

# ANALYSIS OF BRAND IMAGE, PROMOTION, AND FACILITIES TO CUSTOMER BUYING INTEREST

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**Abstract:** This study is examining the effect of Brand Image, Promotion & Facilities Influence on Consumer Purchase Interest. This analysis includes: classical assumption test, multiple regression analysis, hypothesis testing through *t* test and *f* test, and analysis of the coefficient of determination (*R*<sup>2</sup>). The results of the analysis using the *t* test can be seen that the three independent variables namely Brand Image (*X*<sub>1</sub>) have a positive and partially significant effect on the dependent variable namely Purchase Interest (*Y*), Promotion (*X*<sub>2</sub>) have a positive and significant effect partially on the dependent variable namely Interest Buy (*Y*) and Facilities (*X*<sub>3</sub>) have a non-positive and partially insignificant effect on the dependent variable, namely Purchase Interest (*Y*). Then the results of the analysis using the *F* test can be seen that the three independent variables namely Brand Image (*X*<sub>1</sub>), Promotion (*X*<sub>2</sub>) and together have a positive and significant effect on the dependent variable, Facility (*X*<sub>3</sub>). The results of the analysis using the coefficient of determination is known that 40,5% of Purchase Interest (*Y*) can be obtained and explained by Brand Image (*X*<sub>1</sub>), Promotion (*X*<sub>2</sub>) and Facility (*X*<sub>3</sub>). While the remaining 59.5% is explained by other variables not included in this study.

**Key Words:** Brand Image, Promotion, Facilities and Purchase Interest.

## 1. INTRODUCTION

Indonesia, with the 4th largest population in the world, has made many business actors look to create or build businesses in Indonesia. This is inseparable from the needs of every human being that must be met. Medan is the 3rd largest metropolitan city in Indonesia, this is a very lucrative opportunity to open a business in the food sector. This is what Quality Fried Chicken (QFC) in Kampung Lalang Medan is doing by providing fried chicken food that is very popular with the community, secret spices that have been formulated by QFC Kampung Lalang Medan being a distinct advantage for QFC Kampung Lalang Medan. To attract buying interest from consumers, efforts from QFC Kampung Lalang Medan are made to be able to create a brand image, create effective promotional strategies, and provide quality facilities for consumers.

Brand image is one of the things that consumers remember when buying a particular brand of product. According to Kotler and Keller (2016) "brand image is the perception and belief held by consumers, as reflected in the associations embedded in the customer's memory, which are always remembered for the first time when they hear the slogan and are embedded in the minds of consumers". The relationship between brand image and purchase intention according to Kotler and Keller (2012), consumers in value and considering a purchase that they want to make usually see a brand image of the company, if the company has a good image it will be more attractive to buy these consumers.

In order to attract consumer buying interest, apart from having a strong brand image, proper promotion is also needed to inform and communicate about the products produced. The relationship between promotion and purchase interest according to Kotler and Armstrong (2015) when the promotion carried out by the company is right on target it will attract buying interest from the consumer so that it can become a purchase made by customers. According to Kotler and Armstrong, (2015) refers to the activity of communicating products and persuading target customers to buy.

Convenience is one of the factors that support consumer buying interest, apart from the taste and products displayed by the producer, it is necessary to remember that each consumer chooses the comfort situation provided, for example, facilities, facilities are one of the references to make consumers comfortable and interested to be interested in buying. The relationship between facilities and consumer buying interest according to Tjiptono (2012) the availability of equipment, supplies, and convenience facilities provided by the company can attract attention and purchase interest to consumers who want to buy or visit.

Many strategies are carried out by each company, such as creating a good brand image in the eyes of consumers, promotional strategies that attract customers' interest, and also creating or creating comfortable and pleasant visiting facilities so that potential buyers are interested in buying the products being sold. The following is the QFC sales data that occurred during 2017-2018:

**Table 1. QFC Kampung Lalang Sales Data 2017-2018 Period**

No	Month	2017	2018
1	Jan	1581	1481
2	Feb	1205	1225
3	March	1342	1302
4	April	1313	1213
5	May	1456	1156
6	June	1720	1820
7	July	1290	1190
8	August	1308	1108
9	Sept	1677	1377
10	Oct	1504	1405
11	Nov	1672	1523
12	Dec	1238	1220
Total		17.036	16.020

Based on the data above, the sales experienced by QFC's Kampung Lalang branch fluctuated quite significantly. This indicates that the purchase interest of QFC consumers from the Kampung Lalang branch has decreased at certain times. This could be caused by consumers who do not know the Kampung Lalang branch of the QFC well, making the company unable to get the desired profit because prospective buyers do not know what is being sold and offered by them. However, QFC is lacking in promoting and advertising their products and venues. however, you can still turn to competitors who sell similar products that have discounts or discounts on certain days. In this case, the interior and art of coloring the sales place made by QFC are less attractive, this causes consumers to be less interested in visiting or buying at the Kampung Lalang branch of QFC.

