

The Influence of Promotion and Brand Image on Customer Purchase Decision at PT Isuindomas Putra, Medan

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Abstract. This research is conducted in order to analyze the influence of promotion and brand image on customer purchase decision of Isuzu truck at PT Isuindomas Putra, Medan. The company faces some problems in terms of promotion and brand image. This research is conducted by using quantitative method by distributing the questionnaire to 97 respondents who have ever bought Isuzu truck at PT Isuindomas Putra, Medan. In order to determine the amount of the sample for this research, the writer uses Lemeshow formula. The writer also uses non probability sampling with the convenience or accidental sampling as the sampling technique. In terms of data analysis method, the writer uses multiple linear regression. The result of the t – test partial hypothesis is the promotion has positive and significant partial influence on customer purchase decision of Isuzu truck at PT Isuindomas Putra, Medan and the brand image also has positive and significant partial influence on customer purchase decision of Isuzu truck at PT Isuindomas Putra, Medan. The result of the F – test simultaneous hypothesis is the promotion and brand image have simultaneous influence on customer purchase decision of Isuzu truck at PT Isuindomas Putra, Medan. The result in this research also shows that brand image has the most dominant influence on customer purchase decision.

Keywords: Promotion; Brand Image; Customer Purchase Decision

1. Introduction

In this globalization era, the industrial development keeps on growing rapidly. There are lots of goods and services industry emerging in the marketplace. Therefore, the competition in the market is also getting tougher since there are lots of competitors compete in the marketplace likewise the truck. Since there are lots of dealer companies sell similar products which is truck, the customers can freely choose to purchase the truck from any dealers in order to fulfill the needs. In order to survive and win the competition, the company needs to determine what factors that the customers expect from the company to be delivered.

In terms of realizing the important steps to win the competition, the company has to carry out the marketing activities especially in doing the promotion and strive to increase the brand image. However, in running the marketing activities, there are some problems that often arise such as the increases of the customer's preference, development of product diversity, existence of new products, and others. Therefore, the company must be able to increase the effectiveness in managing the company to deal with the problems that might occur.

Generally, every company expects to achieve high customer purchase decision since it is the sign that the company has experienced good sales. Customer purchase decision is a process to merge some knowledges by evaluating some alternatives available and make a final decision to set one choice that is considered as the best among the alternatives that are available (Said et al., 2020) [1].

One of the crucial factors that can influence the customer purchase decision is promotion. Promotion is an activity that is carried out by the company in order to increase the target market by disseminating information, influencing, or persuading potential customers to be willing to accept, buy, and remain loyal to the products offered by the company (Purnama and Permatasari, 2018) [2]. Besides promotion, brand image is also categorized as one of the most crucial factors that can influence the customer purchase decision. Brand image is the response from the customer to all of the offerings provided by the company, as well as the customers trust and impression towards the company (Priansa, 2017) [3].

In Medan, there are lots of dealer companies emerging in the marketplace. One of the biggest dealer companies of Isuzu brand is PT Isuindomas Putra, Medan. PT Isuindomas Putra, Medan has set different target sales for each year. However, based on the data obtained by the writer in the year of 2017 – 2022 (January – July), PT Isuindomas Putra still not able to reach the target sales which can be seen from the table below:

Table 1*Sales Data of PT Isuindomas Putra, Medan*

Year	Target Sales	Unit of Sales	Percentage
2017	1500 units	803 units	53.53%
2018	1350 units	705 units	52.22%
2019	1300 units	818 units	62.92%
2020	1200 units	884 units	73.6%
2021	1600 units	1438 units	89.87%
2022 (Jan – Jul)	2040 units	958 units	46.96%

Based on the problems above, the writer is interested in conducting this research with the title of **“The Influence of Promotion and Brand Image on Customer Purchase Decision at PT Isuindomas Putra, Medan”** in order to figure out how promotion and brand image can influence the customer purchase decision.

