

**THE INFLUENCE OF BRAND IMAGE, PRICE AND PROMOTION
ON PURCHASE DECISION
(Case Study on Gea Geo Store)**

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Abstract : *The purpose of this the research is to know the influence of brand image, price, and promotion toward purchase decision of batik in Toko Gea Geo. This study uses a quantitative approach to the customer population in Gea Geo stores. Samples are taken using the calculation of Slovin formula. Data analysis using multiple linear regression model, F test, t test and R2 test. The results showed that simultaneously the variables of brand image, price and promotion had an effect on purchasing decisions. This is evidenced by the results of the F test has a significance value of $0.000 < 0.05$. The results of the t-test for the brand image variable obtained a significance value of 0.005, the price variable was 0.013 and the promotion variable was 0.001 where the value was smaller than 0.05. Based on the results of the t test, it can be concluded that all variables, namely brand image, price and promotion also affect purchasing decisions. The coefficient of determination (R2) is 0.276 or (27.6%) consumer purchasing decisions at Gea Geo stores are influenced by brand image, price, and promotion variables. While 72.4% is influenced by other variables outside of this study.*

Keyword: *Brand image, Price, Promosi, Purchase decision*

1. Introduction

Batik cloth is a characteristic of the fabric of the archipelago which is now developing into a modern industry. Modern batik is a form of variation that developed from traditional batik found in Indonesia. The consequence that must be borne from the emergence of batik into the modern industrial world is that the development of batik must be able to develop according to the models and tastes of the community. Batik that develops from time to time, the results will show various dynamics. Batik as a product of high value cultural arts, where the early appearance of batik was colored with the symbols of the palace.

In 2009 batik was inaugurated by the United Nations of Educational, Scientific, and Cultural Organization (UNESCO), batik seems to be a trend in Indonesia and abroad. So that people who used to think that batik was ancient are now inversely proportional, namely batik is considered modern. And in the end, Indonesian people wear batik clothes at certain events, while working and others.

The purchasing decision process is seen as an activity consisting of a selection, acquisition and evaluation (Rossiter, 2003). Through consumption and the value of the product to consumers it reflects social and environmental influences that can influence the need for compliance and create buying behavior (Kim et al., 2002).

In the business world, traders are required to be able to compete and be able to continue to

survive to achieve the desired goals. Traders must have a competitive advantage in order to continue to grow. To make this happen, one of them is the brand. A brand is a name, term, sign, symbol or design, or a combination of all that is expected to identify the goods or services of a seller or group of sellers, which is expected to differentiate goods or services from competing products (Budianto, 2015: 207). In marketing, brand image has a very important role in marketing a product. The image of the brand has a relationship with consumer attitudes in the form of beliefs and preferences for a brand. According to Fandi Tjiptono (1997) in Sutjipto (2014: 18), brand image is an explanation of consumer associations and beliefs about certain brands.

According to Ahmad and Vays (2011) pricing is how buyers perceive product prices, high, low or fair, which ultimately affects consumers' desire to buy products. Erickson and Johansen (1985) in Suhaily et al (2017: 3) state that the price as a currency must be sacrificed by consumers to benefit from the purchased product or service. Teas and Agarwal (2000) in Suhaily et al (2017: 3) argue that the price offered is positively related to the perception of product quality and is sacrificed by consumers. Heuristics are described as price, easy to observe rather than quality (Kim et al, 2014).

Promotion is an important thing to build and introduce to everyone about a certain brand of a type of product. Currently the internet is one of the most important needs in business, so its users are also increasingly varied. In the business world, social media is used as a promotional medium. Likewise, Gea Geo Stores in marketing their batik products are also online and face to face with customers who come to the store or by marketing their batik products to supermarkets and larger malls.

This research is motivated by the large number of batik sales competition in the Klewer Market area. Klewer market itself is the center of batik in the city of Solo which was inaugurated since the 1970s. Gea Geo shop is one of the traders who sells batik in the klewer market area. Many other shops are also competitors in selling batik. The purpose of this study was to determine whether promotion, brand image and price influence consumer decisions to buy batik.

