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THE EFFECT OF SALES PROMOTION AND BRAND IMAGE ON PURCHASE DECISIONS AT PT BERDIKARI MOTOR DAWUAN MAJALENGKA

Nia Rohmadonia^{1*}, Dycka Handa Puspawan², Tia Aprilia Susnita³, Sadiyah Dwiyani Lestari⁴,
Abrar Farhan Sudibyo⁵

Management Study Program, Digital Business Study Program, Budi Utomo Nasional Institute,
Majalengka, Indonesia

[*nia.rohmadonia@gmail.com](mailto:nia.rohmadonia@gmail.com)

Abstract. The current market competition at Honda motorcycle dealers transportation is evident in the improvement in service quality and promotions that can influence consumer purchasing interest. The purpose of this study is to determine the effect of sales promotions and brand image on purchasing decisions at PT Berdikari Motor Dawuan, Majalengka. The sampling technique used was non-probability sampling. The data used in this study were primary data. A questionnaire was used for data collection. The data analysis techniques used were multiple correlation analysis, multiple linear regression, and partial (t-test) hypothesis testing or simultaneous (F-test) model fit. The research results showed an R-squared value of 0.323, meaning 32.3%. The purchasing decision variable can be explained by the independent variables in the sales promotion and brand image study, while the remaining 67.7% is explained by other variables not studied. The results of the simultaneous test (F-test) significant value of $f_{count} > f_{table}$, sales promotion (X1) and brand image (X2) are suitable for use in predicting purchasing decisions (Y) at PT Berdikari Motor Dawuan, Majalengka. The results of the partial test (t-test) significant value of sales promotion (X1) is $0.005 < 0.05$, the calculated t value is $2.253 > t_{table} 1.996$, sales promotion has a positive and significant effect on purchasing decisions (Y), the significance value of brand image (X2) is $0.000 < 0.05$ t value $4.454 > t_{table} 1.996$, brand image has a positive and significant effect on purchasing decisions (Y) at PT Berdikari Motor Dawuan, Majalengka.

Keywords; Sales Promotion, Brand Image, Purchase Decision.

1. Introduction

The current high level of competition between companies requires each company to continuously innovate and be creative in developing its marketing strategy. According to Kotler and Armstrong (2017:72), marketing strategy is the marketing logic through which a company hopes to create value for customers and achieve profitable relationships with them. The intense competition in the transportation industry, particularly motorcycles, has forced motorcycle companies in Indonesia to compete to attract consumers by engaging in numerous promotional activities, including placing advertisements in various media in a way that is as attractive as possible to entice consumers to purchase their products. Advertising is one of the most well-known and frequently discussed factors.

Brand image is the public's perception of a company or its products. Image is influenced by several factors beyond the company's control. An effective image will accomplish three things: establish the product's character and value proposition, convey that character in a distinctive way that prevents it from being confused with competing products, and provide emotional power beyond mere mental imagery. To be effective, image must be conveyed through every available communication channel and brand contact.

Currently, motorcycle development in Indonesia is divided into three types. The types of motorcycles frequently used by Indonesians are underbone motorcycles, automatic motorcycles, and sport motorcycles with various models. PT Berdikari Motor Dawuan is one of the players in the Indonesian automotive world that markets Honda products, striving to provide quality and excellence for all its products. Where consumers certainly trust the quality of Honda brand motorcycles. With public trust in PT Berdikari Motor Dawuan, Honda always releases or produces superior products such as the BeAT, Scoopy, and so on. Honda has used various methods, one of which is in marketing their products. One of them is through advertising. We can see this advertisement by the Honda company in various media (TV, newspapers, the internet, etc.). Even in launching new products, they invite international class racers such as Marck Marques. This is done to further attract consumer interest. Honda also always maintains their good brand image in the minds of consumers. They always improve the quality of their products. This is proven by the quality of Honda motorcycle products that cannot be doubted.

PD Berdikari Motor has been established since 1974 and is the first official Honda dealer in Majalengka Regency. The first showroom was opened on Jl Nakula Pasar Kadipaten. Along with the development of the company, Berdikari established a branch in Jatiwangi in 1984 and a third branch in Kadipaten in 2004. Amidst the growth of motorcycle consumers and the superiority of Honda motorcycle products, Berdikari expanded its branch to Cianjur Regency in 2001. Not only relying on experience, PD Berdikari Motor continues to improve the quality of service and satisfaction of loyal Honda consumers. Berdikari Motor changed its company entity to PT Berdikari Motor Jaya in 2014. Investment and innovation continue to be carried out from various elements of the company in order to continue to compete with the rapid changes in the times and technology, in order to continue to meet the needs of Honda motorcycle consumers in Majalengka in particular.