2. Literature Review

2.1 Marketing

Marketing is an activity that must be carried out by the business organization in promoting products or services that are marketed for the survival of the business organization (Syria, 2017) [4]. Good marketing is the most crucial factor in order to run a successful business. Without a good marketing, business cannot run well. Marketing is also a process of a people or group of people that strive to earn what they want in order to fulfill their needs and desires by the process of creating, offering, and exchanging goods or services (Kotler, 2018) [5].

2.2 Promotion

Promotion is an expression that has a broad meaning about the activities carried out by the company or seller effectively with the hope of encouraging potential customers to buy the products or services that are offered by the company (Setriani and Realize, 2020) [6]. Ermavianti and Suharsono (2019) also stated that promotion is an activity conducted by a company to advertise the product or brand, yielding sales, establishing a brand or brand loyalty, and also providing verbal or non – verbal information about the product or brand [7].

According to Leksono and Herwin (2017), there are four purposes of promotion [8]:

- Modify the behavior
By doing the promotion, it can help to accelerate the image of the company in order to convince the customers that the company can be trusted and the products or services that are offered by the company are useful for all of the customers. Therefore, there will be an increase in terms of sales.
- Inform
Promotion is important in order to spread the information regarding the advantages or the benefits of the products or services among the customers so that the customers can gain knowledge regarding the products or services.
- Persuade
Promotion is aimed to give some information on how to purchase the products or services and also to inform what benefits that the customers can obtain after consuming the products or services. Therefore, promotion can help in pushing and convince the potential customers to purchase the products or services.
- Remind
Promotion is utilized to inform the customers that the products or services are still exist in the marketplace. Moreover, promotion also can help the customers to always remember the benefits of the products or services that are offered by the company.

According to Kotler and Keller as cited in Amjad et al., (2022), there are three indicators of promotion [9]:

- Advertising
Advertising is very crucial since it can help the company to run the persuasive communication successfully to the target market. Advertising is seen as one of the most effective tools in order to communicate the product or service to the customers. Therefore, the company has to be able to create an attractive advertisement in order to attract more potential customers.
- Direct Marketing
Direct marketing is a promotional activity that is carried out by the company directly. The aim of conducting the direct marketing is to motivate the customers to purchase the products or services that are offered by the company.
- Event and Experiences

Event and experiences are about the program that is conducted by the company in order to build a good interaction with the potential customers and this event is usually sponsored. The event can be in the form of entertainment shows, exhibitions, festivals, and other events that are not formal.

2.3 Brand Image

Brand image is a media that can be used to reflect the customer's feeling about the organization as a whole, as well as the products or brands. (Kenneth & Ronald, 2018) [10]. Priansa (2017) also stated that brand image is the response from the customers to all of the offerings provided by the company, as well as the customers trust and impression towards the company [11].

According to Ferrinadewi as cited in Yunaida (2017), there are three factors that build the brand image [12]:

- a. Favorability of Brand Association
Customer trust the attribute and benefit that is given by a particular brand can fulfill their needs and wants and also to create positive attitudes towards that brand.
- b. Strength of Brand Association
This depends on how the information get into the customer's mind and how the information is being process inside the mind and create a strong brand association.
- c. Uniqueness of Brand Association
A brand has to be unique and has a strong characteristic that is difficult to be duplicated by other competitors. By creating a unique characteristic, customer will always remember the brand.

According to Sudirman (2019), there are three indicators of brand image [13]:

- a. Corporate Image
Corporate image is a bunch of association that a customer perceived towards a company that produce a certain product or service which includes the popularity, credibility, network of the company, and the users.
- b. User Image
User image is a bunch of association that customers perceived about a user who use a product or service includes the user himself as well as his social status.
- c. Product Image
Product image is a set of a perceived association of the customer towards a brand which includes the product attributes, benefit for customer, and also warranties.

2.4 Customer Purchase Decision

Purchase decision is included as a part of customer behavior that refers to the purchase behavior of the final customers who purchase products or services for the sake of personal consumption. Customers are faced with various products or services each day. Therefore, the customers need to determine which products or services that will be purchased or consumed (Sholihat & Rummyeni, 2018) [14]. Said et al., (2020) also stated that purchase decision is an activity where the customer combines the knowledges that are gained in order to evaluate some alternatives that are available and choosing one of the most suitable alternatives [15].

