

The Influence of Promotion, Price Perception, and Brand Image on Purchase Decision for Walls Ice Cream in Surabaya

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ABSTRACT

The purpose of this study is to find out how Walls Ice Cream pricing perception and brand image affect consumers' decisions to buy in Surabaya. The research methodology employed is quantitative. The demographic for this study consisted of all individuals in the city of Surabaya who drink Ice Cream, with a total of 105 respondents. The data gathering process involved the distribution of questionnaires, while the data analysis was conducted using the Structural Equation Modeling (SEM) Partial Least Squares (PLS) technique with the Smart PLS software. The findings of this study suggest that the promotion of pricing perception and brand image plays a significant role in influencing the decision to purchase Walls Ice Cream in the city of Surabaya. The factors show that Walls Ice Cream in Surabaya City purchase decisions are positively and significantly impacted by them.

INTRODUCTION

In Indonesia, the consumption of snacks refers to popular consumption that is more dominant than heavy food. In the case study of the Indonesian population, the increase in people's purchasing power through economic growth or several other factors that support the consumption of snacks has become a major favorite among Indonesians. We can easily find various brands of ice cream from different companies on the market, so there are more and more alternative choices of ice cream for consumer consumption.

The "Walls" ice cream industry is one of the food and beverage product lines from PT Unilever Indonesia Tbk. Production of "Walls" ice cream takes place exclusively in the Bekasi area of West Java. The brand has been awarded the top halal brand accolade four times at the Indonesia Halal Expo (INDHEX), which demonstrates the trust and recognition of consumers who prioritize halal certification as the primary criterion for food and beverages. Walls has been circulating in Indonesia since 1992, and hundreds of product innovations have been recorded in Indonesian society.

Remembering that in Indonesia many people enjoy ice cream as a snack or with dessert. Whether consumed individually or with a restaurant menu or other eating place. By looking at the level of consumption among Indonesian people, producing their own ice cream will be very profitable in the future.

Table 1. Table top brand index for ice cream sub categories

BRAND	2017	2018	2019	2020	2021	2022
<i>Wall's</i>	71.20%	63.90%	32.10%	36.20%	45.70%	46.30%
<i>Campina</i>	14.70%	22.50%	26.70%	34.80%	25.40%	26.20%
<i>Diamond</i>	0	2.50%	6.60%	7.10%	6.90%	7.00%
<i>Aice</i>	0	0	10.90%	12.20%	10.40%	10.30%

Walls' presentation in the last 5 years has decreased. Which identified that Walls experienced a decline in marketing which is part of the brand image and market share. This data experienced a very significant decline in two periods. In 2017, the percentage was 71.20%, decreasing to 63.90%. The decline did not stop there, returning to half of the previous total percentage of 32.10%.

"Walls" ice cream, as one of the leading ice cream vendors in Indonesia, does not lag behind in producing attractive and high-quality ice cream products to attract consumers' attention. This is proven by the existence of Walls ice cream for 30 years since 1992 and consuming it continuously. The type of "walls" ice cream product that is currently being marketed refers to branded ice cream products that provide enjoyment, freshness and product innovation to consumers. With all these product variants, Walls Ice Cream hopes that consumers will be interested and buy these ice cream products to enjoy at any time, whenever and wherever they are.

Table 2. Comparison of Competitor Product prices

Brand	Price
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Ice cream Wall's (cone) 80 ml	Rp. 6.000
Ice cream Campina (cone) 80 ml	Rp. 5.500
Ice cream Aice (cone) 100 ml	Rp. 5.800

Source : Klikindomaret.com

Consumers consume ice cream apart from considering it a desert or what can be called a sweet dessert. However, Wall's own price perception is too expensive compared to its competitors, both from the packaging to the price of the contents.

