

Analyzing How Promotion and Brand Image Affect Consumer Purchase Decisions Through Purchase Intention : A Study on Indihome

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Abstract: This research explores the influence of promotion and brand image on consumer purchase decisions, with purchase intention serving as a mediating factor. The study focuses on Indi home customers, involving a sample of 185 respondents selected through purposive sampling. The sample size was determined using the Heir formula, which multiplies the number of indicators by five. Data were collected using a structured questionnaire and analysed through the Partial Least Squares (PLS) method. The findings indicate that promotion significantly affects both purchase intention and purchase decisions. Similarly, brand image has a notable impact on purchase intention and purchase decisions. Furthermore, purchase intention plays a crucial role in shaping purchase decisions and serves as a mediating variable in the relationship between brand image and purchase decisions. These results highlight the importance of strategic promotional efforts and a strong brand image in influencing consumer behaviour, particularly in the context of Indi home's services.

Keywords: *Promotion, Brand Image, Purchase Intention, and Purchase Decision.*

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I. INTRODUCTION

In the age of globalization, the rapid evolution of information technology has propelled the world into a new phase of progress—faster and more dynamic than ever imagined. At the beginning of its development, the internet was only used for military, academic and certain companies. But at this time the internet is used for various things, including in today's business

world, internet users in the business world are growing rapidly as business (E-Commerce) is a growing phenomenon in Indonesia today.

The results of the APJII survey (Association of Indonesian Internet Service Providers) which states that the development of internet users in Indonesia from year to year always increases.)