According to Imantoro (2018), there are four factors that can influence the customer purchase decision [16]:

- a. Cultural Factors
Cultural factors are the factor that influence the behavior of the customers in searching, completing, and consuming a certain product deeply and consistently.
- b. Social Factors
Social factors are the factors that influence the behavior of the customers and this social factors usually come from the surroundings such as doing the social activities with the people in the surrounding can establish a certain behavior pattern.
- c. Private Factors
Private factors are also the factors that can influence the purchase behavior of the customers such as age, lifecycle, occupation, economic condition, lifestyle, and also personality.
- d. Psychological Factors
Psychological factors are the factors that come from within one people which can determine how they choose and consume the product. It is important for the marketers to understand the psychological factors such as motivation, perception, beliefs, and attitudes of the customers.

According to Sitompul (2019), there are four indicators of purchase decision [17]:

- a. Problem Recognition
Before a customer decides to purchase a product or services, the customer realizes that there is a problem and the customer will try to identify what needs to be fulfilled.
- b. Information Search

This is the step where the customer tries to search for the information about the products which includes the benefits, suitability, and the value of the product from various choices that are available. Customer can obtain the information from various sources such as personal, commercial, public, and others.

c. Purchase Decision

After the customer has obtain the information, they will start to purchase the product which is considered as the most suitable and right for them.

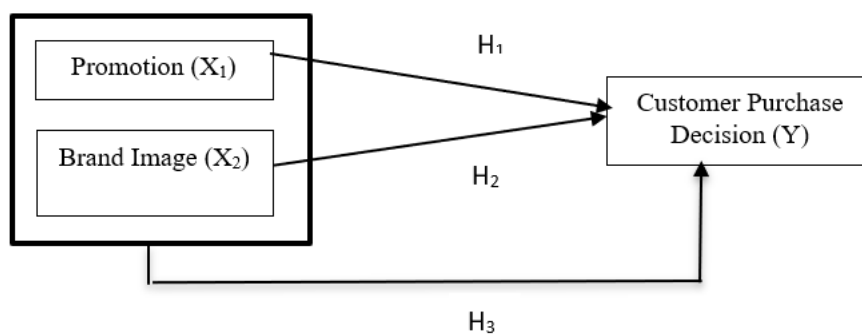
d. Post Purchase Behavior

After purchasing and consuming the products or services, customer will feel satisfied and happy if the products or services that they obtained are in accordance or even exceed what they expected. On the other hand, the customer will feel not satisfy and unhappy if the products or services that they obtained is lower than what they expected.

2.5 Research Model

Figure 1

Research Model



2.6 Hypothesis Development

1. Promotion has partial influence on customer purchase decision at PT Isuindomas Putra, Medan.
2. Brand Image has partial influence on customer purchase decision at PT Isuindomas Putra, Medan.
3. Promotion and Brand Image have simultaneous influence on customer purchase decision at PT Isuindomas Putra, Medan.

3. Research Methods

3.1 Location of the Research

This research is conducted at PT Isuindomas Putra, Medan that is located at Jl. Rachmadsyah No. 55 -57, Medan. The reason of choosing PT Isuindomas Putra, Medan is because after interviewing the owner of PT Isuindomas Putra, Medan, the writer found out that the company is facing some problems in terms of promotion and brand image which is in line with the writer's research title and also the owner of this company has given the permission for the writer to conduct the research.

3.2 Population, Sample, and Sampling Technique

The population that is used in this research is the customers who have ever bought Isuzu truck at PT Isuindomas Putra, Medan. Based on the Lemeshow formula, there are 97 respondents are chosen to be used as the sample. The writer also uses convenience or accidental sampling in conducting this research. Accidental sampling or convenience sampling is a sampling method based on a chance, where anyone who is suitable as a resource of data and meet the researcher coincidentally can be used as a sample (Sugiyono, 2018) [18].

