The Effect of Brand Image, Promotion, and Product Design on Purchasing Decisions of Morinaga Chil School Milk

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Abstract. *This research was to determine the effect of Brand Image, Promotion, and Product Design on Purchase Decisions for Morinaga Chil School Milk at Brastagi Supermarket. The analysis used is associative analysis, this research method is quantitative. The sample in this research is 100 respondents. The results obtained from this study indicate that their image partially and significantly influences purchasing decisions, and promotions partially and significantly influence purchasing decisions. Product Design partially has no effect and is not significant in Purchasing Decisions. Brand Image, Promotion, and Product Design simultaneously and significantly affect Purchase Decisions. the acquisition value of Adjusted R square 0.865 can be called the coefficient of determination, this means 0.865 (86.5%) Consumer Purchase Decisions can be obtained and explained by brand image, promotion, and product design*

Keywords: Brand Image, Promotion, Product Design, Purchasing Decisions

INTRODUCTION

Increasingly fierce market competition will indirectly affect a company's efforts to maintain market share. Companies are required to understand consumer behavior in their target market by offering or selling quality products with good service to their customers. If this can be done, the company will have the opportunity to get more benefits compared to competitors. Consumer behavior is the behavior consumers display in searching for, buying, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Takaya, 2019). Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and in this case, make purchases or utilize certain products or services (Balawera, 2013).

Purchasing decisions are usually the first thing consumers consider when choosing a product is to look at product attributes. This is why researchers use product attributes as one of the variables in this study. Product attributes have a very important role for consumers in making purchasing decisions. Specific product attributes encourage exploratory consumer behavior, which can often lead to buying behavior (Aprilia, 2015). The influence of brand

image, product quality, service quality, and consumer buying interest is interesting to study because it functions as a characteristic and it is this characteristic that can distinguish one product from another even though the product is similar (Sitorus, 2013). The demand for an increasingly quality product makes companies compete to improve product quality and maintain the brand image of the products they have.

Brand image is the perception and belief in a set of brand associations that occur in the minds of consumers (Sari, 2013). In fact, a brand is considered an asset (equity) by a company or better known as brand equity (Ambarwati, 2015). Furthermore, Bastian (2014) views brand equity as a device of five asset categories consisting of (1) brand loyalty, (2) brand awareness, (3) perceived quality, (4) brand associations, and (5) other proprietary assets (property brand assets) such as patterns, trademarks and distribution channels. Brand awareness is a key element in the generation of brand equity as revealed by Villarejo et al (2008) that "Brand awareness is a key element in the generation of brand equity". Furthermore, Kartajaya (2006) states that brand image formation is a critical effort in building brand equity. Because that image is captured and trusted by the minds of consumers.

Table 1. Number of Consumers Buying Morinaga Chil School Milk   January-June 2023 at Brastagi Supermarket

No	Month	Quantity
1	January	142
2	February	97
3	March	76
4	April	123
5	May	130
6	June	141
	Total	**709**

Based on Table 1, it can be seen that the number of consumers who come to be able to buy Morinaga Chil School milk products fluctuates from month to month, the dominant number of consumers who buy the most is in January, namely 142 consumers, while the lowest is in March, namely 76 consumers. this indicates that there are several factors causing the decrease in the number of consumers who come to buy including economic factors, situations, and mandatory needs that must take precedence and there are other cheaper brands/products with the same quality. Therefore, to further strengthen competition in the market share of a product, a promotion strategy is needed.

LITERATURE REVIEW

Decision Purchase

According to Kotler and Keller (2012), the purchase decision process is a five-stage process that consumers pass through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchase decisions, and post-purchase behavior, which begins long before the actual purchase. actually done by consumers and have a long-lasting impact after that. Purchasing decisions can also be interpreted as part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires, Kotler & Armstrong (2016). Alma (2013) suggests that purchasing decisions are consumer decisions that are influenced by the financial economy, technology, politics, culture, products, prices, and locations so as to form an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products to buy. According to Kotler and Armstrong, (2014) consumer purchasing decisions are influenced by four factors, including the following: 1) brand image is the way people actually perceive brands. 2) promotion is communication between sellers and buyers or other parties in the channel to influence attitudes and behavior. 3) Product is anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need.

