The Influence of Brand Image and Promotion on Product Purchasing Decisions at PT. Gaya Motor Branch Tarok Dipo Bukittinggi City

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Abstract

This study aims to determine and analyze the effect of brand image and promotion on product purchasing decisions at PT. Taxi Motorcycle Style. City of Tarok Dipo Bukittinggi. The type of research that the authors conducted was field research using a quantitative approach. The data used in this study were visitor data at PT. Style Motor Cab.Tarok Dipo Bukittinggi City 2017-2021 period (per year). This study used the SPSS (statistical package for social science) 26 program to process the data. The results showed that partially brand image has a value of 0.00 less than 0.05 or (0.00 <0.05) thus it can be concluded that the brand image variable partially influences purchasing decisions, promotion is 0.868 greater than 0 .05 or (0.868 > 0.05) so that it can be concluded that the promotion variable does not affect the decision partially. Simultaneously brand image and promotion have F count > F table or 17.681 > 3.093. Thus it can be concluded that brand image and promotion have a significant effect on purchasing decisions.

INTRODUCTION

The progress of the times and the development of technology and industry, this can be seen from the movements and developments that occur in the world of technology and industrial development which are increasingly developing rapidly from time to time. So that it can be seen with the existence of goods and services that are increasingly being offered. With the development of the industrial sector which is increasingly rapid, it results in the emergence of competitiveness or competition with a high level. Likewise with the same product with one another. With the existence of the same type of product that is also traded in other places. Meanwhile, the interests of buyers or consumers differ from person to person. So that with a wide variety of existing product types, buyers or consumers can freely choose products that can meet and satisfy their needs. With that the company must be able to compete with other companies that also offer the same goods or services.

The effort that must be made by the company to improve and maintain the brand image is not easy by having high technological innovation possessed by the products offered. Promotion and price competition must be right with the sales target of the product, with a good brand image, consumers' evaluation of the products offered will have a good impact. According to Rangkuti, promotion is one of the elements of the company's marketing mix that functions to inform, persuade and remind about the products offered. The decision to buy a product made by a consumer is a decision that involves sharing judgments or views on quality and price. Consumers are not only concerned with price as a reference in purchasing, but also with the quality of the product they are interested in as the exchange rate of the product and the benefits of the product. from how far the brand can affect consumer views of the brand image of the products offered.

The results of the initial research conducted on Mr. Aldi Febrianto who worked as a salesman at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City said that the main focus of attention was visitors, as buyers, where during research interviews they received information that visitors who came to PT. Gaya Motor in a day if the conditions are few visitors then around 15 to 20 people who become visitors to PT. Gaya Motor in a day and if the visitors are busy then there are around 50 to 70 people who visit as consumers at PT. Motorcycle Style in a day. And also research to get information in product sales at PT. Gaya Motor also uses social media sharing.

In the initial research conducted by researchers to obtain visitor data at PT. Motorcycle Style. The following is table 1 which is the number of visitor data at PT. Cab Motorcycle Style. Tarok Dipo Bukittnggi City.

Table 1. Annual Visitor Data at PT. Motorcycle Style 2017-2021

No	Year	Number of Visitors Per Year	Percentage (%)
1	2017	5.239	-
2	2018	5.557	6,06
3	2019	5.874	5,70
4	2020	6.508	10,79
5	2021	7.776	19,48

Source: data processed in 2022

Based on the results of the initial research conducted by the researchers, the data as described above shows that the number of visitors or consumers who come to PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City in 2017-2021 experienced increases and decreases. The theory that explains purchasing decisions when shopping and consuming, consumers first make decisions about which products are needed, when, how, and where the buying or consumption process takes place. In other words, a decision-making process is needed to buy something, both goods and services. According to Setiadi, one's decision making can be described as problem solving. In addition, consumers decide which behavior will be used to achieve these goals, according to Engel, Black Well and Miniard, the decision-making process includes six stages, namely needs assessment, information search, alternative evaluation, purchase, consumption, post alternative, purchase evaluation.