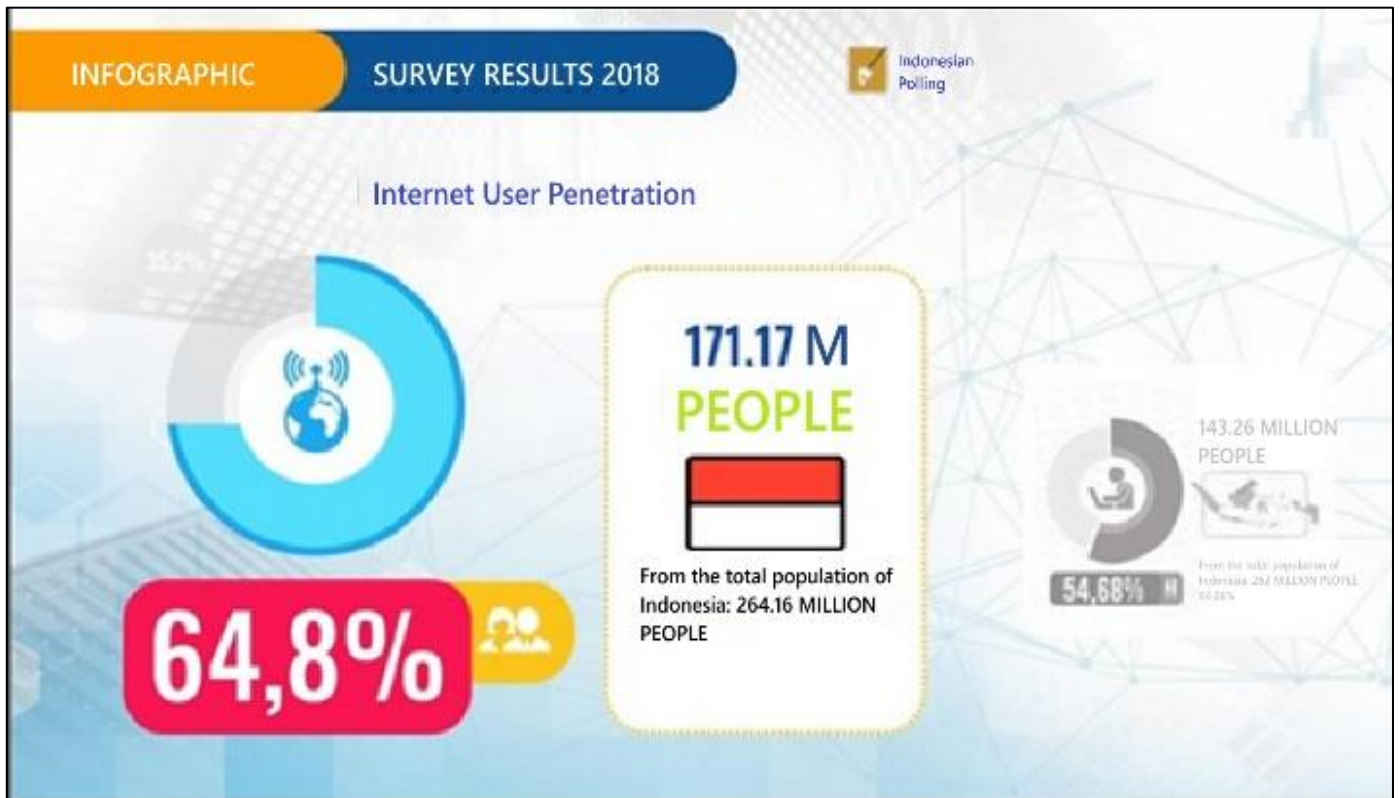


Fig 1 Internet User Data in Indonesia 2018

The illustration above indicates that in 2018, 64.8% of Indonesia's population were internet users. This significant figure highlights a promising opportunity for businesses operating in the Internet Service Provider (ISP) sector.

According to data from APJII, the percentage of fixed internet usage—specifically in residential and office settings—is detailed as follows:

