Strengthening Sales Through Brand Image and Product Quality: An Empirical Study at UD. UMEGA Roti Kacang Hj. Eliya Lubis

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Abstract

This study investigates the influence of brand image and product quality on sales performance at UD. UMEGA Roti Kacang Hj. Eliya Lubis in Tebing Tinggi. A quantitative approach was employed, with data collected through observations, questionnaires, and interviews involving consumers of Roti Kacang Hj. Eliya Lubis. Data analysis was conducted using multiple linear regression with SPSS software. The findings reveal that both brand image and product quality have a positive and significant effect on sales. Among these, product quality plays a more dominant role in driving sales growth, indicating that consistent product excellence is critical to sustaining consumer interest and loyalty. Conversely, while brand image also positively influences sales, its impact is comparatively weaker, suggesting the need for strategic enhancement of brand perception. Strengthening both dimensions is essential for maintaining competitiveness and ensuring sustainable business development in an increasingly dynamic market environment.

Keywords: Brand Image, Product Quality, Sales

Introduction

The evolution of a more competitive company landscape necessitates that business professionals, especially Micro, Small, and Medium Enterprises (MSMEs), consistently enhance sales performance to sustain their viability and broaden their market reach (Fazira Lubis et al., 2024). Amidst swiftly evolving market dynamics, organizations must enhance their adaptability and innovation in the management of their marketing strategy (Z. Lubis et al., 2023). An essential endeavor in augmenting sales is comprehending the determinants that affect consumer purchase selections (Razaq et al., 2024). Factors encompass brand image, product quality, pricing, advertising, and consumer happiness (Fadli, 2021). A robust brand image and superior products are crucial in fostering consumer loyalty and promoting repeat purchases (Sihombing et al., 2024). Consequently, MSMEs must prioritize product quality and cultivate a favorable brand image to compete effectively and attain sustained sales growth in an increasingly competitive business environment (Harianto, Chandra, et al., 2024).

Brand image constitutes a consumer's perception of a brand, shaped by personal experiences, received information, and numerous associations embedded in customers' thoughts (Pranata, 2021). A robust and favorable brand image facilitates consumer recognition, trust, and selection of a product over its competitors (Hou, 2023). This indicates that brand image significantly impacts purchasing decisions (Siregar, 2021). Brand image encompasses not only visual components, such as logos or packaging design, but also embodies the emotional and functional values experienced by consumers when utilizing a product (Rahmaadona, 2020). Consistent and appropriate brand impressions foster enduring consumer relationships and enhance customer loyalty (Amelia, 2024). Consequently, enhancing brand image is a strategic component of marketing, since it can motivate consumers to consistently select the same product, thereby augmenting sales volume sustainably (Amelia & Tambunan, 2024).

The brand image strategically influences consumer perceptions of a product or company organization (Nasib, 2024). An effective brand image can create a favorable perception, foster trust, and serve as a distinguishing factor amid market competition (N. Sari et al., 2023). When consumers exhibit confidence in a brand, they are inclined to demonstrate loyalty and engage in repeat purchases (Lestari et al., 2020). The brand image influences not only initial purchasing decisions but also future buying intentions and the likelihood of customer recommendations to others (Martin & Nasib, 2021a). Numerous studies indicate that brand image significantly impacts sales, as consumers tend to prefer established and trustworthy brands (Nasib et al., 2022). Within the realm of MSMEs, enhancing brand image is a crucial measure for garnering market attention and establishing competitive advantages (Haryani et al., 2023). Consequently, measures for enhancing brand image must be incorporated into marketing initiatives to foster sustainable sales growth (Husni, 2023).

