



THE INFLUENCE OF BRAND IMAGE AND PROMOTION ON THE PURCHASE DECISION OF INCOE CAR BATTERY BATTERIES AT CV RIAU'S SUCCESS DINAMO

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Abstract

The purpose of this study was to determine the effect of brand image and promotion on purchasing decisions for Incoe brand car batteries at CV Riau Sukses Dinamo. The place of this research was carried out at CV Riau Sukses Dinamo. The number of samples in this study were 97 consumers using the incidental sampling technique. The data collection method in this study was a questionnaire using multiple linear analysis.

Based on the results of the study, the results of multiple linear analysis yielded a value of $Y = 23,103 + 0,305 X1 + 0,421 X2$, and the results of the t test were equal to Brand Image ($X1$) using the t test with t count = 4,752 > t table 1,985. Promotion ($X2$), produces t count = 7,074 > t table 1,985. The results of the F test, F count > F table (104,665 > 3.09) and a significance level of 0.000 < 0.05 and the results of the coefficient of determination test yield Adjusted R Square = 0.684, meaning 68.4% simultaneously with Brand Image ($X1$) and Promotion ($X2$) variables) contributes to the variable Purchase Decision (Y) of 68.4%, the remaining 31.6% is influenced by other factors not observed in this study.

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

1. INTRODUCTION

We can see the development and progress of the industry, one of which is the rapid development of the business world. We can see this with the emergence of the goods and services industry. The rapid progress of the industrial sector has created a level of intense business competition. Likewise for car battery products that sell similar goods. With the existence of similar products sold by different companies, while various consumer desires make consumers free to determine products that can satisfy their needs. Therefore the company must take steps to outperform its competitors. In an effort to determine the steps forward to suit the company's goals, namely to obtain the maximum possible profit with maximum potential and capabilities, one of the things that must be done to achieve these goals is marketing.

Marketing is one area that must be considered for the success of the company in addition to other field activities such as production, personnel, and finance. According to Buchari in Moniharapon et al., (2015: 819), Marketing management is the planning and execution of thoughts, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and company goals. The focus of marketing management is placed on the company's offerings in meeting market needs and wants. In the field of marketing various problems arise besides competition as well as the development of product diversity, increasing consumer tastes, and the existence of new products being produced, for this reason companies are required to be able to face and solve various existing problems. In dealing with a problem that comes from various directions, the company must be able to increase the effectiveness of the entire management of the company in handling product marketing.

The success of marketing can be seen from one factor, namely the consumer's decision to buy a product. According to Setiadi in Sangadji and Sopiah (2013: 121) defines that the essence of consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is a choice that is presented cognitively as a desire to behave. Purchase decisions are strongly influenced by the assessment of the quality of the product because as we know today's consumers are very critical in

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choosing a product. Purchase decisions by consumers are decisions that involve brand image, promotion, quality, value and price. To face this very tight competition, coupled with diverse public knowledge from various information, the car battery industry players must be even more careful in observing market developments.

CV Riau Sukses Dinamo is a company engaged in the sale of car battery batteries. There are 2 types of batteries sold at CV Riau Sukses Dinamo, namely wet batteries and dry batteries which are divided into 16 types of car batteries that have different sizes and powers and have 3 types of terminals, namely A, B and C. The brands of car batteries sold are only incoe brand.

Of the many types of car battery batteries that are sold, it often creates confusion for consumers who want to buy these car batteries. CV Riau Sukses Dinamo itself is located on Jalan Riau Ujung No. 86 which has a number of competitors selling car batteries along the Riau Ujung road. Battery batteries that are sold are also not always available, so it is not uncommon to use a purchase order system that makes customers have to wait about one week to get the car battery they want.

The number of purchases of car battery batteries is quite important because it supports the continuity of the business. The following is data on sales of CV Riau Sukses Dinamo car batteries:

Table 1 Recap of Sales of Incoe CV Riau Car Batteries for Dinamo in 2016-2021

TYPE	TAHUN (UNIT)					
	2016	2017	2018	2019	2020	2021
NS 40/L/S	132	140	129	126	120	121
N 40	40	35	45	32	27	26
NS 60/L/S/LS	32	40	21	15	18	14
N 50/L	90	103	101	82	88	85
NS 70/L	12	15	7	10	12	9
55D23 R/L	6	7	3	4	4	7
NX 110-5/L/80D26L	21	30	19	25	22	22
N100	29	25	23	18	23	25
N120	31	34	26	23	11	13
544 - 59/64	45	56	49	35	40	36
555 - 48/49	30	43	39	34	32	31
560 - 48/49	11	10	6	6	8	6
588 - 27	13	14	11	12	10	13
580 - 27	32	44	35	37	34	30
566 - 38	2	5	2	3	1	3
565 - 16/19	11	17	5	8	4	2
TOTAL	537	618	521	470	454	443