From the phenomenon that occurred, it is clear that many residents of Majalengka use Honda motorcycles from PT Berdikari Motor Dawuan. This prompted researchers to further examine Honda motorcycles sold at PT Berdikari Motor Dawuan. A notable phenomenon related to Honda products is that this type of motorcycle is the most popular among the Majalengka community, not only in terms of price but also in terms of how Honda motorcycles are promoted and marketed, as well as maintaining the brand's image.

The researcher is interested in creating a research title "The Influence of Sales Promotion and Brand Image on Purchase Decisions at PT Berdikari Motor Dawuan, Majalengka".

2. Theoretical Background

In this literature review, the researcher will discuss theories related to the research problem. These theories will cover sales promotion, brand image, and purchasing decisions. Sources used will include journals, scientific papers, textbooks, etc.

2.1. Definition of Sales Promotion

Sales promotion is a core element of a marketing campaign, consisting of a collection of incentive tools. Most are short-term and designed to stimulate quicker or greater purchase of a particular product or service by consumers or the trade. Advertising encourages purchase, while sales promotion offers an incentive to purchase. Within a company, the sales promotion department may collaborate with other

groups/agencies such as consumers, dealers, distributors, or other parts of the marketing department. At the retail level, sales promotion activities are primarily aimed at consumers. According to Nikels in Rasmulia (2014:135) "Sales promotion is a promotional tool that stimulates consumer purchases and interest through short-term activities," by implementing sales promotions that have attractive and innovative strategies, it will influence purchasing decisions for consumers. These activities include things such as displays, trade shows, event sponsorships, and contests.

Ratih Hurriyati (2015:60) argues that, "Sales promotion is a form of direct persuasion through the use of various incentives that can be designed to stimulate direct product purchases or increase the number of items purchased by customers. Therefore, sales promotion must provide feedback that can change consumer interest to be more interested and more interested, thus having a positive influence on a purchasing decision."

Meanwhile, according to Kotler & Keller (2016:22), "Sales promotion is one of the key elements in a marketing campaign, which consists of a series of incentive tools, mostly short-term, designed to encourage faster or greater purchases of certain products or services by consumers or business actors, so that it has a significant influence on major purchasing decisions."

2.2. Definition of Brand Image

Brand image can be defined as the perception that arises in the minds of consumers when they recall a brand of a particular product.

According to the American Marketing Association in Kotler and Keller (2016:258), a brand is defined as, "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors, which is uniquely and attractively different so that it can be remembered and impressed upon consumers, this has a very positive influence on purchasing decisions."

Meanwhile, according to Kotler and Armstrong (2016:275) "A brand is a name, term, sign, symbol, or design, or a combination of these, that identifies a product or service from one seller or group of sellers and differentiates it from those of competitors. This is very important so that consumers have confidence in ensuring that a product is indeed familiar and well-known among the wider community, which will influence every consumer purchasing decision. According to Ginting (2016:99), a brand is defined as "a name, term, sign, symbol, design, or combination thereof, intended to identify the products or services of one seller or group of sellers and to differentiate them from those of competitors."

Based on the definition above, it can be concluded that brand image is the name, term, symbol, sign, and design used by a company to differentiate its products from those of competitors. Brand image is a consumer's response to a brand based on the brand's positive and negative aspects as perceived by consumers. Consumers are more likely to purchase products from well-known brands because they feel more comfortable with them and assume that they are more reliable, readily available and easily accessible, and of unquestionable quality. Therefore, consumers often choose well-known brands over lesser-known ones.

2.3. Definition of Purchase Decisions

Consumer purchasing decisions are the final decisions made by individuals and households when purchasing goods and services for personal consumption. Why do

purchases require decisions? Because there are several alternative choices, including not purchasing or purchasing a competitor's product. As stated by Schiffman & Kanuk in Sangadji & Sopiah (2016:120), a decision is the selection of an action from two or more alternative options. Meanwhile, according to Mangkunegara (2019:43), A purchasing decision is a performance framework or something that represents what consumers believe when making a purchasing decision, as well as what indicators can influence a purchasing decision. This performance framework is influenced by two main factors: the attitudes of others and unexpected situations. If performance falls below expectations, consumers are dissatisfied. Conversely, if performance meets consumer expectations, it will lead to satisfaction and happiness

Meanwhile, according to Tjiptono (2020:22), Purchasing decisions are part of consumer behavior that takes the form of actions directly involved in obtaining and determining products and services, including the decision-making process that precedes and follows these actions. Thus, simultaneously, purchasing decisions have a satisfying value after the purchase, referring to the consumer's behavioral side regarding purchasing decisions. Purchasing decisions are a process that begins before the decision is made and continues after the decision is made.