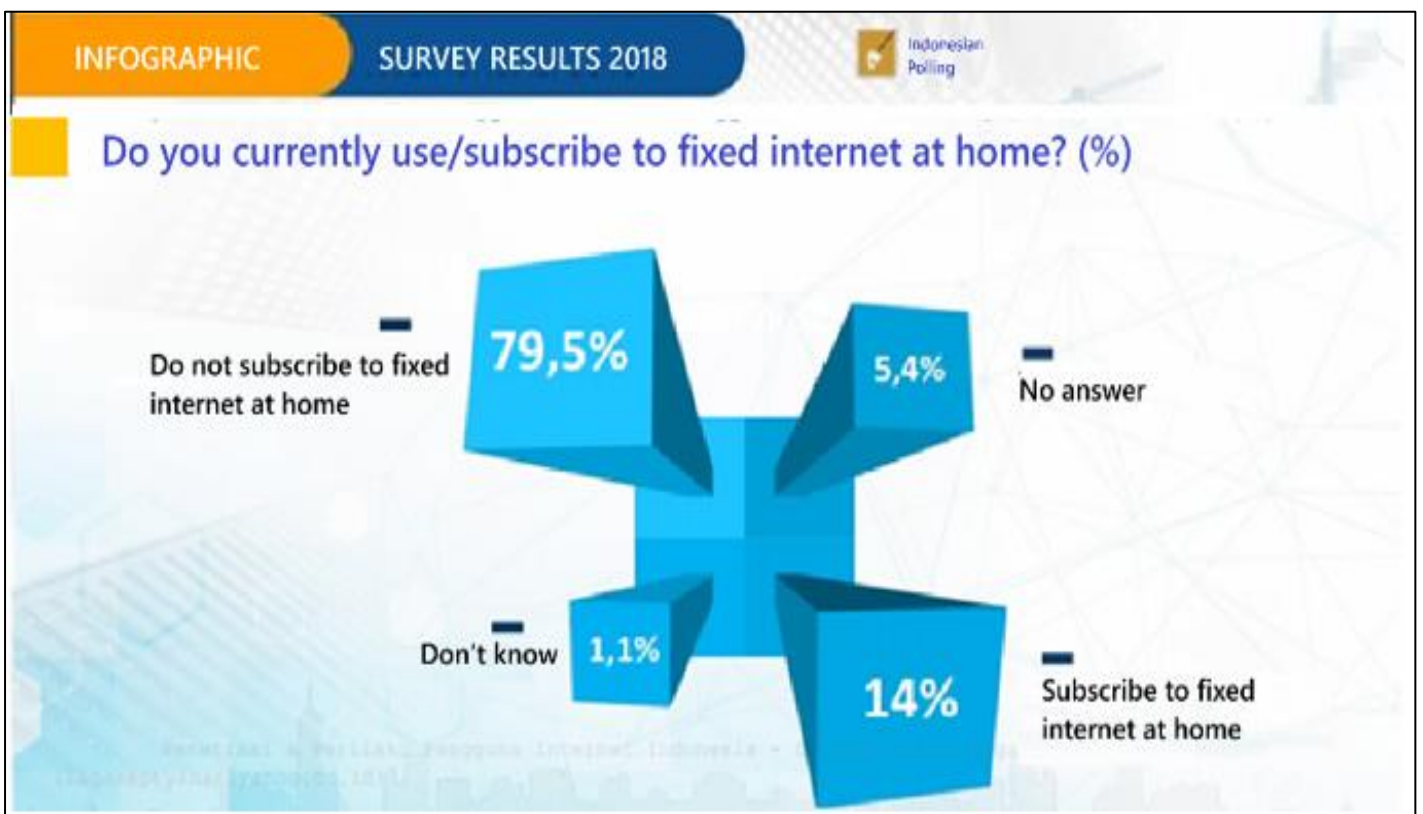


Fig 2 Data Percentage of Internet Users Fixed (fixed) at Home 2018

It can be seen that the survey conducted by APJII stated that 79.5% of respondents did not subscribe to stay at home, then 14% of respondents said they did not know.

Indi home recorded a TBI (Top Brand Index) value of 50.3% in 2017, which declined to 42.1% in 2018 and further decreased to 39.8% in 2019. This downward trend reflects increasing competition in the Internet Service Provider (ISP) market. As noted by Sangadji and Sopiah (2013), consumer decision-making is essentially an integration process that involves combining knowledge to evaluate multiple behavioral alternatives and selecting one among them. The presence of numerous competitor's influences consumer behavior in making purchase decisions. According to Kotler and Armstrong (2014), the purchase decision process begins with problem recognition, followed by information search, evaluation of alternatives, and ultimately leads to a purchase decision and post-purchase behavior. A purchase decision represents an individual's choice among several available options, shaped by an integration of knowledge and attitudes. The emergence of consumer buying behavior is closely tied to purchase intention, which reflects the consumer's interest in making a purchase. In today's increasingly competitive business landscape, companies employ various marketing strategies—particularly promotional efforts—not only to highlight the functional attributes of their products but also to strengthen brand association. A strong brand plays a vital role in introducing products to consumers and shaping their perceptions.

II. LITERATURE

➤ *Marketing Management*

Marketing is an activity that aims to achieve company goals carried out by anticipating the needs of customers or clients and directing the flow of goods and services that meet the needs of customers or clients from producers. according to Kotler and Keller (2013) Marketing management is a combination of the art and science of selecting target markets and building profitable relationships with them

➤ *Consumer Behavior*

According to Tjiptono (2014) Consumer behavior is the actions of individuals who are directly involved in obtaining, using, and determining products and services, including the decision-making processes that precede and follow these actions.

➤ *Purchase Decision*

According to Kotler and Armstrong (2016), purchase decisions are a component of consumer behavior, which

encompasses the study of how individuals, groups, and organizations select, acquire, and utilize goods, services, ideas, or experiences to fulfill their needs and desires. They emphasize that several key factors influence consumer purchasing decisions, including cultural, social, personal, and psychological aspects. To assess the purchase decision variable, five dimensions are commonly used: need recognition, information search, evaluation of alternatives, the act of purchasing, and post-purchase behavior.

➤ *Purchase Intention*

Kotler and Keller (2015) define purchase intention as a behavioral response triggered by a particular object, reflecting a consumer's inclination to buy a brand or engage in purchase-related actions. This tendency is typically measured by the likelihood that a consumer will proceed with a purchase. Ferdinand (2013) further categorizes purchase intention into four key indicators: transactional interest, which reflects the desire to make a direct purchase; referential interest, indicating the willingness to recommend the product to others; preferential interest, showing a preference for the product over competing alternatives; and exploratory interest, which involves seeking information about the product.

