

## The Influence of Promotions on Purchase Decision Through Brand Image as a Mediation Variable: Study at The Semprit RIHO Cake Factory

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### Abstract

*This study aims to determine the effect of promotion on purchasing decisions through brand image as a mediating variable. The sampling technique uses accidental sampling. This research was conducted on consumers of the Semprit factory "RIHO" with a total of 100 respondents. Collecting data in this study using a questionnaire. The data analysis techniques used are path analysis, hypothesis testing using the t-test, and Hayes analysis. The results of this research show that promotion has a positive effect on brand image, brand image has a positive effect on purchasing decisions, promotion affects purchasing decisions and brand image can mediate the effect of promotion on purchasing decisions.*

**Keywords:** Promotion, purchase decision, brand image

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh promosi terhadap keputusan pembelian melalui citra merek sebagai variabel mediasi. Teknik pengambilan sampel menggunakan Accidental Sampling. Penelitian ini dilakukan pada konsumen pabrik kue semprit "RIHO" yang berjumlah 100 responden. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data yang digunakan adalah analisis jalur, pengujian hipotesis menggunakan uji t dan analisis Hayes. Hasil penelitian ini menunjukkan bahwa promosi berpengaruh positif terhadap citra merek, citra merek berpengaruh positif terhadap keputusan pembelian, promosi berpengaruh positif terhadap keputusan pembelian dan citra merek mampu memediasi pengaruh promosi terhadap keputusan pembelian.

**Kata Kunci:** Promosi, Keputusan Pembelian, Citra Merek

### INTRODUCTION

The purchase decision is a consumer's selection of two or more choices for purchasing. Every day consumers make various decisions regarding every aspect of daily life. However, sometimes we make this decision without thinking about how to make the decision and what is involved in this decision-making process. Alternative options must be available to a person when making a Schiffman & Kanuk decision (2013). Promotion is the most important activity in a company in introducing products to consumers. According to Daryanto (2011) If a production is made with good quality and a low price without being accompanied by appropriate promotional activities, then this production cannot direct an organization or person to create transactions between sellers and buyers. According to Tjijptono & Chandra (2012). There are 5 (five) promotional elements, namely advertising, sales promotion, personal selling, public relations, and direct marketing. These five elements are now starting to be used in various ways to build relationships with consumers. Brand image is related to attitudes in the form

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of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to purchase Setiadi (2013).

The very rapid development of technology in the current era of globalization has provided many benefits in progress in various aspects. Apart from that, the development of this technology means that many people spend a lot of time in front of devices connected to the internet. The development of the internet has had a huge impact on all aspects, especially in the development of the world of business and marketing. It cannot be denied that now many trading systems use Internet technology which is usually called electronic commerce (e-commerce).



Source: DataIndonesia.id (2022)

**Figure 1.** E-Commerce Transaction Data

Based on Figure 1, it can be seen that from year to year, e-commerce users from 2018 to 2022 have increased. Apart from that, according to a survey conducted by We Are Social in the third quarter of 2022, Indonesia ranks 6th with people shopping online most often in the world, namely 62.6%. With the increase in e-commerce users every year, it cannot be denied that business competition is also getting tighter because internet media is increasingly being looked at by producers to sell or promote their products to consumers.

Semprit cake is a traditional Indonesian cake that is timeless. This cake is familiar to traditional cake lovers. In Malang City there is a legendary Semprit cake seller called "RIHO Semprit Cake", this semprit cake factory is located on Jl. Gadang Gg. 12B No.77, Malang City. This factory was founded in 1970 and has survived to this day. This company does not have social media or e-commerce to market its products, so if consumers want to buy this syringe cake product, they go directly to the RIHO Semprit cake factory or can also buy it in sales.

**Table 1.** Semprit RIHO Cake Sales Data

No.	Year	Total Sales Volume (Kg)
1	2018	36918.4
2	2019	41212.4
3	2020	20069.19
4	2021	17221
5.	2022	25310

Source: Semprit RIHO Cake Factory (2022)

Based on Table 1, it can be seen that there were fluctuations in sales data from 2018 to 2022 experienced by the Semprit RIHO cake factory due to increasingly tight competition and the COVID-19 phenomenon from early 2020 until now. This certainly makes fewer people visit Semprit RIHO cakes and makes many consumers prefer online shopping. This company does not have better marketing

facilities because it still uses conventional methods such as marketing through word of mouth. This company's marketing is very poor considering that they are a legendary cake and should have social media or e-commerce to reach more customers.