Brand Image

Brand image is a set of brand associations that are formed in the minds of consumers, Mowen (2014). Brand image refers to a memory scheme for a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of the marketer and/or the characteristics of the manufacturer of the product/brand. According to Kotler & Keller (2013), brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory. F brand image forming factors according to Kotler & Keller (2013) is 1) Quality or quality, related to the quality of goods offered by manufacturers with certain brands. 2) Can be trusted or relied upon, related to income or agreements formed by the community about a product that is consumed. 3) Use or benefits, which are related to the function of a product that can be used by consumers. 4) Price, which in this case is related to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image.
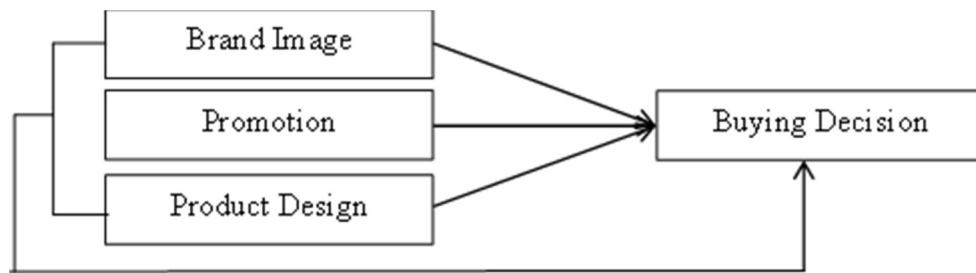
Promotion

Promotion is all activities communicating the advantages of a product and persuading target customers to buy it, Kotler & Keller (2016). According to Tjiptono (2014), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brand and products. According to Arianty (2019), promotion is something that needs to be considered by companies in carrying out their activities to reach the market so that the products offered are known to consumers, companies must carry out promotions at any time from the start of products that are not known or known to consumers in a position of maturity. As for promotion indicators according to Tjiptono (2018), namely advertising, personal selling, promotion sale, and connection society.

Design Product

Design is something unique from a product. This of course provides a lot of high emotional aspects in influencing consumer satisfaction. Product design in a market that changes with the times, price, and technology is not enough to provide satisfaction for consumers if the product does not have high emotional value. Kotler and Armstrong (2013) that "product design is a bigger concept than style. Style only describes the appearance of the product. Style can be interesting or boring. Sensational styles can grab attention and produce a beautiful aesthetic, but they don't actually make the product perform better. Unlike style, design is not just skin deep, design is the heart of the product." From several expert opinions, it can be concluded that product design is a product appearance and performance that is superior and has its own allure that can attract consumer interest. A company must be able to create a design that is attractive and different from similar competing products. The better the product design, the easier it will be for consumers to accept and the design will become the hallmark of the product being produced.

RESEARCH METHOD(S)

This research approach is associative/quantitative research. Quantitative data is data in the form of numbers or numbers. The sampling technique in this study used accidental sampling. The sample in this study was 100 respondents who purchase product milk.

Figure 1. Conceptual Framework

Based on the framework conceptual above the hypothesis is :

H1: Brand Image has a positive and significant effect on purchasing decisions for Morinaga Chil School Milk at Brastagi Supermarket.

H2: Promotion has a positive and significant effect on purchasing decisions for Morinaga Chil School Brastagi Supermarket Milk.

H3: Product design has a positive and significant effect on purchasing decisions for Morinaga Chil School Brastagi Supermarket Milk.

H4: Brand image, promotion, and product design have a positive and significant effect on purchasing decisions for Morinaga Chil School Brastagi Supermarket Milk.