➤ *Promotion*

Promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the company's brands and products (Tjiptono, 2015). The dimensions and indicators of promotion according to Tjiptono (2015) namely Advertising, Events and experiences, Public relations and publicity, Personal selling (personal selling)

➤ *Brand Image*

According to Tjiptono (2015) brand image is a description of associations and consumer beliefs about certain brands. Brand image is the observations and beliefs that consumers hold, as reflected. According to Kotler and Keller (2013) brand image can be measured using 3 dimensions, namely the Strength of Brand Association, 2)

Advantage of Brand Association (Favorability of Brand Association). Uniqueness of Brand Association

III. CONCEPTUAL FRAMEWORK

➤ *Based on the Literature Review and Previous Research, the Researcher Formulates a Framework of Thought as Follows:*

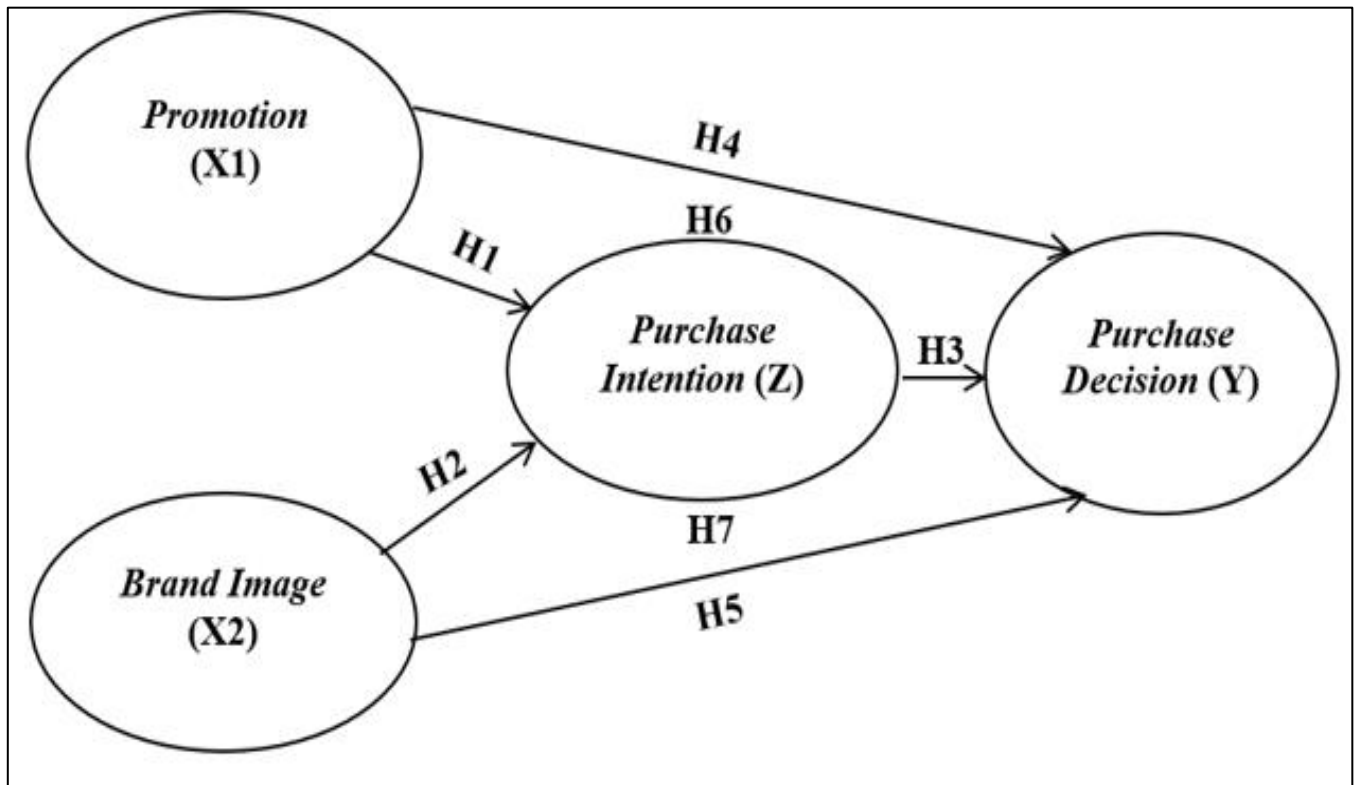


Fig 3 Conceptual Framework

- *H1*
Promotion Significantly Influence Purchase Intention.
- *H2*
Brand Images Ignificantly Influence Purchase Intention.
- *H3*
Purchase Intention Significantly Influence the Purchase Decision.
- *H4*
Promotion Significantly Influence the Purchase Decision.
- *H5*
Brand Image Significantly Influence the Purchase Decision.
- *H6*
Promotion Indirectly Affect the Purchase Decision Through Purchase Intention.
- *H7*
Brand Image Indirectly Affect the Purchase Decision Through Purchase Intention

IV. RESEARCH METHODOLOGY

This research design uses causal analysis method. Causal analysis is a causal relationship. The approach used in this study is a quantitative approach. The quantitative approach is

a method used to test certain theories by examining the relationship between variables (Noor, 2011).