Establishing a robust brand image poses a significant problem for MSME entities, particularly due to constrained budgets, limited human resources, and restricted access to comprehensive marketing channels (Nasib, Julitawaty, et al., 2023). Numerous MSMEs prioritize the production and distribution processes, so frequently neglecting the branding component (N. S. Z. R. Daulay, 2021). Indeed, amid the intensifying market competition, a favorable brand image is a critical determinant of corporate success (Nasib, Syaifuddin, et al., 2023). An effective brand image enhances consumer confidence and fosters long-term loyalty, hence positively influencing sales (Sutejo et al., 2024). Consequently, MSMEs must adopt appropriate tactics to enhance brand image, including ensuring consistent product quality, delivering satisfying service, leveraging social media for promotion, and creating appealing and professional packaging (A. Lubis et al., 2023). These measures are essential for cultivating favorable consumer attitudes and sustainably broadening market reach (Martin & Nasib, 2021b).

Product quality refers to the degree to which an item fulfills consumer wants and expectations across multiple dimensions, including functionality, design, and durability (Ompusunggu, 2022). High-quality products not only deliver optimal advantages to users but also enhance overall customer happiness (Dewi et al., 2025). This pleasure significantly influences consumer trust and informs purchasing decisions, applicable to both first and subsequent purchases (Syaifullah, 2021). Consequently, product quality directly influences sales performance and business sustainability (Pasaribu et al., 2023). Within the conventional food sector, quality is a critical aspect as it pertains to taste, safety of consumption, and product originality (Fathoni et al., 2025). Unique flavors and consistent quality will enhance the product's value, distinguishing it from competitors (Alimin et al., 2025). Consequently, sustaining and enhancing product quality is a crucial approach for capturing market share and fostering consumer loyalty, particularly for MSMEs in the local food industry (Umam et al., 2022).

Prior study substantiates that product quality significantly influences business performance, particularly within the food MSME sector (Ming et al., 2025). High-quality products engender consumer trust and deliver a gratifying consumption experience (Ha et al., 2025). This fosters client loyalty and enhances the probability of repeat purchases (Gde et al., 2025). In the local food sector, consistent quality is essential for sustaining market trust (Aprida et al., 2025). Several studies have also shown that product quality significantly affects the competitiveness of MSMEs amidst the opening of market access and wider competition (Wong & Santosa, 2025). MSMEs that uphold high-quality standards possess a superior likelihood of survival and growth (Andrianandrianina Johanesa et al., 2024). Moreover, in the contemporary digital landscape, product quality is a critical determinant in establishing brand reputation (Ba Awain et al., 2025). This reputation is crucial for broadening market reach and enticing new consumers via internet reviews and word-of-mouth referrals (Pakpahan et al., 2024).

The majority of prior research has focused on huge corporations or the contemporary retail sector, resulting in a scarcity of studies that precisely address the context of local MSMEs, particularly within the traditional food industry exemplified by UD. UMEGA Roti Kacang Hj. Eliya Lubis in Tebing Tinggi. The attributes of MSMEs possess unique dynamics that differentiate them from major corporations, particularly regarding resources, marketing tactics, and consumer interactions. This research gap indicates the necessity for a more contextualized investigation to analyze the concurrent impact of product quality and brand image on sales within a traditional corporate setting. This

research is crucial for enhancing the scholarly literature on MSME marketing and providing practical insights for business practitioners in formulating effective strategies. The study's conclusions are anticipated to guide decision-making that is more precise, quantifiable, and focused on enhancing competitiveness sustainably.

Theoretical Review

Increased Sales

Micro, Small, and Medium Enterprises (MSMEs) are essential as the primary engine of the Indonesian economy, particularly in employment generation and contributing to Gross Domestic Product (GDP) (Khairani, 2023). Consequently, preserving the viability of MSMEs is crucial (Lestari & Nasib, 2021). A significant component influencing business continuity is heightened sales (Nasib, Pranata, et al., 2023). Enhanced sales not only provide increased revenue but also fortify firm stability, broaden markets, and foster long-term growth (Nasib, Harianto, Albert, et al., 2024). Consequently, the strategy of augmenting sales is a tactical measure to bolster the resilience and sustained development of MSMEs (Razaq et al., 2024).