Based on the background described above, in this study the title "The Influence of Brand Image, Price, and Promotion on the Decision to Buy Batik at the Gea Geo Store".

2. Literature Review

Brand Image

A brand is a combination of a name, term, sign, symbol or design, to group the goods or services of a seller or group of sellers, so that they can be distinguished from the goods or services of competitors' products (Budianto, 2015: 207). According to Fandi Tjiptono (1997) in Sutjipto (2014: 18), brand image is a description of consumer associations and beliefs about certain brands.

Price

Price is the amount of money used to exchange various combinations of products and services, so a price must be related to a variety of goods and finally the service will be the same as something, namely the product (Laksana, 2008: 105).

Promotion

According to Kotler and Keller (2008: 346), promotion is all forms of communication used to inform, persuade, and remind the target market about products produced by organizations, individuals or households.

Buying Decision

According to Kotler and Armstrong (2016:177), purchasing decisions are components of consumer behavior, where consumer behavior is a study of what a person or group looks like in determining, buying, consuming, and what products, ideas or experiences are to satisfy

Brand image, price and promotion become consumer considerations in deciding to buy batik at Gea Geo Stores. If the price given can be reached by consumers, then batik products can also be reached by consumers, making it easier for consumers to use these products. And if the promotion is made attractive, it is likely that it can lead to a buyer's desire to get the batik.

Based on this description, the hypotheses in this study are:

H1 : Brand image, price and promotion affect the purchasing decision of Batik at Gea Geo Store

H2 : Brand image influences the purchasing decision of Batik at the Gea Geo Store.

H3 : Price has an effect on purchasing decisions for Batik at the Gea Geo Store.

H4 : Promotion has an effect on Batik purchasing decisions at the Gea Geo Store.

3. Research methods

3.1 Population, Sample, Source and Method of Data Collection

The research method in this study is a quantitative research method. The population is a generalization area consisting of objects/subjects that have certain quantities and characteristics that are determined by researchers to be studied and then drawn conclusions (Sugiyono, 2014: 148). In this study, the population was 186 customers who made batik purchases at the Gea Geo Store in the last 3 months at the end of 2019.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2014: 150). In this study to determine the number of samples, using the slovin technique according to (Sugiyono 2011). Slovin's formula for determining the sample is as follows: According to Arikunto (2002) if the population is large or more than 100, 10-15% or 20-25% can be taken. Regional sampling technique is usually used to determine the sample if the object under study or the data source is very broad (Sugiyono, 2011).

Sources of data used in this study are primary data and secondary data. Primary data is data taken directly from the object. The primary data in this study is a questionnaire given to respondents, namely customers of Gea Geo batik shop.

3.2 Research Variables and Variable Operational Definitions

The dependent variable in this study is the decision to buy batik at the Gea Geo store. While the independent variables in this study are brand image, price, and promotion.

Purchase decisions, namely for marketers, consumer decisions to buy or not to buy a product or service are a very important alternative choice (Abdurrahman, 2015: 43). The indicators are: a) awareness of the need for batik; b) Active in seeking information; c) Confidence in using batik products; d) Satisfied with the batik brand; e) Satisfied with the price of batik products.

Brand image (X1) is a representation of the overall reception of the brand that is formed in the minds of consumers based on information and past experiences of the brand. The indicators consist of: a) Store Image; b) Product Image; c) Popularity.

Price (X2) is an important component contained in a product, because the price of a product determines how much profit the company gets as a producer of the product. The indicators are as follows: a) Prices are affordable by customers; b) Price according to quality; c) Comparison with competitors.

Promotion (X3) is the right communication by sellers and buyers to get the right information that has the aim of changing the attitudes and behavior of buyers. The indicators consist of: a) Promotional Media; 2) Advertising Methods; 3) Sales promotion

3.3 Analysis Method

The analytical method used in this study is the instrument test and hypothesis testing. The instrument test was carried out by testing the validity and testing the reliability.