LITERATURE REVIEW

Purchasing decisions, companies must be able to explore the influences that occur in the activities carried out, for example handling purchases made by customers and developing thoughts on how consumers make purchasing decisions on the products they want. According to Kotler, consumer purchasing decisions are the final purchasing decisions made by individuals and households who buy goods and services for their own consumption. The definition of purchasing decisions according to Buchari Alma is consumer decision decisions that are influenced by economics, finance, technology, politics, culture, products, prices, locations, offers, physical evidence, people and information, and draw conclusions in the form of responses that appear which product to buy.

According to Mulyadi, decision making is a process of selecting alternatives and contributions from other people that come from a problem so that it becomes a decision. Purchasing decisions according to Sutarno are the actions of people or people who are directly involved in making decisions about purchasing the products offered by the seller. Consumers make many buying decisions every day.

Brand is a company promise to provide customers or consumers with certain features, benefits and services in the same or consistent way. According to Aker, a brand is a distinctive

name or symbol (logo, stamp or packaging) whose purpose is to identify the goods or services of a particular seller or group of sellers. These brands compete to be the best in the minds of consumers. According to Kartajaya, a brand is an asset that creates value for customers by increasing satisfaction and appreciating quality. According to Anas, brand is an identity that differentiates existing company products from competitors' products. According to Wasesa, a brand is something that is used in marketing a company as an identity to help consumers choose a product. From this it can be concluded that a brand is anything that is an identifier or a distinguishing feature between one product and another, even though it is the same type of product, consumers or customers who they directly identify can differentiate the brand.

Brand image is the result of a person's view of a good or bad company. This assessment usually comes from various considerations given by consumers to select and compare one company to another. According to Kotler, image is the public's opinion of a company or product, so brand image is the way a product with a certain brand influences the perception, public or consumer opinion of a company or product. And according to Kotler brand image is consumer trust that is reflected in the minds of these consumers.

Promotion is the activity of conveying information through direct or indirect communication with consumers which is usually carried out using several methods such as advertising, personal selling, sales promotion and publicity. According to Kotler, promotions are various incentives that are related and designed for the short term to encourage the purchase of certain products or services more quickly. According to Kotler, promotion consists of various ways to directly or indirectly inform, persuade, and remind consumers about the product or brand being sold. According to Hendro promotion is the activity of a company to inform, present and publish products in the form of goods or services so that their business is known through the company's goals that have been planned beforehand. According to Wiliam promotion is a marketing activity that communicates with potential customers. According to Swastha, promotion is the best mix of strategies from choices, advertising, persona selling, and those used as other promotional tools, which as a whole are planned at the beginning to achieve the goals of sales activities.

To support this research, previously the researchers made comparisons and references between previous studies and the journal from Silvia Arfiani Putri in 2022 with the title influence of brand image on purchasing decisions for Ms. skin care products. Glow with research results showing that brand image has a significant effect on purchasing decisions on skin care Ms. Glow, therefore the author can conclude that research on the influence of brand image and promotion on product purchasing decisions at PT.Gaya Motor Cab. Tarok Dipo Bukittinggi City, this research is certainly different from previous studies. Because this research emphasizes brand image, promotion, and purchasing decisions. By having a good image from customers, you can retain customers and also be able to attract new customers and be able to retain old customers.

Brand image and promotion on purchasing decisions: if brand image and promotions are successfully carried out together, they will be able to improve purchasing decisions for consumers. And likewise, if the brand image and promotion are not successful, then the purchasing decisions of consumers will decrease so that the products offered do not sell well in the market.

METHOD

This type of research was conducted in a quantitative descriptive form. In quantitative research, obtaining data in the form of numbers is usually from questionnaires that are

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business
Vol. 7 No. 2, August 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

distributed related to the problem under study, namely brand image and promotion of purchasing decisions. This research was conducted at PT. Cab Motorcycle Style. Tarok Dipo Bukitinggi, where this research was conducted in November 2022. The data sources used in this research consisted of two kinds, namely primary data and secondary data. The population in this study are consumers at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi totaling 7,776 visitors taken from visitor data in 2021. The number of samples in this study was 98.73 or 99 people. The operational definitions of the variables studied are as follows: Brand image (X1), Promotion (X2), Purchase decision (Y). The data collection techniques needed in this research are: library research, field research.