The rise in sales signifies that the products or services provided by MSMEs are favorably accepted by the market (S. Nasib, 2021a). The heightened demand indicates that the business is progressing favorably (Nasib, Simanjuntak, et al., 2024). As sales rise, revenue will therefore rise. Enhanced income enables MSME entities to more effectively manage financial resources, facilitate expansion, and satisfy operational requirements (Lestari, 2019). This will fortify the business's basis and guarantee its long-term viability (Rahman, 2022). Moreover, heightened sales can facilitate the expansion of MSMEs' market presence and reinforce their competitive standing within the industry (Novirsari, 2022). An increasing client base is an opportunity to broaden distribution and introduce the brand to a larger audience (M. Nasib, 2022). MSMEs that continuously achieve heightened sales typically exhibit greater resistance to economic shocks, such volatile raw material prices, fierce business competition, or economic instability (N. S. Z. R. Daulay, 2021).

Moreover, heightened sales motivate MSME participants to enhance product quality and customer service (Pebri et al., 2020). To keep and recruit additional customers, it is imperative for consumers to innovate, enhance manufacturing processes, and elevate customer happiness (Sihombing et al., 2024). This approach generates additional value and enhances consumer loyalty to products (Silalahi et al., 2024). Nevertheless, augmenting sales cannot be accomplished immediately (Syaifullah, 2021). A comprehensive plan is required, including the execution of successful marketing, the adoption of digital technologies, and the enhancement of product and service quality (Lestari et al., 2021). Utilizing digital platforms like social media, marketplaces, and online marketing tactics effectively expands customer reach and enhances product visibility (Nasib, Tambunan, et al., 2024).

Brand Image

The brand image is the consumer's perception of a brand, shaped by engagement, communication, and repeated experiences (Salsabillah, 2022). In the intensifying landscape of commercial competition, brand image serves as a crucial determinant in fostering consumer loyalty and shaping purchasing decisions (Junaidi et al., 2022). Brands that maintain a favorable and consistent image are likely to cultivate trust, enhance perceived product value among consumers, and distinguish themselves from competitors (Ningsih, 2020). Consequently, brand image significantly impacts consumer purchasing decisions and directly contributes to the attainment of sales objectives (Widy & HS, 2021).

Consumer choice is frequently shaped by views about a brand (Harianto, Chandra, et al., 2024). Products from reputable and trustworthy brands are more likely to be acquired due to their perceived reliable quality (Aditi et al., 2022). A favorable brand image instills confidence in consumers when making purchasing decisions (Amelia et al., 2024). A subpar image might diminish buying interest and undermine customer trust (S. Nasib, 2021b). Brand image encompasses not merely a visual emblem, but also embodies the comprehensive consumer experience associated with the product or service (Wasiman, 2021).

A robust brand image serves as a distinguishing element in a competitive market saturated with analogous products (N. S. M. Z. R. Daulay, 2021). When consumers hold a favorable perception of a brand, they are inclined to exhibit loyalty and are not easily swayed by alternative items, even if they are available at reduced rates (Nasib et al., 2021). An enhanced brand image fosters trust and emotional connections, hence reinforcing client loyalty (Nasib, Harianto, Juliansyah, et al., 2024). This affects sales stability and enhances the company's resilience to competition pressures (HS, 2022). Consequently, cultivating a favorable brand image is a crucial technique for preserving market position and attaining sustained competitive advantage (Wakhyuni et al., 2024).

The brand image serves as a crucial differentiation in a market saturated with analogous products (Munandar et al., 2022). Consumers who hold favorable views of a brand are likely to maintain loyalty, even when presented with cheaper alternatives (Harianto, Razaq, et al., 2024). A compelling image fosters emotional connections and trust, making it difficult for consumers to be dissuaded (A. Lubis et al., 2022). This assists organizations in retaining customers and ensuring sales stability (Rivai et al., 2021). Furthermore, an enhanced brand image bolsters the business's durability against intense competition (Marpaung et al., 2021). Consequently, brand image not only influences perceptions but also serves as a crucial strategy for sustaining market position and attaining competitive advantage (Umam et al., 2022).