Source: CV Riau Success Dinamo, 2022

Based on table 1, it can be seen that sales of CV Riau Sukses Dinamo car batteries over the past 6 years have decreased from 2018 to 2021. The largest decrease occurred in 2019 with a decrease in sales of total goods reaching 51 units of goods then in 2020 and 2021 again decreased sales of total goods reached 27 units. The operational hours of CV Riau Sukses Dinamo are every Monday - Saturday from 08.00 to 17.00 WIB which often causes complaints from working customers because the operating hours coincide with their working time. CV Riau Sukses Dinamo is a distributor and also sells car batteries at retail at a higher price and charges a car battery installation fee, which often causes complaints from customers who buy the car battery.

One important factor in purchasing decisions is the brand image of the product being sold. According to Surachman in Mandagi (2018: 56) Brand Image is part of a brand that can be recognized but cannot be pronounced, such as symbols, letter designs or special colors, or customer perceptions of a product or service represented by the brand. The demand for a product of increasingly high quality has made companies engaged in various business fields vying to improve the quality of their products in order to maintain the brand image of the products they have. Brands have distinctive characteristics, and these characteristics distinguish one product from another, even though it is similar.

Various efforts have been made by companies in order to maintain the brand image they have, including the superior technological innovations that these products have, and promotions that are right on target. The better the brand image of the products being sold will have an impact on

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purchasing decisions by consumers. To meet the needs and desires of consumers, it is necessary to have an exchange process carried out by the company in evaluating marketing success.

The car battery sold by CV Riau Sukses Dinamo is the “Incoe” brand which is the number 3 best brand in terms of durability (www.tokopedia.com) and won the Bronze Champion Car Battery in the Indonesian Wow Brand 2018. By becoming the number 3 best brand after GS Astra and Bosch make incoe brand car batteries known to consumers when they come to the store.

Table 2 Pre-Survey Questionnaire Results Regarding Brand Image at CV Riau Success Dinamo

Statement	Answer %		Total Respondent	Target %
	Yes	No		
The incoe car battery brand is the first battery brand I remember	66,7	33,3	30	100
The incoe car battery brand logo is easy to recognize	80	20	30	100
The incoe brand car battery is a car battery with durability the strong one	60	40	30	100
Incoe brand car batteries always give a positive impression to consumer	66,7	33,3	30	100
The feeling of pleasure in using an incoe brand car battery	66,7	33,3	30	100
The comfortable feeling of using an incoe car battery	80	20	30	100

Source: Provisional Questionnaire Processed Data (2022)

From the results of the pre-survey above, it can be seen that the brand image of the incoe car battery at CV Riau Sukses Dinamo as a whole is good because the incoe brand car battery is remembered and easily recognized. As well as the incoe brand gives a positive impression to consumers which makes feelings of pleasure and comfort also arise when using an incoe brand car battery. This was proven because some of the respondents answered yes to the statements given. From the results of the pre-survey above, the brand image of the incoe car battery is good. Even though the brand image of incoe car batteries is good, sales of incoe car batteries continue to decline from year to year.

In order for the exchanges to be carried out in accordance with company goals, it is necessary to carry out promotional activities so that the products being sold can be identified, attract consumers, and encourage them to immediately decide to buy the products offered. Promotion according to Kotler and Armstrong in Ningsih (2019:13) is an activity that conveys the benefits of a product and persuades customers to buy it. Promotion is an important element in the marketing mix, with promotional activities the company can introduce a product or service to consumers, thus consumers will know that a product or service exists, and promotion is also one of the determining factors for the success of a marketing program. Promotion is one of the important activities in marketing management. Because promotion is a company activity in its effort to communicate with consumers either directly or indirectly. CV Riau Sukses Dinamo in terms of promotions has also carried out routinely and always makes improvements to these promotions. The following is promotional data for CV Riau Sukses Dinamo:

Table 3 Recap of the Promotion of Car Battery CV Riau Success Dinamo

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Type Promotion	Year				
	2016	2017	2018	2019	2020
Brochure	2 times	3 times	4 times	6 times	12 times
Banner	1 times	3 times	4 times	6 times	12 times
Social Media (App Whatsapp)	170 times	185 times	196 times	215 times	240 times
Total	173 times	191 times	204 times	227 times	264 times