Data analysis techniques to test the research hypothesis used the following analytical methods: Descriptive analysis, there are two types of research instrument tests, namely: validity test and reliability test, there are four types of classical assumption tests, namely: normality test, autocorrelation test, multicollinearity test, heteroscedasticity. To prove the hypothesis that will be proposed in this study, the analysis technique used is multiple regression. The aim is to see the effect of brand image and promotion on product purchasing decisions at PT. Motorcycle Cab Tarok Style Dipo Bukittinggi. test of the coefficient of determination (R-squared) is a test to explain the magnitude of the proportion of variation of the dependent variable which is explained by the independent variable. This hypothesis test consists of two types, namely: T test. F test.

Based on the theoretical framework above, the hypothesis in this study can be made as follows:
There is a significant influence between brand image (X1) on purchasing decision (Y)
H0: $\beta 1 = 0$
Ha: $\beta 1 \neq 0$
There is a significant influence between promotions (X2) on purchasing decisions (Y)
H0: $\beta 2 = 0$
Ha: $\beta 2 \neq 0$
There is a simultaneous significant influence between brand image (X1) and promotion (X2) on purchasing decisions (Y)
H0: $\beta 1 = \beta 2 = 0$
Ha: $\beta 1 \neq \beta 2 \neq 0$[1]

RESULTS AND DISCUSSION
Validity Test
Table 1. Brand Image Variable Questionnaire Instrument Validity Test (X1)

Item-Total Statistics				
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
Brand Image 1	24.8080808	26.116	.462	.894
Brand Image 2	26.0404040	23.264	.782	.869
Brand Image 3	26.1313131	24.381	.715	.875
Brand Image 4	26.0505051	23.497	.734	.873
Brand Image 5	24.8080808	26.116	.462	.894
Brand Image 6	26.0404040	23.264	.782	.869
Brand Image 7	26.1313131	24.381	.715	.875

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 2, August 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Brand Image 8	26.0505051	23.497	.734	.873
Brand Image 9	24.8080808	26.116	.462	.894

Source: Processed primary data, 2022

Based on table 1 in the brand image variable section (X1), there are 9 statement items that have been tested for validity, so all of these statement items are declared valid because the corrected item-total correlation is above 0.30.

Table 2. Promotional Variable Questionnaire Instrument Validity Test (X2)

Item-Total Statistics				
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
Promotion 1	33.5555556	40.800	.348	.865
Promotion 2	33.8080808	38.381	.666	.842
Promotion 3	33.5555556	40.800	.348	.865
Promotion 4	33.9292929	38.413	.644	.843
Promotion 5	33.8585859	39.919	.547	.850
Promotion 6	33.8888889	40.141	.595	.848
Promotion 7	33.8080808	38.381	.666	.842
Promotion 8	33.9292929	38.413	.644	.843
Promotion 9	33.5555556	40.800	.348	.865
Promotion 10	33.8585859	39.919	.547	.850
Promotion 11	33.8888889	40.141	.595	.848
Promotion 12	33.8080808	38.381	.666	.842

Source: processed primary data, 2022

Based on table 2 above, it can be seen that the promotion (X2) has 12 statement items that have been tested for validity, so all items on the promotion (X2) are declared valid because the corrected item-total correlation value is above 0.30.

Table 3
Test the Validity of the Questionnaire Instrument Purchasing Decision Variable (Y)

Item-Total Statistics				
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
Purchasing Decision 1	42.5454545	35.883	.796	.940
Purchasing Decision 2	42.6969697	35.050	.816	.939
Purchasing Decision 3	42.5050505	37.253	.645	.946
Purchasing Decision 4	42.5454545	35.883	.796	.940
Purchasing Decision 5	42.6969697	35.050	.816	.939
Purchasing Decision 6	42.5050505	37.253	.645	.946
Purchasing Decision 7	42.5454545	35.883	.796	.940

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 2, August 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Purchasing Decision 8	42.6969697	35.050	.816	.939
Purchasing Decision 9	42.5050505	37.253	.645	.946
Purchasing Decision 10	42.5454545	35.883	.796	.940
Purchasing Decision 11	42.6969697	35.050	.816	.939

Source: processed primary data, 2022

Based on table 3 above, it shows that all items consisting of 11 items in the purchase decision (Y) that have been tested for validity are declared valid on the grounds that the corrected item-total correlation value is above 0.30.