➤ Population and Sample

In this study, the population is Indi home consumers in Tangerang City. In this study, the number of research indicators is 37, so the minimum number of samples is 5 times the number of indicators or $37 \times 5 = 185$.

➤ Data Collection Techniques.

The researcher used convenience sampling technique, this was done considering the large number of samples, so the determination of the number of samples and selected samples in the study was carried out by distributing questionnaires to respondents at random who were accidentally met by the researcher.

➤ Data Analysis Method

In this study using PLS (Partial Least Square), is a method of Component analysis or Variance Based Structural Equation Modeling where the data processing is a Partial Least Square (Smart-PLS) version 3.0 program. PLS (Partial Least Square) is an alternative model of covariance based SEM. PLS is intended for causal-predictive analysis in situations of high complexity and low theoretical support (Ghozali, 2014).

V. RESULTS AND DISCUSSION

Of the 185 respondents, there were 111 respondents who were male at 60.0%, and 74 female respondents at 40.0% in this study were mostly male. age 21 – 25 years with a total of 66 respondents with a presentation of 35.7%, 26 – 30 years 59 respondents with a presentation of 31.9%, and then > 31 years

60 respondents with a presentation of 32.4%. Most of the respondents in this study were 21-25 years old. Respondents there are 37 respondents working as civil servants, private employees as many as 86 respondents, entrepreneurs as many as 29 respondents and the last one answered other - 33 respondents. In this study, most of them worked as private employees. in this study, the maximum salary is Rp. 0 – Rp. 4,000,000 a month.

➤ Convergent Validity

Based on the data that has been processed using the SmartPLS program, Algorithm Results each indicator already

has a loading value of 0.50 which is declared valid and significant. Thus, all indicators that exist in each variable have been declared valid.

➤ Discriminant Validity

The results of the discriminant validity test obtained that the root test results had a brand image value (0.742), (0.635) for promotion, (0.605) for purchase decisions, (0.621) for purchase intention, which means that several loading factor values for each indicator of each variable already have a loading factor value that is not the largest compared to the loading value when associated with other variables.

Table 1 Heterotrait-Monotrait Ratio (HTMT) Test Results

Variable	Brand image	Promotion	Purchase decision	Purchase intention
Brand image				
Promotion	0.323			
Purchase decision	0.598	0.581		
Purchase intention	0.552	0.753	0.848	

The results of the Heterotrait-Monotrait Ratio (HTMT) matrix in PLS. It is recommended that the measurement value should be less than 0.85 even though values above 0.85 to a maximum of 0.90 are still considered sufficient (Henseler et al., 2015).

Table 2 Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted(AVE)
Brand image	0.668
Promotion	0.721
Purchase decision	0.670
Purchase intention	0.779

It can be concluded that the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlation between one construct and another in the model. From the AVE value, the construct in the estimated model meets the discriminant validity criteria.

Table 3 Composite Reliability Test Results and Cronbach's Alpha

Variable	Composite reliability	Cronbach Apha
Brand Image	0.879	0.836
Promotion	0.850	0.819
Purchase Decision	0.837	0.795
Purchase Intention	0.810	0.744

shows a satisfactory value, that is, all variables are reliable because all latent variable values have composite reliability values and Cronbach alpha 0.70. So it can be concluded that the questionnaire used as a research tool has been reliable or consistent.

