



THE INFLUENCE OF PROMOTION AND BRAND IMAGE ON PURCHASING DECISIONS FOR POND'S PRODUCTS IN BOJONEGORO DISTRICT

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Abstract

In the current era, people more often buy things that are not very important for their daily needs. Men and women who want to look attractive definitely need care products. Therefore, many cosmetic companies are competing to introduce their products to the public. On this basis, this research aims to determine and analyze the influence of promotion and brand image on purchasing decisions for Pond's products in Bojonegoro Regency. The population in this study were all buyers and users of Pond's in Bojonegoro Regency and sampling in this study used a non-probability sampling method with a total of 100 respondents. The measurement scale uses a Likert scale. The data used in this research is primary data, by distributing questionnaires to all Pond's buyers and users in Bojonegoro Regency. The analysis technique used is PLS (Partial Least Square) to see the causal relationship between variables. The test results show that promotions contribute to purchasing decisions and brand image contributes to purchasing decisions for Pond's products.

Keywords: Promotion, Brand Image, Purchase Decision

INTRODUCTION

In this era, people frequently buy things that are not really important for their daily needs. People prioritize goods that smell like electronics, fashion and automotive. Of the three types, fashion is a very marketable item in society, one of the most popular fashions is cosmetics. Men and women who want to look attractive definitely need care products. Therefore, many cosmetic companies are competing to introduce their products to the public.

This phenomenon can be observed from the current competitive conditions that occur in several whitening cream cosmetic products. Currently, men and women want to whiten their skin, they assume that the whiter their skin, the more beautiful and can increase self-confidence. The number of beauty products on the market today results in consumers having to identify in making decisions.

Whitening creams are currently very much on the market and new whitening cream products continue to appear. Examples of some white cream products that are rife in the market are such as Olay White Radiance Light Perfecting, Garnier Bright Complete Package, Wardah White Secret, Citra fresh glow multifunction and many more. These products are some of the products that control market share in the beauty care product category can be seen in the top brand index. In making purchases, consumers have many factors that must be considered before making a purchase. This also applies to pond's whitening cream. Pond's is one of the many brands of whitening cream products on the market.

In the company, it is required to be able to market its products so that many potential buyers are interested in the products being marketed by means of promotion. Promotion is an effort from marketing in informing and influencing people or other parties. So that they are interested in making transactions or exchanging the goods or services they market (Subagyo, 2010: 132 in Yulianto 2020). Meanwhile, promotion according to Kotler and Armstrong (2012: 62) in hakim et.al (2019) is an element used to inform and persuade the market about new products or services at the company through advertising, personal selling, sales promotion, and publication.

According to Saydan, (2018) states that brand image is very important for marketing experts and customers, and marketing experts use brand image in differentiating, positioning, and expanding brands. Purchasing decisions according to Kotler and Keller (2009: 356) purchasing decisions can be influenced by marketing stimuli consisting of products, prices, distribution and promotion. Promotion is a form of marketing communication, where promotion is a marketing activity that seeks to disseminate information, influence or persuade, and then remind the target market to accept, buy and be loyal to the products offered by the company concerned.

Based on the description above, it will be relevant to conduct research on promotion and brand image on purchasing decisions for Pond's products in Bojonegoro Regency. This is due to a significant decline in sales of Pond's products in Bojonegoro Regency. So that this study aims to analyze and determine the effect of promotion and brand image on purchasing decisions for Pond's products in Bojonegoro Regency.

LITERATURE REVIEW

Promotion

Promotion according to (Praestuti, 2020) is an effort of persuasion that is used to persuade or encourage consumers to buy products and services produced by a company. According to Kotler and Armstrong (2019: 62), promotion indicators are as follows: 1) Advertising, which is a form of non-personal promotional channel using various media to stimulate purchases. 2) Sales promotion, which is one of the company's efforts to encourage the purchase or sale of products, one of which is by giving discounts. 3) Public relations, namely the company's efforts to promote or protect the image of the company or product with various programs that have been designed by the company.