FINDINGS AND DUSCUSSION

Data Quality Test
1. Results Test Validity
a) Results Test Validity Image Brand (X₁)
Table 2. Results Test validity Image Brand (X1)

	Item-Total Statistics			
	Scales Means if Items Deleted	Scales Variances if Item Deleted	**Corrected Item-Total Correlation**	Cronbach's Alpha if ItemsDeleted
P1.1	26.89	18,685	**.415**	.831
P1.2	26.82	17038	**.659**	.801
P1.3	26.85	16,371	**.632**	.803
P1.4	27.02	16,585	**.593**	.809
P1.5	26.66	18,530	**.480**	.823
P1.6	26.86	17,374	**.556**	.814
P1.7	26.69	17,691	**.462**	.827
P1.8	26.83	16,991	**.703**	.796

Source: Processed by a writer (2023)

From Table 2 it can be seen that the final results of the validity test are 8 items the statement on the Brand Image variable is said to be valid (legal) because the value of the coefficient is bigger > 0.30.

b) Results in Test Validity Promotion (X_2)

Table 3. Results Test Validity Promotion (X_2)

Item-Total Statistics

	Scales Mean if Items Deleted	Scales Variances if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if ItemsDeleted
P2.1	26.42	23,862	**.727**	.871
P2.2	26.30	24,960	**.582**	.885
P2.3	26.33	25,072	**.584**	.885
P2.4	26.54	24,796	**.710**	.873
P2.5	26.35	25,098	**.649**	.878
P2.6	26.62	24.157	**.665**	.877
P2.7	26.41	25,234	**.612**	.882
P2.8	26.50	23,788	**.815**	.863

Source: Processed by the author (2023)

From Table 3 it can be seen the final results of test validity are as much 8-grain statement on variable Promotion in say valid (legitimate) because mark the coefficient bigger > 0.30.

c) Results Test Validity Design Product (X_3)

Table 4. Results Test validity Product Design (X_3)

Item-Total Statistics

	Scales Mean if Items Deleted	Scales Variances if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if ItemsDeleted
P3.1	20.21	10,794	**.619**	.822
P3.2	20.41	10,628	**.685**	.810
P3.3	20.44	11,239	**.501**	.844
P3.4	20.38	10.218	**.686**	.808
P3.5	20.27	11088	**.513**	.842
P3.6	20.29	9,723	**.768**	.791

Source: Processed by the author (2023)

From Table 4 it can be seen the final results validity test of 6 statement items on the Product Design variable is said to be valid (legitimate) because the coefficient value is greater > 0.30.

The 1st Proceeding of The International Conference on Economics and Business
Vol.2, No.2 July-December 2023
e-ISSN: 2963-3370; p-ISSN: 2963-3656, Hal 01-15

d) Results Test Validity Buying Decision (Y)

Table 5. Results Test Validity Decision Purchase (X3)

Item-Total Statistics

	Scales Mean if Items Deleted	Scales Variances if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Items Deleted
Y. 1	26.80	20,869	**.532**	.849
Y.2	26.83	19,678	**.663**	.833
Y.3	27.01	20,313	**.662**	.834
Y.4	26.61	20,685	**.603**	.840
Y.5	26.84	20,600	**.594**	.841
Y.6	26.81	21024	**.510**	.851
Y.7	26.65	19,987	**.649**	.835
Y. 8	26.79	21,198	**.613**	.840

Source: Processed by the author (2023)

From Table 5 it can be seen the final results of the test validity as much 8-grain statement on variable Decision Purchase Consumers are said to be valid (legitimate) because the coefficient value is greater than 0.30.

2. Results Test Reliability

Table 6. Brand Image Reliability Test Results (X1), Promotion (X2), Design Product (X3), and Decision Purchase (Y)

Variable	Cronbach's value Alpha	Information
X1	**0.833**	Reliable
X2	**0.890**	Reliable
X3	**0.846**	Reliable
Y	**0.858**	Reliable

Source: Processed by the author (2023)

In Table 6 above we can see that the Cronbach's alpha value For the whole variable study Image Brand, promotion, Design Product, and Consumer Purchase Decision is > 0.60, it can be said that the test results reliability of all variables reliable (reliable).

