					

Source : SPSS Processing Data, 2026

Based on the results of the table, it is known that the value of the Adjusted R Square determination coefficient is 0.788 or 78.8%. It can be concluded that Customer Satisfaction, Brand Personality, and Brand Image simultaneously had an effect of 78.8% on Purchase Decisions, and the remaining 21.2% were influenced by other factors outside of this study such as price, promotion, product quality, and others.

Based on the results of the above test, the results of the researcher's hypothesis can be interpreted as follows:

1. The results of the test in this study show that the Brand Image variable has a regression coefficient value of 0.390 which is a positive sign. This means that if there is an increase in Brand Image by one unit and other independent variables are fixed, there will be an increase in the purchase decision of 0.390. And vice versa, if there is a decrease of one unit in the Brand Image, there will be a decrease in the purchase decision of 0.390. In addition, the results of the partial test with the t-test obtained a calculated t-value of 4.516 with a significance value of $0.000 < 0.05$, which means that H₀ is rejected and H₁ is accepted.
2. The results of the test in this study show that the Brand Personality variable has a regression coefficient value of 0.404 which is a positive sign. This means that if there is an increase in Brand Personality by one unit and other independent variables are fixed, there will be an increase in the purchase decision of 0.404. And vice versa, if there is a decrease of one unit in the Brand Personality, there will be a decrease in the purchase decision of 0.404. Based on the results of the t-test, a calculated t-value of 5.118 was obtained with a significance value of $0.000 < 0.05$, which means that H₀ is rejected and H₂ is accepted.
3. The test results in this study show that the Customer Satisfaction variable has a regression coefficient value of 0.165 which is a positive sign. This means that if there is an increase in

Customer Satisfaction by one unit and other independent variables are fixed, there will be an increase in the purchase decision of 0.165. Likewise, if there is a decrease of one unit in Customer Satisfaction, there will be a decrease in purchase decisions of 0.165. In addition, the t-test results showed a calculated t-value of 2.161 with a significance value of $0.033 < 0.05$, which means that H_0 is rejected and H_3 is accepted.

4. The results of the test in this study show that in the F test, the F value of the table is 2.70 and the F value is calculated as 123.427 which means that the value of F is calculated $> F$ table or $123.427 > 2.70$ with a significance value of $0.000 < 0.05$, meaning that H_0 is rejected and H_4 is accepted. It can be concluded that Brand Image, Brand Personality, and Customer Satisfaction have a significant effect simultaneously on Purchase Decisions in MSME Food Banks.

CONCLUSION

Based on the results of the research and discussion on the influence of Brand Image, Brand Personality, and Customer Satisfaction on Purchase Decisions in MSME Food Courts on Jalan Melati, Tegal City, the researcher can draw the following conclusions:

1. Brand Image (X_1) has a positive and significant effect on the purchase decision of MSME Food Banks
2. Brand Personality (X_2) has a positive and significant effect on purchasing decisions in MSME Food Banks
3. Customer Satisfaction (X_3) has a positive and significant effect on purchasing decisions in MSME Food Courts
4. Brand Image, Brand Personality, and Customer Satisfaction simultaneously have a positive and significant effect on Purchase Decisions in MSME Food Courts.

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