

The Effect of Product Quality and Brand Image on Marjan Syrup Purchase Decisions in the South Jakarta Area

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ABSTRACT

This study investigates the influence of product quality and brand image on purchasing decisions for Marjan syrup in the South Jakarta area. The research was conducted against the backdrop of a consistent decline in syrup consumption and sales performance throughout early 2024, indicating the need for companies to optimize key marketing variables that shape consumer behavior. Using a quantitative approach, the study employed a survey method with 150 respondents selected through purposive sampling, representing consumers who had purchased Marjan syrup in the designated region. Data were collected through structured questionnaires and analyzed using multiple linear regression with SPSS 27. The findings reveal that product quality has a positive and significant effect on purchasing decisions, demonstrating that consumers prioritize functional performance, durability, and overall value when choosing syrup products. Similarly, brand image also shows a significant positive influence, indicating that a strong, trustworthy, and emotionally resonant brand perception can strengthen consumer preference and drive purchase intention. Together, both variables contributed a substantial 91.3% of the variance in purchasing decisions, confirming their strategic importance in shaping market behavior. These results highlight the necessity for companies to maintain superior product quality while consistently strengthening brand positioning to remain competitive amid shifting consumer preferences. The study underscores the relevance of integrating marketing strategy with consumer behavior insights to sustain growth and optimize sales performance in the beverage industry.

KEYWORDS Product Quality; Image; Purchasing Decision.



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INTRODUCTION

The rapid development of technology and information has made it easier for people to interact and access the information they need (Kotler et al., 2021; Tiago & Veríssimo, 2019). This has intensified competition among companies to demonstrate that their products are the best (Porter, 2020). As we know, competition is fierce, especially among companies selling syrup drinks as base ingredients for typical flavored beverages, prompting one of Indonesia's major syrup brands, namely Marjan syrup, to strive for high sales volumes in the drink sector (Euromonitor International, 2023). However, the percentage of syrup consumption in the South Jakarta area has experienced a decline from January to May (Putri & Suyanto, 2022).

In the first five months of 2024, there was a consistent downward trend in syrup consumption in the Jakarta area (Chandra et al., 2025). Data shows that in January, the consumption percentage reached 90.8%, indicating a relatively high level at the start of the year. However, from February to May, there was a gradual decline in consumption rates: February recorded 90.2%, followed by 89.5% in March and 88.3% in April. The most significant decline occurred in May, with only 86.7% of the population consuming syrup. This

decline may be caused by various factors, such as changes in consumer preferences, competition from similar products, or economic factors influencing people's purchasing power.

Further analysis is required to understand the dynamics behind this decline and to design appropriate strategies for maintaining or increasing the market share of syrup in Jakarta. Product quality's effect on purchase decisions can be explained by consumers' tendency to choose products with better perceived quality because they believe these products will provide greater value and higher satisfaction (Kotler, P., & Armstrong, G. (2019:56)). Brand image can significantly influence purchase decisions because a strong brand image affects consumer preferences, making them more likely to choose products from that brand over competitors (Aaker, 2022:78).

Kotler and Keller (2009:184) explain that smart companies try to fully understand customers' purchase decision processes, as their experiences become learning material for choosing, using, and even disposing of products. According to Kotler, P., & Armstrong, G. (2019:14), customer satisfaction reflects an individual's evaluation of product performance in relation to expectations. Product quality is the totality of features and characteristics of a product or service based on its ability to satisfy stated or implied needs (Kotler and Keller, 2019:143). Brand image reflects the promises made by manufacturers to consumers regarding the quality of products produced (Kotler, 2019:10).

Sales data for Marjan Syrup in South Jakarta during the first semester of 2024 shows a significant decline in sales volume over the five-month period. Sales started at Rp. 21,212,243,000 in January and decreased to Rp. 19,291,221,000 in May. Although monthly fluctuations are evident, with the highest sales in January and the lowest in May, an overall downward trend is observable from month to month. According to Asyraf (2019:7), purchase decisions can be influenced by product quality and consumer behavior. Purchasing decisions are greatly influenced by consumer perceptions of product quality as well as their behavior in evaluating products (Kotler & Keller, 2019; Se, Marketing Management).

Consumer buying decisions are influenced by various factors, including product quality and consumer behavior, as explained by experts. According to Kotler and Keller (2019:36), product quality plays a crucial role in purchase decisions, where high-performing products that meet consumer expectations are more in demand. Factors such as reliability, durability, and additional features also become important considerations. Schiffman and Kanuk (2019:72) add that consumer behavior, including their perceptions of product brands, information from reviews and recommendations, as well as personal and social preferences, greatly influences their decisions.