Another influencing factor is brand image. Brand image is the perception formed by consumers based on the collection of information they receive. By growing the brand image in Walls ice cream itself, it has become commonplace. Quality comes first in many things. It cannot be denied that the price is considered quite high and is still a favorite in all circles. Those who interpret are consumers and those who are interpreted are information. Apart from that, brand image refers to also a factor for consumers to consider. According to the America Marketing Association (AMA) in Fandy Tjiptono (2016: 126), Brand image encompasses the use of a name, word, symbol, or design, either separately or in conjunction, to distinguish and characterize the products or services provided by a seller or group of sellers from those of their competitors.

LITERATURE REVIEW

Promotion

In order to change the attitudes and behaviors of prospective consumers who are not yet familiar with the product, promotion refers to type of communication between sellers and customers that makes use of factual information. The aim is to make them aware of the product, encourage them to make a purchase, and ensure that they remember the product in the future (laksana 2019: 129). Promotion, as defined by Kotler & Armstrong in Ridwansyah (2017: 52), refers to the strategic use of tools and activities by organizations to effectively communicate the value proposition to customers. According to Wulandari (2017), Promotion refers to deliberate marketing communication strategy that aims to spread information, exercise influence or persuasion, and act as a reminder to the target market about a company and its products. The objective is to stimulate the target market to embrace, acquire, and maintain allegiance to the items provided by the firm..

Price Perception

Lee and Lawson-Body (2011: 532) define price perception as a consumer's evaluation and emotional response to the reasonableness, acceptability, or justifiability of the price supplied by a seller in comparison to prices offered by other parties. Perception, as defined by Schiffman and Kanuk (2011: 137), refers to the cognitive process through which individuals select, organize, and interpret incoming information stimuli in order to develop a coherent understanding. Price perception refers to the way customers perceive prices, categorizing them as either high, low, or fair.

Brand Image

Brand image refers to crucial element of brand identity that sets a product apart from its competitors' offers and is communicated to buyers (Sutiono 7 Barata, 2020). Meanwhile, as stated by Firmansyah (2019), brand image refers to the collective perception of a brand and encompasses the information and historical interactions individuals have had with the brand.

Purchase Decision

As stated by Kotler and Armstrong (2017:180), purchasing decisions refer to the choices made by purchasers over which brand to purchase. Elaborate decision-making processes frequently entail the consideration of several decisions. This decision entails selecting between two or more choices. Consumer purchasing decisions occur when customers consider buying their desired product, and their decision to change, postpone, or avoid the purchase is strongly influenced by their perception of risk.

The Effect of Promotion on Purchasing Decisions

As stated by Kotler & Armstrong in Ridwansyah (2017: 52), promotion refers to strategic method employed by organizations to effectively convey the value of their products or services to customers. According to Benjamin and Yeoh Sok (2018), customers have a good response to different promotions implemented by marketers. Consumers perceive that all products are priced lower than usual during sales promotions, leading them to believe that they are making a more advantageous purchase. Advertising campaigns have the ability to sway an individual's choices when it comes to buying products or services. This is explained in a research journal conducted by Mila Yuni Pratiwi (2017) which states that promotional variables have a significant influence on the purchasing decision process. This is reinforced by research conducted by Apriwati Shobayar (2018) which proves that the promotion variable has a positive and significant relationship with the independent variable, namely purchasing decisions which are proven to significantly influence purchasing decisions.

H1: Promotion has a positive effect on purchasing decisions for Ice Cream Walls in the city of Surabaya.

The Influence of Price Perceptions on Purchasing Decisions

According to Sa'adah and Munir (2020:6), pricing strategies are very important to attract consumer attention. The right price perception refers to price that is in accordance with the product quality of a good or service and this price provides satisfaction to consumers which is done by marketers trying to achieve certain goals or targets through the pricing component. According to Mahdi (2018) states that price perception refers to significant element because they represent extrinsic cues and offer one of the most important forms of information for consumers when making purchasing decisions. Price plays an important role in influencing a buyer's choice to purchase goods and services. This is further supported by research by Eggy Tionanda Kistian Putra and Hery Pudjoprastyono (2022).

H2: Price Perceptions on Walls Ice Cream Purchasing Decisions.

