

## The Influence of Brand Image, Promotion and Word of Mouth on Purchasing Decisions (Case Study: Padurenan Hotmie Outlet)

Rima Isdayanti<sup>1</sup>, Yuni Astuti Tri Tartiani<sup>2\*</sup>

Universitas Islam "45" Bekasi

**Corresponding Author:** Yuni Astuti Tri Tartiani [yuni.tartiani@gmail.com](mailto:yuni.tartiani@gmail.com)

---

### ARTICLE INFO

*Keywords:* Brand Image, Promotion, Word of Mouth, Purchase Decisions

*Received :* 3 January

*Revised :* 13 January

*Accepted:* 21 February

©2024 Isdayanti, Tartiani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study aims to determine the effect of brand image, promotion, and word of mouth on purchasing decisions. The research method used is descriptive quantitative. Research sampling using purposive sampling method on 100 respondents who have made purchases at Hotmie Padurenan Outlet. Data analysis with multiple linear regression calculated using SPSS 24.0. The results showed that, partially, the brand image variable had a significant effect on purchasing decisions, the promotion variable had a significant effect on purchasing decisions and the word of mouth variable had a significant effect on purchasing decisions. From the research results, the coefficient of determination (R<sup>2</sup>) value is 82%, which means that together they have an influence of 82% on purchasing decisions, while the remaining 18% is influenced by other factors outside this study

## **INTRODUCTION**

The development of the business world is now increasingly rapid and has led to increasingly fierce market competition, including fast food-type businesses. This business in the culinary field is a business that can be said to be very profitable, because food is a basic human need so that its fulfillment becomes absolute (Husen et al., 2018). Currently, there are so many noodle-type businesses because many noodle sellers know that when compared to other foods, this food has captured a large enough market share in Indonesia (Erni, 2021).

According to Isa et al., (2019) Purchasing decision making is an important part of the discussion in the field of marketing which studies how individuals and groups choose, buy, use and utilize goods and services. Choosing things that will meet consumer needs and goals is becoming increasingly difficult as competition increases. Therefore, making the right choice when buying a product is very important (Mangifera et al., 2018). Based on the observations. made by researchers at Padurenan Hotmie Outlet, it is found that the amount of income fluctuates, where the amount of income earned is far below the sales target set by Padurenan Hotmie Outlet. This is influenced by brand image, promotion and word of mouth which are still less well-known and less consistently carried out by marketers through social media (Hasanah, 2021).

Promotion needs to be made as attractive as possible so that it can generate interest when looking or listening and give different characteristics to its products (Aryaditya, 2020). The promotion carried out by Padurenan Hotmie Outlet through the Instagram social media account is considered less attractive because there are only posts of consumers who are eating on the spot, announcements of national days and grand openings of Hotmie Outlets in certain areas. There is no information related to discounts on its products and no product images so that consumers cannot find out discount information online through social media (Instagram: hotmie Padurenan).

Image is a public perception of a company's identity. A company cannot always give the same image to the public (Mukholidah, 2018). According to Kuswibowo and Murti (2021) in their research, the brand image of a company will be very important for consumers in choosing which product they will buy. If the company has a good brand image, customers will trust the products the company offers. So that consumers will have a high buying interest in the product.

There are several spicy noodle outlets located in Mustikajaya Bekasi, namely the gacoan outlet, djoetek noodles and nyemek noodles. This shows the increasing number and tightness of businesses in similar fields. Based on the results of observations and interviews with Human Resource Development (HRD) Hotmie Padurenan Outlet, only residents in Mustikajaya sub- district are familiar with the Hotmie brand. The company needs to deeply develop strategies such as promoting and distributing its goods better, so that its efforts can achieve the goal of attracting consumer buying interest and the Hotmie brand can be recognized by more consumers outside the sub-district.

Word of Mouth has great power to impact consumer purchasing decision behavior. Recommendations from trusted friends or other consumers have the potential to be more trusted than from commercial sources, such as advertisements and sales people. For the most part, word of mouth occurs naturally, consumers start by talking about a brand they use to others (Kotler & Armstrong, 2012: 139). This shows that there are consumers who are not satisfied after consuming Hotmie at the Padurenan outlet, so there are not many who talk about satisfaction after consuming the product.

Based on this background, the research objectives are to determine the effect of brand image on purchasing decisions at Padurenan Hotmie Outlet, to determine the effect of promotion on purchasing decisions at Padurenan Hotmie Outlet and to determine the effect of word of mouth on purchasing decisions at Padurenan Hotmie Outlet.