## 2. THEORETICAL BASIS:

According to Kotler and Keller (2016), purchase interest is the stage of the respondent's tendency to act before the buying decision is actually implemented. Indicators of buying interest according to Kotler and Keller (2016), namely:

- Referential interest
- Preferential interest
- Exploratory interest

Brand image according to Aaker (2012) is a positive image (good impression), with indicators of the brand image according to Aaker (2012), namely:

- Know the brand.
- A trusted brand.
- Quality brand.
- Good impression.
- Popular brands.

Furthermore, according to Kotler and Armstrong (2015) promotion refers to the activity of communicating products and persuading target customers to buy. The indicators of the promotion itself are:

- Advertising (Advertising)
- Personal selling (personal selling)
- Sales promotion
- Publicity (Kotler & Armstrong, 2015).

Facilities are everything that makes it easier for consumers to use the company's services (Tjiptono, 2012). With the indicators proposed, namely:

- Room planning
- Lighting and color
- Equipment and equipment

The conceptual framework proposed is:

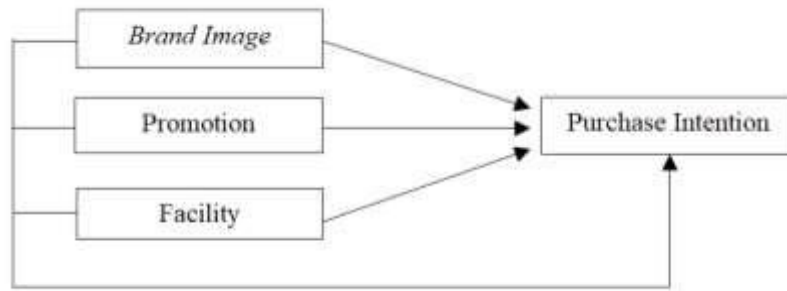


Figure 1. Conceptual framework

Based on the conceptual outline image above, the hypothesis in this study can be outlined as follows:

- H1 : Brand image has a positive and significant effect on consumer buying interest in Quality Fried Chicken Kampung Lalang Medan.
- H2 : Promotion has a positive and significant effect on consumer buying interest in Quality Fried Chicken Kampung Lalang Medan.
- H3 : Facilities have a positive and significant effect on consumer buying interest in Quality Fried Chicken Kampung Lalang Medan.
- H4 : Simultaneous brand image, promotion, and facilities towards consumer buying interest in Quality Fried Chicken Kampung Lalang Medan.

### 3. RESEARCH METHODOLOGY

The type of research used is quantitative with an associative approach. The research was conducted at QFC Kampung Lalang, Medan City. Research variables include what variables will be studied. This study uses 3 (three) independent variables, namely: Brand Image (X1), Promotion (X2), Facilities (X3), and 1 (one) dependent variable, namely Consumer Purchase Interest (Y). The population in this study were all consumers who bought at Quality Fried Chicken Kampung Lalang Medan as many as undetected numbers, but the average number of customers who came to buy was 15 people x 30 days = 450 people to a population of 450 people. The sampling technique was Probability Sampling through convenience sampling, namely consumers who happened to come to Quality Fried Chicken Kampung Lalang Medan at the time of data collection. The sample size was determined using the Slovin formula, in order to obtain a total sample size of 82 people.

Data collection techniques using a questionnaire with a Likert scale of 5-1. Measurement of research instruments using SPSS version 24.0 software through validity tests and reliability tests tested on all respondents on people who have the same characteristics or are close to the object of research. Before testing the hypothesis, it is necessary to evaluate the possibility of violating classical assumptions, namely: normality, heteroscedasticity, and multicollinearity. The classical assumption test is only done to explain the first model.

The model used in this research is:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$  ..... 1)

Information:

- Y = Buying Interest
- X<sub>1</sub> = Brand Image
- X<sub>2</sub> = Promotion
- X<sub>3</sub> = Facility
- a = Konstanta
- b = Regression Coefficient
- e = Error

Hypothesis testing using t-test (partial testing) and F-test (simultaneous testing).