3. Test Classic Assumption

a) Results Test Normality

1) Results Test Kolmogorove-Smirnov

Table 7. Results Test Kolmogorove-Smirnov

One-Sample Kolmogorov-Smirnov test

|		Unstandardized residual
N		100
Normal Parameters [a,,b]	Means	.0000000
	std. Deviation	1.85649646
Most extreme Differences	absolute	.118
	Positive	.118
	Negative	-.057
Kolmogorov-Smirnov Z		1,183
asymp. Sig. (2-tailed)		**.122**

a. test distribution is Normal.
b. Calculated from data.
Source: Processed by the author (2023)

Based on the Table is known that mark asymp. Sig. (2-tailed) 0.122 > 0.05 mark significance so that can conclude that data in the test was distributed normally.

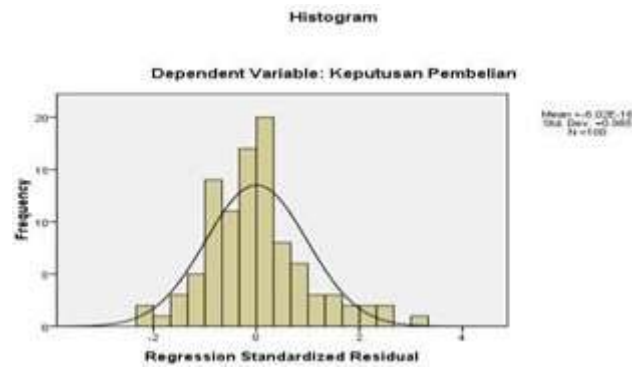**2) Results PP-Plot Test Normality**
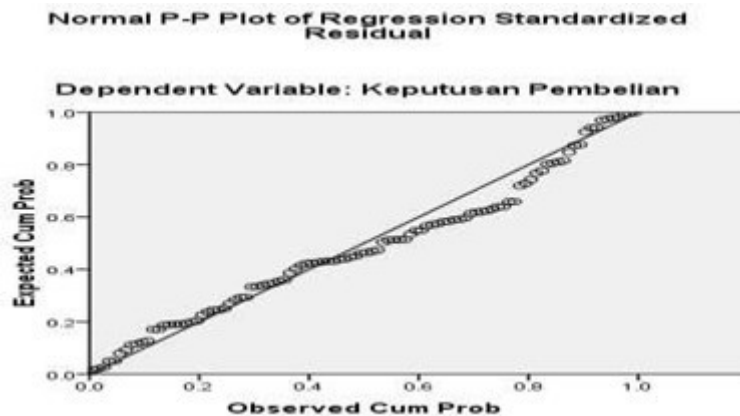
Source: Processed by the author (2023)

Figure 2. PP-Plots Test Normality

Based on the PP-Plot Normality Test image above the histogram graph is towards a balanced convex in the middle and the PP-Plot points are in between line diagrams then data otherwise normal.

3) Results Histogram Test Normality

The 1st Proceeding of The International Conference on Economics and Business
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e-ISSN: 2963-3370; p-ISSN: 2963-3656, Hal 01-15

Source: Processed by the author (2023)

Figure 3. Histogram Test Normality

Based on the picturetest chart normal PP-Plot chart histogram was used to see the results test normality. Picture in on in accordance with the provisions of the normality test which states that the data is said to be normal if the line from the bell And in the middle then normally distributed.

4) Results Test Multicollinearity

Tabel 8. Results Test Multicollinearity

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	Image Brand	.407	2,460
	Promotion	.408	2,451
	Design Product	.990	1010

Source: Processed by a writer (2023)

Based on the table it is known that the results of the multicollinearity test for brand image, promotion, and product design variables have a tolerance value of > 0.10 And VIF < 10 so the study stated free from problem multicollinearity.

5) Results Test Heteroscedasticity
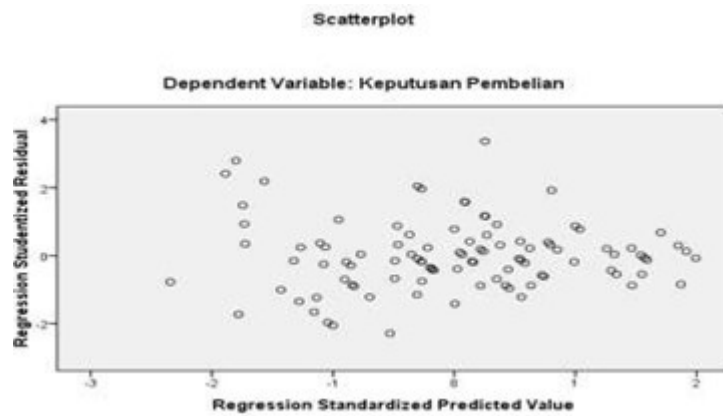
Source: Processed by the author (2023)

Figure 4. *Scatter plots* **Test Heteroscedasticity**

Based on the picture Scatter plots show spread data No too forming certain patterns and not too spread out then the data stated free from the heteroscedasticity problem.