3.3 Data Collection Method

In conducting this research, the writer uses primary data and secondary data. Primary data is the data that is collected directly from the research object and the writer will process the data. It is also more reliable, truthful and objective, because the data has not been tampered with by others. However, due to various reasons such as budget, time, location, data quality, it is difficult to obtain. There are some sources of primary data which are questionnaire, interview, and others. Besides primary data, the writer also uses secondary data. Secondary data

is data collected from sources that have been published by other researchers in any form or ways. Secondary data can be obtained through books, records, biographies, newspapers, publication data, data files, articles, periodicals, databases, and others. The writer uses books and journals as the references to conduct this research (Sugiyono, 2017) [19].

3.4 Operational Definition and Variable Measurement

In conducting this research, the writer uses two types of variables which are independent variable and dependent variable. Independent variable is the factor that is controlled in the experiment and therefore independent or unaffected by all other influences. In this research, the independent variables (X) are the promotion and brand image. Dependent variable is a variable that depends on the independent variable. Dependent variable is the results of the influence of independent variables. In this research, the dependent variable (Y) is the customer purchase decision (Creswell & Creswell, 2018) [20]. The writer also uses Likert Scale by making some statements through the questionnaire where the respondents can choose their opinions based on each statement in each question.

Table 2
Likert Scale

Response	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

3.5 Data Analysis Method

In conducting this research, the writer will test the pre – test questionnaire of 30 respondents by using the validity and reliability test. Besides, the writer will test the main – test questionnaire of 97 respondents by using classical assumption test which includes normality test, multicollinearity test, and heteroscedasticity test; multiple linear regression test; and hypothesis test which includes the coefficient determination test, t – Test, and F – Test.

4. Findings and Result

4.1 Validity Test and Reliability Test

In conducting this research, the writer uses two types of tests to evaluate the quantitative research which are validity test and reliability test to test the pre – test questionnaire that was distributed to 30 respondents. The result of the validity test is as follows:

Table 3
Validity Test

Variable	Item Code	r count	r table	Result
Promotion (P)	P1	0.931	0.361	Valid
	P2	0.922		Valid
	P3	0.882		Valid
	P4	0.945		Valid
	P5	0.866		Valid
	P6	0.885		Valid
Brand Image (BI)	BI1	0.952	0.361	Valid
	BI2	0.907		Valid
	BI3	0.893		Valid
	BI4	0.946		Valid
	BI5	0.914		Valid
	BI6	0.830		Valid
Customer Purchase Decision (PD)	PD1	0.847	0.361	Valid
	PD2	0.777		Valid
	PD3	0.823		Valid
	PD4	0.698		Valid
	PD5	0.799		Valid

	PD6	0.812		Valid
	PD7	0.776		Valid
	PD8	0.837		Valid

Based on the results from the table above, it can be concluded that all of the statements in Promotion (X_1), Brand Image (X_2), and Customer Purchase Decision (Y) are valid since the value of the r – count is greater than the r – table.

Besides validity test, the writer also conducted reliability test. A data is categorized as reliable if the Cronbach's Alpha is greater than 0.6. The result of the reliability test is as follows:

Table 4
Reliability Test

Variable	Cronbach's Alpha	N of items
Promotion	0.948	6
Brand Image	0.956	6
Customer Purchase Decision	0.910	8

Based on the results from the table above, it can be concluded that all of the statements in Promotion (X_1), Brand Image (X_2), and Customer Purchase Decision (Y) are reliable since all of the Cronbach's Alpha values are greater than 0.6.

4.2 Normality Test

In order to test the normality, the writer uses graphical analysis and statistical analysis. Based on the graphical analysis, the result shows that the histogram is bell – shaped curve and all of the dots in the P – Plot are approximately formed a straight line. Therefore, it can be concluded that the data is a normal distribution data.