Table 4
Reliability Testing Results on Brand Image (X1), Promotion (X2), and Purchase Decision (Y)

Variable	Reability statistics Cronbach's alpha	N of item
Brand image (X1)	.892	9
Promotion (X2)	.861	12
Purchasing Decision (Y)	.947	11

Source: processed primary data, 2022

The results of the reliability test in the table above show that all variables in this study have a Cronbach alpha coefficient which is more than 0.60 so that it can be said that all measurement concepts for each variable from the questionnaire are reliable.

Table 5. Normality Test Table

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			99
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		5.62351948
Most Extreme Differences	Absolute		.095
	Positive		.095
	Negative		-.073
Test Statistic			.095
Asymp. Sig. (2-tailed)			.027[c]
Monte Carlo Sig. (2-tailed)	Sig.		.307[d]
	99% Confidence Interval	Lower Bound	.295
		Upper Bound	.319
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

Source: processed primary data, 2022

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 2, August 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Based on the table above, it can be concluded that the data is normally distributed, this can be seen from the results of the Kolmogorov Smirnov test in the monte carlo sig approach. 4.9 is 0.307 which is greater than 0.05.

Table 6. Autocorrelation Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.519^a	.269	.254	5.68180	1.207
a. Predictors: (Constant), PROMOSI, BRAND IMAGE					
b. Dependent Variable: KEPUTUSAN PEMBELIAN					

Source: processed primary data, 2022

Based on the table above, it can be concluded that the autocorrelation test has information (no conclusion) because the Durbin-Watson value is 1.207 meaning that if the value (d) is at a value of 1.11-1.54 then there is no conclusion.

Table 7. Multicollinearity Test

Coefficients^a							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	T	Sig	Tolerance	VIF
(Constant)	28.567	4.213		6.781	.000		
Brand Image	.615	.104	.518	5.920	.000	.995	1.005
Promotion	.014	.084	.015	.167	.868	.995	1.005
a. Dependent Variable: Purchasing Decision							

Source: processed primary data, 2022

From table 7 it can be seen that the VIF value obtained is 1.005 which is below the standard VIF value of 10 in the multicollinearity test, so it can be concluded that multicollinearity does not occur and the tolerance value of 0.995 is above the standard tolerance value of 0.10, so it can also be concluded that multicollinearity not occur.

Table 8. Heteroscedasticity Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519^a	.269	.254	5.68180
a. Predictors: (Constant), PROMOSI, BRAND IMAGE				
b. Dependent Variable: KEPUTUSAN PEMBELIAN				

Source: processed prime data, 2022

Based on table 8 it can be analyzed as follows: Chi square calculated value = N*R Square, namely (99*0.269=26.631) Chi square table value = (Df=98, a=0.05) So based on the results above it shows that CHI SQUARE count <CHI SQUARE table (26.631 <122.1077) so it can be concluded that the data does not show symptoms of heteroscedasticity.

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business
Vol. 7 No. 2, August 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Table 9. Multiple linear Regression Test

		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	28.567	4.213	
	BRAND IMAGE	.615	.104	.518
	PROMOSI	.014	.084	.015
a. Dependent Variable: KEPUTUSAN PEMBELIAN				

Coefficients[a]

Source: processed primary data, 2022

Based on table 9 above by paying attention to the numbers on the unstandardizer coefficients beta, the results of multiple linear regression can be obtained as follows: **Y=28,567+0,615X_1+0,014X_2** From the multiple linear regression equation above it can be concluded as follows:

The constant value of the equation above is 28.567 meaning that without the influence of the independent variables, the level of purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City is a constant value of 28.567. The brand image variable as X1 has a coefficient value of 0.615 which means that brand image has a positive effect on consumer purchasing decisions on PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City. This illustrates that every increase in brand image in consumer purchasing decisions on PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City increased by 0.615 or 61.5% assuming other variables remained the same.

It is the value of the regression coefficient of the promotion variable (X2) of 0.014 on the purchasing decision variable (Y), which means it has a positive influence. This illustrates that every increase in promotion results in consumer purchasing decisions at PT. Gaya Motor Cab. Tarok Dipo Bukittinggi City rose by 0.014 or 1.4% assuming other variables remained constant.