## LITERATURE REVIEW

### *The Effect of Brand Image on Purchasing Decisions*

According to Kotler and Keller (2016: 258) a brand image is a name, term, sign, symbol, design, or combination of these things that are used to identify products or services from one seller or group of sellers and to distinguish them from competitors. Previous research conducted by Husen et al., (2018), Apriliani (2019), Effendi et al., (2020), Dekasari & Hendri (2020), Miati (2020), and Yoeliastuti et al., (2021), stated that brand image has a positive effect on purchasing decisions. Based on this description, the hypothesis can be explained as follows:

H1: it is suspected that brand image has a positive effect on product purchasing decisions at Hotmie Padurenan.

### *The Effect of Promotion on Purchasing Decisions*

According to Kotler & Armstrong (2018: 29) sales promotion is the shortest short-term promotional mix tool. Sales promotions provide short-term incentives to encourage purchase or sale of products or services. Previous research conducted by Papatunggan et al., (2018), Sukmawati & Ekasari (2020), Junaidi & Meirisa (2021), Ningsi & Ekowati (2021) and Shabrina & Dwijayanti (2021), concluded that the Promotion variable has a positive effect on purchasing decisions. Based on this description, the hypothesis can be explained as follows:

H2: it is suspected that promotion has a positive effect on product purchasing decisions at Hotmie Padurenan.

### *The Effect of Word of Mouth on Purchasing Decisions*

According to Kotler and Keller (2012: 478) word of mouth is oral, written, and electronic communication between people related to the advantages or experiences of buying or using products or services. Previous research conducted by Husen et al., (2018), Papatunggan et al., (2018). Apriliani (2019), Dekasari & Hendri (2020), Soraya & Novi Marlana (2020), Awaliyah & Wibowo (2021), and Junaidi & Meirisa (2021), concluded that the word of mouth variable has a positive effect on purchasing decisions. Based on this description, the hypothesis can be explained as follows:

H3: it is suspected that Word of mouth has a positive effect on product purchasing decisions at Hotmie Padurenan.