The Influence of Brand Image on Purchasing Decisions

Meanwhile, as stated by Firmansyah (2019), brand image refers to the collective view of a brand and encompasses the information and historical interactions individuals have had with that brand. Nurul Fatmawati and Euis Soliha (2017) looked at how consumers feel about their favorite brands in their study "The Influence of Brand Image Regarding the Decision to Purchase a Honda Motorcycle." Based on the findings of this study, people who like a brand are more likely to buy from them. In the case of a manufacturer, having a good brand image will make people want to buy products from that brand, which will help the company's marketing efforts. To make their products more popular, companies want to build a good brand image and also pay attention to the physical attributes of their products. The more positive a brand image is thought of, the more likely people are to buy it.

H3: Brand Image on Walls Ice Cream Purchasing Decisions

METHODOLOGY

Operational Definition

The operational definition is defined as what will be observed and what will be measured, so as to be able to determine exactly what method will be determined to measure it. The description should not be ambiguous or ambiguous so that the appropriate method for measuring it can be determined. In this study, researchers used independent variables consisting of Promotion (X1), Price perception (X2) and Brand Image (X3) as well as the dependent variable Purchase Decision (Y1).

According to Laka (2019: 129), promotion refers to the communication between sellers and customers with the purpose of providing accurate information that can influence the attitudes and behaviors of potential buyers. The goal is to make buyers who were previously unaware of the product become familiar with it, ultimately leading to their purchase and continued brand recognition.

Brand image refers to component of brand identification that distinguishes a product from its competitors' offerings and is presented to customers (Sutiono 7 Barata, 2020). Meanwhile, as stated by Firmansyah (2019), brand image refers to the collective perception of a brand and encompasses the information and historical interactions individuals have had with the brand.

Purchasing decisions, as defined by Kotler and Armstrong (2017:180), refer to the choices made by purchasers on the specific brand to purchase. Elaborate decision-making processes frequently entail the consideration of several decisions. This decision entails selecting between two or more choices. Consumer purchasing decisions occur when consumers consider buying their most favored goods. During this stage, customers may also decide to change, postpone, or avoid their purchase based on their perception of risk.

Population and Sample

The population under study consists of consumers of Walls Ice Cream in Surabaya. According to the collected data, there were a total of 105 respondents in the city of Surabaya. The research employed the Purposive sample approach as its sample technique.

Data collection technique

In this research, data was collected through the main method, namely distributing questionnaires. Questionnaires are used to collect primary data from respondents, both in printed and electronic form. The data analysis was conducted using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) approach with the assistance of SmartPLS 3.0 software. The factors in this study were assessed using an ordinal scale, employing a Likert scale weighting methodology.

RESEARCH RESULT

Validity and Reliability

The population sample for this study consisted of individuals who had previously consumed Walls Ice Cream and were current customers of the brand. According to the statistics, a population with an ambiguous size refers to a population that consists of elements with uncertain boundaries. The group under study comprises consumers who have made purchases of Indomie in Surabaya. The research sample was selected using a non-probability sampling technique known as purposive sampling. The determination of the sample size is based on the instructions provided by Arizal (2020), which say that the number of samples should be 5-10 times the number of parameters calculated. This study included 15 indicators, resulting in a total of 105 respondents (15 indicators x 7).

The provided image displays the magnitude of the path coefficients that are located above the arrow line, which separates the exogenous variables from the endogenous variables. The factor loading values for each indicator that are situated above the arrow connecting the variables and indicators are also shown, indicating their magnitude. In addition, the R-Square magnitude, which is limited to the circle of endogenous variables, is particularly shown for the Purchasing Decision components.