Solomon (2023:56) emphasizes that psychological factors like motivation, attitudes, and beliefs toward certain brands also play an important role in the decision-making process. Overall, purchase decisions result from the complex interaction between perceived product quality and various aspects of consumer behavior, including information evaluation, social influences, and individual preferences. Research by Zeithaml (2022:23) shows that consumer perceptions of product quality directly influence their purchase intentions and decisions, underscoring the importance of maintaining high quality standards and understanding consumer behavior to enhance the effectiveness of marketing strategies.

Based on the results of Juan's research (2019:43), consumer behavior and product quality have a positive and significant influence on purchase decisions, which differs from Sutanto's

research (2022:23) finding that consumer behavior and product quality do not have a positive and significant influence on purchase decisions.

This study aims to analyze the influence of product quality and brand image on Marjan syrup purchase decisions in the South Jakarta area. It will examine the influence of product quality and brand image both separately and together on consumer purchase decisions. The benefits of this research are to enrich the study of theory in marketing management science, especially related to consumer behavior and factors influencing purchasing decisions. Practically, the results can provide insights for Marjan syrup manufacturers in formulating more effective marketing strategies, focusing on improving product quality and strengthening brand image to enhance purchasing decisions.

METHOD

This research was quantitative. It employed an associative study design to examine the influence or relationships between two or more variables (Sugiyono, 2019).

The study used a survey method with questionnaires as the data collection tool. Data from samples taken from the population were analyzed to identify the distribution and relationships between variables (Sugiyono, 2019).

The data were processed using multiple linear regression with SPSS 27 software (Wibowo, 2020).

The population consisted of Marjan syrup buyers in the South Jakarta area who made purchases. Since the population size was unknown, sampling followed the formula by Hair et al. (2022), as cited by Handayani (2020).

(Amount indicator + quantity latent variable) x (5 to 10 times)

A total of 15 indicators multiplied by 10 yielded 150 respondents, comprising consumers who purchased Marjan Syrup products in the South Jakarta area. Data collection was implemented using multiple techniques, including interviews, questionnaires, observations, and combinations thereof (Sugiyono, 2022). The study utilized primary data obtained through questionnaires distributed via Google Forms to Marjan Syrup consumers in the DKI Jakarta area, where respondents received a link to answer the questions. Secondary data consisted of documents such as company profiles and supporting information available for Marjan Syrup in the DKI Jakarta region. Instruments were used to measure the variables studied, with the total depending on the number of variables (Sugiyono, 2022).

Table 1. Likert scale

Likert scale	Code	Mark
Strongly agree	SS	5
Agree	S	4
Neutral	N	3
Don't agree	TS	2
Strongly Disagree	STS	1

Source: (Sugiyono, 2022)

The data in this study were analyzed using a program to test the impact between variables, processed through multiple linear regression. Multiple linear regression is a regression model involving more than one independent variable. Multiple linear regression analysis is conducted to determine the direction and magnitude of the influence of independent variables on the dependent variable (Ghozali, 2022), using the SPSS (Statistical Package for the Social Sciences) program.

RESULT AND DISCUSSION

A. Object Description Study

Study This done to customers Marjan Products, with objective test influence from Quality Product, Brand Image, Purchasing Decision on Marjan Products, Based on decline sale from July 2020 amounted to Rp. 21,210,393,000, July 2021 amounted to Rp. 18,019,192,221, July 2022 amounted to Rp. 17,819,282,021, During July 2023 amounted to Rp. 16,353,221,891 from the data seen quite a decline significant. Based on results determination 150 samples were obtained in study This with criteria consumers who do shopping at Marjan Products.

B. Characteristics Respondents

Based on the data obtained through distributed questionnaires expand to 155 Consumers Marjan Products as respondents, obtained characteristic data respondents as following:

1) Characteristics Respondent Gender

Table 2. Respondent Characteristics Gender

Gender	Answer Respondents	Percentage
Man	70	48%
Woman	80	52%
Total	150	100%

Source: Data processing results, 2023

Based on the data in table 2 that respondents Woman highest with total 80 or by 52%. Respondents man as many as 70 or by 48% based on data from respondents who were asked information.

