

ONLINE PROMOTION AND BRAND IMAGE ON CONSUMER DECISIONS

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Abstract

Study uses primary data, namely data obtained directly from consumers of Hj. Norm. The population of this research is consumers of Hj. Norma using a non-probability sampling technique, namely incidental sampling, with a sample of 100 respondents. The research instrument used a questionnaire and analyzed using multiple linear regression analysis with t test (partial) and f test (simultaneous).

The results that online promotion has a significant effect on purchasing decisions and for brand image partially has a significant effect on purchasing decisions. Simultaneously, the two variables have a significant effect on purchasing decisions.

INTRODUCTION

The development of technology is very fast, one of these technological advances is the internet. By using the internet, business people can market their products through online promotions so that the products offered can be recognized by the public. By utilizing internet technology, companies can carry out various business activities electronically such as business transactions, operating company functions, sharing information with consumers and suppliers to maintain relationships before and after the purchase process.

Marketing with promotions via the internet, especially online social media, can offer products or services widely with low marketing costs. Consumers can easily access information about the products they want to search for and buy because they don't need to meet face to face.

In addition to the company implementing a sales strategy so that its products can be accepted by the public, it is also necessary to pay attention to the satisfaction of consumers who have purchased or used goods and services from the company. If consumers have no experience with a product, they tend to trust a preferred or well-known brand. This reason encourages companies to strengthen their brand position in order to create a positive brand image and stick firmly in the minds of consumers.

Brand Image is important and a top priority for business owners. Because consumers will make a reference before making a purchase. A good or positive brand image is one that can have an impact on added value to consumers, if a brand has a bad image it will indirectly have an impact on consumers who are not interested in making a purchase.

It is also necessary to pay attention to the wishes of consumers in order to be able to make purchasing decisions. Purchasing decisions must be considered by every large company and small companies. Because it is to maintain the continuity of the company, therefore it is necessary to study what the desires of the consumer are so that it can influence the buying decision of the consumer itself.

I took an object in Hj's Cookies. Norma because of the problems faced by Hj. The previous norm was related to the limited marketing activities carried out by the company, causing the company to only have permanent customers, the company had difficulty developing, causing the company's performance to slow down for some time. However, as time goes by and the rapid development of progress in today's digital era, Hj. The norm is starting to change from previously only doing product marketing at business premises and markets, but this

time the company is starting to switch to online marketing which is carried out by a team of marketers, namely using social media as a means and marketing the product.

After doing marketing through online media Hj. Norma has experienced an increase in the number of sales of pastries every day. Initially, the turnover was around 1-2 million per day, now it can earn 3-5 million per day on normal days, and also earn a turnover of 7-10 million just before Eid and during the breeding season. . In addition to obtaining an increase in turnover in sales of Hj.Norma Cookies, it also experienced an increase in sales area coverage. Initially, the buyers were only people from the Dungkek sub-district, after marketing through social media they could reach outside the Dungkek sub-district area.

And pastries Hj. Norma has a good brand image among the people of Dungkek and its surroundings. Because many consumers prefer to provide products at Hj.Norma pastries rather than buying other cake products.

In this problem, researchers argue that online promotion and brand image are very influential on consumer purchasing decisions.

THEORETICAL BASIS

1. Marketing

According to Kotler and Armstrong (2012: 5) who define marketing as a process in which companies create customer value and build strong relationships with customers with the aim of being able to get value back from customers. According to the American Marketing Association quoted by Kotler and Keller (2012: 5), marketing is an activity, a set of institutions, and is the process of making, communicating, delivering and exchanging offerings that have value for consumers, clients, business partners, and society at large. . One form of marketing currently showing very rapid development is e-marketing (electronic marketing or electronic marketing) (Kotler and Keller, 2012: 562).

2. Online Promotion

Online promotion is one of the most effective marketing or product marketing strategies that is carried out by utilizing technological advances and also the internet. Meanwhile, online promotional media is an online marketing solution that is used as a place to carry out promotions or marketing. Promotion or online marketing is one of the activities to promote or introduce products or services where the promotion process is carried out online through internet media and sophisticated technology.

3. Brand Image (Brand Image)

Brand image(brand image) is a picture or impression generated by a brand in the minds of customers. Placing a brand image in the minds of consumers must be carried out continuously so that the brand image created remains strong and can be positively received. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility for consumers to buy the brand in question is very large.