Validity test is used to measure the validity or validity of a questionnaire. An instrument that is used to find out valid research results if there are similarities between the data collected and the data that actually occurs in the object under study (Sugiyono, 2014: 348). The item being tested is said to be valid if $r_{\text{arithmetic}} > r_{\text{table}}$. This validity test uses a significant level of 5% (Arikunto, 2006: 168).

Reliability test is an index that shows the extent to which a measuring instrument can be trusted or reliable. A measuring device is said to be accurate or consistent, if to measure something repeatedly, the measuring device proves the same results, under the same conditions (Noor, 2012: 131). A variable is said to be reliable if it gives a Cronbach alpha value > 0.60 (Sunnyoto, 2009: 68).

Hypothesis testing is done by multiple regression analysis, F test, t test and R² test. Multiple regression analysis is a linear relationship between two or more independent variables and the dependent variable, aiming to estimate and estimate the average dependent variable based on the value of the independent variable known to the regression formula (Ghozali, 2012: 81).

The F test is used to measure the effect of the independent variables together on the dependent variable (Duwi, 2011: 258). The t test is this test used to show how far the influence of the individual independent variables used in this study individually in describing the dependent variable partially (Ghozali, 2012: 98).

The R² test (determinant coefficient) is used to calculate how far the model's ability to explain the variation of the dependent variable is. In this test, it shows how big the relationship is between the Y variable and the X1, X2, X3... Adjusted R Square value can increase or decrease if there is an addition or reduction of independent variables (Astuti, 2014: 64).

4. Result and Discussion

4.1 Result.

This research was carried out in to customers of the Gea Geo batik shop located on Jl. K.H Hasyim Ashari, Kauman, Kec. Ps. Kliwon, Surakarta City, Central Java. Based on the results that have been done.

Table 1
Distribution of Respondents by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Man	23	35,4	35,4	35,4
Woman	42	64,6	64,6	100,0
Total	65	100,0	100,0	

Source: Primary data processed 2021

From table 1, it can be seen that of the 65 respondents, most of them were woman, namely 42 (64.6%) respondents and the rest were man, namely 23 (35.4%) respondents. This is because women prefer to shop for batik clothes than men.

Table2
Distribution of Respondents by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
25-30 Years	3	4,6	4,6	4,6
30-35 Years	9	13,8	13,8	18,5
35-40 Years	19	29,2	29,2	47,7
40 Years and Over	34	52,3	52,3	100,0
Total	65	100,0	100,0	

Source: Primary data processed 2021

Based on table 2, it can be explained that from a total of 65 respondents in this study there were 3 respondents aged 25-30 years, 9 respondents aged 30-35 years, 19 respondents aged 35-40 years, and 34 respondents aged 40 years and over.

Table 3
Distribution of Respondents by Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Honorer	5	7,7	7,7	7,7
ibu rumah tangga	6	9,2	9,2	16,9
karyawan swasta	14	21,5	21,5	38,5
Mahasiswa	1	1,5	1,5	40,0
Mahasiswi	2	3,1	3,1	43,1
PNS	14	21,5	21,5	64,6
Wiraswasta	23	35,4	35,4	100,0
Total	65	100,0	100,0	

Source: Primary data processed 2021

Table 3 above shows that the customers of Gea Geo batik shop, the majority of respondents have the highest level of employment, namely entrepreneurs as many as 23 respondents or (35.4%).