Source: CV Riau Success Dinamo, 2022

Based on the table above, shows the promotion of CV Riau Sukses Dinamo car batteries for the last 5 years. From the data above, it can be seen that there are 3 types of product promotion, namely brochures, banners, and social media (Whatsapp). The promotional time carried out by CV Riau Sukses Dinamo also varies, namely by making brochures and banners every month, and social media (Whatsapp) almost every day. Promotional messages that are always made are: discounted prices, giving loyalty points for these customers. From the table above, it can be seen that the promotion of car batteries at CV Riau Sukses Dinamo has increased from 2016 to 2020 starting from carrying out promotions 173 times to 264 times in the hope of increasing sales of these car batteries but the promotional media used are still traditional, namely banners and brochures that make promotions visible only to customers who come to the store as well as consumers who cross the Riau Ujung street and don't use social media. The social media used is the WhatsApp application which makes promotions carried out only visible to WhatsApp contacts and does not spread widely.

Table 4 Pre-Survey Questionnaire Results Regarding Promotion at CV Riau Sukses Dinamo

Statement	Answer %		Total Respondent	Targetin %
	Yes	No		
Submission of information on the brochure is quite clear	13,3	86,7	30	100
Delivery of information on whatsapp status is quite clear	26,7	73,3	30	100
The frequent promotions through brochures caught my interest to buy incoe brand car battery product	33,4	66,6	30	100
Often do promotions via whatsapp interesting status to buy incoe brand car battery product	40	60	30	100
CV Riau Sukses Dinamo provides valid loyalty points life time which can be exchanged for incoe car battery products	53,5	46,7	30	100
Sales conduct promotional personal chats with each customer per month	60	40	30	100
By giving loyalty points to customers increase	53,3	46,7	30	100

Source: Provisional Questionnaire Processed Data (2022)

From the results of the pre-survey it can be seen that the promotion carried out by CV Riau Sukses Dinamo as a whole has not been as expected. Submission of information that is not clear makes interest in buying an incoe brand car battery also absent. Promotions carried out by CV Riau Sukses Dinamo are also not in accordance with what consumers expect, even though loyalty points have been awarded. this is proven because most of the respondents answered no to the statements given. From the results of the pre-survey above, the promotion carried out by CV Riau Sukses Dinamo still has problems and illustrates that the promotion is still not good.

2. THEORETICAL REVIEW

a. Brand Image (X1)

Brand Image is an association that appears in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts and images associated with a brand. (Roslina in Indrasari Meithiana, 2019:94). With indicators (1) The level of physical attributes, (2) The level of the functional implications, (3) The psychosocial implications.

b. Promote (X2)

Promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade and/or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned (Shinta, 2012: 127). With indicators, (1) Promotion Frequency, (2) Promotion Quality, (3) Promotion Quantity, (4) Promotion Time, (5) Accuracy or target accuracy.

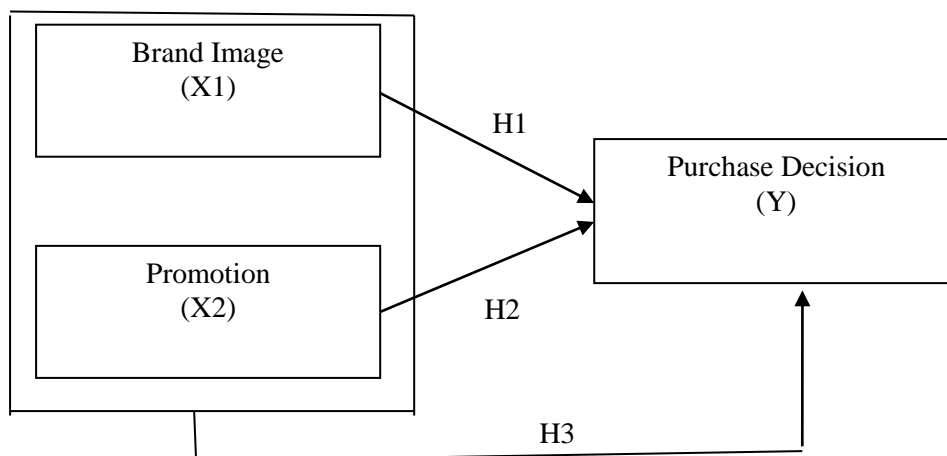
c. Purchase Decision (Y)

Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. (Setiadi in Sangadji and Sopiah, 2013: 121). With indicators, (1) Product Choice, (2) Brand Choice, (3) Dealer Choice, (4) Purchase Amount, (5) Purchase Time (Kotler in Indrasari, 2019:74)

d. Thinking Framework

To make it easier to understand the flow of this research, a framework is created that explains the influence of brand image (X1) and promotion (X2) variables on purchasing decisions (Y):

Figure 1 Thinking Framework



Source: Azhari (2020)

Based on Figure 2.1 it can be explained that this is a theoretical framework as a basis in this study, as the influence of Brand Image and Promotion variables simultaneously affect purchasing decisions.