2) Characteristics Respondents ' Shopping Frequency in 1 Month

Table 3. Respondent Characteristics of Shopping Frequency in 1 Month

Shopping Frequency in 1 month	Answer Respondents	Percentage
1 X	50	34%
2 X	40	26%
3 X	29	17%
4X	21	13%
5X	7	6%
> 5X	3	4%
Total	150	100%

Source: Data processing results, 2023

Based on data 3 shows that Highest Shopping Frequency in 1 Month namely 1X of 34% or around 50 respondents of 150 respondents and the lowest Shopping Frequency in 1 Month that is above 5X By 4% or around 3 respondents of the 150 respondents asked information.

3) Characteristics Respondent Professional Status

Table 4. Respondent Characteristics Professional Status

Status	Answer Respondents	Percentage
Students	42	36%
Laborer	35	17%
Employee	28	21%
Employee	25	18%
Other	20	8%
Total	150	100%

Source: Data processing results, 2023

Based on data 4. shows that majority profession respondents highest that is other with percentage 36% or as many as 42 respondents of a total of 150 respondents and the lowest choose other with percentage 8% or as many as 20 respondents of 150 respondents. This is because right Quality Product shop is at near schools, factories and offices.

4) Characteristics Respondent Income Level

Table 5. Respondent Characteristics Income Level

Income	Answer Respondents	Percentage
< Rp. 1,000,000	20	17%
Rp. 1,000,000 - Rp. 3,000,000	85	44%
Rp. 3,000,000 - Rp. 5,000,000	35	30%
Rp. 5,000,000 >	10	9%
Total	150	100%

Source: Data processing results, 2023

Based on data 5. shows that majority income level respondents highest namely Rp. 1,000,000 – 3,000,000 with percentage as much as 44% or around 85 respondents from a total of 150 respondents and income the lowest is above Rp. 5,000,000 with percentage as much as 9% or around 10 respondents of a total of 150 respondents, this said because right near with schools, factories and offices and also from aspect economy is at level B- or medium to lower.

C. Statistical Test Descriptive

1) Statistical Test Results Descriptive Purchase Decision (Y)

Table 6. Results of Descriptive Statistical Test of Purchasing Decisions (Y)

Statement	Statement					N	Play	Decision
	1	2	3	4	5			
Statement 1	4	4	1	62	44	150	4.31	SS

Statement 2	3	3	1	58	50	150	4.50	SS
Statement 3	3	7	1	66	38	150	4.58	SS
Statement 4	27	23		37	28	150	4.75	SS
Statement 5	1	1		74	39	150	4.28	SS

Source: Data processing results, 2023

Based on the data in table 4.5 in the statistical test results descriptive analysis of the Purchase Decision variable (Y) was found highest average value on the indicator time purchase, with average value of 4.75 and value lowest on the indicator, needs will product with average value 4.28, total value overall above 4.19 which means the average answer respondents in the Statistical Test Results Descriptive Purchase Decision (Y) namely SS or Strongly Agree.

2) Analysis Results Product Quality Descriptive (X2)

Table 7. Results of Descriptive Statistical Test of Product Quality (X2)

Statement	Statement					N	Mean	Decision
	1	2	3	4	5			
Statement 6	2	71	3	38	7	150	2.63	TS
Statement 7	2	2	2	66	43	150	4.21	SS
Statement 8	18	12	2	49	34	150	4.90	SS
Statement 9	1	5	4	84	21	150	4.81	SS
Statement 10	1	7	3	93	11	150	4.30	SS

Source: Data processing results, 2023

Based on the data in table 7 in the statistical test results descriptive Quality Product (X 1) is found highest average value on the indicator, place spacious and comfortable parakeet with average score 4.90, Highest score second on the indicator , Quality Product with value 4.81 and value lowest on the statement , I feel easy access going to shop , with average value of 2.63, in the statistical test results descriptive Quality Product (X 1) is SS or Strongly Agree. Based on results the can viewed 1 statement with the average value is 2.63 which means No agree and the rest above 4.19 which means SS or Strongly Agree.

3) Statistical Test Results Descriptive Brand Image (X2)

Table 8. Results of Descriptive Statistical Test of Brand Image (X2)

Statement	Statement					N	Mean	Decision
	1	2	3	4	5			
Statement 13	1	13	4	35	62	150	4.89	SS
Statement 14	1	1	29	64	20	150	4.49	SS
Statement 15	13	14	3	75	10	150	4.84	SS
Statement 16		3	105	7	150		4.91	SS
Statement 17	1	3	105	6	150		4.95	SS
Statement 18	2	3	109	1	150		4.93	SS
Statement 19	1	4	2	107	1	150	4.18	SS

Source: Data processing results, 2023

Based on the data in table 8 in the statistical test results descriptive Brand Image (X₂) was found. The highest average value on the indicator, Brand Image provides a sense of security and comfort of 4.95, the second value highest on the indicator, served with fast time 4.93 and value lowest on the indicator serve with product of 4.18. total value overall above 4.19 which means the average answer respondents in statistical test results descriptive Brand Image (X₂) namely SS or Strongly Agree.