Table 5
One Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.70608137
Most Extreme Differences	Absolute	0.063
	Positive	0.063
	Negative	-0.056
Test Statistic		0.063
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Based on the statistical data by using *One – Sample Kolmogorov Smirnov* test, the result of *Asymp. Sig (2 – tailed)* is 0.200. Therefore, it is concluded that the data is a normal distribution data since the *Asymp. Sig (2 – tailed)* value is greater than 0.05.

4.3 Multicollinearity Test

The writer also conducted the multicollinearity test. There is no multicollinearity between the independent variables if the tolerance value is >0.1 and the VIF <10 (Nawawi, 2020) [21].

Table 6
Multicollinearity Test

	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
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Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.515	1.820		-0.283	0.778		
	Promotion	0.563	0.091	0.373	6.177	0.000	0.640	1.563
	Brand Image	0.750	0.074	0.608	10.072	0.000	0.640	1.563

The results of this research shows that the tolerance value of promotion and brand image is 0.640 which is greater than 0.10 and the Variance Inflation Factor (VIF) is 1.563 which is smaller than 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables which are promotion and brand image.

4.4 Heteroscedasticity Test

In conducting the heteroscedasticity test, the writer uses graphical analysis and statistical analysis. Based on the graphical analysis, the results shows that there is no clear pattern since all of the dots are spread above, below, and around 0 point. Therefore, it can be concluded that there is no heteroscedasticity occur. Based on the statistical analysis, the writer uses *Glejser* test and the result shows that the significant value of promotion is 0.574 and the significant value of brand image is 0.968. Both of the significant value of promotion and brand image are greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity occur.

Table 7

Glejser Test

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.213	1.176		1.032	0.305
	Promotion	0.033	0.059	0.073	0.564	0.574
	Brand Image	0.002	0.048	0.005	0.040	0.968

4.5 Multiple Linear Regression Test

Table 8

Multiple Linear Regression Result

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-0.515	1.820		-0.283	0.778
	Promotion	0.563	0.091	0.373	6.177	0.000
	Brand Image	0.750	0.074	0.608	10.072	0.000

Based on the result obtained from the table above, the writer can formulate the multiple linear regression as follows:

$$Y = -0.515 + 0.563 X_1 + 0.750 X_2 + e$$

From the formulation above, the writer can draw some interpretations:

- If the promotion (X_1) and brand image (X_2) are equal to zero, the customer purchase decision (Y) will decrease by 0.515.
- The regression coefficient of promotion (X_1) is 0.563 and the regression coefficient of brand image (X_2) is 0.750. Therefore, when the variable of promotion and brand image is increase by 1, the promotion will increase by 0.563 and the brand image will increase by 0.750.

4.6 Coefficient of Determination

Table 9

Coefficient of Determination Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.884 ^a	0.781	0.776	2.735

The result from the table above shows that the adjusted R^2 is 0.776, this means that the promotion and brand image have influence on the customer purchase decision by 77.6% and the rest 22.4% is influenced by other factors such as price, word of mouth, product quality, and others.

4.7 Partial Test (t – Test)

Table 10

t - Test Result

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-0.515	1.820		-0.283	0.778
	Promotion	0.563	0.091	0.373	6.177	0.000
	Brand Image	0.750	0.074	0.608	10.072	0.000

- The Influence of Promotion on Customer Purchase Decision
The result shows that t – count of promotion is 6.177 and the t – table value for N = 97 is 1.98472. Therefore, it can be concluded that the t – count is greater than the t – table value ($6.177 > 1.98472$), and the significant value of promotion is 0.000 which is smaller than 0.05 ($0.000 < 0.05$). From this result, it is proven that promotion has positive and significant partial influence on customer purchase decision.
- The Influence of Brand Image on Customer Purchase Decision
The result shows that t – count of brand image is 10.072 and the t – table value for N = 97 is 1.98472. Therefore, it can be concluded that the t – count is greater than the t – table value ($10.072 > 1.98472$), and the significant value of brand image is 0.000 which is smaller than 0.05 ($0.000 < 0.05$). From this result, it is proven that brand image has positive and significant partial influence on customer purchase decision.