Based on the understanding of purchasing decisions according to the experts above, it can be concluded that purchasing decisions are a performance framework in the form of a process of selecting alternatives that involve efforts to determine the choice of products or services to be purchased which will be influenced by various factors, both internal factors of the decision maker, social environment, situations, and other factors from the time the decision is made until after the purchase itself has been decided.

3. Research Method

This study uses a quantitative research method, which involves approaching consumers of PT Berdikari Motor Dawuan through questionnaires. 1) Focus: Using numerical data or numbers to measure each variable, test hypotheses, and make statistical conclusions. 2) Objective: Explaining, Controlling, and predicting a phenomenon. 3) Example: Questionnaires and surveys. This method is used to determine the influence of promotions through advertisements, brochures, social media, and brand image on purchasing decisions.

3.1. Population

In this research and discussion, the population is all consumers of PT Berdikari Motor Dawuan, Majalengka. Based on the existing data, the population is 1,863 people, based on sales data for one year.

3.2. Sample

The sampling technique used was non-probability sampling, Sampling must use a specific method based on existing considerations. The number of consumers who have purchased Honda motorcycles at PT Berdikari Motor Dawuan, Majalengka Regency, is 1,863 people. Therefore, the author determined the sample size using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{1863}{1 + 1863 (10)^2}$$

$$n = \frac{1863}{19,63}$$

$$n = 94,90$$

So, the sample required for this study is 95 respondents.

3.3. Analysis Technique

1) Linear Multiple Regression

Multiple regression test is an analytical tool for predicting the value of the influence of two or more independent variables on one dependent variable. To prove whether or not there is a functional relationship or causal relationship between two or more independent variables (X1) (X2) (X3).....(Xn) with one dependent variable.

The Multiple Regression Equation is formulated:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Y = Purchase Decisions

X₁ = Sales Promotion

X₂ = Brand Image

α = The constant value of the price of Y if X = 0

b₁ = The regression coefficient of the first independent variable is the increase in the value of Y every time X₁ increases by one unit, while X₂ is equal to 0.

b₂ = The regression coefficient of the second independent variable is the increase in the value of Y every time X₂ increases by one unit while X₁ is equal to 0.

e = Other factors that influence the Y variable and measurement error

2) Analysis of the Coefficient of Determination

The coefficient of determination (r²) ranges from 0 to 1, or 0% to 100%. Conversely, if r² = 0, the model does not explain any effect of the variation in variable X on the variation in variable Y. The model fit is said to be better if r² is closer to 1. So, the limit for the coefficient of determination is $0 \leq r^2 \leq 1$. The formula for the coefficient of determination is as follows :

$$Kd = r^2 \times 100\%$$

3.4. Results and Discussion

Descriptive analysis is a research method used to determine the value of independent and dependent variables. In this study, the values sought are the sales promotion (X₁), brand image (X₂), and purchase decision (Y) variables. The condition of each variable under study can be determined. To facilitate interpretation of the variables under study, respondents' responses were categorized based on the percentage of their response scores.

The table shows that sales promotion at PT. Berdikari Motor Dawuan, Majalengka, has an actual score of 2349, an ideal score of 2850, and a total score of 82.42%, which is in the good category. This means that sales promotion at PT. Berdikari Motor Dawuan, Majalengka, has been running well.

The table shows that the brand image of PT. Berdikari Motor Dawuan, Majalengka, has an actual score of 1958, an ideal score of 2375, and a total score of 82.44%, categorized as good. This indicates that the brand image of PT. Berdikari Motor Dawuan, Majalengka, has been functioning well.

The table shows that the purchasing decision at PT. Berdikari Motor Dawuan, Majalengka, has an actual score of 2824, an ideal score of 3325, and a total score of 84.93%, categorized as good. This indicates that the brand image of PT. Berdikari Motor Dawuan, Majalengka, has been functioning well.

3.5. Normality Test Results

One of the assumptions of the regression model is that residuals have a normal distribution. The normality test in this study used the Kolmogorov-Smirnov test. The following are the test results:

Table 1. Results of Normality Test of Research Variables

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.53882847
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.060
Test Statistic		.084
Asymp. Sig. (2-tailed)		.098 ^a

Source: SPSS Software Output version 26

Based on the results of the normality test presented in the table above using the One Sample Kolmogorov-Smirnov Test, data is said to be normally distributed if the Asymp. Sig value in the test is > 0.05 , while the Asymp. Sig value is 0.098, so we can accept the null hypothesis. This means that the residual model is normally distributed. This indicates that all independent variables have normal values. The measurement results of all independent variables show a distribution of variable value frequencies according to the rules of the normal curve.