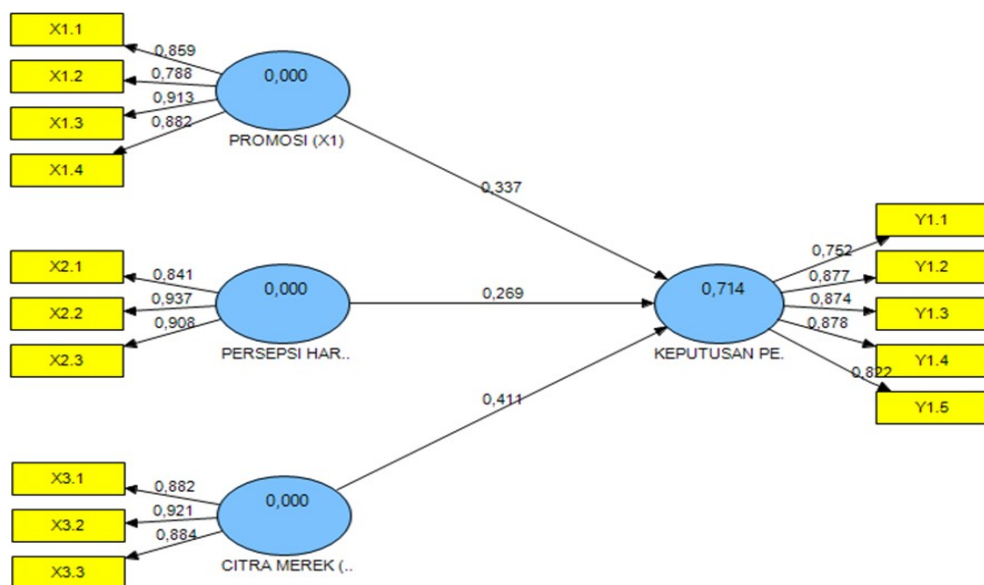


Figure 1. Outer Model

Table 3. Latent Variabel Correlations

	Brand Image (X3)	Purchase Decision (Y)	Price Perception (X2)	Promotion (X1)
Brand Image (X3)	1,000000			
Purchase Decision (Y)	0,750853	1,000000		
Price Perception (X2)	0,523830	0,632767	1,000000	
Promotion (X1)	0,589184	0,697841	0,439220	1,000000

Source : Data Processed

The latent variable correlations table above demonstrates that in PLS, there may be associations between variables or constructs, regardless of whether they are exogenous and endogenous variables or exogenous and exogenous variables. The maximum correlation coefficient for the link between the variables is 1, and the closer the coefficient is to 1, the more robust the association.

The average correlation value between two variables is resilient and demonstrates fluctuation, as indicated in the latent variable correlations table presented above. The correlation between the Brand Image variable (X3) and Purchasing Decisions (Y) was determined to be the strongest, with a coefficient of 0.750853. The association between the Brand Image variable (X3) and Purchasing Decisions (Y) is stronger than the correlation between the other variables in the study model. This indicates that, in this study model, the Brand Image variable exerts a more significant impact on both high and low levels of Purchase Decisions compared to other factors.

Tabel 4. R-Square

	R Square
Brand Image (X3)	
Purchase Decision (Y)	0,714451
Price Perception (X2)	
Promotion (X1)	

Source : Data Processed

R² is equal to 0.714451. This indicates that, with a variance of 71.44%, the model can account for the phenomena of purchase decisions, which are impacted by independent variables such as promotion, price perception, and brand image. In the meantime, factors not covered by this study account for the remaining 28.56% (aside from Promotion, Price Perception and Brand Image).

The Q² or Q-Square magnitude, which assesses the accuracy of the observation values generated by the model and the anticipated parameters, may

be utilized to evaluate the Goodness of Fit of the research model, together with the R2 value. If the model's Q-square value is more than zero, it suggests that it has predictive relevance; on the other hand, if it is less than zero, the model does not have predictive relevance. Calculations for Q-Square are performed using the formula:

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2) \dots (1 - Rp^2)$$

In which case, R12, R22... The endogenous variable's R-square in the equation model is denoted by Rp2. The Q2 quantity refers to numerical number that falls between 0 and 1, with a closer value indicating a better model. In path analysis, the quantity Q2 is equal to the entire coefficient of determination. In this research, the value of Q2 is:

$$Q^2 = 1 - (1 - 0,714451) = 0,714451.$$

The study model can be considered to achieve predictive relevance based on the Q2 calculation findings, which yielded a result of 0.714451.