Table 10. Determination Coefficient Test (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519[a]	.269	.254	5.68180
a. Predictors: (Constant), PROMOSI, BRAND IMAGE				
b. Dependent Variable: KEPUTUSAN PEMBELIAN				

Source: processed primary data, 2022

Based on the table above, it shows that the value of the coefficient of determination produced in the test is 0.269 or 26.9%. The results obtained show that the independent variables are able to contribute to influencing the dependent variable by 26.9% while the remaining 73.1% is influenced by other variables not included in the research model, namely product quality variables, prices and consumer characteristics which also influence but not described in this study.

Table 11. T test

Model		T	Sig.
1	(Constant)	6.781	.000
	BRAND IMAGE	5.920	.000
	PROMOSI	.167	.868
a. Dependent Variable: KEPUTUSAN PEMBELIAN			

Source: processed primary data, 2022

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Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 2, August 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Based on table 16 above, it can be concluded as follows: The influence of brand image on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City.

H01: brand image has no significant effect on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City.

Ha1: brand image has a significant effect on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City.

The table above shows that t count (5.920) > T table (1.98552).

With a significant level of 0.000> 0.05. Then Ha1 is accepted and H01 is rejected, so the brand image variable partially has a significant effect on purchasing decisions.

Effect of promotion on purchasing decisions H01: promotion has no significant effect on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City. Ha1: promotion has a significant effect on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City. From the table above shows that t count (0.167) < t table (1.98552) with a significance level of 0.868 > 0.05. Then H01 is accepted and Ha1 is rejected, so the brand image variable partially does not have a significant effect on purchasing decisions.

Table 17. F Test Table

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1141.578	2	570.789	17.681	.000b
Residual	3099.149	96	32.283		
Total	4240.727	98			
a. Dependent Variable: KEPUTUSAN PEMBELIAN					
b. Predictors: (Constant), PROMOSI, BRAND IMAGE					

Source: processed primary data, 2022

Based on table 17 above, the calculated f value is 17.681 with f table 3.093 sig value 0.000, then f count > f table and sig value <0.000 so that Ha is accepted and H0 is rejected. This means that brand image, promotions have a simultaneous effect on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City.

Analysis of the discussion of the significant influence of brand image (x1) on purchasing decisions partially, Consumer life requires modifications that are adjusted to the level of their needs. In this case the product at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City answers the wishes of consumers as modifications to their vehicles. This can be seen from the high sales on a national scale, product sales at PT. Cab Motorcycle Style. Tarok Dipo City of Bukittinggi when compared to other types or brands of products in its class. Seeing the product sales that have been described previously, the writer wants to see how much influence brand image includes promotion has on purchasing decisions and what is the level of significance.

Brand image partially has a significant effect on purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City. And brand image is the most influential dominant factor when compared with the promotion variable. Indicators of products available at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City is a type of product that is the best and most complete brand and the existing brands are easily recognized by many people who are consumers. Brand image also gets a high score when compared to promotions seen from the respondents' answers, which means that this indicator has a big influence on consumers to buy available products. There are also products at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City is the best type of product as can be seen from the data discussed previously.

According to the journal Magyar Slamet Permana and Jony Oktavian Haryanto entitled the influence of country of origin, brand image and perceived quality on purchasing decisions, states that brand image has a significant influence on purchasing decisions. And in the journal Intan Frida Syahrazad and Fanni Husnul Hanifah entitled the influence of brand image on purchasing decisions for the body shop products. Stating that brand image has a significant influence on purchasing decisions.