The research carried out by Husen et al., (2018) shows that brand image has a positive and significant effect on purchasing decisions. This is contrary to research by Cahyo et al., (2020) which states that partially brand image does not influence purchasing decisions. In research conducted, by Pasaribu et al., (2019) It is stated that promotions have a positive and significant effect on purchasing decisions. The results of this research contradict research conducted by Salea et al., (2021) showing that partial promotions do not have a significant effect on purchasing decisions. Based on the conflicting research, further research is needed regarding how brand image and promotion influence purchasing decisions. Therefore, researchers will examine "The Influence of Promotion on Purchasing Decisions Through Brand Image as a Mediation Variable at the RIHO Semprit Cake Factory."

## LITERATURE REVIEW

According to Blackwell et al., (2012) state that consumer behavior is the actions directly involved in obtaining, consuming, and disposing of economic products and services including the decision processes that precede and determine these actions. Apart from that, Priansa (2017) states that consumer behavior studies everything about the processes that occur when consumers choose, buy, use, or dispose of a product, service, idea, or experience to satisfy the consumer's own needs and desires. 4 consumer behavior models from Engel et al., (1995) can be called the EKB model, which is as follows: Recognition of needs, there are three determinants of need recognition, namely information stored in memory, individual differences, and environmental influences. Environmental influences consist of culture, social class, personal influences, family, and also situations. Meanwhile, individual differences consist of consumer resources, motivation, knowledge, attitudes, personality, lifestyle, and demographics.

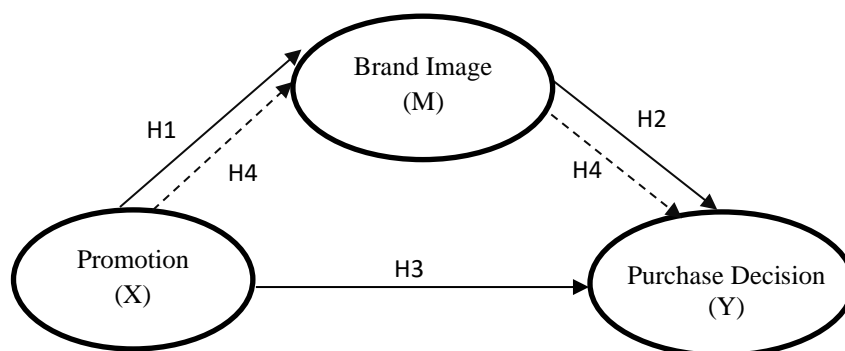
Information search is an internal information search into memory that serves to determine whether enough is known about the available options to allow a choice to be made without further information search. If internal information is lacking, it is necessary to seek external information. External search is a search carried out by word of mouth, trial and error, and information from marketing. Meanwhile, an internal information search is a search based on what consumers have, such as memories and past experiences. Evaluation of alternatives, The evaluation of alternatives starts from the formation and change of belief in a product or brand and its attributes, followed by changes in attitudes towards purchasing actions and then the intention to carry out purchasing actions. When evaluating alternatives, use evaluation criteria, namely standards and specifications, to compare different products and brands. In the evaluation stage, it is formed and influenced by individual differences and environmental influences. Purchases and results, after evaluating alternatives, the final step is purchasing. Furthermore, if you have purchased, the results are satisfied and dissatisfied. Satisfaction occurs when an alternative chosen meets or exceeds expectations. Meanwhile, dissatisfaction occurs if the alternative chosen does not match expectations.

Tjiptono (2015) defines consumer purchasing decisions as a process where consumers recognize the problem, and look for information about a particular product or brand. Meanwhile, Kotler & Keller (2016) state that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and goods, services, ideas, or experiences to satisfy their needs and desires. According to Kotler & Keller, (2012), there are four purchasing

decision indicators. The stability of a product is to produce a product of very good quality which can build consumer trust so that it can support consumer satisfaction. The habit of buying products is by making continuous purchases of the same product. Providing recommendations to other people is by telling and suggesting to other people to try it. Making repeat purchases is where consumers make a second purchase and subsequent purchases.