4. Results Regression Linear Double

The data analysis model is used to determine the magnitude of the influence of Brand Image (Brand Image), Promotion, and Product Design Against Decisions to Purchase Milk Morinaga Chil School at Brastagi Supermarket is model econometrics with analytical techniques using the ordinary least squares model. Model the equivalent are as follows:

$$Y = \alpha + \text{ß} 1 \, X 1 + \text{ß} 2 \, X 2 + \text{ß} 3 \, X 3 + \text{€}$$

information :

Y = Decision Purchase Consumer (Dependent variable)

α = Constant

ß = Coefficient of Multiple Regression (Multiple Regression)

X 1 = Image Brand (Independent Variable)

X 2 = Promotion (Independent variable)

X 3 = Design Product (Independent variable)

€ = Error term

Table 9. Regression Results linear Double

	Unstandardized Coefficients	

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e-ISSN: 2963-3370; p-ISSN: 2963-3656, Hal 01-15

Model		B	std. Error
1	(Constant)	.519	1,786
	Image Brand	.479	063
	Promotion	.502	053
	Design Product	053	.049

Source: Processed by a writer (2023)

a) From the constant α = 0.519 can is known that Brand Image, Promotion, and Design Product No increase or worth 0 (zero) so Decision Purchase a big 0.519 unit.

b) If there is a policy on Brand Image, it increases by one unit, then the Decision Purchase increased by 0.479 units.

c) If there is a policy against Promotion going up by one unit then Decision Purchase increased by 0.502 units.

d) If There is a policy to Design Products go on One unit Decision Purchases increased by 0.053 units.

5. Hypothesis Test Results

a) Simultaneous Significance Test (F Test)

This test was conducted to determine whether the influence of Brand Image, Promotion, and Product Design simultaneously has a significant effect on Consumer Purchase Decisions at the level of confidence *(Confidence Interval)* or the 5% hypothesis testing level.

Table 10. Simultaneous Test Results (Test F)

ANOVA [b]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2262349	3	754,116	212,171	.000 [a]
residual	341,211	96	3,554		
Total	2603560	99			

a. Predictors: (Constant), Product Design, Promotion, Brand Image
b. Dependent Variable: Purchase Decision

Source: Processed by the author (2023)

Based on Table 10, it can be seen that the F test produces F count 212,171 > F table 2.47 (nk-1 at k = 100-4-1 = 95 at 4) so that Ha is accepted and Ho is rejected, meaning Brand Image, Promotion, Product Design effect on Consumer Purchasing Decisions.

b) Partial Significance Test (t test)

Tabel 11. Partial Test Results (t test)

Model	t	Sig.
(Constant)	**.291**	**.772**
Brand Image	**7,604**	**.000**
Promotion	**9,515**	**.000**
Product Design	**1,065**	**.289**

Source: Processed by the author (2023)

Based on the table, it can be seen that the independent variable numbers influence each other on the dependent variable. The t value of the brand image is 7.604 > 1.66 (nk = 100-4 = 96 at 0.05/5%) and significant 0.000 <0.05, so Ha is accepted and Ho is rejected, so the brand image has a positive and significant effect on buying decisions. The t value for promotion is 9.515 > 1.66 (nk=100-4= 96 at 0.05/5%) and significant 0.000 <0.05, so Ha is accepted and Ho is rejected, then promotion has a positive and significant effect on purchasing decisions. The calculated t value of product design is 1.065 < 1.66 (nk = 100-4 = 96 at 0.05/5%) and is significant 0.289 > 0.05, so Ha is rejected and Ho is accepted, so product design has no effect and is not significant on purchasing decisions.

c) Test Results for the Coefficient of Determination (R^2)

The coefficient of determination is used to find out how much the relationship of several variables is in a clearer sense.