3. RESEARCH METHODS

The research variables consist of two variables. The first variable is the independent variable ie *Brand Image* and Promotions. The second variable is the dependent variable, namely Purchase Decision. According to Sugiyono in Suryani (2018: 78) population is an area consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study are all consumers who have purchased incoe brand car batteries at CV Riau Sukses Dinamo where the total population cannot be known. The sample is part of the number and characteristics possessed by the population or a small part of the population members taken according to certain procedures so that they can represent the population (Siyoto and Sodik, 2015:64). The sampling technique in this study was Nonprobability Sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. The number of samples in this study were 97 people. certain procedures so that they can represent the population (Siyoto and Sodik, 2015:64). The sampling technique in this study was Nonprobability Sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample.

4. RESULTS AND DISCUSSION

Table 5 Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	23.103	2.451		9.425	.000
Brand Image	.305	.064	.365	4.752	.000
Promosi	.421	.060	.543	7.074	.000

Source: Processed Data for 2022

Based on Table 5.28, it can be seen that the regression equation is as follows:

$$Y = a + bX_1 + bX_2 + e$$

$$Y = 23,103 + 0,305X_1 + 0,421X_2 + e$$

The meaning of the numbers in the regression equation above is:

1. The constant value (a) is 23.103. This means that if the brand image and promotion are assumed to be zero (0), then the decision to buy a battery at CV Riau Sukses Dinamo is 23.103.
2. The regression coefficient value of 0.305 states that if the brand image has increased by 1 unit assuming a constant (fixed) promotion, then the decision to purchase a battery at CV Riau Sukses Dinamo will increase by 0.305.
3. The regression coefficient value of 0.421 states that if the promotion increases by 1 unit assuming a constant (fixed) brand image, then the decision to purchase a battery at CV Riau Sukses Dinamo will increase by 0.421.

a. Partial Test (t test)

Table 6 Research Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	23.103	2.451		9.425	.000
Brand Image	.305	.064	.365	4.752	.000
Promosi	.421	.060	.543	7.074	.000

Source: Processed Data for 2022

Based on the results of the research that has been carried out, it can be concluded that

1. Partial test results where the tcount (4.752) > ttable (1.985) and the resulting significance value of 0.000 is still below 0.05, then H_0 is rejected and H_a is accepted, explained that brand image has a significant effect on battery purchasing decisions at CV Riau Sukses Dinamo.
2. Partial test results where the tcount (7.074) > ttable (1.985) and the resulting significance value of 0.000 is still below 0.05, then H_0 is rejected and H_a is accepted, explaining that promotion has a significant effect on battery purchasing decisions at CV Riau Sukses Dinamo.

b. Uji F

Table 7 F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1963.659	2	981.830	104.665	.000 ^a
	Residual	881.784	94	9.381		
	Total	2845.443	96			

Source: Processed Data 2022

From table 7 above it is known that the calculated F is 104.665 with a significance of 0.000. F table can be obtained from F table statistics of 3.09. Thus it is known that F count (104.665) > F table (3.09) with Sig. (0.000) < 0.05. This means that simultaneously brand image and promotion have a significant influence on battery purchasing decisions at CV Riau Sukses Dinamo.

c. Coefficient of Determination

Table 8 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.690	.684	3.06279

From table 8 it can be seen that the adjusted R Square value is 0.684 explaining that brand

image and promotion have a contribution and can influence the decision to purchase a battery at CV Riau Sukses Dinamo by 68.4%, while the remaining 31.6% is influenced by other variables not examined in this study.

DISCUSSION

1. Influence *Brand Image* on the decision to purchase a car battery at CV Riau Sukses Dinamo

This study discusses the influence of brand image on purchasing decisions for incoe brand car batteries at CV Riau Sukses Dinamo. As for the results obtained for hypothesis 1, namely brand image has a significant effect on purchasing decisions. On average, the brand image indicator is in the pretty good category, namely 3.39. The highest indicator is The psychosocial implication followed by the indicator The level of physical attributes so it needs to be maintained by the company. As for the lowest indicator, namely The level of the functional implication so that it becomes the main focus for the company to pay attention to.