Product Quality

The quality of a product significantly impacts consumer decision-making (Nasib et al., 2020). Products that fulfill expectations regarding functionality, durability, design, and comfort generally generate greater consumer interest (Haryani et al., 2023). With the enhancement of consumer knowledge and awareness, priorities have shifted from a singular focus on pricing to an emphasis on the quality provided (Z. Lubis et al., 2023). High-quality products are deemed capable of delivering enduring advantages and gratifying experiences, hence eliciting heightened buying interest (N. S. E. E. Sari, 2020). Consequently, quality significantly influences favorable opinions and motivates consumers to engage in deliberate and recurrent purchases (Nasib, Pranata, et al., 2023).

The quality of a product significantly impacts consumer decision-making (Andrianandrianina Johanesa et al., 2024). Products that fulfill expectations regarding functionality, durability, design, and comfort generally generate greater purchasing interest. As consumer knowledge and awareness expand, considerations shift from pricing alone to the quality provided. High-quality products are deemed capable of delivering enduring advantages and gratifying experiences, hence eliciting heightened buying interest. Consequently, quality significantly influences favorable opinions and motivates consumers to engage in deliberate and recurrent purchases (Ba Awain et al., 2025).

Consistent product quality is crucial for establishing consumer trust and fostering great experiences (Wong & Santosa, 2025). When consumers are content with a product's quality, they are likely to develop brand loyalty and engage in repeat purchases (Nofriza, 2022). Furthermore, consumers possess the capacity to endorse the product to others, so indirectly broadening the market reach. Consequently, sustaining quality consistently not only attracts new consumers but also effectively retains existing clients. Consistency in quality is essential for establishing enduring relationships between brands and consumers, thereby reinforcing the company's market position (Ming et al., 2025).

Premium products are typically regarded as possessing greater value, despite their elevated price point (Harianto, Chandra, et al., 2024). Consumers are inclined to spend a premium for products that deliver superior performance, comfort, and user happiness (N. Sari et al., 2023). This indicates that quality can enhance the perceived worth of a product (Junaidi et al., 2022). Consequently, organizations must uphold quality comprehensively, beginning with the selection of raw materials, through standardized production processes, to after-sales service and user experience (Amelia et al., 2024). Consistent quality maintenance fosters trust, enhances client loyalty, and promotes sustainable business success in a competitive market (Nasib et al., 2025).

Methodology

This study employs a quantitative research methodology utilizing multiple linear regression analysis, as it examines the impact of two independent variables brand image (X1) and product quality (X2) on sales (Y), the dependent variable. The study was carried out at UD. Umega Roti Kacang Hj. Eliya Lubis, situated on Jl. General Sudirman, Tebing Tinggi. The participants in this study were exclusively UD users. Umega in 2023, including 900 individuals. The sample size was determined using the Slovin algorithm with a 10% margin of error, resulting in a total of 90 respondents. The employed sampling approach is simple random sampling. The data utilized comprises primary data (gathered through interviews, observations, and questionnaires) and secondary data (pertaining to relevant literature and documentation). The questionnaire utilized a 1-5 Likert scale to assess respondents' attitudes.

The data analysis involved multiple stages: initially, validity and reliability assessments were conducted to evaluate the questionnaire's accuracy and consistency; subsequently, classical assumption tests, including normality, heteroscedasticity, and multicollinearity evaluations, were performed to confirm that the data satisfied the prerequisites for the regression model. Additionally, multiple linear regression analysis is conducted to ascertain the simultaneous and partial impacts between the independent and dependent variables. Hypothesis testing is conducted using the t-test (partial) and F-test (simultaneous), while the coefficient of determination (R^2) quantifies the extent of effect that variables X1 and X2 exert on Y.

Results and Discussions
Results

Table 1. Characteristics of Respondents Based on Gender

	Total	Percentages
Female	52	57.8%
Male	38	42.2%
	90	100%

Based on Table 1, it is shown that 52 respondents (57.8%) are female and 38 respondents (42.2%) are male. Therefore, the majority of respondents are female. This indicates that female consumers tend to make more frequent purchases at Roti Kacang Hj. Eliya Lubis in Tebing Tinggi. The findings suggest that women represent a dominant customer segment, making them an important target for marketing strategies and product development. Understanding this consumer pattern can help the business tailor its promotions and offerings to better meet the preferences and behaviors of its primary market.

