


## The Effect of Promotion and Brand Image on Product Purchasing Decisions at Liza Bakery

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received Sep 20, 2022 Revised Oct 15, 2022 Accepted Oct 26, 2022</p> <p><b>Keywords:</b></p> <p>Promotions Brand image Product purchase decisions</p>	<p>This study aims to determine the effect of promotion and brand image partially and simultaneously on purchasing decisions for Liza Bakery products. The population in this study were all customers who purchased Liza Bakery products as many as 1201 customers. The sample in this study amounted to 92 respondents with a determination using purposive sampling. The research approach used is a quantitative approach using multiple linear regression analysis with the SPSS version 26 tool. From the results of statistical data analysis, it shows that promotions have a positive and significant effect on purchasing decisions for Liza Bakery products. This can be seen from the results of the t test in which the value of tcount is obtained. <math>6.768 &gt; t_{table} 1.986</math> with a significant level of <math>0.000 &lt; 0.05</math>. The results of statistical data analysis show that brand image has a positive and significant effect on purchasing decisions for Liza Bakery products. This can be seen from the results of the t test in which the value of tcount is <math>22,560 &gt; t_{table} 1.986</math> with a significant level of <math>0.000 &lt; 0.05</math>. This it can be concluded that <math>H_0</math> is rejected and <math>H_a</math> is accepted. The results of this study indicate that together (simultaneously) the promotion and brand image variables have a positive and significant effect on the purchase decision variable with an Fcount value of 632.839 with a significant level for X1 and X2 to Y of 0.000 and a Ftable value of 3. 10. Thus it can be concluded that <math>H_0</math> is rejected and <math>H_a</math> is accepted.</p> <p><i>This is an open access article under the <a href="#">CC BY-NC</a> license.</i></p> 

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### 1. INTRODUCTION

The increasing rate of population growth, the people's need for goods will also increase. This has an influence on their behavior in choosing the goods they will buy or what they think is most appropriate and can really fulfill their needs and desires. Meanwhile, the brand image of the product also influences their behavior in choosing the product. Image has a considerable influence on a product or service, a positive image that is formed on a product or service will lead to the assumption that the product or service is of good quality (Lili Salfina and Heza Gusri, 2018).

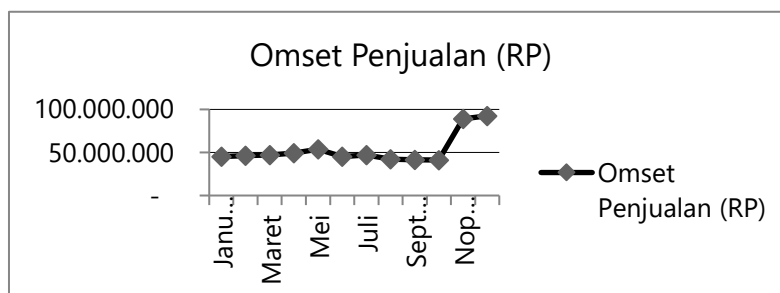
Strong brands allow for premium prices to be achieved, and ultimately higher profits. Thus, a strong brand in the long term can provide greater results for shareholders and stakeholders. An established brand can provide credibility for a new product, so that it will make it easier for companies to expand product lines. A strong brand will help the company expand its market. In the face of

intense competition, a strong brand is a clear, valuable and sustainable differentiator and is very helpful in marketing strategy. (Susanto and Himawan Wijarnako, 2004).

Personality is closely related to consumer buying interest, especially for how the consumer's personality influences the purchase decision through the brand he sees. According to Schiffman and Kanuk (2009), people with high dogmatism find it difficult to accept something new because this person's belief in something he already knows is very strong. To influence it, powerful figures must be used, such as celebrities and admired religious figures. Conversely, people with low dogmatism are more able to accept something new, they are more able to be influenced by product information that emphasizes factual differences with other products, as well as information about product uses (Khaerani & Prihatini, 2020).