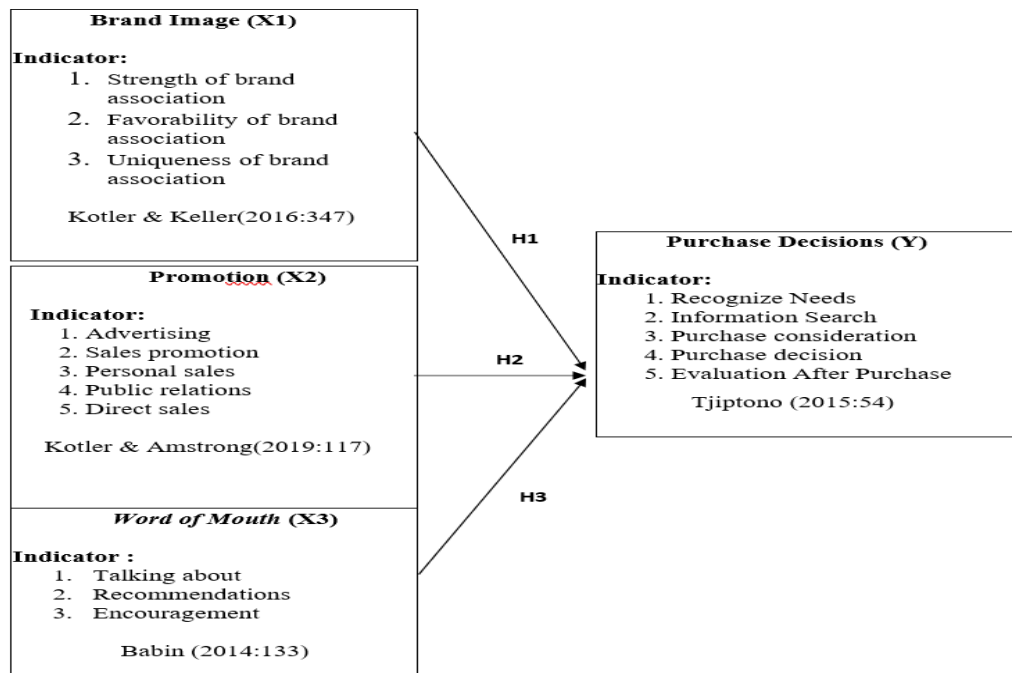


Figure 1. Conceptual Framework

## METHODOLOGY

The method used in this research is descriptive quantitative which can be interpreted as a research method based on the philosophy of positivism (Sugiyono, 2013: 14). The research was conducted at Hotmie Padurenan which is located at Jalan Bengkong Raya No.77, RT.001 /RW.003, Padurenan, Mustikajaya District, Bekasi City, West Java. This research took place for three months from October 19, 2022 to January 18, 2023. The population in this study are consumers who make purchases at the Padurenan Hotmie Outlet with the criteria that consumers who have made at least one purchase at the Padurenan Hotmie Outlet, with a sample size of 100 respondents. To determine the sample for this study using nonprobability sampling techniques and using purposive sampling methods (Sugiyono, 2018: 131).

The data collection method consists of observation, interviews, questionnaires and literature studies. The data processing process obtained in this study is a classic assumption test consisting of normality, multicollinearity and heteroscedasticity tests. Hypothesis testing which consists of T test, F test and R2 test. The statistical analysis used is Multiple Linear Regression which is processed with the SPSS program. The independent variables consist of brand image (X1), promotion (X2), and word of mouth (X3) while the purchase decision (Y) is the dependent variable. The formula for calculating multiple regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e.$$

**RESEARCH RESULTS**

Normality testing is used to see whether the residual value is normally distributed or not. The normality test in this study is by looking at the value in the Kolmogorov-Smirnov column and is said to be normal if the asymp.sig value > 0.05. The following are the results of the normality test conducted using the IBM SPSS version 24 program:

Table 1. Normality Test Results

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
<b>N</b>		100
<b>Normal Parameters<sup>a,b</sup></b>	<b>Mean</b>	,0000000
	<b>Std. Deviation</b>	3,71807285
<b>Most Extreme Differences</b>	<b>Absolute</b>	,086
	<b>Positive</b>	,066
	<b>Negative</b>	-,086
<b>Test Statistic</b>		,086
<b>Asymp. Sig. (2-tailed)</b>		,068 <sup>c</sup>
<b>a. Test distribution is Normal.</b>		
<b>b. Calculated from data.</b>		
<b>c. Lilliefors Significance Correction.</b>		

Source: Data processing results, 2023

The normality test results obtained output that the asymp.sig value. (2-tailed) of 0.068 with a significance value > 0.05. So according to the basis for making the kolmogorov-smirnov normality test decision above, it can be concluded that the data is normally distributed.

The Multicollinearity test aims to determine whether the regression model identifies correlations between independent variables. The multicollinearity test can be found by looking at the tolerance value and its opposite Variance Inflation Factor (VIF). Decision making if the Tolerance value > 0.1 and if the VIF value < 10 then the variable does not occur multicollinearity with other variables. The following are the results of the multicollinearity test conducted using the IBM SPSS version 24 program./

Table 2. Multikolinearity Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,038	1,963		1,038	,302		
	CitraMerek	,719	,147	,409	4,897	,000	,269	3,711
	Promosi	,356	,095	,316	3,730	,000	,262	3,819
	WordofMouth	,441	,156	,239	2,816	,006	,260	3,849

a. Dependent Variable: KeputusanPembelian

Source: Data Processing Results, 2023

The multicollinearity test results show that the Tolerance and Variance Inflation Factor (VIF) values are as follows:

1. Brand image variable (X1) VIF value is less than 10 ( $3,711 < 10$ ), with Tolerance more than 0.1 ( $0.269 > 0.1$ ). With these results, it can be interpreted that the brand image variable does not occur multicollinearity.
2. Promotion variable (X2) VIF value is less than 10 ( $3,819 < 10$ ), with Tolerance more than 0.1 ( $0.262 > 0.1$ ). With these results, it can be interpreted that the promotion variable does not occur multicollinearity.
3. The word of mouth variable (X3) VIF value is less than 10 ( $3,849 < 10$ ), with a Tolerance of more than 0.1 ( $0.260 > 0.1$ ). With these results, it can be interpreted that the word of mouth variable does not occur multicollinearity.