Hypothesis test

The next table displays the T-statistic values and coefficient results from the inner model, which you can use to test the hypothesis.

Table 5. Path Coefficient (Mean, STDEV , T-Values,P-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Promotion (X1) -> Purchase Desicion (Y)	0,33741 7	0,347966	0,066554	5,069812	0,000
Price Perception (X2) -> Purchase Desicion (Y)	0,26927 4	0,268475	0,062004	4,342838	0,000
Brand Image (X3) -> Purchase Desicion (Y)	0,41099 9	0,409173	0,093372	4,401755	0,000

Source : Data Processed

From the table above it can be concluded that the hypothesis states:

H1. The promotion of Wall's Ice Cream in Surabaya has a considerable positive impact on purchase decisions. This is supported by a path coefficient of 0.337417 and a T-statistic value of 5.069812, which is more than the critical value of 1.96 (obtained from the Zα = 0.05 table). Furthermore, the P-value of 0.000 is below the significance level of 0.05, providing further evidence of the significant positive results.

H2. The perception of price has a substantial positive impact on purchase decisions for Wall's Ice Cream in Surabaya. The path coefficients are 0.269274, and the T-statistic value is 4.342838, which is more than the critical value of 1.96 (obtained from the Zα = 0.05 table). Additionally, the P-Value is 0.000, which is less than 0.05, indicating statistically significant positive findings. In addition, the P-Value is 0.000, which is below the threshold of 0.05,

showing statistically significant positive results.

H3. The brand image of Wall's Ice Cream in Surabaya has a substantial and positive impact on purchase decisions. This is supported by a path coefficient of 0.410999 and a T-statistic value of 4.401755, which is more than the critical value of 1.96 (obtained from the $Z\alpha = 0.05$ table). Furthermore, the P-value of 0.000 is below the significance level of 0.05, providing further evidence of the substantial and beneficial outcomes.

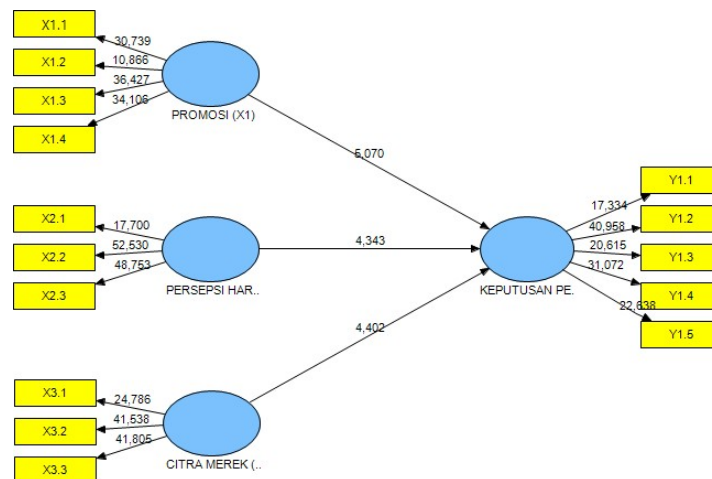


Figure 2. Inner Model with significant Bootstrapping T-Statistic values

DISCUSSION

The Effect of Promotions on Purchasing Decisions

Based on the research conducted, the results obtained show that the Promotion variable has an influence on Wall's Purchasing Decisions in Surabaya. This indicates that consumers have a good view or perception of the promotion. The promos and delivery points offered by Wall's are easily comprehensible to consumers. These offerings, supplied by the manufacturer, have a significant impact on consumers' purchase decisions. The hypothesis on the impact of promotions on purchase decisions may be confidently accepted.

The primary determinant of Promotion in this study is the "Consumer's Perception of Promotion" (X1.3), which indicates that customers perceive the promotional efforts of the firm, Wall's, as being easily comprehensible, with clear and concise messaging. Research shows that promotions intended for consumers can influence their purchasing decisions, where products with the right promotions make the consumer's decision-making process easier. And also vice versa.

