

Effect Of Brand Image And Promotion On Purchase Decision

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Abstract

Because of the intense competition that exists between businesses in today's market, it is necessary for each company to continue to be inventive and creative when developing its marketing strategy. One of the most efficient marketing programs for communicating their products is to cultivate a favorable brand image and run a promotion program in the minds of consumers. This is done with the goal of assisting consumers in making decisions regarding their purchases. In Cimahi City, the purpose of this study is to investigate the impact that advertisements and perceptions of the company's brand have on the choice of whether or not to buy a Toyota Avanza. The method of sampling that was used was purposeful sampling, and the method of data analysis that was used was multiple linear regression. There were 120 people who participated in the study. The findings of the study indicate that promotion and brand image have a significant positive effect, both individually and in conjunction with one another, on the choice to buy a Toyota Avanza automobile in the city of Cimahi.

Keywords: Brand Image, Promotion, Purchase Decision

A. INTRODUCTION

The development of the business world is now experiencing very rapid growth, an increasingly difficult economy makes business people increasingly competitive (Kosasih, 2014), in line with the emergence of new companies making other companies increasingly compelled to create new strategies (Mohamad & Rahim, 2021).). The high competition between companies today requires every company to continue to innovate and be creative in developing its marketing strategy (Soliha, 2008). Marketing strategy is one way for companies to survive, earn profits, strengthen the company's position and develop the company in the face of competition (Swastha & Handoko, 2002).

In order to look safe, companies always maintain the stability of their sales by making various strategies to get more attention from consumers (Griffin, 1995), consumer decisions are one of the demands for companies, so companies must know about the needs needed by consumers, consumers now too. smarter to get information in choosing the needs they need

due to the large number of products of the same type (Hariyadi, 2016).

Purchasing Decisions described by Kotler & Armstrong (2008) state that cultural, environmental, individual and psychological factors are factors that influence consumer behavior. These factors must be considered by marketers and must also be taken into account to be able to know how big the impact of consumer attitudes in making purchasing decisions (Pane, 2018). With this, the company must be able to meet the criteria for the needs of consumers. Companies must also build consumer trust in order to produce close relationships (Susilo et al, 2018).

The corporation employs a variety of tactics, such as showcasing some of its best items, to pique consumers' interest in the goods it manufactures (Rosyada & Wigiawati, 2020). When there is a product that is simple to recall, people are more likely to keep the product's brand in mind (Tambunan & Widiyanto, 2012). Brand image, as defined by (Ansah, 2017), is the sum of a consumer's impressions of a product or service based on their knowledge of

and exposure to the brand. That way, consumers will have a positive association with the brand and be more likely to purchase it in the future if they are able to easily recall its appearance.

A name, word, sign, symbol, or design—or any combination of these—that is used to identify the products or services of one seller or group of sellers in order to differentiate those products or services from those offered by competitors is referred to as a brand (Sanjaya, 2017). Every firm makes it a priority to preserve and improve the quality of the public's perception of its brand. This is because customers, on the whole, tend to equate a positive brand image with the quality of the product being purchased (Amanah, 2011). Customers who have a favorable impression of a certain brand are more likely to choose to purchase products associated with that brand (Amilia, 2017).

In addition, the company also sees several strategies in order to maintain consumer purchasing decisions, such as promotion (Kurnia et al, 2017). Promotion is an essential element of the marketing mix that companies must implement while marketing their products (Listyawati, 2016). Promotions can increase consumer interest, where promotions can be in the form of advertisements, discounts, bonuses or rewards and others (Manullang & Hutabarat, 2013).

Promotion is also an important thing in stealing the attention of consumers. The company will be known by the consumers if they do promotions about the company and the products it offers (Nasution, 2014). The selection of promotional tools must be considered carefully because whether or not a promotion is attractive will greatly affect the success or failure of a marketing activity within a company (Yoeliastuti et al, 2021). Promotional activities are all efforts made by sellers to introduce products to potential consumers to persuade them to buy and remind old consumers to make repeat purchases (Fernando & Aksari, 2017).

PT. Toyota Astra Motor has its flagship product in the MPV type, namely the Toyota Avanza which is currently the best-selling product on the market (www.kompas.com). This is a challenge for PT. Toyota Astra Motor to maintain its position as the market leader and continue to increase its sales. Limited to Toyota Avanza products because of the declining sales level in 2020 and 2021 in Cimahi city where the dominance of the Toyota Avanza is starting to be disturbed by its competitors from Mitsubishi Expander and Hyundai Stargazer.

Based on the description above, the authors think that if the brand image and promotion run as expected so that it can be said to be right on target for purchasing decisions to increase sales from the company, but it will decrease if there is a problem in its implementation or it can be said that it is not right on target. So the authors are interested in conducting research with the title "The Influence of Brand Image and Promotion on Toyota Avanza Purchase Decisions in Cimahi City".