The heteroscedasticity test is used to assess whether there is an inequality of variance of the residuals in the regression model. The technique used in the heteroscedasticity test is the Spearman rank test. If the significant value or Sig. (2-tailed) is greater than the value of 0.05, it can be said that there is no heteroscedasticity problem. The following are the results of the heteroscedasticity test conducted using the IBM SPSS version 24 program

Tabel 3 Heteroskedastisity Test Results

		Correlations				
		CitraMerek	Promosi	WorfofMouth	Abs_RES	
Spearman's rho	CitraMerek	Correlation Coefficient	1,000	,787**	,763**	-,096
		Sig. (2-tailed)		,000	,000	,340
		N	100	100	100	100
	Promosi	Correlation Coefficient	,787**	1,000	,799**	-,171
		Sig. (2-tailed)	,000		,000	,088
		N	100	100	100	100
	WordofMouth	Correlation Coefficient	,763**	,799**	1,000	-,073
		Sig. (2-tailed)	,000	,000		,473
		N	100	100	100	100
	Abs_RES	Correlation Coefficient	-,096	-,171	-,073	1,000
		Sig. (2-tailed)	,340	,088	,473	
		N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processing Results, 2023

The results of the heteroscedasticity test using the rank spearman test approach can be seen Sig value. (2-tailed) brand image variable is 0.340 < 0.05, the promotion variable has results with a Sig value. (2-tailed) which is 0.088 > 0.05 and the word of mouth variable has results with a Sig value. (2-tailed) which is 0.473 > 0.05. Of the three independent variables studied, the Sig. (2-tailed) is greater than 0.05. So it can be concluded that there is no heteroscedasticity problem.

The regression equation in this study is to determine how much influence the independent variables, namely Brand Image (X1). Promotion (X2), and Word of Mouth (X3) have on the dependent, namely Purchasing Decisions (Y). The following are the results of multiple linear regression tests conducted using the IBM SPSS version 24 program:

Table 4. Multiple Linear Regression Test Results

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.038	1.963		1.038	.302
	CitraMerek	.719	.147	.409	4.897	.000
	Promosi	.356	.095	.316	3.730	.000
	WordofMouth	.441	.156	.239	2.816	.006

a. Dependent Variable: Keputusan Pembelian

Source: Data Processing Results, 2023

The results of data processing from multiple linear regression analysis tests obtained multiple linear regression equations as follows:

$$Y = 2.038 + 0.719 (X1) + 0.356 (X2) + 0.441 (X3) + e$$

Based on the equation above, it can be seen that:

1. The regression coefficient value of the brand image variable ( $\beta_1$ ) is positive at 0.719. This means that if there is an increase in the brand image variable ( $X_1$ ) by 1 unit, the purchasing decision will increase by 0.719 units.
2. The regression coefficient value of the promotion variable ( $\beta_2$ ) is positive at 0.356. This means that if there is an increase in the promotion variable ( $X_2$ ) by 1 unit, the purchasing decision will increase by 0.356 units.
3. The regression coefficient value of the word of mouth variable ( $\beta_3$ ) is positive at 0.441. This means that if there is an increase in the word of mouth variable ( $X_3$ ) by 1 unit, the purchasing decision will increase by 0.441 units.

The t-test was conducted to partially test the independent variables, namely Brand Image ( $X_1$ ), Promotion ( $X_2$ ), and Word of Mouth ( $X_3$ ) on the dependent variable ( $Y$ ) in the form of Purchasing Decisions at Padurenan Hotmie Outlet. The test results are:

Error rate ( $\alpha$ ) 5% Degrees of freedom (df) ( $n-k$ )

Description:

$n$  = Number of samples,  $n = 100$

$k$  = Number of variables used,  $k=4$

Degree of freedom (df) ( $n-k$ )  $100-4=96$

The t-test table used is  $0.05 (96) = 1.660$

Table 5. T Test Results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,038	1,963		1,038	,302		
	CitraMerek	,719	,147	,409	4,897	,000	,269	3,711
	Promosi	,356	,095	,316	3,730	,000	,262	3,819
	WordofMouth	,441	,156	,239	2,816	,006	,260	3,849
a. Dependent Variable: Keputusan Pembelian								

Source: Data Processing Results, 2023

Based on the partial test results, it is known that the t-test results were carried out using the IBM SPSS version 24 program. Then the proposed hypothesis is discussed as follows:

1. The tcount value of the Brand Image variable is 4.897 and the ttable value is 1.660, so tcount > ttable ( $4.897 > 1.660$ ) with a significance value ( $0.000 < 0.05$ ). So  $H_0$  is rejected and  $H_a$  is accepted, which means that Brand Image partially has a significant effect on Purchasing Decisions.
2. The tcount value of the Promotion variable is 3.730 and the ttable value is 1.660, so tcount > ttable ( $3.730 > 1.660$ ) with a significance value ( $0.000 < 0.05$ ). So  $H_0$  is rejected and  $H_a$  is accepted, which means that Promotion partially has a significant effect on Purchasing Decisions.