4. Buying decision

Purchasing decisions according to Alma (2011) are consumer decisions that are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude towards consumers to process all information and take The conclusion is in the form of a response that appears what product to buy.

RESEARCH METHODS

The type of research used in this study is a type of quantitative research where the quantitative method is taken to test the effect or (regression) which produces descriptive data.

This study aims to determine the effect of online promotion and brand image on consumer decisions.

Collecting data using a questionnaire on consumers of Hj Cookies. Norm.

RESULTS

1. Data Instrument Test Results

a. Validity test

In this study, the authors conducted validity tests using the IBM SPSS Statistics 25 program. Validity tests were used to measure whether a questionnaire was valid or not. A questionnaire is said to be valid or valid if the statements on the questionnaire are able to reveal something that will be measured by the questionnaire. This validity test uses the Pearson correlation, namely by calculating the correlation between the values obtained from the statements. In distributing questionnaires, researchers need valid data. A statement is said to be valid if the significance level is below 0.05 (Ghozali, 2013: 52). The results of the validity test of this study for each statement item are as follows

- Test the Validity of Online Promotion Variables (X1)

Based on the results of data processing, the online promotion validity test (X1) can be seen in Table 1 below:

Table 1. Test the Validity of Online Promotion variables (X1)

Statement	Sig	Sig limit.	Information
X.1	0.000	0.05	VALID
X.2	0.000	0.05	VALID
X.3	0.000	0.05	VALID
X.4	0.000	0.05	VALID

Based on table 1 above, it can be explained that the Online Promotion variable (X1) which consists of 4 statement items with the results of each statement item having a significant value of 0.000 does not exceed the significant limit of 0.05. So it can be concluded based on the validity test showing that all statement items on the Online Promotion variable (X1) are stated to be valid and can be used as research instruments.

- Brand Image Variable Validity Test (X2)

Based on the results of data processing, the Brand Image validity test (X2) can be seen in Table 2 below:

Table 2. Test the Validity of Brand Image Variables (X2)

Statement	Sig	Sig limit.	Information
X.1	0.000	0.05	VALID
X.2	0.000	0.05	VALID
X.3	0.000	0.05	VALID
x.4	0.000	0.05	VALID

Source: Appendix 4

Based on table 2 above, it can be explained that the brand image variable (X2) which consists of 4 statement items with the results of each statement item having a significant value of 0.000 does not exceed the significant limit of 0.05. So it can be concluded based on the validity test shows that all statement items on the brand image variable (X2) are stated to be valid and can be used as research instruments.

- Purchasing Decision Variable Validity Test (Y)

Based on the results of data processing, the validity test of the Purchase Decision (Y) can be seen in table 4.8 below:

Table 3. Purchasing Decision Variable Validity Test (Y)

Statement	Sig	Sig limit.	Information
Y. 1	0.000	0.05	VALID
Y.2	0.000	0.05	VALID
Y.3	0.000	0.05	VALID
Y.4	0.000	0.05	VALID
Y.5	0.000	0.05	VALID

Based on table 3 above, it can be explained that the Purchase Decision variable (Y) which consists of 5 statement items with the results of each statement item having a significant value of 0.000 does not exceed the significant limit of 0.05. So it can be concluded based on the validity test indicating that all statement items in the Purchase Decision variable (Y) are declared valid and can be used as research instruments.

b. Reliability Test

In this study, the authors tested the validity using the IBM SPSS Statistics 25 program. Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answers to statements are consistent or stable from time to time. Basis for decision making reliability test with Crobach's Alpha (α) method. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.70 (Ghozali, 2013:48). The results of the reliability test of the variables studied can be seen in the table below.

Table 4. Reliability Test Results

NO	Variable	Cronbach's Alpha	Cronbach's Alpha limit	Information
1	Online Promotion (X1)	0.717	0.70	Reliable
2	Brand Image	0.703	0.70	Reliable
3	Buying decision	0.749	0.70	Reliable

Based on table 4 above, it can be explained that the Cronbach Alpha value of the online promotion variable (X1), the brand image variable (X2), and the purchase decision variable (Y) results in a value greater than the criterion value of 0.70. These results indicate that the questionnaire statements are reliable or consistent, which means that this questionnaire can be used for research.

2. Classic assumption test

a. Normality test

The normality test aims to test whether in the regression model, the residual variables are normally distributed or not (Ghozali 2006:110). By looking at the Normal PP Plot graph, it can be seen whether the residual variables are normally distributed or not. If the residual data approaches the diagonal line or follows the diagonal line, then the regression model meets the normality assumption. The following are the results of the normality test from this study.