### 5. RESEARCH RESULTS AND DISCUSSION

#### 5.1. Research Result

##### a) Respondent Characteristics

Based on the results of the analysis, it was found that the number of male respondents was 42 people and the number of female respondents was 40 people. This is because men buy more often than women. Respondents aged <20 years are the largest number of respondents, namely 71 people. Respondents aged 20-30 years amounted to 11 people.

Furthermore, 68 respondents with high school education, while 14 people with undergraduate education. This is because of the age between <20 years and high school education is the consumer who likes fast food the most.

#### b) Validity and Reliability Test

Based on the results of data analysis with  $n = 82$ , the calculated  $r$ -value is greater than 0.300. Thus it can be concluded that all items in the variable brand image (X1), promotion (X2), facilities (X3), and purchase intention (Y) are valid. Therefore the research indicators can be used to measure the research variables.

The results of the SPSS output show that the Cronbach's Alpha value of all brand image variables (X1) = 0.832, promotion (X2) = 0.823, facilities (X3) = 0.888 and purchase interest (Y) = 0.833. Whereof all the variables Cronbach's Alpha value is greater > 0.60, so it can be concluded that the statements that have been presented to respondents are reliable or are said to be reliable.

#### c) Classical Assumption Test

It can be seen that based on the results of data processing, the significance value of Kolmogorov Smirnov is 0.163, it can be concluded that the data is not normally distributed, where the significance value is greater than 0.05 ( $p = 0.163 < 0.05$ ).

**Tabel 2. Kolmogorov-Smirnov Test Result**

		Unstandardized Predicted Value
N		82
Normal Parameters <sup>a,b</sup>	Mean	28,3414634
	Std. Deviation	2,15835141
Most Extreme Differences	Absolute	,089
	Positive	,089
	Negative	-,067
Test Statistic		,089
Asymp. Sig. (2-tailed)		,163 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Furthermore, based on the results of data processing using SPSS 24, the Tolerance and VIF values can be seen that the brand image, promotion, and facilities have a Tolerance value > 0.1 and a VIF value < 10, so it can be concluded that between the independent variables (brand image, promotion, and facilities) there is no multicollinearity symptom (between independent variables has no correlation).

**Table 3. Multikolinearitas Test Result**

Collinearity Statistics	
Tolerance	VIF
,954	1,048
,660	1,514
,675	1,483

In this study, the method used to detect heteroscedasticity symptoms was by looking at the plot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID).

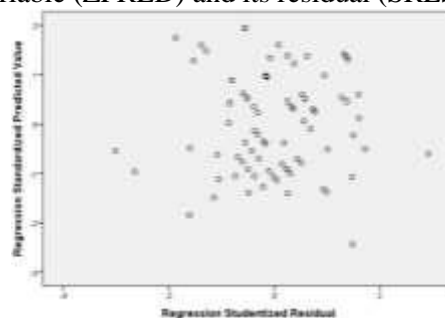


Fig 2. Scatterplot Heteroskedastisitas Test

Based on Figure 2 above, the scatterplot image shows that the resulting dots spread out randomly and do not form a particular pattern or trend line. The image above also shows that the data distribution is around zero points. From the results of this test, it shows that this regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedasticity.

#### d) Multiple Linear Regression Test

Multiple linear regression aims to calculate the influence of two or more independent variables on one dependent variable and predict the dependent variable by using two or more independent variables. The multiple regression analysis formulae are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \dots\dots\dots 2)$$

Table 4 Multiple Linier Regression Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,572	3,162		2,711	,008
Brand Image	,084	,073	,105	,254	,002
Promotion	,211	,097	,240	2,187	,032
Facility	,328	,085	,417	3,842	,000

a. Dependent Variable: Purchase Intention

Based on the results of the multiple linear regression analysis above, the following equation results are obtained:  
 $Y = 8,572 + 0,084 X_1 + 0,211 X_2 + 0,328 X_3$

- 1) The interpretation of the multiple linear regression equation is:
- 2) If everything in the independent variables is considered zero, the purchase interest (Y) is 8,572.
- 3) If there is an increase in the brand image by 1 (one) unit, then buying interest will decrease by 0.84 or 8.4%.
- 4) If there is an increase in the promotion of 1 (one) unit, the buying interest will increase by 0.211 or 21.1%.
- 5) If there is an increase in facilities by 1 (one) unit, the buying interest will increase by 0.328 or 32.8%.

## 5.2. Discussion

#### a) t-Test

Based on Table 4 above, it can be explained that the value of the t-count and significant equation for the effect of the independent variable on the dependent variable is as follows:

- 1) The variable brand image has a coefficient value of  $t_{\text{value}} = 1.148$  at significant = 0.254.
- 2) The promotion variable has a coefficient value of  $t_{\text{value}} = 2.187$  at significant = 0.032.
- 3) The facility variable has a coefficient value of  $t_{\text{value}} = 3.842$  at significant = 0.00.