3. The tcount value of the Word of Mouth variable is 2.816 and the ttable value is 1.660, so tcount > ttable (2.816 > 1.660) with a significance value (0.000 < 0.05). So H0 is rejected and Ha is accepted, which means that Word of Mouth partially has a significant effect on Purchasing Decisions.

The F test is used to see together the dependent variable, namely the purchase decision. To determine the Ftable value, it is necessary to have a numerator free degree and a denominator free degree, with the following formula:

$$df1 \text{ (numerator)} = k - 1$$

$$df2 \text{ (denominator)} = n - k$$

Description:

N = Number of research samples

k = Number of independent and dependent variables in this study it is known that the number of samples (n) is 100 and the total number of variables (k) is 4, so it is obtained:

$$df1 = 4 - 1 = 3$$

$$df2 = 100 - 4 = 96$$

Then Ftable 0.05 (3:96) = 2.70

Table 6. F Test Results (Simultaneous)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6217,417	3	2072,472	145,375	,000 <sup>b</sup>
	Residual	1368,583	96	14,256		
	Total	7586,000	99			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Word of Mouth, Citra Merek, Promosi						

Source: Data processing results, 2023

The results of the F test (simultaneous) can be seen that the results of the acquisition of Fcount in the F column are 145.375 with a significance level of 0.000 greater than the Ftable value of 2.70, with an error rate of a 5% or in other words Fcount > Ftable (145.375 > 2.70). Based on the hypothesis testing criteria if Fcount > Ftable and the significance level (0.000) < 0.05, then H0 is rejected and Ha is accepted. This means that the regression model is significant or the variables of brand image, promotion and word of mouth can be used to predict purchasing decisions.

The coefficient of determination (R<sup>2</sup>) essentially measures how far the model's ability to explain the variation in the dependent variable and to measure the percentage of the influence of all independent variables in the regression model on the dependent variable. The following are the results of the coefficient of determination test (R<sup>2</sup>) which was carried out using the IBM SPSS version 24 program

Tabel 7. Coefficient of Determination Test Results (R<sup>2</sup>)

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,905 <sup>a</sup>	,820	,814	3,776	,820	145,375	3	96	,000	1,741
a. Predictors: (Constant), <i>WordofMouth</i> , <i>CitraMerek</i> , <i>Promosi</i>										
b. Dependent Variable: <i>KeputusanPembelian</i>										

Source: Data Processing Results, 2023

It can be seen that the output results of the summary model, the correlation value (R Square) which is simultaneously (together) between the variables of brand image (X1), promotion (X2), and word of mouth (X3) on purchasing decisions (Y) is 0.820. Furthermore, It can be seen that the output results of the summary model, the correlation value (R Square) which is simultaneously (together) between the variables of brand image (X1), promotion (X2), and word of mouth (X3) on purchasing decisions (Y) is 0.820. Furthermore to calculate the contributions made by the variables of brand image (X1), promotion (X2), and word of mouth (X3) to purchasing decisions (Y), we will use the following formula:

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

$$Kd = 0.820 \times 100\%$$

$$= 82\%$$

From the results of these calculations, it shows that brand image, promotion, and word of mouth together (simultaneously) influence purchasing decisions by 82%. While the remaining 18% is influenced by other factors outside this study.

## DISCUSSION

### 1. The Effect of Brand Image on Purchasing Decisions

Based on the results of hypothesis testing, it is known that brand image has a positive and significant effect on purchasing decisions. Brand image influences purchasing decisions as evidenced by the tcount  $\beta_1$  test result of 4.897 with a significant value of 0.000. So  $H_0$  is rejected  $H_a$  is accepted, which means that brand image partially has a positive and significant effect on purchasing decisions. This shows that the more famous the hotmie brand is, the more people will choose to buy it. The results of this study are in line with previous research. conducted by Yoeliastuti et al., (2021) "The Effect of Brand Image, Price and Promotion on Purchasing Decisions through the Shopee Online Sales Application" and Miati (2020) "The Effect of Brand Image on Purchasing Decisions for Deenay Veils" concluded that brand image has a positive and significant effect on purchasing decisions. Because the brand is a form of consumer trust in a product (goods or services), the brand image will exist in consumers' memories based on their experience in using it and can influence other consumers or their environment to use products with that brand image. Meanwhile, research conducted by Sondakh et al., (2022), states that brand image has no effect on purchasing decisions.