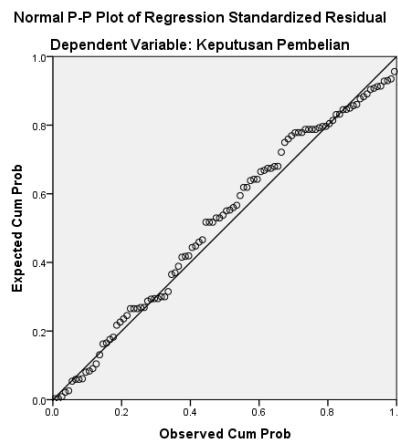


Figure 1
Normal Probability Plots

Based on Figure 1 Normal Probability Plot above, it can be seen that the points spread and coincide around the diagonal line and their distribution follows the diagonal line. This shows that the data in this study are normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model (Ghozali 2006:91). A good regression model is a regression model that has no correlation between independent variables. The regression model is said to fulfill the multicollinearity test if the tolerance value in the regression model is > 0.1 and the variance inflation factor (VIF) value is < 10 . Based on the multicollinearity test with SPSS Statistics 25, the following results are obtained:

Table 5. Multicollinearity Testing

Variable	Statistical Colinearity		Information
	Tolerant	VIF	
Online Promotion X1	0.757	1,320	FreeMulticollinearity
BrandImage X2	0.757	1,320	FreeMulticollinearity

Based on table 4.10 it shows that all online promotion variables (X1) and brand image (X2) have a Tolerance value of > 0.10 and a VIF value < 10 so it can be concluded that there are no symptoms between variables or are free from multicollinearity disturbances or there is no correlation between variables.

c. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from the residual one observation to another (Ghozali 2006:105). By looking at the scatterplot graph between the predicted value of the dependent variable, namely ZPRED, and its residual, namely SRESID, it can be seen whether there is heteroscedasticity or not. If the points on the scatterplot graph do not show a particular pattern and show random distribution, and the points spread above and below zero on the Y axis, then there is no heteroscedasticity. Based on the multicollinearity test with SPSS Statistics 25, the following results are obtained:

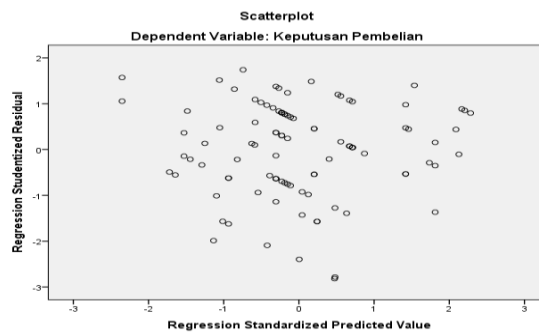


Figure 2

Heteroscedasticity Test Results (scatterplot)

Based on Figure 2, it shows that the dots spread randomly or irregularly and spread above and below zero on the Y axis and do not form a particular pattern. Thus it can be concluded that there is no heteroscedasticity in the regression model.

3. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of online promotion variables (X1), brand image (X2), partially on purchasing decisions (Y). Calculation of multiple linear regression statistics using SPSS Statistics 25, the following results are obtained:

Table 6

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Q
		B	std. Error	Betas	
1	(Constant)	4,588	1,684		2,724
	ONLINE PROMOTION	.749	.108	.578	6,951
	BRAND IMAGES	.218	.108	.169	2029

a. Dependent Variable: PURCHASE DECISION

Based on Table 6, the multiple linear regression model equation can be formed as follows:

$$Y = 4.588 + 0.749X_1 + 0.218X_2$$

Information :

Y : Purchasing Decision

X₁ : Online Promotion

X₂ : Brand Images

In the regression equation above, it can be explained that:

The constant value (a) is 4.588, which means that if all variables are constant, then the purchase decision is positive.

Based on the multiple linear regression equation model, it can be seen that the coefficient of online promotion (X₁) has a positive value of 0.749. This means that if the online promotion is increased by one unit, the purchase decision will increase by 0.749.

Based on the multiple linear regression equation model, it can be seen that the coefficient of brand image (X₂) has a positive value of 0.218. This means that if the brand image is increased by one unit, the purchase decision increases 0.218.