➤ Structural Model Testing / Hypothesis Testing (Inner Model)

R Square of purchase decision variables is 0.582, which means that the variability of purchase decisions can be explained by variables in the model, namely purchase intention, promotion, and brand image of 58.2%. Furthermore, R Square purchase intent is 0.520, which means that the variability of purchase intentions can be explained by variables in the model,

namely brand image. and promotion of 52.0% while the other variables are explained by other variables not examined in this model. Predictive relevance Purchase decision of 0.394 and purchase intentions big as 0.234 which is greater than 0 (zero). $\text{Mark}^2 > 0$ indicates that the model has predictive relevance, while $\text{Mark}^2 < 0$ indicates that the model lacks predictive relevance (Ghozali, 2015).

Table 4 Results of Direct Hypothesis Testing

	Original Sample	Sample Mean(M)	T Statistics (O/STDEV)	P Values
Brand Image> Purchase Decision	0.294	0.295	4.589	0.000
Brand Image> Purchase Intention	0.328	0.329	5.136	0.000
Promotion> Purchase Decision	0.146	0.153	2.276	0.023
Promotion> Purchase Intention	0.531	0.539	8.849	0.000
Purchase Intention> Purchase Decision	0.483	0.479	0.066	0.000

Table 5 Results of the Indirect Hypothesis

	Original Sample	Sample Mean(M)	T Statistics	Mediation effect	P Values
Brand image> Purchase intentions > Purchase decision	0.158	0.157	4.389	Yes (Partial Mediation)	0.000
Promotion> Purchase intentions > Purchase decision	0.257	0.258	5,620	Yes (Partial Mediation)	0.000