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

Based on the results of hypothesis testing, it is known that promotion has a positive and significant effect on purchasing decisions. Promotion affects purchasing decisions as evidenced by the results of the titung  $\beta_1$  test of 3,730 with a significant value of 0.000. So  $H_0$  is rejected  $H_a$  is accepted, which means that Promotion partially has a positive and significant effect on purchasing decisions. This shows that if hotmie products are promoted more often through social media, more people will make purchasing decisions. The results of this study are in line with previous research conducted by Junaidi & Meirisa (2021) "The Effect of Price Promotion, Word of Mouth, and Layout on Purchasing Decisions at Diamond Supermarket Palembang City" which concluded that promotion has a positive and significant effect on purchasing decisions. Because promotion is one of the marketing mixes that plays an important role to do in order to open up new market shares and expand the marketing network. Research conducted by Ningsi & Ekowati (2021) "The Effect of Promotion on Social Media and Word of Mouth on Ms Glow Skincare Purchasing Decisions in the Karawang Region" which concluded that promotion has a positive and significant effect on purchasing decisions. Meanwhile, research conducted by Rahmat (2018) states that promotion has no effect on purchasing decisions.

### 3. The Effect of Word of Mouth on Purchasing Decisions

Based on the results of hypothesis testing, it is known that Word of Mouth has a positive and significant effect on purchasing decisions. Word of Mouth influences purchasing decisions as evidenced by the tcount  $\beta_1$  test result of 2.816 with a significant value of 0.006. So  $H_0$  is rejected  $H_a$  is accepted, which means that Word of Mouth partially has a positive and significant effect on purchasing decisions. This means that the higher the word of mouth communication about hotmie products, the higher the purchasing decision will be.

The results of this study are in line with previous research conducted by Soraya and Marlina (2020) "The Effect of Word of Mouth and Product Quality on Purchasing Decisions at Bebek Sinjay Bangkalan Restaurant", concluding that Word of Mouth has a positive and significant effect on purchasing decisions. Because Word of Mouth has a big impact on products and companies because of the interaction of a person with other people directly or via social media. This can help companies to correct deficiencies and maintain their strengths and increase quality so that they can be trusted by their consumers. Research conducted by Dekasari & Hendri (2020) "The Effect of Brand Image and Word Of Mouth on Purchasing Decisions for Dancow Milk Products in Bandar Lampung", concluded that Word of Mouth has an effect on purchasing decisions. Meanwhile, research conducted by Ningsi & Ekowati (2021) states that word of mouth has no effect on purchasing decisions.

#### **4. The Influence of Brand Image, Promotion and Word of Mouth on Purchasing Decisions**

Based on the research results that have been described, it can be said that of the three variables studied, namely brand image, promotion and word of mouth, have an influence on purchasing decisions. Based on the test results with the SPSS version 24 program, the results of the F (Anova) test obtained an Fcount of 145.375 greater than Ftable ( $\alpha = 0.05$ ;  $df_1 = 3$ ;  $df_{296}$ ) ( $145.375 > 2.70$ ). This means that these results prove that the variables of brand image, promotion and word of mouth can be used to predict purchasing decisions, and jointly influence purchasing decisions by 145.375 units at the Padurenan hotmie outlet. Judging from the results of the R test research<sup>2</sup> obtained an R value of 0.820 or 82%, meaning that the ups and downs of the dependent variable, namely purchasing decisions, are influenced by the independent variables, namely brand image, promotion and word of mouth by 82% while the remaining 18% is influenced by other factors outside the variables of this study. Based on the results of multiple linear regression equations, the equation is  $Y = 2.038 + 0.719 (X_1) + 0.356 (X_2) + 0.441 (X_3) + e$ , for the significance test (t test) with  $\alpha = 5\%$ , the variables of brand image, promotion and word of mouth show significant results ( $H_0$  is rejected and  $H_a$  is accepted).