Significant Effect of Promotion (X2) on Purchase Decision (Y) Partially. Promotion partially has no significant effect on purchasing decisions on PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City. This was due to respondents' responses regarding the promotion which consisted of 12 statement items with a sufficient total value. The indicators of respondents at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City who answered high on the promotion variable section because this was because the respondents felt the statements in the questionnaire were in accordance with what they felt, so there were good answers but when compared to the answers of other respondents they still lost because there were more bad answers if compared to a good answer. Promotion can also be said to be insignificant because this promotional activity is more focused on promotion on social media and direct promotion or carried out by sales promotion is not carried out, therefore causing the community, especially the people of Bukittinggi or those around PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City was dissatisfied with the activities carried out or there was insufficient information conveyed, therefore the authors suggest that this promotional activity can be more balanced between promotions with social media and promotions directly in the field so that there is no overlapping information obtained by consumers when you want to buy a product. Statistically, the results of the analysis of the influence of promotions on purchasing decisions are partially insignificant, therefore this study is in line with the results of research by Hasbiyadi, Mursalim, Suartini, Syafaat Djunaid, and Ari Ardiansyah Masrum in a journal entitled Effects of location and promotion on purchasing decisions for Samata villa housing. sejahtera at PT.Sungai Saddang Sejahtera states that promotions also do not significantly influence purchasing decisions, in the journal Asrizal Efendi Nasution, Linzzy Pratami Putri and Muhammad Taufik Lesmana with Journals of the Influence of Price, Promotion, Trust and Consumer Characteristics on Consumer Purchase Decisions at 212 Mart Di The city of Medan states that promotion has no significant effect on purchasing decisions, then the supporting journal from Yulihardi and Yolamalinda with the title the effect of pricing and promotion on purchasing decisions for their motorcycles in Dhamasraya, also states that promotions do not significantly influence purchasing decisions, journals from Agus Fitri Yanto, entitled Analysis of the Effect of Product Quality and Promotion on Purchase Decisions for Indosat Cellular Card Products, stated that promotions also did not significantly influence purchase decisions. And then the journal from Silvia Sari Sitompul, Gustavito and Muhammad Lutfi Hamzah, with the title Analysis of the influence of product quality, price and promotion on purchasing decisions for motorcycle batteries. Also states that promotions do not significantly influence purchasing decisions.

Significant influence between brand image (x1) and promotion (x2) on purchasing decisions (y) simultaneously. Brand image and promotion simultaneously have a significant effect on purchasing decisions on PT. Cab Motorcycle Style. Tarok Dipo City of Bukittinggi which can be seen from table 4.16 where the calculated f value is 17.681 with f table 3.093 with a sig value of 0.000 then f count > f table and sig value < than 0.005 so Ha is accepted and H0 is rejected meaning that brand image and promotion indicators have an effect simultaneously on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City. Where together brand image and promotion have a significant influence on purchasing

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 2, August 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

decisions. Which is in line with the results of Popy Andari and Sumiarsih's research entitled The influence of brand image, brand trust and promotion strategy on purchasing decisions for bottled drinking water products brand OXGNDW (OXY) states that brand image and promotion have a significant effect simultaneously on purchasing decisions and in line with with the results of Kasno and Syaifullah's research entitled The Effect of Advertising, brand image and sales promotion on purchasing decisions at LJ Hooker grand Batam states that brand image and promotion have a significant simultaneous effect on purchasing decisions.

CONCLUSION

Then it can be concluded as follows: Brand image has a significant effect partially on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City, so that the greater the influence of brand image on the available products, the greater the purchase decision generated by PT. Gaya Motor Cab. Tarok Dipo Bukittinggi City which has a positive impact on the company so that the goals of the company can be achieved properly.

Promotion has a partially insignificant effect on product purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City, due to the promotion carried out by PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City focuses more on promotions carried out on mass media or social media. So that many respondents feel that purchasing decisions are taken not because of the influence of promotions but the influence of other things such as the influence of brand image as one example that has influence according to respondents. The test results simultaneously state that brand image and promotion have a significant effect on purchasing decisions at PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City. This shows that the higher the influence of brand image and promotion, the higher the purchase decision on the products offered. It can be seen that the influence of brand image and promotion is quite high so that it has a significant effect on purchasing decisions.

Suggestion Based on the results of the research and matters related to the limitations of the research, there are several things that need to be considered, namely as follows: For the PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City in order to be able to increase direct promotions or sales promotion and not only focus on promotion on social media, due to the large number of surrounding communities who feel that they are not getting direct information carried out by PT. Cab Motorcycle Style. Tarok Dipo Bukittinggi City so that people who want to make purchases feel awkward because of a lack of good information about existing products and even what brands the company has. For future researchers, looking at the effect generated by the independent variables on the dependent variable is still small then the suggestions obtained are to add other variables such as: product quality, price and consumer characteristics.

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