Table 2. Characteristics of Respondents Based on Ages

	Total	Percentages
17 – 20 year	20	22.2%
21 – 25 year	11	12.2%
25 – 30 year	34	47.8%
> 30 year	16	17.8%

Referring to Table 2, the distribution of respondents by age shows that 20 individuals (22.2%) are aged 17–20 years, 11 individuals (12.2%) are aged 21–25 years, 34 individuals (47.8%) are aged 25–30 years, and 16 individuals (17.8%) are over 30 years old. These results indicate that the largest group of consumers purchasing Roti Kacang Hj. Eliya Lubis are in the 25–30 year age range. This suggests that young adults in this age group are the primary target market, which can serve as a valuable insight for tailoring promotional efforts and product offerings to better meet their preferences.

Brand Image Variable Validity Test (X1)

Table 3. Brand Image Variable Validity Test (X1)

Variable	No. item	r count	r table	Description
Brand Image (X1)	X1.1	0.569	0.2050	Valid
	X1.2	0.644	0.2050	Valid
	X1.3	0.545	0.2050	Valid
	X1.4	0.675	0.2050	Valid
	X1.5	0.643	0.2050	Valid
	X1.6	0.711	0.2050	Valid
	X1.7	0.707	0.2050	Valid

Based on Table 3, all statement items related to the Brand Image variable (X1) show r-count values greater than the r-table and are positive. This indicates that each item used to measure the Brand Image variable is valid. In other words, the instruments employed in the questionnaire accurately reflect the construct being tested. The consistency of these results confirms that the Brand Image indicators are appropriate and reliable for use in this study, ensuring that the data collected can effectively support further analysis and interpretation related to the impact of brand image on consumer behavior.

Product Quality Variable Validity Test (X2)

Tabel 4. Product Quality Variable Validity Test (X2)

Varieble	No. item	r count	r table	Description
Product Quality (X2)	X2.1	0.395	0.2050	Valid
	X2.1	0.355	0.2050	Valid
	X2.3	0.552	0.2050	Valid
	X2.4	0.435	0.2050	Valid
	X2.5	0.862	0.2050	Valid
	X2.6	0.390	0.2050	Valid
	X2.7	0.519	0.2050	Valid

Based on Table 4, each statement item under the Product Quality variable (X2) has an r-count value greater than the r-table and is positive. This confirms that all the instruments used to measure Product Quality are valid. In other words, each item effectively represents the concept being measured and meets the required validity standards. The results ensure that the questionnaire items for Product Quality are accurate and reliable, providing a solid foundation for further analysis in examining how product quality influences consumer purchase decisions within the context of this study.

Validity test of Sales variable (Y)

Tabel 5. Validity test of Sales variable (Y)

Variable	No.item	r count	r table	description
Sales (Y)	Y1	0.870	0.2050	Valid
	Y2	0.794	0.2050	Valid
	Y3	0.775	0.2050	Valid
	Y4	0.770	0.2050	Valid
	Y5	0.849	0.2050	Valid
	Y6	0.759	0.2050	Valid
	Y7	0.738	0.2050	Valid

Based on Table 5, all statement items for the Sales variable (Y) have r-count values greater than the r-table and are positive. This indicates that each item used to measure the Sales variable meets the validity criteria. In other words, the instruments are appropriate and accurately represent

the sales construct being studied. These findings confirm that the questionnaire items for the Sales variable are valid and reliable, providing a strong basis for analyzing the relationship between sales and other variables within the research framework.

Reliability Test

Tabel 6. Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Brand Image	0.758	8
Product Quality	0.845	8
Sales	0.792	8

Based on the reliability statistics table, the analysis shows that the Brand Image, Product Quality, and Sales variables each have a Cronbach's Alpha value of 0.60. This indicates that the instruments used to measure these variables are considered reliable. A Cronbach's Alpha value of 0.60, although moderate, still meets the minimum threshold for reliability in social science research. It suggests that the items within each variable are internally consistent and can be used confidently to measure Brand Image, Product Quality, and Sales in the context of this study.