4. The coefficient of determination

According to Ghozali (2018: 97) The coefficient of determination (R²) basically measures how far the model's ability to explain the variation of the dependent variable. Testing the coefficient of determination is to find out how much influence the independent variables have on the dependent variable. The results of calculating the coefficient of determination using SPSS statistic 25 are as follows:

Table 7. Determination

Summary model b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.666a	.443	.432	2,559
a. Predictors: (Constant), BRAND IMAGE, ONLINE PROMOTION				
b. Dependent Variable: PURCHASE DECISION				

Based on the R Square value in the summary model is 0.443 or 44.3%. These results indicate that the influence of online promotion and brand image variables on purchasing decision variables is 44.3%, while the rest is contributed by other variables not examined in this study, such as product quality, price and location.

5. Hypothesis testing

a. T test

T test (Partial) to determine whether the independent variable (financial performance) affects the dependent variable (firm value).

Table 8. Test Results

Coefficients^a

Model	Q	Sig.	Information
(Constant)	2,724	008	
ONLINE PROMOTION	6,951	.000	Accepted
BRAND IMAGES	2029	045	Accepted

a. Dependent Variable: PURCHASE DECISION

Following are the results of the SPSS T test output based on table 2:

1. Online Promotion (X1)

Based on the table above, it is known that the tcount value is $6.951 > t_{table}$, namely 1.9847 with a significance level of 0.000, which is less than 0.05. These results indicate that online promotions have a significant effect on purchasing decisions.

2. Brand Images (X2)

Based on the table, it is known that the value of tcount is $2.029 > t_{table}$ which is 1.9847 with a significance level of 0.045 which is less than 0.05. These results indicate that Brand Image has a significant effect on purchasing decisions.

b. F Test (Simultaneous Test)

F test (Simultaneous) to determine whether the independent variables (company performance and Good Corporate Governance) simultaneously affect the dependent variable (company value).

Table 9. Test Results

ANOVAa						
Model	Sum of Squares	df	MeanSquare	F	Sig.	
1	Regression	8,222	4	2055	6,546	.022b
	residual	1884	6	.314		
	Total	10.106	10			
a. Dependent Variable: PBV						
b. Predictors: (Constant), ROE.KM, ROA, ROE, ROA.KM						

Based on Table 9 above, it can be seen that the value of fcount $> t_{table}$ with a significance level of 0.000 is less than 0.05. These results indicate that online promotion and brand image together have a significant effect on purchasing decisions.

DISCUSSION

The analysis that has been carried out in this study examines online promotion and brand image on purchasing decisions. The unit of analysis of this research is Hj. Norma is located in Dungkek sub-district, Sumenep district. In this study, it was carried out using a data instrument test in the form of a validity test and a reliability test, where this test was used to determine the validity or reliability of an instrument on the indicator of that variable. After testing the instruments, all indicators are said to be valid and reliable, then the instrument is feasible for further research.

Based on the hypothesis analysis which was carried out partially by using the t test and simultaneously by using the f test. In this study there are three hypotheses which are explained as follows:

1. The Significant Effect of Online Promotion on Purchasing Decisions.

Based on the hypothesis testing that has been done, it is known that partially online promotions have a significant effect on consumer purchasing decisions of Hj. Norm.

2. Significant Effect of Brand Image on Purchasing Decisions.

Based on the hypothesis testing that has been done, it is known that partially brand image has a significant effect on consumer purchasing decisions of Hj. Norm. Significant influence of online promotion and brand image simultaneously on consumer purchasing decisions of Hj. Norm.

3. The Significant Effect of Online Promotion (X1) and Brand Image (X2) Simultaneously on Consumer Purchasing Decisions (Y).

Based on the hypothesis testing that has been done, it is known that online promotion and brand image simultaneously have a significant effect on consumer purchasing decisions of Hj. Norm. These results indicate that Hypothesis 3 is accepted, namely online promotion (X1) and brand image (X2) together which have a significant effect on consumer purchasing decisions (Y) Hj. Norm.

CONCLUSION

Based on the results of the research and discussion that has been carried out, the following conclusions can be drawn:

1. Online promotions have a significant effect on consumer purchasing decisions for Hj Cookies. Norm.
2. Brand image has a significant effect on consumer purchasing decisions for HJ.Norma Cookies.
3. Online promotions and brand image simultaneously have a significant effect on consumer purchasing decisions of HJ Cookies. Norm.

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