4.8 Simultaneous Test (F – Test)

Table 11

F - Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2505.561	2	1252.780	167.514	0.000 ^b
	Residual	702.996	94	7.479		
	Total	3208.557	96			

The result shows that the F – count value is 167.514 and the F – table value is 3.09. This shows that the F – count value is greater than the F – table value ($167.514 > 3.09$) and the significant value is 0.000 which is smaller than 0.05 ($0.000 < 0.05$). Therefore, it can be concluded that the promotion and brand image have simultaneous influence on customer purchase decision.

4.9 Dominant Test Result

The result shows that the brand image influences the customer purchase decision the most. This can be seen from **Table 7** above (t – Test result) where the beta coefficient of brand image is greater than the beta coefficient of promotion ($0.750 > 0.563$) and the t – count value of brand image is greater than the t – count value of promotion ($10.072 > 6.177$).

5. Discussion

- a. The Influence of Promotion on Customer Purchase Decision
Based on the result of partial hypothesis (t – Test), the result shows that t – count of promotion is greater than the t – table ($6.177 > 1.98472$). Therefore, H_1 is accepted which means that promotion has positive and significant partial influence on customer purchase decision at PT Isuindomas Putra, Medan. This result is in line with the previous research that has been done previously by Azhari et al., (2020) [22].
- b. The Influence of Brand Image on Customer Purchase Decision
Based on the result of partial hypothesis (t – Test), the result shows that t – count of brand image is greater than the t – table ($10.072 > 1.98472$). Therefore, H_2 is accepted which means that brand image has positive and significant partial influence on customer purchase decision at PT Isuindomas Putra, Medan. This result is in line with the previous research that has been done previously by Hidayat et al., (2021) [23].
- c. The Influence of Promotion and Brand Image on Customer Purchase Decision
Based on the result of simultaneous hypothesis (F – Test), the result shows that the F – count value is greater than the F – table ($167.514 > 3.09$). Therefore, H_3 is accepted which means that promotion and brand image have simultaneous influence on customer purchase decision at PT Isuindomas Putra, Medan. This result is also in line with the previous research that has been conducted previously by Wenini et al., (2021) [24].

6. Conclusion

Based on the findings and results, the writer will draw some conclusion which can be summarized as follows:

- a. Promotion has positive and significant partial influence on customer purchase decision at PT Isuindomas Putra, Medan which means that if the promotion is getting better, then the customer purchase decision of Isuzu truck at PT Isuindomas Putra, Medan will increase.
- b. Brand Image has positive and significant partial influence on customer purchase decision at PT Isuindomas Putra, Medan which means that if the brand image is good, then the customer purchase decision of Isuzu truck at PT Isuindomas Putra, Medan will increase.
- c. Promotion and Brand Image have simultaneous influence on customer purchase decision at PT Isuindomas Putra, Medan which is proven by the result of the coefficient of determination where promotion and brand image have influence on the customer purchase decision by 77.6% and the rest 22.4% is influenced by other factors. This means that if the promotion and brand image are good, then the customer purchase decision of Isuzu truck at PT Isuindomas Putra, Medan will be higher.
- d. In terms of promotion (X_1), the writer strongly advice PT Isuindomas Putra, Medan starts to utilize social media platforms especially Instagram, make some interesting video and Ig reels that consist the complete information regarding the uniqueness and benefit of Isuzu truck, and give more attractive offers such as cashbacks, vouchers, and discounts to the customers who have successfully convince other potential customers to purchase Isuzu truck.
- e. In terms of brand image (X_2), the writer strongly advice PT Isuindomas Putra, Medan to carry out some social activities by sponsoring Isuzu truck to several small businessmen in the village that cannot afford to buy truck, hold special exhibition and provide test drive more often, conduct a seminar regarding the implementation of Euro – 4 standards, and also provide some testimonies from other users to enhance the confidence of the potential customers in purchasing Isuzu truck.

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