D. Validity and Reliability Test Results

1. Data Validity Test Results

a. Validity Test Results Purchase Decision Variable (Y)

Table 9. Results of the Validity Test of the Purchase Decision Variable (Y)

Statement	Pearson Correlation	R.table	Decision
Statement 1	0.889	0.1541	Valid
Statement 2	0.713	0.1541	Valid
Statement 3	0.758	0.1541	Valid
Statement 4	0.820	0.1541	Valid
Statement 5	0.898	0.1541	Valid

Source: Data processing results, 2023

Based on the data in Table 9, the validity test results for the purchase decision variable (Y) showed that the Pearson Correlation value (r-count) was greater than the r-table value. This indicates that all statements for the purchase decision variable were valid; therefore, no repeated testing for invalid items was needed.

b. Validity Test Results Variables Quality Product (X₁)

Table 10. Results of the Validity Test of the Product Quality Variable (X₁)

Statement	Pearson Correlation	r table	Decision
Statement 6	0.835	0.1541	Valid
Statement 7	0.832	0.1541	Valid
Statement 8	0.735	0.1541	Valid
Statement 9	0.825	0.1541	Valid
Statement 10	0.875	0.1541	Valid

Source: Data processing results, 2023

Based on the data in Table 10, the validity test results for the Product Quality (X₁) variable show that the Pearson Correlation (r-count) values are greater than the r-table value. This indicates that all statements for the Product Quality variable are valid; therefore, no repeated testing for invalid distribution is needed.

c. Validity Test Results Brand Image Variable (X₂)

Table 11. Results of the Validity Test of the Brand Image Variable (X₂)

Statement	Pearson Correlation	r table	Decision
Statement 11	0.873	0.1541	Valid
Statement 12	0.752	0.1541	Valid
Statement 13	0.940	0.1541	Valid
Statement 14	0.961	0.1541	Valid
Statement 15	0.833	0.1541	Valid

Source : Data processing results , 2023

Based on the data in Table 11, the results of the validity test for the brand image variable (X_2) showed that the Pearson Correlation (r -count) values were greater than the r -table values. This indicates that all statements for the brand image variable were valid; no invalid items required repeat testing.

2. Reliability Test Results

Table 12. Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Note	Level
Purchase Decision (Y)	0.853	5	Reliable	Very high
Quality Product (X₁)	0.918	5	Reliable	Very high
Brand Image (X₂)	0.801	5	Reliable	Very high

Source: Data processing results, 2023

From the data in Table 12, the Cronbach's Alpha values for all variables exceed 0.60 and reach above 0.799, indicating that the Purchase Decision (Y), Product Quality (X_1), and Brand Image (X_2) variables are reliable and have a very high reliability level.

E. Data Analysis Results

1. Normality Test Results

Table 13. Normality Test Results

OneSample Kolmogorov-Smirnov Test		
Variables	Asymp . Sig. (2-tailed)	Information
Y	0.222	Normally distributed
X ₁	0.213	Normally distributed
X ₂	0.311	Normally distributed

Source : Data processing results , 2023

The decision criterion for significance in the One Sample Kolmogorov-Smirnov Test table is as follows: if the significance value is > 0.05 , the data distribution is normal; if < 0.05 , the data are not normally distributed. Meanwhile, the normality test results in this study showed a significance value greater than 0.05, indicating that the variables Purchase Decision (Y), Product Quality (X_1), and Brand Image (X_2) were normally distributed.

2. Multicollinearity Test Results

Table 14. Multicollinearity Test Results

Variables	Coefficients		Information
		VIF	
Quality Product (X₁)	1,069		No Multicollinearity
Brand Image (X₂)	1,025		No Multicollinearity

Source: Data processing results, 2023

Based on the data in the Coefficients table, the decision criterion for the VIF value is as follows: if $VIF < 10.0$, there is no multicollinearity; if $VIF > 10.0$, multicollinearity occurs. Meanwhile, the test results show that the VIF values for Product Quality (X_1) and

Brand Image (X_2) are lower than 10.0, indicating no multicollinearity among the variables.