Table 12. Test Results for the Coefficient of Determination (R^2)

Model	R	R Square	**Adjusted R Square**	std. Error of the Estimate
1	.932 [a]	.869	**.865**	1885

Source: Processed by the author (2023)

An adjusted R square value of 0.865 can be called the coefficient of determination, this means that 0.865 (86.5%) Consumer Purchase Decisions can be obtained and explained by brand image, promotion, and product design while the remaining 13.5% is explained by variables outside the model that are not examined.

Duscussion

1. Influence of Brand Image on Decision Purchase

According to Kotler & Keller (2013), brand image is the perceptions and beliefs carried out by consumers, as reflected in the associations that occur in consumer memory. Results study show that image brand is influential positive And significant to decision purchase consumer Morinaga Chil School milk at Brastagi Supermarket. this _ is seen from t value count

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Vol.2, No.2 July-December 2023
e-ISSN: 2963-3370; p-ISSN: 2963-3656, Hal 01-15

image brand of 7.604 > 1.66 (nk = 100-4 = 96 at 0.05/ 5%) and significant 0.000 <0.05, so Ha is accepted and Ho is rejected, then image brand influential positive And significant to decision purchase consumer. Results Study This supports study Ody Yustyawan (2016), Dessy Amelia Fristiana (2012), Siti Nurhayati (2017), Imam Heryanto (2015), and Stephan Felix Aristo (2016) who stated that image brand is influential positive, and significant to decision purchase consumer

2. **The Effect of Promotion on Purchasing Decisions**

The results showed that promotion had a positive and significant effect on consumer purchasing decisions for Morinaga Chil School milk at Brastagi Supermarket. This can be seen from the promotion t value of 9.515 > 1.66 (nk = 100-4 = 96 at 0.05/5%) and a significant 0.000 <0.05, so Ha is accepted and Ho is rejected, then promotion has a positive and significant effect on purchasing decisions. Results Study This support study Ody Yustyawan (2016) stated that promotion is influential positive And significant to decision purchase consumers.

3. **Influence Design Product To Decision Purchase**

Sachari (2015) suggests that design is essentially a human effort to empower themselves through the objects they create to lead a safer and more prosperous life. The results of the research show that product design has no effect and is not significant on the purchasing decisions of Morinaga Chil School milk consumers at Brastagi Supermarket. This can be seen from the product design t value of 1.065 < 1.66 (nk = 100-4 = 96 at 0.05/5%) and significant 0.289 > 0.05, so Ha is rejected and Ho is accepted, so the product design is not influential and not significant to the purchase decision.

4. **The Influence of Brand Image, Promotion and Product Design on Purchasing Decisions**

The results showed that brand image, promotion, and product design had a positive and significant effect on the purchasing decisions of Morinaga Chil School milk consumers. This can be seen from the F test yielding Fcount 212,171 > Ftable 2.47 (nk-1 at k = 100-4-1 = 95 at 4) so that Ha is accepted and Ho is rejected, meaning that Brand Image, Promotion, and Product Design have an effect on Purchasing Decisions Consumer. It means that somebody can make a decision and must available a number of alternative choices. Decision For buy can lead to how to process taking decision the done.

CONCLUSION AND RECOMMENDATION

1. Brand Image Influential Positive And Significant Kindly Partial To Decision Purchase Consumer Morinaga Chil School Milk at Brastagi Supermarket.

2. Promotion Influential Positive And Significant Kindly Partial To Decision Purchase Consumer Morinaga Chil School Milk at Brastagi Supermarket.

3. Design Product No Influential And No Significant Kindly Partial To Decision Purchase Consumer Morinaga Chil School Milk at Brastagi Supermarket.

4. Brand Image, Promotion, and Design Product Influential Positive And Significant Kindly Simultaneous To Decision Purchase Consumer Morinaga Chil School Milk at Brastagi Supermarket.

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