Brand image or what can be called brand image is a representation of the overall perception of a brand which is formed from information or experience with a brand. The brand image of the brand is a crucial element and is related to the success of a marketing organization, both business companies and service providers, local and global organizations. According to Kotler & Keller (2016), brand image is a name, term, sign, symbol, or combination of these, which aims to identify the goods or services of a person or group of sellers and to differentiate them from competitors' goods and services. According to Priansa, (2017), there are 4 brand image indicators. Personality, namely the overall characteristics of Personality, the overall characteristics that are understood by the target public, for example being trustworthy and having a sense of social responsibility. Reputation is a right that a company has exercised and is believed by the target public based on their own experience or that of other parties, for example, the security performance of a company's transactions. Values are the values of the company or company culture, for example, management attitudes that care about customers, and employees who respond quickly to customer requests or complaints. Corporate identity is the components that make it easier for the target public to recognize the company, for example, logos, colors, and slogans.

In marketing activities, promotion is one of the variables that is important for companies to market their products. Promotion does not only function as a communication tool between the company and consumers, but promotion also functions as a tool to attract consumers to buy our products according to their needs. According to Rangkuti (2018) explains that promotion is a series of techniques used to achieve sales or marketing targets using effective costs, by providing added value to products or services both to intermediaries and direct users, which is usually limited to a certain period. According to Kotler & Keller (2016), promotion is an activity that communicates product advantages and persuades target customers to buy a product. Promotion indicators according to Kotler & Keller (2012) are 5. Promotion frequency is the number of sales promotions carried out at one time on sales media. Promotion quality is a measure of how well sales promotions are carried out. Promotion quantity is the value or number of sales promotions given to consumers. Promotion time is the length of promotion carried out by the company. Accuracy or suitability of promotional targets is a factor necessary to achieve the Company's desired targets.



**Figure 2.** Framework of thinking

Based on the picture above, the hypothesis used is:

**H1:** It is suspected that there is an influence between promotion and brand image

Promotion is the main driver for consumers in the purchasing decision process. The role of promotion is very important because it is to influence consumers which aims to raise awareness in consumers' minds. Research conducted by Rosita et al., (2021) obtained the results that promotion had a positive and significant effect on the brand image of the Pesen Kopi Shop in Malang City. Research by Oktavianti & Budiarti, (2021) also found that promotion had a positive and significant effect on the brand image of KOI Bubble Tea. So if the company promotes well, the brand image of a product will also get better.

**H2:** It is suspected that there is an influence between brand image and purchasing decisions

A good brand image tends to be more easily accepted by consumers and has a higher impact on consumer purchasing decisions. On the other hand, if the brand image embedded in consumers' minds is bad, consumers will think repeatedly about buying a product. Research conducted by Ismaulina et al., (2020) found that brand image has a positive and significant influence on purchasing decisions for Indomie Instant Noodles. Research conducted by Aditria et al., (2023) also has the results that Brand Image has a positive and significant influence on purchasing decisions at Hits Burger. So the better the brand image of a product or service, the stronger the consumer's confidence in the product and encourages the desire to make purchasing decisions.

**H3:** It is suspected that there is an influence between promotions and purchasing decisions.

The relationship between promotions and purchasing decisions is that the more effective a company is in carrying out promotions, the more influence it will have on purchasing decisions. According to Tjiptono (2015), variables such as advertising have a big influence on promotion because if there is no promotion then the product is not known to the public or potential consumers. In research by Angraini & Harwani., (2020) it was revealed that promotions had a positive and significant effect on purchasing decisions for Sari Roti in West Jakarta. The study by Amin & Natasha., (2020) also stated that promotions had a positive and significant effect on the decision to purchase bottled drinking water from the Nestle Pure Life brand.

**H4:** It is suspected that there is an influence between brand image and promotion on decisions purchase

A company that carries out its promotions is encouraged to have a good brand image too. Brand image is a person's perception of the brand of a product, this is related to how consumers describe a product and also what they feel and think about the brand. Research conducted by Budianto & Budiarmo (2019) obtained the results that promotions have a positive and significant influence on purchasing decisions mediated by the brand image of ready-to-drink packaged Frisian Flag milk products. Research conducted by Desideria & Wardana., (2020) also stated that promotions had a positive effect on purchasing decisions which were mediated by the brand image of McDonald's. Good promotion will create a brand image that can influence product purchasing decisions.