3. Heteroscedasticity Test Results

Table 15. Heteroscedasticity Test Results

Coefficients		Information
Variables	Sig.	
Quality Product (X_1)	.213	No Heteroscedasticity
Brand Image (X_2)	.209	No Heteroscedasticity

Source : Data processing results , 2023

Based on the data in Table 15 from the Glejser heteroscedasticity test, the decision rule is as follows: if the significance value > 0.05 , then no heteroscedasticity occurs; if the significance value < 0.05 , then heteroscedasticity occurs. Meanwhile, the results of the Glejser heteroscedasticity test on all variables showed significance values above 0.05, indicating no symptoms of heteroscedasticity.

F. Multiple Linear Regression

Table 15. Multiple Linear Regression

Model	Coefficients ^a					
	B	Unstandardized Coefficients	Standardized Coefficients	Beta	t	Sig.
1	(Constant)	16,312	6,956		2,345	.021
	X_1	.385	.114	.311	3,361	.021
	X_2	.229	.111	.192	1,809	.000

a. Dependent Variable: Y

Source : Data processing results, 2023

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

$$Y = 16.312 + 0.385 X_1 + 0.229 X_2$$

Information :

Y = Purchase Decision

α = Constants $\beta_1, \beta_2, \beta_3$ = Coefficient Regression

X_1 = Quality Product

X_2 = Brand Image

e = Standard Error

The value of Constanta (α) with mark 16,312 which means that variables Quality Product Quality Product (X_1), Brand Image (X_2), in a way together No experience change or The same with value 0 (zero) then can concluded Purchase Decision variable (Y) is 16,312.

Coefficient regression from variables Quality Product (X_1) with value of 0.520 which can be interpreted have influence positive on Purchasing Decisions (Y) which has variable meaning Quality Product (X_1) increases by 1 (one) unit, then the Purchase

Decision (Y) will also increase experience increase of 0.520 with assume other variables remain constant or constant.

Coefficient regression from variables Brand Image (X 2), with mark 0.229 which can interpreted have influence positive on Purchasing Decisions (Y) which has variable meaning Brand Image (X), increases by 1 (one) unit, then the Purchase Decision (Y) will also increase experience increase as big as 0.229 with assume other variables remain constant or constant.

G. Hypothesis Testing

1. Partial T-Test Results

Table 16. Partial T-Test Results

Model	Coefficients ^a		Beta	t	Sig.
	B	Std. Error			
1 (Constant)	16,312	6,956		2,345	.021
X ₁	.385	.114	.311	3,361	.021
X ₂	.229	.111	.192	1,809	.000

Source : Data processing results , 2023

Based on the data in table Partial T Test Results:

1. Product Quality (X 1) on Purchasing Decision (Y)

Product Quality (X 1) has a calculated $t > t$ table, namely $3.361 > 0.1681$. It can be concluded that H_0 is rejected and H_α is accepted. Hypothesis testing on the Product Quality variable (X1) has a significant influence on Purchasing Decisions (Y) of 38.5%.

2. Brand Image (X 2) Against Purchasing Decision (Y)

Brand Image (X2) has a calculated $t > t$ table, namely $1.809 > 0.1681$. It can be concluded that H_0 is rejected and H_α is accepted. Hypothesis testing on the Brand Image variable (X2) has a significant influence on Purchasing Decisions (Y) of 22.9%.

2. Results of the Determination Coefficient Test (R2)

Table 17. Results of the Determination Coefficient Test (R 2)

Model	Model Summary ^b			Standard Error of the Estimate
	R	R Square	Adjusted R Square	
1	.937 ^a	.913	.895	3,341

a. Predictors: (Constant) X₂, X₁

b. Dependent Variable: Y

Source : Data processing results , 2023

Based on the data in table 17, the results of the summary model calculation above own mark R Square coefficient determination of 0.913 or 91.3%. This is means Purchase Decision will influence Quality Product (X1) and Brand Image (X2) amounted to 91.3%. The remaining 8.7% was influenced by the variables outside the research model this. Based on mark R square value of 9.13 the is at the threshold of 0.80 - 1,000 which means own very strong influence between variable.

3. Simultaneous F-Test Results

Table 18. Simultaneous F-Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186,147	3	62,049	18,233
	Residual	836,583	111	7,537	
	Total	1022,730	114		

a. Dependent Variable: Y
 b. Predictors: (Constant), X₃, X₁, X₂

Source : Data processing results, 2024

Based on Table 18, the F-test results show an F-count of 18.233 compared to an F-table of 2.350 (18.233 > 2.350), with a significance value of 0.000 (0.000 < 0.05). It is concluded that the variables product quality (X₁) and brand image (X₂) together have a simultaneous influence on purchase decisions (Y), and this research model is suitable for testing the influence of product quality (X₁) and brand image (X₂) on purchase decisions (Y).