Brand Image

Brand Image

Brand image according to Sutyono & Brata (2020), is a form of brand identity for a product offered to customers that can distinguish a product from competitors' products. Brand Image indicators according to Kotler and Keller (2018: 347) are: 1) The superiority of brand associations, namely one of the factors forming brand image is product excellence, where the product is superior in competition. 2) The strength of brand association, namely every valuable brand has a soul, a special personality is a

fundamental obligation for brand owners to be able to reveal, socialize that soul / personality in a form of advertising, or other forms of promotional and marketing activities. The uniqueness of the brand association, namely the uniqueness of the uniqueness of the product.

Purchase Decision

According to Kotler and Armstrong (2017: 180) purchasing decisions are consumer decisions on the brand to be purchased. Indicators of purchasing decisions according to Kotler & Armstrong (2018: 181) are: 1) The stability of buying after knowing product information, namely the customer will buy the product because he already knows information about the product. So, purchasing decisions are made by consumers after seeking information in various media. 2) Deciding to buy because of the most preferred brand, that is, consumers will buy a product because the brand is the most liked. Either because of the match with the products of that brand, or for other reasons. 3) Buying because it suits wants and needs, that is, consumers will make purchasing decisions if they feel they want and need. Wanting means an effort to desire to own a product. while needing means that you really need the product to meet your needs. 4) Buying because of the influence of others, namely the purchasing decision of a person or group of people, can actually be influenced by the recommendations of others.

METHOD

His type of research is quantitative. The data analysis used in this research is the Partial Least Square (PLS) method. The sampling method used is non probability sampling with purposive sampling technique, The population in this study were buyers and users of Pond's products in Bojonegoro Regency. The sample used in this study was 100 respondents with age criteria from 17 to 30 years. The measurement scale used is interval with Likert scale measurement techniques. The data source used in this study is data taken directly from respondents' answers regarding variables related to the research. Data collection in this thesis research was carried out using several techniques, namely observations, questionnaires and documentation.

RESEARCH RESULTS AND DISCUSSION

In Partial Least Square (PLS) there are two types of models formed, namely the measurement model (outer model) and the structural model (inner model). The measurement model explains how the proportion of the variance of each manifest variable or indicator is explained in the latent variable. With this measurement model, it can be seen what indicators are more dominant in the process of forming latent variables. After the outer model has been described, the next is the inner model process, where this process will examine the effect of each variable between exogenous latent variables on endogenous variables.

Description of respondents by age

Table 1. Respondents Identity By Age

Age	Total (people)	Percentage (%)
17 – 25	64	64%
26 – 30	36	36%
Total	100	100%

Source: data processed, 2023

Respondent identity by age group can be seen in table 1. Table 1 shows that out of 100 respondents 64 respondents (64%) were aged 17-25 years, 36 respondents (36%) were aged 26-30 years.

Description of respondents based on duration of use

Table 2. Respondents Identity By Duration Of Use

Duration Of Use (Month)	Total (people)	Percentage (%)
3 – 6	20	20%
7 – 12	35	35%
> 12	45	45%
Total	100	100%

Source: data processed, 2023

Table 2 shows that respondents with a length of use of 3 - 6 months were 20 people (20%), then with a length of use of around 6 - 12 months were 35 people (35%), then respondents with usage of more than 12 months were 45 people (45%).

In this study, there are 10 manifest variables and 3 latent variables, namely Promotion (X1) which is measured using 3 manifest variables, Brand Image (X2) which is measured using 3 manifest variables, and Purchasing Decisions (Y) which are measured using 4 manifest variables.