## RESEARCH METHOD

This research was carried out at the Semprit RIHO cake factory which is located at Gadang Gg. 10 B No.77, Malang City. This type of research uses explanatory research with quantitative methods. The sample in this research was 100 consumers. The sampling technique uses non-probability sampling with method accidental sampling namely consumers who meet researchers by chance can be used as samples (Sugiyono, 2019). Variable measurements in this study used a 5-point Likert scale. The type and source of data used is primary data obtained through distributing questionnaires. Data analysis in this research was carried out in several steps, namely path analysis, hypothesis testing using the t-test, and Hayes analysis.

## RESULTS AND DISCUSSION

Respondent characteristics are used to describe all data obtained from the results of research totaling 100 buyers at the Semprit "RIHO" cake company. The characteristics of respondents in this study include gender, age, and type of work.

**Table 2.** Respondent Characteristics

No.	Information	Frequency	Percentage	
1.	Gender	Man	36	36%
		Woman	64	64%
2.	Age	17-30	62	61%
		31-45	20	20%
		46-60	18	19%
3.	Type of work	Student/Students	18	18%
		Private employees	20	20%
		Government employees	11	11%
		Self-employed	35	35%
		Etc	16	16%

Source: Data processed (2023)

From the results of Table 2, it can be seen that there are more female respondents than male respondents. This shows that women are more consumptive and interested in buying products than men. The dominant age range of consumers is 17-30 years, which means that this age can be said to be early adulthood, most of which come from students or workers who can make decisions and take responsibility for themselves. Meanwhile, the dominant type of work is self-employment with 35 people because generally, self-employed workers have flexible time so they can come directly to the Semprit RIHO cake factory to shop or buy a product at any time.

**Table 3.** Validity test

Variable	Indicator	$R_{count}$	$R_{table}$	Information
Promotion	X1	0.852	0.195	Valid
	X2	0.826		Valid
	X3	0.610		Valid
	X4	0.602		Valid
	X5	0.734		Valid
Brand Image	M1	0.878	0.195	Valid
	M2	0.864		Valid
	M3	0.850		Valid
	M4	0.847		Valid
Purchase Decision	Y1	0.824	0.195	Valid
	Y2	0.845		Valid
	Y3	0.817		Valid
	Y4	0.834		Valid

Source: Data processed (2023)

Based on Table 3, it can be concluded that all question items on the promotion, brand image, and purchasing decision variables have a calculated  $r > 0.195$ . Thus, all question items on the promotion, brand image, and purchasing decision variables in this research can be said to be valid and suitable for use as instruments for data collection in research.

**Table 4.** Reliability Test

Variable	<i>Cronbach Alpha</i>	Comparative Coefficient	Information
Promotion	0.777	0.7	Reliable
Brand Image	0.873		Reliable
Purchase Decision	0.848		Reliable

Source: Data processed (2023)

Based on Table 4, it can be concluded that all question items on the promotion, brand image, and purchase decision variables have a Cronbach alpha  $> 0.7$  so it can be concluded that all questionnaire question items used in this research are reliable.

**Table 5.** Normality test

Number of Respondents	Signification	Information
100	0.200	Normal

Source: Data processed (2023)

Based on the results of the normality test above, it shows a significance of 0.200, which means that the value is greater than 0.05, so it can be concluded that the data is normally distributed. This shows that the regression model meets the assumptions of normality and is suitable for use.

**Table 6.** Multicollinearity Test

Independent Variable	Tolerance	VIF	Information
Promotion	0.713	1,402	Non Multicollinearity
Brand Image	0.713	1,402	Non Multicollinearity

Source: Data processed (2023)

Based on Table 6, the results show that there is no multicollinearity, where the promotion variable has a tolerance value of 0.713, which means it is greater than 0.10, and the VIF value is 1.402, which means it is smaller or less than 10. Likewise, the brand image variable has a tolerance value. 0.713 is greater than 0.10 and the VIF is 1.402, which means the value is less than 10. So it can be concluded that there are no symptoms of multicollinearity and the regression model is suitable for use.