Validity Test Results

The following are the results of testing the validity of the research instrument in table 1 below:

Table 4
Validity Test Results

No	Variables and indicator	r count	r table	Description
1.	Brand Image (X1)			
	X1.1	0,412	0,244	Valid
	X1.2	0,583	0,244	Valid
	X1.3	0,583	0,244	Valid
	X1.4	0,672	0,244	Valid
	X1.5	0,705	0,244	Valid
	X1.6	0,697	0,244	Valid
2.	Price (X2)			
	X2.1	0,484	0,244	Valid
	X2.2	0,690	0,244	Valid
	X2.3	0,742	0,244	Valid
	X2.4	0,730	0,244	Valid
	X2.5	0,736	0,244	Valid
	X2.6	0,690	0,244	Valid
3.	Promotion (X3)			
	X3.1	0,651	0,244	Valid
	X3.2	0,783	0,244	Valid
	X3.3	0,807	0,244	Valid
	X3.4	0,838	0,244	Valid
	X3.5	0,802	0,244	Valid
	X3.6	0,751	0,244	Valid
4.	Buying Decision (Y)			
	Y.1	0,808	0,244	Valid
	y.2	0,812	0,244	Valid
	y.3	0,804	0,244	Valid
	y.4	0,829	0,244	Valid
	y.5	0,809	0,244	Valid
	y.6	0,819	0,244	Valid
	y.7	0,826	0,244	Valid
	y.8	0,755	0,244	Valid
	y.9	0,752	0,244	Valid
	y.10	0,811	0,244	Valid

Source: Primary data processed 2021

Based on table 1 above, it can be seen that all statements on the independent and dependent variables are valid, because the value of $r \text{ count} > r \text{ table}$. Thus, all the items of the instrument can be used in this study.

Reliability test results

The following are the results of the internal control instrument reliability test. Brand image, price, promotion and purchase decision.

Table 5
Reliability test results

Variable	Cronbach's Alpha	Critical Coefficient	Description
Brand Image (X1)	0,673	0,60	Reliabel
Price(X2)	0,782	0,60	Reliabel
Promotion (X3)	0,861	0,60	Reliabel
Buying Decision (Y)	0,938	0,60	Reliabel

Source: Primary data processed 2021

All variables in the study have Cronbach's Alpha of more than 0.60 so it can be said that all variables used in the study are reliable.

Multiple Analysis Test

From the multiple analysis test, the following data can be generated:

Table 6
Multiple Regression Coefficient Results

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
(Constant)	8,922	5,770		1,546	0,127
Brand Image (X1)	1,068	0,370	0,391	2,888	0,005
Price (X2)	-0,864	0,336	-0,373	-2,573	0,013
Promotion (X3)	0,922	0,268	0,461	3,440	0,001

Source: Primary data processed 2021

$$Y = 8,922 + 1,068 X1 - 0,864 X2 + 0,922 X3$$

- The constant is 8,922, meaning that the brand image, price, promotion value is 0, then the purchase decision value is 8,922.
- The regression coefficient for the brand image variable is 1.068, meaning that if the brand image increases by 1 unit, then the value of the purchase decision will increase by 1.068 units assuming the other independent variables are fixed.
- The regression coefficient for the price variable is -0.864, meaning that the price has increased by 1 unit and the other variables are considered constant, so the value of the purchase decision will decrease by -0.864 units.
- The regression coefficient of the promotion variable is 0.922, meaning that if the promotion has increased by 1 unit, the value of the purchase decision will increase by 0.922 units assuming the other independent variables are fixed.

F Test

The F test is used to state whether or not there is a significant influence between the independent variables together on the dependent variable. The results of the calculation are as follows:

Table 7
F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regresion	2139,256	3	713,085	9,122	0,000 ^b
Residual	4768,344	61	78,170		
Total	6907,600	64			

Source: Primary data processed 2021

From the F test in table 4.10, it can be seen that the Fcount is 9.122 with a significance of 0.000. Because Fcount 9.122 > Ftable 2.76 and the probability is much smaller than 0.05, the regression model can be used to predict purchasing decisions (dependent variable) or it can be said that all independent variables (brand image, price, promotion) together has an effect on the dependent variable, namely the interest in buying batik at the Gea Geo store.