The bakery industry is developing rapidly and dynamically. Every bakery company or industry has its own characteristics and uniqueness. Consumer dynamics arise because of increasingly diverse needs, wants and demands. Companies must have a sense of responsiveness to what consumers want by creating an innovation. One of the factors that influence purchasing decisions is promotion. Companies need various competitive strategies to win the hearts of consumers so that consumers want to try and finally make purchases (Afriyanti and Rahmidani, 2019). For customers, price is important because it can make customers from industrial markets benefit

Liza Bakery is a bakery business in Merauke Regency which has been around for more than 5 years. Liza Bakery is among the pre-existing bakery businesses such as Hady Bakery, Dina Bakery and other businesses in Merauke Regency, which will certainly lead to increasingly competitive business competition. Not always a business that is run smoothly and through obstacles and facing existing risks. Uncertain buying interest even tends to be static, one of the obstacles faced by Liza Bakery. Liza Bakery must pay attention to consumers who are an inseparable part of the producers. Liza Bakery's customers cover all walks of life, from children to adults. Starting from individual consumers to organizations or agencies that become consumers.



**Figure 1.** Graph of Liza Bakery sales data for 2021

Source : Liza bakery (2022)

Based on figure 1 of Liza Bakery's sales data for 2021, it can be seen that bread sales have experienced ups and downs. In January to May there was an increase in sales but in June there was a decrease in sales and in November again there was a very significant increase in sales at Liza Bakery. Liza Bakery has not been able to show the consistency of its bread sales, Liza Bakery has experienced a surge in demand during the season or certain moments such as the start of school, Islamic holidays, on ordinary days it can be said that sales do not go up and don't go down. By looking at the report, consumer buying interest at Liza Bakery has decreased

However, the results of preliminary observations show that Liza Bakery has many flavors on the menu offered, namely more than 30 taste items which are certainly rich in innovation owned by Liza Bakery. But does the many variations or innovations that exist in Liza Bakery make consumers who will buy have a high interest in making purchases. In terms of the brand image owned by Liza Bakery, it is clear and easy to remember by consumers, but if you look closely at the size of the brand attached to the bread wrapper, it looks very small and does not give a deep impression to consumers. With this in mind, the bakery business can prepare whatever consumers want to increase sales.

## 2. RESEARCH METHOD

The type of research used is a quantitative research method, namely a research method used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing hypotheses that have been set. The population in this study were all customers who purchased Liza Bakery products as many as 1201 customers. The sample in this study amounted to 92 respondents with the determination of using purposive sampling. Purposive sampling is a sampling technique with certain considerations that are tailored to the research objectives or research problems being developed. The research approach used is a quantitative approach using multiple linear regression analysis with the SPSS version 26 tool. Multiple linear analysis is used to determine the effect of purchasing decisions. (X1) and Promotions. (2) and on Purchase Decision (Y).

## 3. RESULTS AND DISCUSSIONS

### Validity and Reliability Test

#### Validity test

Table 1. Validity Test Results

Variable	Statement Items	rcount	rtable	Information
Promotion(X1)	X1_1	.0.653	0.30	Valid
	X1_2	.0.481	0.30	Valid
	X1_3	.0.663	0.30	Valid
	X1_4	.0.510	0.30	Valid
	X1_5	.0.657	0.30	Valid
	X1_6	.0.652	0.30	Valid
	X1_7	.0.653	0.30	Valid
	X1_8	.0.462	0.30	Valid
	X1_9	.0.647	0.30	Valid
Brand image(X2)	X2_1	0.878	0.30	Valid
	X2_2	.0.460	0.30	Valid
	X2_3	.0.870	0.30	Valid
	X2_4	.0.846	0.30	Valid
	X2_5	.0.866	0.30	Valid
	X2_6	.0.881	0.30	Valid
	X2_7	.0.436	0.30	Valid
	X2_8	.0.870	0.30	Valid
	X2_9	.0.834	0.30	Valid
	X2_10	.0.866	0.30	Valid
	X2_11	.0.846	0.30	Valid
	X2_12	0.857	0.30	Valid
Purchase decision (Y)	Y_1	0.578	0.30	Valid
	Y_2	0.494	0.30	Valid
	Y_3	0.449	0.30	Valid
	Y_4	0.607	0.30	Valid
	Y_5	0.403	0.30	Valid
	Y_6	0.847	0.30	Valid
	Y_7	0.792	0.30	Valid
	Y_8	0.833	0.30	Valid
	Y_9	0.872	0.30	Valid
	Y_10	0.784	0.30	Valid
	Y_11	0.827	0.30	Valid
	Y_12	0.833	0.30	Valid