**Table 7.** Heteroscedasticity Test

Variable	Signification	Information
Promotion	0.840	Heteroscedasticity does not occur
Brand Image	0.958	Heteroscedasticity does not occur

Source: Data processed (2023)

From Table 7, the results of the heteroscedasticity test show that the significance value of the promotion variable is 0.840 and the brand image variable is 0.958, which means that the value is greater than 0.05 so that in this regression model there are no symptoms of heteroscedasticity.

**Table 8.** The Effect of Promotion on Brand Image

Variable	Regression coefficient	$t_{count}$	$t_{table}$	Sig	Results
Promotion	0.459	6,278	1,984	0,000	Significant

Constanta = 6.637

R Square = 0.287

Source: Data processed (2023)



From Table 8 it can be seen that the positive beta coefficient is 0.459, which means that the higher the promotion, the better the brand image of the Semprit RIHO cake factory. The effect of promotion on brand image also has a constant value of 6,637, which means that the brand image variable has a consistent value of 6,637 if it is not influenced by the promotion variable. The result of the coefficient of determination (R Square) which was used to determine the contribution of promotional variables to the brand image was 0.287. These results show that brand image is influenced by promotion by 28.7% and the remaining 71.3% is influenced by other variables not included in this research.

**Table 9.** The Influence of Brand Image on Purchase Decision

Variable	Regression coefficient	$t_{count}$	$t_{table}$	Sig	Results
Brand Image	0.497	5,984	1,984	0,000	Significant

Constanta = 7.810

R Square = 0.517

Source: Data processed (2023)

Based on Table 9, it can be seen that the positive beta coefficient is 0.497, which means that the higher the brand image, the higher the purchasing decision at the Semprit RIHO cake factory. The influence of brand image on purchasing decisions also has a constant value of 7,810, which means that the purchasing decision variable has a consistent value of 7,810 if it is not influenced by the brand image variable. The result of the coefficient of determination (R Square) which was used to determine the contribution of the brand image variable to purchasing decisions was 0.517. These results show that purchasing decisions are influenced by brand image by 51.7% and the remaining 48.3% are influenced by other variables not included in this research.

**Table 10.** The Effect of Promotions on Purchase Decision

Variable	Regression coefficient	$t_{count}$	$t_{table}$	Sig	Results
Promotion (X)	0.431	6,086	1,984	0,000	Significant

Constanta = 7.337

R Square = 0.524

Source: Data processed (2023)

From Table 10 it can be seen that the positive beta coefficient is 0.431, which means that the higher the promotion, the higher the purchasing decision at the Semprit RIHO cake factory. The influence of promotions on purchasing decisions also has a constant value of 7,810, which means that the purchasing decision variable has a consistent value of 7,810 if it is not influenced by the promotional variable. The result of the coefficient of determination (R Square) which was used to determine the contribution of promotional variables to purchasing decisions was 0.524. These results show that purchasing decisions are influenced by brand image by 52.4% and the remaining 47.6% are influenced by other variables not included in this research



**Table 11.** The Effect of Promotion on Purchase Decision through Brand Image

Variable	Regression coefficient	$t_{count}$	$t_{table}$	Sig	Results
Promotion (X)	0.284	3,576	1,984	0.001	Significant
Brand Image (M)	0.319	3,434	1,984	0.001	Significant

Constanta = 5.221  
R Square = 0.353

Source: Data processed (2023)

From Table 11 it can be concluded that the influence of promotion on purchasing decisions through brand image has a constant value of 5,221. Apart from that, the table above shows that the regression coefficient for the promotion variable is 0.284, which indicates that if the intensity of promotion is high, the higher the consumer purchasing decision will be, assuming there is no influence from brand image. The regression coefficient of the brand image variable is 0.319, which means that if the brand image is better, the higher the consumer purchasing decision will be, assuming there is no influence of the promotional variable. The result of the coefficient of determination (R Square) which was used to determine the contribution of the brand image variable to the promotion variable to purchasing decisions was 0.353. These results show that purchasing decisions are influenced by promotions through brand image by 35.3% and the remaining 64.7% are influenced by other variables not included in this research.