In this research, the data used were primary data obtained through questionnaire distribution to respondents who were the research objects. The validity of respondents' answers was determined based on certain criteria. In this case, the criteria that must be met were fulfilled by *Marjan* product consumers.

This study aimed to determine the results from the variables used. The results of the analysis for all variables used are explained as follows. Product quality (X₁) had a positive and significant influence on purchase decisions (Y). This aligns with Edwin (2019:75), who explains in his book that product quality is effective for increasing sales. This is consistent with Swastha (2019:75), who states that strategic product quality will improve purchase decisions, and with research by Wina and Siagian (2020:79), which found that product quality has a partial influence on purchase decisions.

Brand image (X₂) had a positive and significant influence on purchase decisions (Y). According to Philip Kotler and Armstrong (2019), the brand image provided by a product or service can positively impact purchase decisions. This is supported by Tjiptono (2019:75) and research by Abriansyah (2020:79), which found that brand image has a partial influence on purchase decisions. Brand image correlates with purchase decisions because a good brand image can create satisfied customers, and satisfied customers tend to provide positive recommendations to others. Customer reviews and recommendations can influence potential customers' purchase decisions (Oentoro, 2020:79).

Brand image plays a crucial role in influencing consumer purchase decisions, as reinforced by marketing experts. According to Kevin Lane Keller (1993), a strong brand image allows companies to differentiate their products from competitors, creating added value perceptions and influencing consumer purchase preferences. David Ogilvy (1985) emphasized that brand image is a company's most valuable asset, obtaining positive consumer beliefs and preferences that shape behavior. Jean-Noël Kapferer (1992) highlights that brand image reflects consumer perceptions of the brand, affecting emotional bond formation with the brand and, therefore, purchasing decisions. Philip

Kotler (2000) added that a strong brand image builds customer loyalty and influences consumer attitudes and behavior toward the brand. Thus, it is important for companies to build and maintain a positive brand image as part of their marketing strategy.

H. Reflection of Tawhid

The influence of monotheism on product quality and brand image in Marjan Syrup purchase decisions in the South Jakarta area can be viewed from an Islamic perspective that emphasizes the importance of integrity, honesty, and quality in all human activities, including business and trade.

First, in Islam, product quality is considered very important. The Prophet Muhammad SAW encouraged his people to give their best in every work and activity they undertake. This is reflected in a hadith stating that Allah loves it when someone performs a task well and perfectly. Therefore, in the context of Marjan Syrup, it is important for manufacturers to ensure that the products they produce are of good quality and can fulfill consumer expectations and needs effectively.

Second, brand image in Islam also requires consideration of truth, honesty, and integrity. A good brand not only reflects high product quality but also demonstrates a commitment to ethical and moral values upheld highly in Islam. A strong brand image builds consumer trust and strengthens loyalty to the brand.

In the context of Marjan Syrup in South Jakarta, as Muslim consumers, it is important to consider not only the product's quality but also its alignment with religious and ethical values embedded in the brand. This aligns with monotheistic teachings, namely belief in the oneness of Allah SWT, which motivates Muslims to undertake all actions with full awareness and accountability.

The influence of product quality and brand image on Marjan Syrup purchase decisions in South Jakarta can be seen as part of an effort to uphold integrity and quality in every business transaction, in line with the foundational values of monotheism in all aspects of Muslim life. By understanding and applying these principles, it is hoped that purchase decisions made by consumers will support religious values and provide maximum benefits for individuals and society overall.

CONCLUSION

The analysis reveals that product quality (X1) positively influences *Marjan Syrup* purchase decisions in Jakarta, with a t-value of $3.361 > t\text{-table } 0.1681$ (coefficient 0.520), indicating higher quality boosts decisions; brand image (X2) also significantly affects decisions ($t\text{-value } 1.809 > 0.1681$, $p=0.000 < 0.05$), as positive perceptions increase purchases; simultaneously, both variables exert a significant joint effect ($F=18.233 > F\text{-table } 2.350$, $p=0.000 < 0.05$). For future research, studies could incorporate additional variables like price sensitivity or digital marketing influences to better capture evolving consumer behavior in competitive syrup markets.

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