3.6. Linear Multiple Regression

Multiple linear regression analysis is an analytical tool for predicting the value of the influence of two or more independent variables on one dependent variable in order to prove whether or not there is an influence between two or more independent variables and one dependent variable.

Table 3. Multiple Linear Regression

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	9.133	3.347		2.728
	Sales Promotion	.235	.104	.219	.027
	Brand Image	.573	.129	.432	.000
a. Dependent Variable: Purchase Decision					

Source: SPSS Software Output version 26

The multiple linear regression equation for sales promotion and brand image on purchasing decisions is $y = 9.133 + 0.235 X_1 + 0.573 X_2$ which means, if sales promotion and brand image are zero, then the purchasing decision will be constant at 9.133. If there is an increase in sales promotion by one unit, there will be an increase of 0.235 and vice versa. If there is an increase in brand image by one unit, there will be an increase of 0.573.

3.7. Coefficient of Determination

The coefficient of determination (Kd) is the square of the correlation coefficient (R), also known as R-square. The coefficient of determination is used to determine the simultaneous influence of sales promotions and brand image on purchasing decisions. Using SPSS, the coefficient of determination is obtained, as shown in the following output table:

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568 ^a	.323	.308	2.50396
a. Predictors: (Constant), Brand Image, Sales Promotion				
b. Dependent Variable: Purchase Decision				

Source: SPSS Software Output version 26

Based on the table above, the R^2 test results obtained a value of 0.323 or 32.3%. This shows that the magnitude of the contribution of the influence of the Sales Promotion (X_1) and Brand Image (X_2) variables on Purchasing Decisions (Y) is 32.3%, while the remaining 67.7% is influenced by other factors not examined.

3.8. The Simultaneous Test (F-Test)

Essentially, the F-test indicates whether the independent variable has a significant influence on the dependent variable. The following is the calculation of the simultaneous F-test in this study:

Table 5. The Simultaneous Test (F-Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	275.323	2	137.661	21.956	.000 ^b
	Residual	576.825	92	6.270		
	Total	852.147	94			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Sales Promotion						

Source: SPSS Software Output version 26

From the table above, it can be concluded that the F count value $>$ F table, so H_0 is rejected and H_a is accepted. The F count value of 21.956 $>$ F table 3.09, which means there is a significant influence between sales promotion and brand image on purchasing decisions at PT Berdikari Motor Dawuan, Majalengka.

3.9. The Partial (t-test)

The t-test is used to determine the significant influence of the independent variable (X) on the dependent variable (Y). The t-test essentially shows how much influence the independent variable individually has on the dependent variable.

Table 6. The Partial (t-test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	9.133	3.347		.008
	Sales Promotion	.235	.104	.219	.027
	Brand Image	.573	.129	.432	.000
a. Dependent Variable: Purchase Decision					

Source: SPSS Software Output version 26

From the table above, it can be concluded that:

1. The sales promotion variable, with a t-test value of 2.253 $>$ 1.996 (t-table), therefore, H_0 is rejected and H_a is accepted. This means that the sales promotion variable influences the purchasing decision variable.
2. The brand image variable, with a t-test value of 4.454 $>$ 1.996 (t-table), therefore, H_0 is rejected and H_a is accepted. This means that the brand image variable influences the purchasing decision variable.

4. Conclusion

Based on the results of research and discussion regarding the influence of sales promotion and brand image on purchasing decisions at PT Berdikari Motor Dawuan Majalengka, the author draws the following conclusions: There is no difference between the expected population and the data collected from the sample. The sample calculation shows that the average value of the sales promotion variable is 82.42% of the expected criteria. There is no difference between the expected population and the data collected from the sample. Based on the sample calculation, the average value of the brand image variable is 82.44% of the expected criteria. There was no difference between the

expected population and the data collected from the sample. The sample calculation showed that the average value of the purchasing decision variable was 84.93% of the expected criteria. There is a positive and significant influence of sales promotion on purchasing decisions at PT. Berdikari Motor Dawuan, Majalengka, because the sales promotion variable t count $2.253 > t$ table 1.996 then H_0 is rejected and H_a is accepted, meaning that the sales promotion variable has an effect on the purchasing decision variable. There is a positive and significant influence of brand image on purchasing decisions at PT. Berdikari Motor Dawuan, Majalengka, because the brand image variable has a calculated t value of $4.454 > t$ table 1.996 , so H_0 is rejected and H_a is accepted, meaning that the brand image variable has an effect on the purchasing decision variable. Sales promotion and brand image together have a positive and significant influence on purchasing decisions at PT. Berdikari Motor Dawuan, Majalengka Regency, because the calculated F value is $21.956 > F$ table 3.09 , so H_0 is rejected and H_a is accepted.

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