Normality Test

Figure 1. Normal P-Plot of Standardized Residual Regression
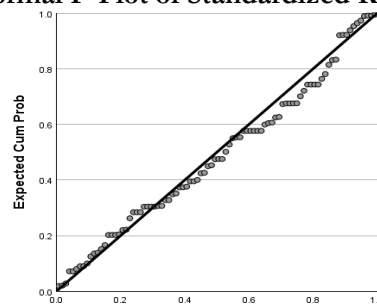
The P-P plot above illustrates that the data points align closely with the main diagonal line and are dispersed within the acceptable range around it. This pattern indicates that the residuals follow a normal distribution. Therefore, it can be concluded that the data meet the assumption of normality, which is essential for conducting further parametric statistical analyses in this study.

Multicollinearity Test

Tabel 7. Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand image (X1)	0.791	1.264
	Product Quality (X2)	0.791	1.264
a : Dependent Variable: Sales (Y)			

Table 7 indicates that all Tolerance values are greater than 0.10 and all Variance Inflation Factor (VIF) values are less than 10. These results suggest that there are no signs of multicollinearity among the independent variables. In other words, the variables used in the regression model do not have strong linear relationships with each other, allowing for accurate and unbiased estimation of regression coefficients. This confirms that the multicollinearity assumption has been met, and the model is suitable for further analysis.

Multiple Linear Regression Analysis

Tabel 8. Multiple Linear Regression Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. error	Beta		
(Constant)	4.270	2.838		1.505	0.136
Brand image (X1)	0.661	0.106	0.539	6.124	0.001
Product Quality (X2)	0.169	0.057	0.257	2.963	0.004

a: Dependent variable : sales

Multiple linear regression analysis is used to determine the direction of the relationship between brand image and product quality in increasing sales. Based on the values in the table above, the multiple linear regression equation will be:

$Y = a + b_1 X_1 + b_2 X_2 + e$

$Y = 4{,}270 + 0{,}661 X_1 + 0{,}169 + e$

T-Test (Parsial)

Tabel 9. T-Test Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. error	Beta		
(Constant)	4.270	2.838		1.505	0.136
Brand Image (X1)	0.661	0.106	0.539	6.124	0.001
Product Quality (X2)	0.169	0.057	0.257	2.963	0.004

a: Dependent variable : sales

Based on the table above, it can be concluded that the independent variables Brand image and product quality partially on the dependent variable, namely Sales are significant. The t test results can be described as follows:

1. Brand Image Variable (X1)

   Hypothesis 1 states: The brand image of Roti Kacang Hj. Eliya Lubis has a favorable and significant impact on sales at Roti Kacang Hj. Eliya Lubis. The t-test findings indicate that the t value for the Brand Image variable is 6.124. This indicates that the t value exceeds the t table value, expressed as t (6.124) > t table (1.986). The Brand Image variable has a significant value of 0.001, which is less than the established alpha significance level of 0.05, expressed as sig value (0.001) < 0.05 sig value. The results indicate that H1 is accepted, demonstrating that the brand image variable (X1) significantly influences the Sales variable (Y), therefore confirming hypothesis 1.

2. Product Quality Variable (X2)

   Hypothesis 2 states: The product quality of Roti Kacang Hj. Eliya Lubis has a favorable and significant impact on sales at Roti Kacang Hj. Eliya Lubis. The T test findings indicate that the t value for the product quality variable is 2.963. This indicates that the t value exceeds the t table value, expressed as t value (2.963) > t table (1.986). The significant value for the Product Quality variable is 0.004, which is less than the established alpha significance level of 0.05, or can be expressed as a significance value (0.004) < 0.05. The results indicate that H2 is accepted, demonstrating that the product quality variable (X2) significantly influences the Sales variable (Y), hence validating hypothesis 2.