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion of the influence of Brand Image, Promotion and Word Of Mouth on Purchasing Decisions at Padurenan Hotmie Outlet. As described in the previous chapter, the following conclusions are obtained:

1. Brand Image variable has a positive and significant effect on Purchasing Decisions at Padurenan Hotmie Outlet. This is evidenced by the regression coefficient  $\beta_1$  of 0.719 and tcount of 4.897 with a significance level of 0.000.
2. Promotion variables have a positive and significant effect on Purchasing Decisions at Padurenan Hotmie Outlet. This is evidenced by the regression coefficient  $\beta_2$  of 0.356 and tcount of 3.730 with a significance level of 0.000.
3. Word of Mouth variables have a positive and significant effect on Purchasing Decisions at Padurenan Hotmie Outlet. This is evidenced by the regression coefficient  $\beta_3$  of 0.441 and tcount of 2.816 with a significance level of 0.006.
4. Brand Image, Promotion and Word of Mouth variables together have a positive and significant effect on Purchasing Decisions. This is evidenced because the Fcount value is 145.375 with a significance level of 0.000. From the results of the study, the value of  $R^2$  is 82%, while the remaining 18% is influenced by other factors outside this study.

Based on the analysis and discussion carried out, the researchers provide the following suggestions:

1. It is recommended for hotmie outlets to highlight competitive advantages due to competition problems, clarify their core competence, distinctive flavors or advantages so that purchasing choices at Padurenan Hotmie Outlet remain of high value.
2. For brand image variables in order to improve brand association indicators (strength of brand association) which get low scores according to respondents' perceptions. This shows that according to consumer perceptions the brand on Hotmie is still not well known. Therefore, it is recommended that the Padurenan Hotmie Outlet further improve the positioning strategy and create awareness in the minds of customers.
3. For promotional variables in order to improve advertising indicators. This means that the language in the promotions offered by Padurenan Hotmie Outlet still does not fully entice consumers to get to know hotmie products more deeply. Therefore, it is recommended to the Padurenan Hotmie Outlet to further strengthen the promotion mix, such as making social media pages more attractive and recruiting content creators if necessary, so that consumers can be interested and want to get to know hotmie products even deeper.
4. For the word of mouth variable, it is necessary to increase the indicator of talking about which gets a low score according to respondents' perceptions. This means that there are consumers who are not satisfied after consuming hotmie at the Padurenan outlet, so there are not many

who talk about satisfaction after consuming the product. Therefore, it is recommended to the Padurenan Hotmie Outlet to improve product quality and service and create a unique impression for consumers so that they are remembered and effective in increasing consumer interest in making purchasing decisions.

#### ADVANCED RESEARCH

From the results of R square, it shows that brand image, promotion and word of mouth together (simultaneously) influence purchasing decisions by 82%, while the remaining 18% is influenced by other factors outside this study. In this case, further research is recommended to examine and examine other factors outside of this study such as service quality variables, product quality, location, price, taste, store atmosphere and others.

#### REFERENCES

- Apriliani, R. R. A. E. (2019). Pengaruh Citra Merek, Kualitas Produk, Promosi, dan Word of Mouth terhadap Keputusan Pembelian Studi pada Qween. *Journal of Economic, Business*, vol.1(1), 1-8.
- Aryaditya, A.B. (2020). Pengaruh citra merek, kualitas produk, promosi, harga, dan *word of mouth* terhadap keputusan pembelian. *Jurnal Ilmu dan Riset Manajemen*, vol.9(4), 1-22.
- Awaliyah, F., dan Wibowo, T.S. (2021). Pengaruh Store Atmosphere, Lokasi dan Word of Mouth terhadap Keputusan Pembelian di Café Senewen Surabaya. *Journal of Sustainability Business Research*, vol.2(1), 616-624.
- Dekasari, Y., dan Hendri. (2020). Pengaruh *brand image* dan *word of mouth communication* padakeputusan pembelian produk susu dancow di Bandar Lampung. *Jurnal Entrepreneur dan Bisnis (Jebi)*, vol.1(1), 54-71.
- Effendi, Z.R., Endri, S., dan Nursina. (2020). Pengaruh citra merek, kualitas produk dan promosi terhadap keputusan pembelian minuman isotonik mizone. *Jurnal Ekonomika*, vol.5(2), 25-27.
- Erni, Widajanti. Sumaryanto. Asih, H. (2021). Pengaruh *word of mouth* terhadap *purchase intention* dengan *brand image* sebagai variabel mediasi (survey pada konsumen mie gacoan Surakarta). *Jurnal Ekonomi dan Perbankan*, vol.6(1), 97-105
- Hasanah, N. S. (2021). Pengaruh *Brand Image*, Kualitas Pelayanan, Dan *Word Of Mouth* Terhadap Keputusan Pembelian Paket Umrah (Studi Kasus : Rizkia Tour & Travel Bukittinggi). Institut Agama Islam Negri (IAIN) Bukittinggi. Skripsi, 1-99.