The findings of this study align with the research conducted by Lita Novianti and Lod Sulivyo titled "The Influence of Product Quality and Promotion on Purchasing Decisions of Chinese-made Smartphones in Cikupa District, Tangerang Regency." The impact of high product quality (X1) and effective advertising (X2) on the purchasing decisions (Y) for Chinese-made cellphones in Cikupa sub-district, Tangerang Regency is clearly observable. Consumers acknowledge and rely on the impact of product quality and advertising when making their purchasing choices.

So it can be concluded that the better the promotions carried out by Ice Cream Walls in Surabaya, the better the purchasing decisions made by consumers when purchasing Ice Cream Walls in Surabaya.

The Influence of Price Perceptions on Purchasing Decisions

The research findings indicate that the Price Perception variable significantly impacts purchasing decisions for Wall's products in Surabaya. This suggests that if customers have a positive perspective of the pricing offered by manufacturers, it will impact their purchase decisions. The theory on the impact of Price Perception on Purchasing Decisions may be confirmed.

The primary factor influencing customers' perception of price in this study is "price suitability with the benefits offered" (X2.2). This indicates that consumers view the price set by the company as a reflection of the product's quality. Studies indicate that customers' purchasing decisions might be influenced by their perceptions of price. Specifically, products with lower pricing tend to facilitate the consumer's decision-making process. Conversely, when customers perceive a product to have a high price, the decision-making process becomes lengthy and necessitates careful deliberation.

With research conducted by Boggy Nugraha Pramana and Ugy Soebiantoro, entitled "The Influence of Product Quality and Price Perception on Purchasing Decisions at Wall's Ice Cream in Sidoarjo City" research journal Volume 5 No 3 (2023). With the results, product quality and price perception have an influence on purchasing decisions so that both variables are declared to be true and have an influence on purchasing decisions.

The given statement implies that an enhanced price perception offered by the organization leads to a proportional rise in purchasing decisions.

The Influence of Brand Image

The research yielded data indicating that the variable of Brand Image significantly influenced purchasing decisions for Wall's products in Surabaya. This suggests that if customers have a positive perspective and a high degree of trust in Wall's brand, based on the brand image presented by the manufacturer, it will have an impact on their purchase decisions. Therefore, we may conclude that the hypothesis regarding the impact of Brand Taste Perception on Purchasing Decisions is valid. The primary indicator of pricing perception in this research is the "Trusted Wall's Brand" (X3.2), which signifies that customers regard the brand image established by the firm to be trustworthy. This result demonstrates that Wall's refers to reputable company with a strong brand image in the community.

This research is in line with the research of Merchelly B.S. and Ugy Soebiantoro. (2021) with the title "The Influence of Product Quality, Price Perception and Brand Image on the Decision to Purchase Tea Gelas in Surabaya". The findings of this study demonstrate that the perception of pricing and the image of the brand exert a favorable and substantial impact on the purchasing choice of Tea Gelas in Surabaya.

Therefore, it can be inferred that the higher the quality of the brand image offered by the organization, the better the consumer's decision to purchase Walls ice cream in Surabaya, and so should it be.

CONCLUSIONS AND RECOMMENDATIONS

The results of the study investigating the role of promotion, price perception, and brand image on the purchasing decision of Wall's Indomie ice cream in Surabaya demonstrate that the promotion factor has a substantial impact on the choice to buy Wall's in Surabaya. This implies that there is a direct correlation between the increase in Wall's promotions and the increase in purchasing decisions, and the same applies in reverse. Price perception variables play a significant role in influencing purchasing decisions of consumers in Surabaya. This suggests that an increase in price perception will lead to an increase in purchasing decisions, and conversely, a decrease in price perception would result in a decrease in purchase decisions. Brand image factors influence purchasing decisions for Wall's products in Surabaya. This suggests that an increase in brand image will lead to an increase in purchasing decisions among consumers.

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