F (simultan) Test

Tabel 10. F Test Anova[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	545.858	2	272.929	40.599	.001[b]

Residual	584.864	87	6.723
Total	1130.722	89	

a : Dependent Variable: sales (Y)
b: Predictors: (Constant) : *Brand Image* (X1), Product Quality (X2)

Simultaneously, the computed F value is 40.599. To ascertain the F table value at a significance level of 0.05, calculate df1 as k - 1, where k represents the number of variables, yielding 3 - 1 = 2, and calculate df2 as n - k, where n denotes the number of samples, resulting in 90 - 3 = 87. The computed F value is found in the column corresponding to df1 = 2 and the row for df2 = 87, yielding a F table value of 3.098. The outcome indicates that the computed F value exceeds the tabulated F value (40.599 > 3.098).

Coefficient of Determination Test (R2)

Tabel 11. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	0.695[a]	0.483	0.471	2.593

a : Predictors: (Constant), *Brand Image* (X1), Product Quality (X2)
b : Dependent Variable: Sales (Y)

Based on the analysis results presented in the table above, the coefficient of determination (R Square) is 0.483. This indicates that Brand Image and Product Quality collectively contribute 48.3% to the variation in Sales. In other words, nearly half of the changes in sales performance can be explained by these two variables. The remaining 51.7% is attributed to other factors not examined in this study. This suggests that while Brand Image and Product Quality play significant roles, there are additional variables outside the scope of this research that also influence sales outcomes.

Discussions

Analysis of the Influence of Brand Image on Increasing Sales

The brand image is a crucial factor in enhancing sales and achieving economic success. The questionnaire results indicate that the highest-scoring indicator for the Brand Image variable is the respondents' agreement with the implemented Brand Image, with a score of 55 and a percentage of 61%. In its execution, the proprietor of UD. UMEGA, Hj. Eliya Lubis, consistently prioritizes the brand image presented to customers, ensuring it aligns with consumer expectations for the image or brand of Hj. Eliya Lubis' peanut bread. The findings of the research conducted by the investigator in the t-test indicate that brand image significantly impacts the sales increase of Roti Kacang Hj. Eliya Lubis. The t-test findings indicate that the computed t-value of 6.124 exceeds the critical t-value of 1.986, and the significance value of 0.001 is below 0.05. The outcomes of the multiple linear regression analysis indicate a positive correlation, signifying that an improved brand image of Roti Kacang Hj. Eliya Lubis correlates with increased product sales.

The results of this study align with other research that underscores the significance of brand image in shaping purchasing decisions and enhancing sales (Muhammad Dairobi & Anisah, 2024). A robust brand image fosters consumer loyalty, directly influencing sales volume (Widiastini, 2023). This devotion stems from consumer confidence in the brand's continually upheld quality and reputation (Gde et al., 2025). Favorable opinions of brand image greatly enhance consumer inclination towards repeat purchases. Consumers, particularly the younger demographic, generally favor brands that can cultivate a favorable perception among them (Belhadi et al., 2023).

The brand image significantly influences the formation of favorable customer experiences, hence enhancing the likelihood of repeat purchases (Shahzad, 2022). These favorable encounters enhance consumers' emotional connection to the brand, so fostering enduring loyalty (Aulia, 2023). A robust brand image significantly affects customer buying choices and enhances overall sales. A

favorable brand image not only promotes first purchases but also enhances consumers' likelihood of making recurrent purchases (Almeida, 2021). Consequently, a robust brand image is a critical element in enhancing a company's market position and facilitating sustained business success (Caccialanza, 2023).