The decision to purchase a car battery with the incoe brand at CV Riau Sukses Dinamo, a strong brand image can provide several main advantages for a company, one of which will create a competitive advantage. Products that have a good brand image tend to be more easily accepted by consumers. The image of the product is related to attitudes in the form of beliefs and preferences for a product, making it more likely to make a purchase. The better the image of a brand, the higher the consumer's decision to make a purchase. The importance of developing a brand image in purchasing decisions, this is also supported by Wicaksono's theory (Sulistyawati, 2014). Creating an impression is also one of the basic characteristics of modern marketing orientation, namely through giving more attention and creating a strong brand. The implications of this make the brand of a product create an image of the product itself in the minds of consumers and make it the basic motivation for consumers in choosing a product. So the relationship between brand image and purchase decision is positive. Research conducted by (Azhari & Fachry, 2020) states that brand image has a positive effect on purchasing decisions.

2. The Effect of Promotion on Car Battery Purchase Decisions at CV Riau Sukses Dinamo

This study discusses the effect of promotion on purchasing decisions for incoe brand car batteries at CV Riau Sukses Dinamo, while the results obtained for hypothesis 2 are promotions that have a significant effect on purchasing decisions. On average, promotion indicators are in the good category, namely 3.63. The highest indicator is the frequency of promotions followed by indicators of promotion quality, target accuracy and promotion quantity so that it is necessary to be maintained by the company. As for the lowest indicator, namely the time of promotion so that it becomes the main focus for the company's attention. Promotion is a very important factor and as a determinant of the success of a marketing program, this is also supported by theory (Sulistyawati, 2014). Regardless of the quality of a product, if consumers have never heard of it and are not sure that the product will not be useful to them, then they will never buy it. Because promotion is one way to increase demand or sales of goods and services offered. Therefore, the relationship between promotion and purchase decision is positive. This is supported by researchers (Riyono et al., 2016) who state that promotion has a positive effect on purchasing decisions.

3. The Influence of Brand Image and Promotion on Car Battery Purchase Decisions at CV Riau Sukses Dinamo

Based on the research results, brand image and promotion have a significant effect on purchasing decisions. This is caused by the results of the statements whose value is in the good category. If a good brand image is not supported by good promotion, it will reduce the selling value of the product. Promotion is said to be good if the delivery of a product is conveyed properly without anything being reduced. Brand image of a product is related to attitudes in the form of

beliefs and preferences for a product, making it more likely to make a purchase. The better the brand image of a brand, the higher the consumer's decision to make a purchase which in the end can increase the number of purchases that have decreased from year to year and can also be the pinnacle of success of purchasing decisions.

Promotion is one way to increase demand or sales of the goods and services offered so that brand image and promotion must be carried out jointly to increase purchasing decisions (Saputra et al., 2015). Therefore, the relationship between brand image and promotion on purchasing decisions is positive. This is supported by researchers (Jayadih et al., 2021) who state that promotion has a positive effect on purchasing decisions.

Conclusion

Based on the results of the research that has been carried out, the resulting conclusions are as follows:

1. Brand image has a significant effect on battery purchasing decisions at CV Riau Sukses Dinamo.
2. Promotion has a significant effect on battery purchasing decisions at CV Riau Sukses Dinamo.
3. Brand Image and promotion have a significant influence on the decision to purchase a car battery at CV Riau Sukses Dinamo.
4. Brand image and promotion contribute 68.4% to the decision to purchase batteries at CV Riau Sukses Dinamo, while the remaining 31.4% are contributed by other factors not examined in this study.

Suggestion

Based on the results of the research that has been carried out, the suggestions that can be given are as follows:

1. It is recommended that CV Riau Sukses Dinamo always offer battery products with a more detailed explanation regarding the benefits provided by incoe brand car batteries so that incoe brand car battery products are increasingly recognized and have a good brand image in society, so this can improve consumer purchasing decisions.
2. For CV Riau Sukses Dinamo, it is also recommended to increase promotional activities, especially direct promotions by offering battery products of the type, type and price that suit consumer needs and use social media more as a more widespread promotional medium such as Instagram, Facebook, and so forth.
3. For future researchers, it is better to develop research on factors that can influence purchasing decisions by using different data analysis and increasing the number of other variables so as to produce even better research.

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