Source: Data processed, 2022

Based on table 1 above, each statement of each variable shows the value  $r_{count} > r_{table} = 0.30$ . Then the existing statement is declared valid. So that the results of the validity test for the entire statement of each variable are valid.

## Reliability Test

**Table 2.** Reliability Test Results

Variable	Cronbach Alpha	Reliability Limits	Information
Promotion(X1)	0.864	0.70	Reliable
Brand image(X2)	0.959	0.70	Reliable
Purchase decision (Y)	0.920	0.70	Reliable

Source: Data processed, 2022

Based on table 2 above, it can be seen that for each variable between promotion, brand image and purchasing decisions, the Cronbach Alpha value is > 0.70. Thus, the results of the reliability test on all of the variables are reliable

## Multiple Linear Regression Analysis

Based on the results of data processing from multiple regression between promotions (X1), brand image (X2) to purchasing decisions (Y), the results obtained are as follows:

**Table 3.** Multiple Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	1,150	1,579		.728	.468
	Promotion	.319	.047	.239	6,768	.000
	Brand Image	.777	.034	.796	22,560	.000

Source: Processed Data, 2022

Based on table 3 above, it shows the regression coefficient values of the independent variables that influence purchasing decisions are promotion (X1) of 0.319, and brand image (X2) of 0.777, while the constant parameter value is 1.150.

For this reason, the estimation of the regression model can be formulated in the following multiple regression equation

$$Y = 1.150 + 0.319 (X1) + 0.777 (X2) + e$$

## Hypothesis test

### The Effect of Promotion on Product Purchase Decisions.

From the results of calculations using SPSS version 26, the tcount value for the promotion variable is 6.768 indicating that promotion (X1) has a positive and significant influence on product purchasing decisions (Y). Where ttable is obtained from  $dk = nk (92-3) = 1.986$  (Gozali, 2016) which means that the tcount value is greater than ttable, namely  $6.768 > 1.986$ , the sig value in the table is 0.000 because the sig is less than 0.05, which shows that promotions have significant influence. Thus  $H_a$  is accepted and the hypothesis that promotion partially has a positive and significant influence on product purchasing decisions is accepted.

### The Effect of Brand Image on Purchasing Decisions

From the results of calculations using SPSS version 26, the tcount value for the brand image variable is 22,560 indicating that brand image (X2) has a positive and significant influence on purchasing decisions (Y). Where ttable is obtained from  $dk = nk (92-3) = 1.986$  (Gozali, 2016) which means that the tcount value is greater than ttable, namely  $22,560 > 1.986$ , the sig value in the table is 0.000 because the sig is less than 0.05, which shows that the brand image have a significant influence. Thus  $H_a$  is accepted and the hypothesis which states that brand image partially has a positive and significant influence on product purchasing decisions is accepted.

### The Effect of Promotion and Brand Image on Product Purchasing Decisions.

**Table 4.** ANOVA

ANOVAa						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	2934632	2	1467.316	632,839	.000b
	residual	206,358	89	2,319		
	Total	3140989	91			

Source: Data processed, 2022

The results of calculations using SPSS version 26 state that  $F_{count}$  is 632.839 >  $F_{table}$  is 3.10. It can also be seen in the probability sig, which is 0.000, much smaller than 0.05, indicating that the promotion variable (X1) and brand image (X2) together or simultaneously have a significant effect on the purchase decision variable (Y). Thus it can be concluded that the hypothesis which states promotion and brand image together have a positive and significant influence on purchasing decisions can be accepted.