T Test

The t-test was used to test the effect of the independent variables (brand image, price, promotion) individually on the dependent variable (interest in buying batik at the Gea Geo store).

1) Testing the Effect of Brand Image on Batik Purchase Decisions at the Gea Geo store.

The results of the statistical calculation tcount for the brand image variable (X1) is 2.888 while the ttable is 1.998 (tcount > ttable) with a significance value of 0.005 < 0.05, so H1 is accepted, meaning that the brand image variable (X1) has a significant effect on purchasing decisions. batik at Gea Geo shop.

2) Testing the Effect of Price on Batik Purchase Decisions at the Gea Geo Store

The results of statistical calculations with SPSS 23.0 show that the value of tcount for the price variable (X2) is -2.573 while the size of ttable is -1.998 (tcount < ttable) and has a significance value of 0.013 which is smaller than 0.05 then H2 is accepted, meaning that the price variable (X2) has a significant effect on batik purchasing decisions at the Gea Geo Store

3) Testing the Effect of Promotion on Batik Purchase Decisions at the Gea Geo store.

The results of statistical calculations show that the value of tcount for the promotion variable (X3) is 3,440 while the ttable is 1,998 (tcount > ttable), the significance of which is 0.001 < 0.05 then H3 is accepted, this proves that the promotion variable has a significant effect on batik purchasing decisions in Indonesia. GeaGeo shop.

Coefficient of determination (R^2)

The coefficient of determination (R^2) from the results of multiple linear regression shows how much the dependent variable (purchase decisions) is influenced by the independent variables (brand image, price, promotion). The results of the coefficient of determination test (R^2) can be seen in the following table: **Table 8**

Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,557	0,310	0,276	8,841

Source: Primary data processed 2021

Based on the data above, the coefficient of determination (R^2) is 0.276 or (27.6%) consumer purchasing decisions at Gea Geo stores are influenced by brand image, price, and promotion variables. While 72.4% is influenced by other variables that are not included in this study.

4.2 Discussion

The Influence of Brand Image, Price, Promotion on Purchase Decision

From the F test results obtained Fcount 9.122 > Ftable 2.76 and a significance value of 0.000 then the model is feasible to use and this means that together brand image, price and promotion affect batik purchasing decisions at the Gea Geo Store.

The better and easier-to-remember batik product names, the more known the batik products offered by Gea Geo Stores are. Likewise with the price, if the price given is getting cheaper then the purchases made by consumers will increase. A good, attractive and appropriate promotional strategy creates a sense of public curiosity about the batik products offered by the company. With a good brand image, low prices and attractive promotions, it can influence consumers in deciding to purchase batik products.

The Influence of Brand Image on Purchase Decision

The results of multiple regression analysis show that the significant value of brand image is 0.005 which is smaller than the required significance value of 0.05 and the value of $t_{count} > t_{table}$ ($2.888 > 1.998$) which means H_1 is accepted. It means that the brand image variable influences purchasing decisions. The brand image variable has a coefficient of 1.068. This means that every increase of 1 will increase the decision to purchase goods by 1.068.

The creation of a brand image on an item will affect the consumer's assessment of the goods. Not only can meet consumer needs but also provide guaranteed satisfaction. Brand image is closely related to product impression. If a product has a good brand image and is easy to remember automatically customers will not turn to other products. For this reason, companies are competing to create a unique brand image that is easy for consumers to remember. Usually they brand their products with the names of famous figures and artists and some even give names that are difficult to pronounce so that they make consumers curious.

The results of this study are consistent with the results of research conducted by Rumengan et al (2016), Suhaily and Darmoyo (2017), Hermansyur and Aditi (2017), Putri (2018), Mubarok (2018), Zulkarnain (2019), Larika and Ekowati (2020). This result is different from the results from Maupa's research (2019) which proves that brand image has no effect on decisions.