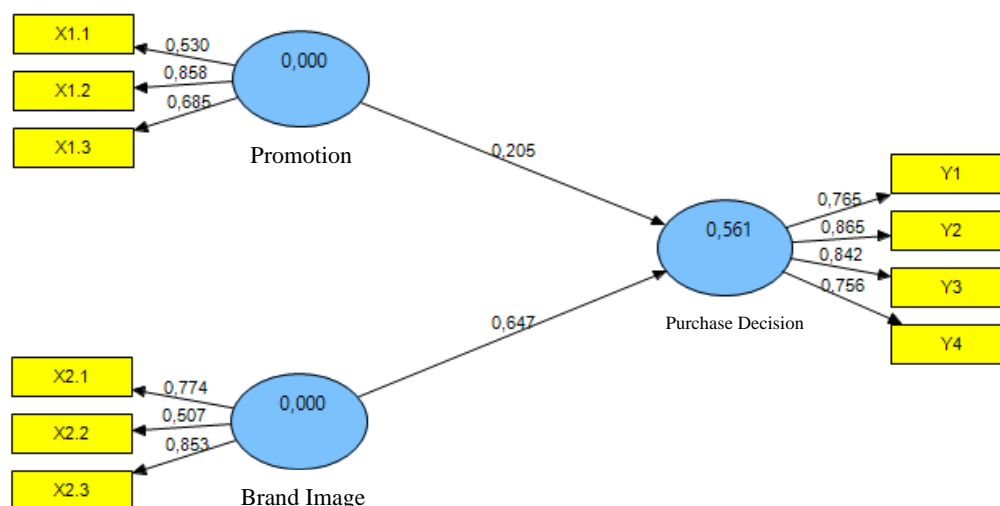


Figure 1. Outer Model Use *Factor Loading*, *Path Coefficient*, dan *R-Square*

Source: data processed, Smart PLS Output

The picture above shows the results of the magnitude of factor loading on each indicator located at the top of the arrow that connects the variables with their indicators. Likewise, the path coefficient is

located above the arrow that connects exogenous and endogenous variables. In addition, it was also found that the amount of R-Square was only found in the endogenous variable (purchasing decision variable).

Structural model testing is done by looking at the R-squared value which is a model fit test. This internal model test (inner model) is reflected in the R-square value in the equation between latent variables. The R² value explains how much the exogenous (independent / free) variables in the model can explain the endogenous (dependent / related) variables.

Table 3. R-Square

	R Square
BRAND IMAGE (X₂)	
PURCHASE DECISION (Y)	0,560909
PROMOTION (X₁)	

Source: data processed, Smart PLS Output

R² Score = 0,560909. It can be interpreted that the model is able to explain the phenomenon of Purchasing Decisions which are influenced by independent variables including Promotion and Brand Image with a variance of 56.09%, while the remaining 43.91% is explained by other variables outside this study (other than Promotion and Brand Image).

If various evaluations have been carried out, both the inner model and the outer model, the next step is to conduct a hypothesis test. This hypothesis test is used as a tool to determine the direction / relationship of endogenous variables with exogenous variables. Hypothesis testing which shows the results of the inner model calculation along with the T-Statistic value has been presented in the following table:

Table 4. Hypothesis test

	Path Coefficients	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
PROMOTION (X₁) -> PURCHASE DECISION (Y)	0,204775	0,209223	0,096716	2,117278	0,036
BRAND IMAGE (X₂) -> PURCHASE DECISION (Y)	0,647204	0,648114	0,063425	10,204213	0,000

Source: data processed, Smart PLS Output

From the table above, it can be concluded that the hypothesis that states: Promotion has a positive effect on purchasing decisions for Pond's products in Bojonegoro Regency can be accepted, with path coefficients 0.204775, and a T-statistic value of 2.117278 > 1.96 (from the table value $Z_{\alpha} = 0.05$) or a P-Value of 0.036 < 0.05, with significant (positive) results. Brand image has a positive effect on purchasing decisions for Pond's products in Bojonegoro Regency can be accepted, with path coefficients

0.647204, and a T-statistic value of $10.204213 > 1.96$ (from the table value $Z_{\alpha} = 0.05$) or a P-Value of $0.000 < 0.05$, with significant (positive) results.