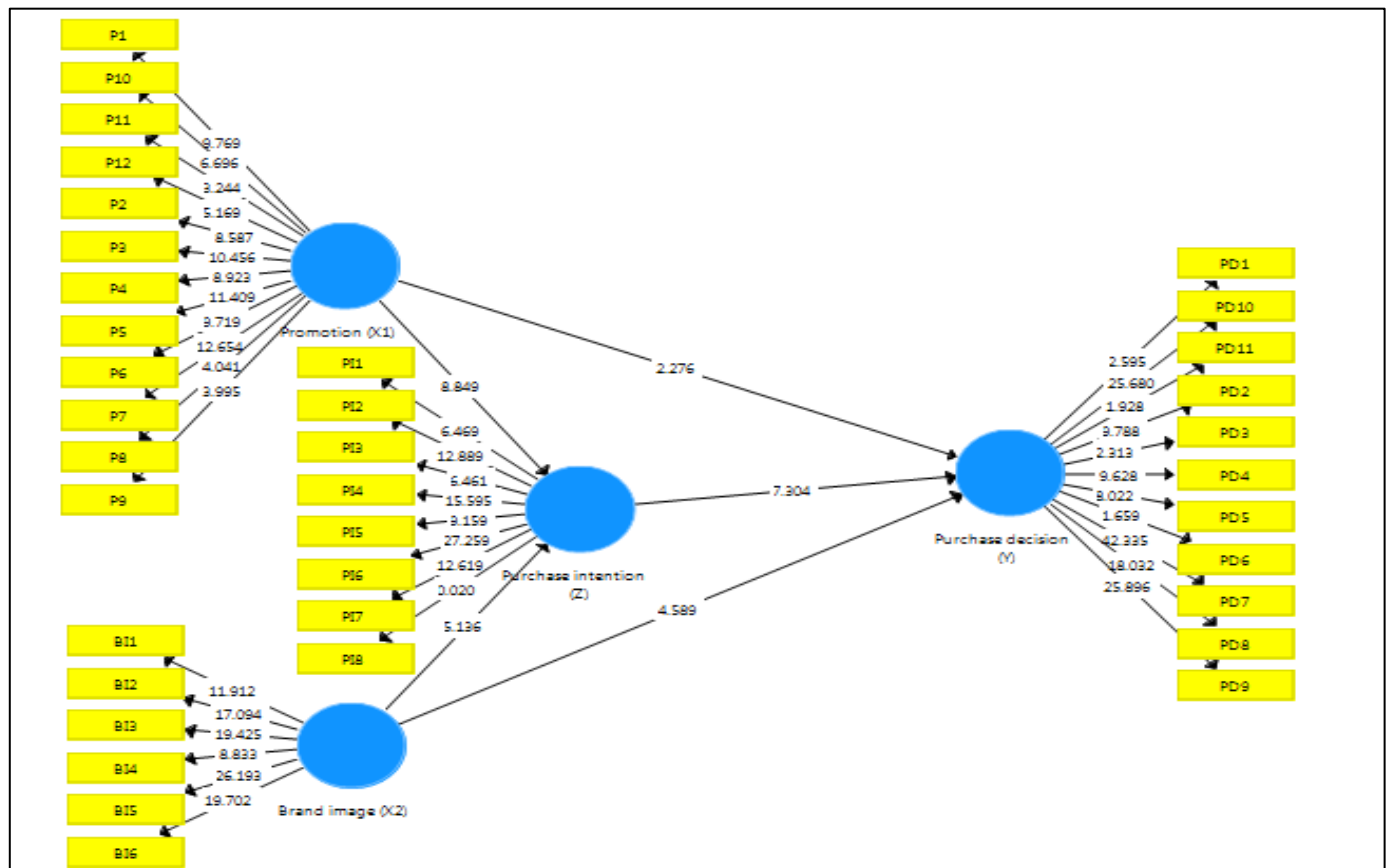


Fig 4 Bootstrapping Test Results

VI. DISCUSSION

➤ The Influence of Brand Image on Purchase Decision

Based on the hypothesis test in this study, the results show that brand image has a positive and significant effect on purchase decisions. Because, T statistic > T table (4,589 > 1.96). This means that increasing brand image in the minds of indihome consumers can increase purchase decisions. These results can be interpreted if the brand image in indihome continues to be improved through each dimension and indicator it will affect the purchase decision of indihome consumers themselves. The results of hypothesis testing in this study are supported by Arifin and Fachrodji (2015) which state that brand image has a positive and significant effect on purchase decisions, and according to Monica (2018) who says that brand image has a positive and significant effect on purchase decisions.

➤ Effect of Brand Image on Purchase Intention

Based on the hypothesis test in this study, the results showed that the T statistic was greater than the T table (5.136

> 1.96). Thus, the results of hypothesis testing in this study show that brand image has a positive and significant effect on purchase intention. The results of hypothesis testing in this study can be interpreted if indihome consumers have used indihome as their choice, then consumers judge that the brand image built by the company is good, and if the brand image continues to be improved through every existing dimension and indicator, it will increase purchase intention again in indihome consumers. The results of hypothesis testing in this study are supported by research conducted by Maghfiroh et al (2016), which states that brand image has a positive and significant effect on purchase intention.

➤ Effect of Promotion on Purchase Decision

Based on the hypothesis test in this study, the results showed that the T statistic was greater than the T table (2.276 > 1.96). Thus, the results of hypothesis testing in this study show that promotion has a positive and significant effect on purchase decisions. If indihome parties can improve promotions that are good through and well received by indihome consumers, it will also increase the purchase

decision as well. The results of hypothesis testing in this study are supported by research conducted by Hermanto (2018) which finds that promotion has a positive and significant effect on purchase decisions, and then according to Puspitasari and Yuniati (2016) promotion has a positive and significant effect on purchase decisions.

➤ *Effect of Promotion on Purchase Intention*

Based on the hypothesis test in this study, the results showed that the T statistic was greater than the T table (8,849. > 1.96). Thus, the results of hypothesis testing in this study show that promotion has a positive and significant effect on purchase intention. The results of hypothesis testing in this study can be interpreted that an effective and clear promotion will affect purchase intention, attractive advertisements from indihome so as to generate consumer buying interest in addition to advertising, sales from indihome also master product information well and are able to explain to consumers clearly. Because of this, purchase intention will arise.

➤ *The Effect of Purchase Intention on Purchase Decision*

Based on the hypothesis test in this study, the results showed that the T statistic was greater than the T table (7.304 > 1.96). Thus, the results of hypothesis testing in this study show that purchase intention has a positive and significant effect on purchase decisions. The results of hypothesis testing in this study can be interpreted as the effect of purchase intention on purchase decisions is directly proportional and significant, which means that an increase in purchase intention through each indicator and its dimensions will increase the purchase decision. The results of hypothesis testing in this study are supported by research conducted by Febriyanti and Wahyuati (2016) which says that purchase intention has a positive and significant effect on purchase decisions,

➤ *The Influence of Brand Image on Purchase Decisions is Mediated by Purchase Intention*

Based on the hypothesis test in this study, the results showed that the T statistic was greater than the T table (3,882 > 1.96). Thus, the results of hypothesis testing in this study show that brand image has a positive and significant effect on purchase decisions mediated by purchase intention. The test results can be explained if the company already has a good brand image which will further increase purchase intention, and will affect the purchase decision or it can be explained that initially brand image affects purchase intention and then ultimately affects the purchase decision.