B. LITERATURE REVIEW

Brand Image

Brand image, as defined by Bastian (2014), is the influence a brand has on people's opinions about a company or its wares. Brand image, as defined by Amilia (2017), is the sum of all known facts about a given brand's goods, services, and proprietors. It's safe to say that many consumers' preconceived notions about a given brand come into play whenever they go shopping for a necessity.

Promotion

Promotion, as stated by Rangkuti (2013), is the most crucial activity that actively introduces, informs, and remembers the benefits of a product in order to convince people to buy the product being promoted. According to Wenas (2013) promotion is a communication activity carried out by a company to explain to consumers about the products created by the company. It can be concluded that promotion is

a part of the marketing mix that gives confidence to consumers of a product by means of communication.

Buying decision

The purchase decision is a decision that a person chooses from several available options. In making these decisions, consumers first go through several processes, namely: recognizing needs, seeking information, evaluating alternative information, making decisions, and evaluating after purchase. The purchase decision described by Kodu (2013) states that it

is a decision-making activity that determines the purchase. While the purchase decision described by (Marlius, 2017), is an individual's behavior when faced with situations and choices to meet their needs as a result or continuation.

Framework

The conceptual framework provides a temporary explanation for the problem's symptomatology. The investigation procedure is as follows:

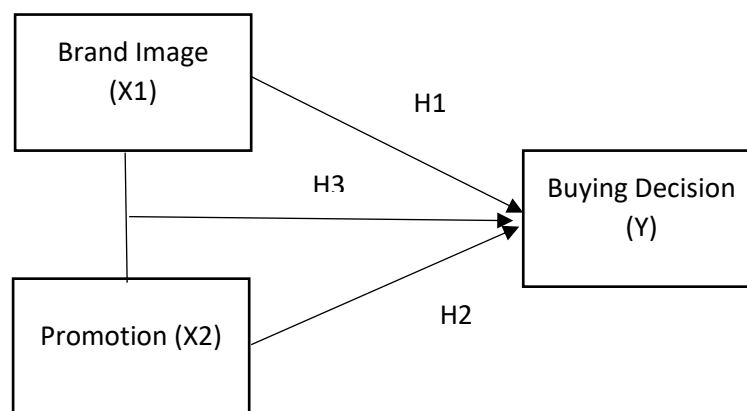


Figure 1 Research Framework

Hypothesis

H1 = Brand image (X1) has a significant effect on purchasing decisions (Y)

H2 = Promotion (X2) has a significant effect on purchasing decisions (Y)

H3 = Brand image (X1) and promotion (X2) simultaneously have a significant effect on purchasing decisions (Y)

C. METHOD

Quantitative research is the method that was utilized for this study. Quantitative research is a method for gaining knowledge in which the data is gathered and presented in numerical form. In the city of Cimahi, the population is comprised of customers who drive multi-purpose vehicles (MPVs) manufactured by Toyota, specifically the Toyota Avanza. Non-probability sampling utilizing the purposive sample approach was utilized in this study's

sampling technique, and there were a total of 120 respondents. The methods that were used to collect data for this study included questionnaires and interviews. Multiple linear regression is the method of data analysis that is utilized in this investigation, and the SPSS application is used to complete the processing.

D. RESULTS AND DISCUSSION

1. Validity test

In this study, the analysis performed to demonstrate Pearson's validity. The Pearson correlation test results for Brand Image (X1), Promotion (X2), and Purchase Decision (Y) variables indicate that r is greater than r table where the correlation value is above 0.3, from the lowest correlation value of 0.576 to the highest correlation value of 0.858, so it can be concluded that all variable statements are valid.

2. Reliability Test

The variable brand image, promotion, and purchasing decisions in this study were declared reliable or trustworthy based on the reliability test results, which showed that the overall value of cronbach's alpha was > 0.6 , with the smallest cronbach's alpha value being 0.809 and the largest being 0.820.

3. Classic assumption test

Normality test

The normality test for this study may be performed using a histogram, Normal P-Plot where the data spreads around the diagonal line

and follows the direction of the diagonal line, and it can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is a useful tool for determining the degree of correlation between two sets of data, whether they are independent or dependent. The Variance Inflation Factor (VIF) test is one method that can be utilized to identify the signs and symptoms of multicollinearity.

Table 1 Multicollinearity Test Results

No	Variable	Tolerance Value	VIF value
1	Brand Image	0.663	1,506
2	Promotion	0.663	1,506

The test results show a tolerance value > 0.1 and a VIF value < 10 . So the regression model does not have multicollinearity symptoms.