Analysis of the Influence of Product Quality on Increasing Sales

Dari hasil kuesioner yang diisi oleh responden, indikator dengan skor tertinggi pada variabel Kualitas Produk adalah kesetujuan terhadap Kualitas Produk Roti Kacang Hj. Eliya Lubis. Roti Kacang Hj. Eliya Lubis, dengan skor 54 dan persentase 60%. Dalam pelaksanaannya, UD. UMEGA Hj. Eliya Lubis. Eliya Lubis selalu memperhatikan kualitas produknya. Setiap proses produksi dipastikan menggunakan bahan baku yang berkualitas tinggi. Namun, dalam hal ketahanan produk, UD. Roti Kacang Hj. Eliya Lubis hanya mampu bertahan kurang lebih 2-3 minggu. Hasil penelitian yang dilakukan oleh peneliti dalam uji-t menyatakan bahwa kualitas produk berpengaruh terhadap peningkatan penjualan Roti Kacang Hj. Eliya Lubis. Eliya Lubis. Hasil uji-t menunjukkan bahwa nilai t hitung sebesar 2,963 lebih besar dari nilai t tabel sebesar 1,986 dan nilai sig. sebesar 0,004 lebih kecil dari 0,05. Hasil uji regresi linier berganda juga menunjukkan nilai positif, artinya semakin baik kualitas Roti Kacang Hj. Eliya Lubis maka semakin baik pula kualitas produk Roti Kacang Hj. Eliya Lubis. Eliya Lubis, maka semakin tinggi pula penjualan produknya. Implikasi temuan dalam penelitian ini menunukkan bahwa Roti Kacang Hj. Eliya Lubis Eliya Lubis dikenal dengan kualitasnya yang unggul, seperti tekstur yang lembut, rasa yang lebih enak, dan bahan-bahan yang berkualitas tinggi, maka konsumen akan merasa puas dengan pembeliannya. Kualitas produk yang baik dan konsisten juga dapat cenderung membangun kepercayaan konsumen untuk memilih Roti Kacang Hj. Eliya Lubis. Eliya Lubis dibandingkan merek lain yang mungkin kurang terkenal atau memiliki.

This study's findings align with other research emphasizing the significance of product quality in fostering consumer loyalty and enhancing sales (Aprida et al., 2025). Consistent product quality is a critical determinant of consumer trust and satisfaction (Andrianandrianina Johanesa et al., 2024). Consumers who are content with product quality are inclined to make repeat purchases and sustain their allegiance to the brand. Consistent product quality not only enhances emotional connections with consumers but also fosters sustainable sales growth, so serving as a crucial approach for sustaining competitive advantage in a progressively dynamic market (Ha et al., 2025).

The evaluation of product quality by consumers significantly impacts the likelihood of repeat purchases (Ming et al., 2025). Consumers who have a favorable experience with a product are likely to sustain their preferences and engage in repeat purchases. Moreover, perceptions of quality influence the value experienced by consumers, which ultimately drives their purchasing decisions (Ba Awain et al., 2025). Consumers evaluate not only pricing but also the advantages and dependability of the product when making judgments. Consistent product quality enhances the emotional bond between consumers and brands, hence elevating the likelihood of repeat purchases. Consequently, ensuring product quality is a fundamental approach for fostering loyalty and promoting sustainable corporate success (Wong & Santosa, 2025).

Conclusions

This study confirms that both brand image and product quality significantly affect sales performance at UD. UMEGA Roti Kacang Hj. Eliya Lubis, with product quality demonstrating a stronger impact. Maintaining consistent product excellence is crucial to fostering consumer trust and loyalty, while enhancing brand image remains necessary to strengthen market perception. Strengthening both dimensions is essential for improving competitiveness and achieving sustainable business growth in a dynamic market.

From a managerial perspective, continuous improvement of product quality should be prioritized by implementing strict quality control, innovating product variants, and ensuring production consistency. Although brand image shows a relatively weaker influence, it still plays a vital role in shaping purchasing decisions. Therefore, management should focus on strategic branding

efforts, including storytelling, endorsements, and digital marketing campaigns to enhance emotional connections with consumers.

Developing integrated marketing communication strategies that emphasize product quality while building a distinctive brand identity will increase market visibility and consumer engagement. In the long term, balancing product quality enhancement and brand development is critical to sustaining business growth, expanding market share, and strengthening resilience amid market competition. Managers must also proactively monitor consumer feedback and adapt to evolving trends to maintain brand relevance and competitiveness.

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