- Husen, A., Sumowo, S., dan Rozi, A.F. (2018). Pengaruh lokasi, citra merek dan *word of mouth* terhadap keputusan pembelian konsumen mie ayam Solo bangsal Jember. *Jurnal Manajemen dan Bisnis Indonesia*, vol.4(2), 127-143.
- Isa, M., Mardalis, A., dan Mangifera, L. (2019). Analisis keputusan konsumen dalam melakukan pembelian makanan dan minuman di warung hik. *Daya Saing Jurnal Ekonomi Manajemen Sumber Daya*, vol.20(1), 44-51.
- Junaidi, J. S., dan Meirisa, F. (2021). Pengaruh promosi, harga, *word of mouth*, dan *layout* terhadap keputusan pembelian di supermarket diamond kota Palembang. *Publikasi Riset Mahasiswa Manajemen*, vol.3(1), 22-36.
- Kotler, P. dan G. Armstrong. (2012). *Prinsip-Prinsip Pemasaran 2*. Edisi Keduabelas. Erlangga. Jakarta.
- Kotler, P., dan G. Armstrong. (2018). *Prinsip-Prinsip Pemasaran*. Erlangga, Jakarta.
- Kuswibowo, C., dan Murti, A. K. (2021). Analisis pengaruh *brand image*, *promotion*, dan *electronic word of mouth* terhadap minat beli pada aplikasi *online shop*. *Jurnal Manajemen Industri dan Logistik*, vol.5(1), 53-61.
- Mangifera, L., Isa, M., dan Wajdi, MF. (2018). Faktor-faktor yang mempengaruhi konsumen dalam pemilihan kuliner di kawasan wisata alam Kemuning. *Jurnal Manajemen Dayasaing*, vol.20 (1), 18-23
- Miati, I. (2020). Pengaruh citra merek (*brand image*) terhadap keputusan pembelian kerudung deenay (studi pada konsumen gea fashion Banjar). *Abiwara : Jurnal Vokasi Administrasi Bisnis*, vol.1(2), 71-83.
- Mukholidah, S.I. (2018). Pengaruh *brand image* dan *word of mouth* pada keputusan pembelian (studi pada konsumen cafe cak cuk Surabaya). *Skripsi*, 1-103.
- Ningsi, W.P.W., dan Ekowati, S. (2021). Pengaruh promosi di media sosial dan *word of mouth* terhadap keputusan pembelian *skincare ms glow*. *Jurnal Manajemen Modal Insani dan Bisnis(JMMIB)*, vol.2(1), 50-57.
- Paputungan, P.R., Soegoto, A.S., dan Roring, F. (2018). Pengaruh promosi dan *word of mouth* terhadap keputusan pembelian di oriflame Manado. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, vol.6(4), 3703-3712.
- Rahmat. (2018). Pengaruh harga, kualitas produk, lokasi dan promosi terhadap keputusan pembelian keripik cinta air hitam langkat. *Journal of Chemical Information and Modeling*, vol.53(9), 1-67.

- Sabrina, M. (2017). Pengaruh pemasaran keterhubungan terhadap penggunaan ulang dan komunikasi dari mulut ke mulut, kualitas hubungan dan komitmen sebagai variabel mediasi. *Jurnal Agribisnis*, vol.12(2), 148-156.
- Sondakh, N.D., Tumbel, A. L., dan Djenmy, W. (2022). Pengaruh viral marketing, *brand image* dan harga terhadap keputusan pembelian kokumi Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, vol.10(4), 479-489.
- Soraya, N.C.T., dan Marlina, N. (2020). Pengaruh *word of mouth* dan kualitas produk terhadap keputusan pembelian di rumah makan bebek sinjay Bangkalan. *Jurnal Penelitian Ilmu Manajemen*, vol.5(3), 173-182.
- Sukmawati, N., & Ekasasi, S.R. (2020). Pengaruh gaya hidup, kualitas produk, dan promosi terhadap keputusan pembelian produk makanan sehat soyjoy. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, vol.1(1), 17-28.
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta, Bandung.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Yoeliastuti, Y., Darlin, E., dan Sugiyanto, E. (2021). Pengaruh citra merek, harga dan promosi terhadap keputusan pembelian melalui aplikasi penjualan online shopee. *Jurnal Lentera Bisnis*, vol.10(2), 212-223.