**Table 12.** T-test

Variable	$t_{count}$	$t_{table}$	Sig	Significance Level ( $\alpha$ )	Results
Promotion – Brand Image	6,278	1,984	0,000	0.005	Significant
Brand Image – Purchase Decision	5,984	1,984	0,000	0.005	Significant
Promotion – Purchase Decision	6,086	1,984	0,000	0.005	Significant

Source: Data processed (2023)

Based on the results of the T-test, it can be concluded that promotion influences the brand image of the Semprit RIHO cake factory. This is proven by the value (6.278) which is greater than the value (1.984). The results above also show that the promotion has a significance t of less than 0.05, namely 0.000. So it can be concluded that the hypothesis states that promotion (X) has a positive effect on brand image (M) and can be accepted as true. Then it can be seen if the brand image influences purchasing decisions at the Semprit RIHO cake factory. This is proven by the value  $t_{count}$ (5.984) which is greater than the value (1.984). The results above also show that brand image has a t significance of less than 0.05, namely 0.000. So it can be concluded that the hypothesis states that brand image (M) has a positive effect on purchasing decisions (Y) and can be accepted as true. Then it can be seen that promotions influence purchasing decisions at the Semprit RIHO cake factory. This is proven by the value (6.086) which is greater than the value (1.984). The results above also show that the promotion has a significance t of less than 0.05, namely 0.000. So it can be concluded that the hypothesis states that promotion (X) has a positive effect on purchasing decisions (Y) and can be accepted.

**Table 13.** Hayes analysis

Indirect effect of X on Y			
Total M	Effect	BootLLCI	BootULCI
	0.1463	0.0619	0.2318

Source: Data processed (2023)

It can be seen in Table 13 that the magnitude of the indirect effect is 0.1463 and it can be concluded that there is a positive mediation relationship. In the output of the indirect effect section, It was concluded that there was a mediation effect.

From the research results above, it can be seen that Promotion (X) directly has a positive and significant effect on Brand Image (M). This means that the better the promotion, the better the brand image of the Semprit RIHO cake factory will be. The results of this research are in line with research conducted by Rosnita et al., (2021) showing that promotions have a positive and significant effect on the brand image of Coffee Order Shops in Malang City. In this case, it shows that the better the promotion, the better the brand image of a company.

Brand Image (M) has a positive and significant effect on Purchasing Decisions (Y), so that the better the brand image in consumers' minds, the more purchasing decisions will increase or vice versa. This research is in line with research conducted by Ismaulina et al., (2020) where the results of their research show that brand image has a positive and significant influence on purchasing decisions for Indomie Instant Noodles. This means that a good brand image can influence consumer purchasing decisions in purchasing products so the better the brand image, the higher the consumer's decision to purchase the product.

Promotion (X) is proven to have a positive and significant effect on Purchasing Decisions (Y). So if the promotions carried out by the Semprit RIHO Cake Factory are more intensive and keep up with current developments, consumers will be more interested in purchasing products. This is in line with research conducted by Angraini & Harwani., (2020) where the results of the research show that promotions have a positive and significant influence on purchasing decisions at Sari Roti in West Jakarta. This means that good promotions can influence consumer purchasing decisions. So the better the promotions carried out, the higher the consumer purchasing decisions will be.

From the research results above, it can be concluded that indirectly the Promotion variable (X) has a positive effect on the Purchase Decision variable (Y) through Brand Image as a mediating variable. This research is in line with research conducted by Budiarto & Budiatmo (2019) where the results of the research show that brand image mediates the promotion of purchasing decisions for ready-to-drink packaged Frisian Flag milk products. So good promotion will create a brand image that can influence the decision to purchase a product.

## CONCLUSION

Based on the results of research conducted by researchers entitled "The influence of promotions on purchasing decisions through brand image as a mediating variable at the Semprit RIHO cake factory" the following conclusions can be drawn Promotion has a positive and significant influence on the brand image of Semprit RIHO cake products. Thus, the hypothesis stating that promotional variables affect brand image is accepted. Brand image has a positive and significant influence on purchasing decisions for Semprit RIHO cake products. Thus, the hypothesis stating the brand image variable on purchasing decisions is accepted. Promotions have a positive and significant influence on purchasing decisions for

Sempri RIHO cake products. Thus, the hypothesis stating that promotional variables influence purchasing decisions is accepted. The promotion has a positive influence on purchasing decisions for Sempri RIHO cake products through brand image as a mediating variable. Thus, the hypothesis stating that promotional variables influence purchasing decisions through brand image is accepted.

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