➤ *The Influence of Promotion on Purchase Decisions is Mediated by Purchase Intention*

Based on the hypothesis test in this study, the results showed that the T statistic was greater than the T table (4,923 > 1.96). Thus, the results of hypothesis testing in this study show that promotion has a positive and significant effect on purchase decisions mediated by purchase intention. The results of hypothesis testing in this study can be explained that if indhome already has a good promotion, it will increase their purchase intention and will ultimately affect the purchase decision or it can be explained that initially promotion affects purchase intention and then ultimately affects the purchase

decision. The results of hypothesis testing in this study are supported by research conducted by (Hendratono & Purwanto 2018),

➤ *Indirect Effects*

Based on the results of data processing on the indirect hypothesis test, it can be seen that the indirect effect test results state that the intervening variable successfully mediates the independent variable on the dependent variable. This is evidenced by the T statistic value greater than the T table value, namely 1.69 or the P value less than 0.05. In addition, the results of the indirect effect test in this study showed a positive direction because all the original sample values showed positive values.

VII. CONCLUSIONS AND RECOMMENDATIONS

➤ *Conclusion*

- Based on the results of the promotion, it has a positive and significant effect on purchase intention.
- Based on the results of hypothesis testing in this study, brand image has a positive and significant effect on purchase decisions.
- Based on the results of hypothesis testing in this study, it shows that purchase intention has a positive and significant effect on purchase decisions.
- Based on the results of hypothesis testing in this study, promotion has a positive and significant effect on purchase decisions.
- Based on the results of hypothesis testing in this study, brand image has a positive and significant effect on purchase decisions.
- Based on the results of hypothesis testing in this study, purchase intention plays a role in mediating promotion on purchase decisions.
- Based on the results of hypothesis testing in this study, purchase intention plays a role in mediating brand image on purchase decisions.

➤ *Suggestion*

• *For Companies*

- ✓ Based on the results of the description of the respondents' answers, it can be seen from the lowest average value of the Promotion P4 variable with the questionnaire statement "Events participated in by Indi home increase the name of Indi home among the community", therefore suggestions that can be taken into consideration are Indi home parties to re-evaluate promotions through the existing events have re-evaluated, it is better for Indi home to take part in IGS, indocomtech and other events.
- ✓ Based on the results of the description of the respondents' answers, it can be seen from the lowest average value of the BI1 brand image with the questionnaire statement "The existing product functions are in accordance with the specifications offered". Therefore, the suggestion that can be taken into consideration is that it is hoped that indihome

will pay more attention to the network they have, whether the internet products they have offered are in accordance with the network provided so that consumers feel that what is offered is in accordance with what consumers receive.

- ✓ Based on the results of the description of the respondents' answers, it can be seen from the lowest average value of purchase intention PI1 with the questionnaire statement "I always use the packages in Indi home every month." affordable prices, without forgetting to pay attention to a stable internet network so that consumers continue to be interested in using Indi home as home internet.

➤ Suggestions for Further Researchers

For further researchers, it can be seen that from R Square (R²) the Purchase decision variable is 0.580 which means that the promotion, brand image, and purchase intention variables affect the purchase decision variable while the rest are influenced by other variables not examined in this study. Then, the value of R Square (R²) for the purchase intention variable is 0.520, which means that the promotion and brand image variables affect the purchase intention variable, which is influenced by other variables not examined in this study. Suggestions for further researchers who want to do research should include other variables or add samples so that research is more accurate, conduct research in a wider area with different characteristics of respondents so that it can be used as a reference for research that has not been described in this study, for example, such as price, electric word of mouth, and trust. In addition, for researchers who will conduct research in the same field and use this thesis as a reference, it is necessary to review it again because it is possible that there are statements that are not appropriate, because the researcher feels there are still many shortcomings and limitations in completing this thesis.

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