The Influence of Price on Batik Purchase Decisions at the Gea Geo Store

Based on data processing from the t-test of the price variable (X_3), the t_{count} value is -2.573. While the value of t_{table} is obtained from looking at the t distribution table, which is -1.998. If the value of t_{count} is smaller than the value of t_{table} ($-2.573 < -1.998$) with a significance value of $0.013 < 0.05$ then partially the price variable (X_3) has a significant effect on purchasing decisions (Y).

The impulse of a consumer to decide to purchase goods is the price factor. Price is often used as a factor in the quality of an item. People think that if the price is high, the quality of the product is good and vice versa. But in reality, consumers will buy goods in large quantities if the price given by the company is very cheap. In this case it can be seen that the price has an influence on consumer decisions in purchasing goods. Most consumers state that the price of batik at the Gea Geo Store is very affordable according to consumers' pockets so that they can compete with other batik shops.

The results of this study support the results of research conducted by Aristo (2016), Suhaily and Darmoyo (2017), Hermansyur and Aditi (2017), Mubarok (2018) and Putri (2018), Larika and Ekowati (2020) where the results are consistent, namely price has a significant influence on purchasing decisions. However, it is different from the research results from Rumengan et al (2016) and Zulkarnain (2019) Maupa (2019)

The Effect of Promotion on Batik Purchase Decisions at the Gea Geo Store

The results of this study indicate that promotions have a partial effect on purchasing decisions. Hypothesis testing shows t_{count} 3,440 while the large t_{table} is 1,998 ($3.440 > 1.998$) with a significance of $0.001 < 0.05$, which means H_0 is rejected and H_a is accepted so that promotions have an influence on purchasing decisions. The form of this influence is if the promotion has increased by 1 it will cause an increase in purchasing decisions by 0.922.

Consumer decisions in making purchases focus on promotions made by a company in offering its products. The company carries out promotional activities to introduce its products so that they are better known to potential consumers. Promotional activities such as advertising, giving gifts that have been able to influence consumers to decide to make a purchase. With a vigorous promotion, it can attract the attention of potential consumers to buy the products offered by the company. The better the promotion, the higher the consumer's decision to buy goods. The ability to apply the right marketing strategy can win the market and attract buyers. The Gea Geo store always gives give aways every month to its customers so that many buyers are interested in buying batik at the Gea Geo Store.

The results of this study are consistent with the results of research conducted by and Arsito (2016). Mubarak (2018), Maupa (2019 and Larika and Ekowati (2020) In contrast to the results from Zulkarnain's research (2019) which proves that promotion has no effect on purchasing decisions.

5. Conclusion

Based on the data analysis conducted, the following conclusions can be drawn:

- 1) The results of the f test obtained a significance value of $0.000 < 0.05$, this means that brand image, price and promotion affect batik purchasing decisions at the Gea Geo store.
- 2) The brand image variable has a significant effect on batik purchasing decisions at the Gea Geo store. This is evidenced by the results of the t test with a significant value of $0.005 < 0.05$.
- 3) The price variable has a significant effect on batik purchasing decisions at the Gea Geo store. This is evidenced by the significant probability value of $0.013 < 0.05$.
- 4) The price variable has a significant effect on batik purchasing decisions at the Gea Geo store. This is indicated by the acquisition of a significant value of $0.011 < 0$.

The recommendations of this study are :

- 1) For Company
 - a. Regarding promotion, Gea Geo Store should be more active in promoting its products to customers, such as: attending events related to fashion giving souvenirs (key chains, clothes, umbrellas, etc.) to customers who buy batik products.
 - b. Regarding prices, the Gea Geo Store should also pay attention to product pricing according to product quality.
 - c. Regarding brands, Gea Geo Stores should be more active and aggressive in introducing their product brands to customers, this can be done by placing advertisements in print media, online media, and making direct contact with consumers to promote their brand to the wider community.
- 2) Further Research

Future research is expected to examine other factors that can influence purchasing decisions apart from the variables used in this study considering the influence of research

factors and research objects on other business sectors.

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