## **DISCUSSION**

### **The Effect of Promotion on Product Purchase Decisions**

The results of statistical data analysis show that promotions have a positive and significant effect on purchasing decisions for Liza Bakery products. The conditions in the field in this study are evidenced by the respondents' answers to the statement "You know Liza Bakery from the commercials on the radio." This explains that customers know the products being sold by Liza Bakery through advertisements promoted by Liza Bakery. Sales promotions can provide stimuli that can attract consumers' attention to make more purchases. It is known that consumers respond positively to various promotions promoted by Liza Bakery. This is because consumers believe more that as long as the sales promotion price of all products matches the price offered and they feel they are getting a better purchase. This means that the more positive or favorable the attitude towards the promotional tool, the more likely the consumer is to make a purchase decision during a sales promotion.

The results of this study are supported by previous research namely Hastuti & Anasrulloh (2020). These results found that promotion partially positive and significant effect on purchasing decisions. This is in line with the theory put forward by Budianto (2015) which revealed that promotional activities are believed to influence consumers in making decisions to buy a product and boost sales.

### **The Effect of Brand Image on Product Purchasing Decisions**

The results of statistical data analysis show that brand image has a positive and significant effect on product purchasing decisions Liza Bakery. In the field conditions in this study it was proven by the respondents' answers to the statement "Product Liza Bakery have a good reputation". This explains that the products that have been sold so far by Liza Bakery already have a good reputation, in terms of affordable prices as well as quality and taste according to consumer tastes. Another thing also shows that the brand image of a product determines the level of purchases made by consumers. The better the brand image of a product, the greater the impact on the consumer's decision to buy the product, so that a positive impact can occur.

The results of this study are supported by previous research, namely Arianty, N., & Andira, A. (2021) Brand image partially influences positive and significant impact on product purchasing decisions. This is in line with the theory put forward by Sunyoto (2015) Under the decision to buy a product is strongly influenced by the assessment of the quality of the product. The demand for a product of increasingly high quality has made companies engaged in various business fields vying to improve the quality of their products in order to maintain the brand image of the products they have. Brands have distinctive characteristics, and these characteristics distinguish one product from another

### **The Effect of Promotion and Brand Image on Product Purchasing Decisions**

The results of this study indicate that together (simultaneously) the promotion and brand image variables have a positive and significant effect on the purchasing decision variable. The result of the data processing is the coefficient of determination ( $R^2$ ) of 0.933 which indicates that the purchase decision variable can be explained by the independent variables namely promotion and brand image of 93.3% while the remaining 6.7% is influenced by other variables not examined in this study.

The field conditions in this study are evidenced by the respondents' answers to the statement "You will buy as many Liza Bakery products as you need". This explains that the brand image of a product determines the level of purchases made by consumers. The better the brand image of a product, the greater the impact on consumer decisions in buying the product. In addition, the brand image is positive and firmly embedded in the minds of consumers because through brand image, consumers are able to recognize a product, evaluate quality, reduce purchase risk, and gain

experience and satisfaction from certain product differentiation thereby influencing product purchasing decisions.

The results of this study are supported by previous research, namely Khaerani & Prihatini, (2020) where the research results show that there is a significant influence between promotion and brand image variables simultaneously on product purchasing decisions. This is in line with the theory put forward by Budianto (2015) which says that consumer behavior is one of the most important things for companies. Companies must improve strategies in influencing consumer behavior both through promotion and brand image. Frequent and varied promotions will influence consumer behavior towards a brand. Likewise, a positive brand image will also have the potential to influence consumers when making a purchasing decision for a product or service.

#### 4. CONCLUSION

Based on the results of data analysis that has been carried out on all data obtained, it can be concluded that promotion partially has a positive and significant effect on product purchasing decisions Lisa Bakery., thus H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Brand image partially has a positive and significant effect on product purchasing decisions Lisa Bakery, thus H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Promotion and brand image together or simultaneously have a positive and significant effect on product purchasing decisions Lisa Bakery, thus H<sub>0</sub> is rejected and H<sub>a</sub> is accepted

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