In this study, the number of samples was  $n = 82$  respondents so that the  $t_{\text{table}}$  coefficient value = 1.670 at significant 0.05. Significant testing with decision-making criteria:  $H_1$  is accepted and  $H_0$  is rejected if  $t_{\text{count}} > t_{\text{table}}$  or  $\text{Sig. } t < \alpha$ .  $H_1$  is rejected and  $H_0$  is accepted if  $t_{\text{count}} < t_{\text{table}}$  or  $\text{Sig. } t > \alpha$ . Thus it can be concluded that:

- 1) The effect of brand image on purchase intention. The variable brand image partially shows a positive but insignificant effect on buying interest (the coefficient value of  $t_{\text{count}} < t_{\text{table}}$ ,  $1.148 < 1.670$  at significant  $0.254 > 0.05$ ). Therefore, the previous hypothesis ( $H_1$ ) was rejected.
- 2) The promotion variable shows a positive and significant impact on buying interest (the coefficient value of  $t_{\text{count}} > t_{\text{table}}$ ,  $2.187 > 1.670$  at significant  $0.032 < 0.05$ ). Then the previous hypothesis ( $H_2$ ) is accepted.
- 3) The effect of facilities on purchase intention. The facility variable shows a positive and significant impact on purchase intention (the coefficient value of  $t_{\text{count}} > t_{\text{table}}$ ,  $3.842 > 1.670$  at significant  $0.00 < 0.05$ ). Then the previous hypothesis ( $H_3$ ) is accepted.

#### b) F-Test

Simultaneous testing is carried out to determine the brand image, promotion, and facilities together on buying interest. The following shows the simultaneous test results as follows:

**Table 5. F Test**  
**ANOVA<sup>a</sup> (Uji F)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	377,337	3	125,779	15,950	,000 <sup>b</sup>
	Residual	615,102	78	7,886		
	Total	992,439	81			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Image, Promotion, Facility

It can be seen from the simultaneous test results in the table above that the coefficient value on  $F_{count} = 15.950$  at a significant 0.00. The number of samples in this study were  $n = 82$  respondents where  $df(1) = n - k = 82 - 4 = 78$  then the value of the coefficient of  $F_{table} = 2.70$  at significant 0.05 can be obtained. Thus it can be concluded that brand image (X1), promotion (X2), and facilities (X3) together (simultaneously) have a positive effect on purchase intention (Y), with the coefficient value  $F_{count} > F_{table}$   $15.950 > 2.70$  at a significant  $0.00 < 0.05$ . Then the previous hypothesis (H4) is accepted.

#### c) Coefficient of Determination

The determination test is conducted to determine the ability of the independent variables (namely brand image, promotion, and facilities) to explain the dependent variable (purchase interest). Following are the results of the determination test:

**Table 6. Hasil Uji Koefisien Determinasi**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,617 <sup>a</sup>	,380	,356	2,80819

a. Predictors: (Constant), Brand Image, Promotion, Facility

b. Dependent Variable: Purchase Intention

Based on Table 6 above, it can be seen that the adjusted R Square number is 0.356 which can be called the coefficient of determination, which in this case means that 35.6% of buying interest can be obtained and explained by brand image, promotion, and facilities. While the remaining  $100\% - 35.6\% = 64.4\%$  is explained by other factors or variables outside the model, such as price, advertising, product quality, and others.

## 6. CONCLUSION:

The conclusions obtained from the results of the study: 1) The results of this study indicate that brand image has a positive but not partially significant effect on purchase intention. The magnitude of the influence of brand image (X1) on purchase intention (Y) is 0.087, which means that every time there is a brand image (X1), it will increase buying interest (Y) by 8.7%. 2) The results of this study indicate that promotion has a partially positive and significant effect on purchase intention. The magnitude of the influence of promotion (X2) on purchase intention (Y) is 0.211, which means that every time there is a promotion (X2), it will increase buying interest (Y) by 21.1%. 3) The results of this study indicate that facilities have a partially positive and significant effect on purchase intention. The magnitude of the effect of the facility (X3) on buying interest (Y) is 0.328, which means that every time there is a facility (X3), it does not increase the purchase interest (Y) by 0.328%. 4) The results of this study indicate that brand image and promotion have a positive and significant effect simultaneously on consumer buying interest at QFC Kampung Lalang Medan.

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