The heteroscedasticity test aims to determine whether there is an inequality in variance between the residuals of one observation and another in the regression model..

Heteroscedasticity Test

Table 2 Heteroscedasticity Test Results

No	Variable	Sig.	Information
1	Brand Image	0.893	No heteroscedasticity
2	Promotion	0.186	No heteroscedasticity

The test results show a significance level above 0.05, so the regression model does not contain heteroscedasticity.

Using multiple linear regression analysis, the influence of the independent variable on the dependent variable was determined either partially (t test) or jointly (f test). The following results can be obtained after the data has been analyzed with the aid of the SPSS program:

4. Multiple Linear Regression Analysis Test

Table 3 Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient	Sig.t
Brand Image	0.330	0.001
Promotion	0.554	0.000
Constant	2.025	
R	0.794	
R Square	0.631	
F sig	0.001	

The equation for multiple linear regression derived from the table above is:

$$Y = 2.025 + 0.330 X_1 + 0.554X_2$$

Table 4 Results of the Coefficient of Determination Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.631	.586	.19676

According to table 4, the R square value of the test findings is 0.631. This indicates that between brand image (X1) and promotion (X1), purchasing decisions are influenced by 63.1%, while the remaining 36.9% are influenced by factors outside the scope of this study.

6. Hypothesis testing

f test (simultaneous)

This test seeks to concurrently determine the influence of the independent variable on the dependent variable. In this study, the f test is used to measure the impact of brand image and promotion on the level of purchasing decisions. Ho is rejected since the results of the simultaneous test (F test) in table 3 indicate that the value of Sig F is less than or equal to 0.001 and more than 0.05. This indicates that brand image and promotion influence purchasing choice variables for the Toyota Avanza MPV in Cimahi City simultaneously.

t test (Partial)

Based on the results of the t test using SPSS software as shown in table 3, the following results were obtained:

1. The impact of brand perception (X1) on buying decisions (Y)

Ho is rejected since the results of the partial test (t test) indicate that the value of Sig t is $0.000 < 0.05$. This indicates that brand image positively influences the decision

5. Coefficient of Determination Analysis (R²)

This analysis seeks to evaluate how much the ability of the independent variables to exist concurrently varies.

to acquire a Toyota Avanza-type vehicle in Cimahi City.

2. Promotion's impact on purchasing decisions (X2) (Y)

Ho is rejected since the results of the partial test (t test) indicate that the value of Sig t is $0.000 < 0.05$. This indicates that the promotion variable positively influences the decision to buy a Toyota Avanza automobile in Cimahi City.

Discussion

Hypothesis H1 is accepted since the partial test (t test) findings show that the value of Sig t is $0.001 < 0.05$, indicating that brand image has a substantial effect on purchasing decisions. In Cimahi City, researchers examine the brand image of the Toyota Avanza MPV car, which is highly known among customers. This study backs up recent research by Hapsoro and Hafidh (2018), titled the Influence of Product Quality, Brand Image on Purchasing Decisions Through Brand Trust as a Mediating Variable, which found that brand image had a substantial influence on purchasing decisions.

The findings of the partial test (t test) indicate that the Sig t value of $0.000 < 0.05$ can be regarded as indicating that promotions have a considerable impact on purchasing decisions. It will affect the decision to purchase a Toyota Avanza in Cimahi City if promotion with indicators of advertising, sales promotion, public relations and periodicals, sales force and

direct marketing is increasing or reducing. According to earlier research conducted by Imaningsih and Rahman (2018) titled *The Model of Product Quality, Promotion, Price, and Purchase Decisions*, there is a relationship between promotion and purchasing decisions.

Because the Sig F value is less than or equal to 0.05, it can be concluded that brand image and promotion have a considerable impact on purchasing decisions. The researcher examines the brand image of the wildly successful Toyota Avanza. This study validates the findings of Eko Putro's (2019) study titled *The Influence of Promotion and Brand Image on Purchase Decision of Honda Vario*, which concluded that brand image and promotion had a substantial impact on Honda Vario purchasers' decisions.

E. CONCLUSION

It is possible to draw the conclusion that Brand Image has a positive and significant effect on purchase decisions for the Toyota Avanza based on the findings of the research and the discussion that have been given in the previous paragraphs. In addition, the promotion variable has a strong beneficial effect on the decision to buy a Toyota automobile in the city of Denpasar. This indicates that the deal being offered by PT. Toyota Astra Motor (TAM) has the potential to persuade customers to go ahead and make purchases. In conclusion, both the image of the brand and the promotions that are running at the same time have a major impact on consumers' choices about the Toyota Avanza in Cimahi City. It is possible to deduce that a powerful and well-known brand image combined with effective marketing will draw the attention of customers in their decision-making regarding purchases.

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