Based on the results obtained in this research test, consumer purchasing decisions for Pond's products are influenced by both promotion and brand image. If someone already believes that the product can meet their needs, then they will be more likely to make a purchase decision.

The Effect of Promotion on Purchasing Decisions

Promotion is one of the factors determining the success of a marketing program, if consumers have never heard of it and are not sure whether the product can be useful to them, it will be very unlikely to buy it because in essence promotion is a form of marketing communication.

This condition is in accordance with the opinion of (Tjiptono, 2019). The higher and more attractive the promotion carried out by a company, the higher the consumer's decision to make a purchase and subscribe to the product / service. Seeing this, in the end, a conclusion will be drawn to make a hypothesis that promotion has an effect on consumer purchasing decisions.

The contribution of promotion is widely supported by advertising indicators, namely Pond's is widely known by consumers through promotional channels using advertising media, this is what makes consumers feel that they know and recognize products from Pond's so that there is no doubt in the minds of consumers to decide to make a purchase of a product.

Pond's does a good promotion by creating an advertisement as an introduction to a product to consumers, by doing this promotion so that until now consumers have an interest in purchasing Pond's without hesitation without knowing what the product is like.

This statement can be strengthened by research conducted by Ade Candra Gunawan, Febr Susanti (2019) on the Effect of Promotion Mix and Price on Purchasing Decisions for Maybelline Cosmetic Products in Padang City. Which shows the results that product quality has a positive effect on purchasing decisions.

Therefore, a good promotion will increase purchasing decisions for Pond's products in Bojonegoro Regency.

The effect Of Brand Image On Purchasing Decisions

Creating an impression is one of the main characteristics of today's marketing orientation, which is to pay more attention and build a strong brand. The implication of this is that the brand of a product creates an image of the product itself in the minds of consumers and makes the basic motivation for consumers in choosing a product.

This condition is in accordance with the opinion of Maslichah (2018), where a good brand image will allow the Company to maintain a brand that is well known and allows it to be reliable and its quality

can be trusted by consumers. The better the brand image, in the eyes of consumers, the higher the purchasing decision for the product.

The contribution of brand image in increasing purchasing decisions is largely supported by indicators of the strength of brand association, namely Pond's is a brand that is already embedded in the minds of consumers. Where Pond's itself is a brand from the Unilever company which is well known to the wider community as a trusted company. So that consumers will be more interested in buying Pond's compared to other products.

This statement can be strengthened by research conducted by Dini Nur Sofyah and Sugeng Purwanto (2021) on the Effect of Brand Image and Product Quality on O'lai Repeat Decisions in the Kediri Regency Community which shows the results that brand image has a positive effect on purchasing decisions.

Therefore, a good brand image will increase purchasing decisions for Pond's products in Bojonegoro Regency.

CONCLUSIONS

Based on the test results using PLS (Partial Least Square) analysis to test the variables of product quality, brand image and price perception on purchasing decisions for Pond's products in Bojonegoro Regency, it can be concluded that promotion contributes to increasing purchasing decisions for Pond's products in Bojonegoro Regency, which means that the better the promotion, the more influence it will have on purchasing decisions. Brand image contributes to increasing purchasing decisions for Pond's products in Bojonegoro Regency, which means that the better the brand image, the more influence it will have on purchasing decisions.

Based on the results of this study, several propositions can be made that can be considered or used as decision-making material including companies are expected to maintain and improve Pond's promotions by continuing to prioritize advertising so that consumers will continue to know the novelty of Pond's products and choose Pond's products compared to other whitening cream care products. Companies must continue to pay attention to the benefits or advantages that have been built so far, consumers already think that the Pond's Brand has been embedded in their minds. So it is expected to maintain the strength of brand associations that have been trusted by consumers.

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