



The Influence of Brand Image and Promotion on Product Purchase Decisions Smartphone Samsung Brand at Gion Cell West Bandung Store

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ABSTRACT

This research is quantitative research at the Gion Cell Store in West Bandung. Researchers determined several concepts, namely brand image and promotion as independent variables, and purchasing decisions as the dependent variable. The sample in this study was 85 respondents, using the method Purposive Sampling which aims to obtain information that is relevant and available only from certain groups. Hypothesis testing shows that promotional variables and brand image have a positive effect on purchasing decisions. This is indicated by the obtained t count for all variables greater than the t table 1.989318557. Meanwhile, for the F test, the calculated F is greater than the F table 3.107891302. The results of this research show that promotion and brand image have a significant influence on purchasing decisions with an influence of 96.8%

INTRODUCTION

Along with the development of the business world, the never-ending competition requires companies to always be creative and innovative in order to survive in product and service competition. Marketing involves the activity of estimating consumer demand and product flow activities in the form of goods or services from producers to consumers, based on the fact that marketing success in a business will be determined by product innovation.

Companies must be able to create a brand that is unique and memorable for consumers. So that product brands are easy to remember and develop their own brand image in the minds of consumers, to be successful in today's competition, companies must be customer-oriented, win customers from competitors and build loyalty by providing satisfaction to consumers.

Promotion is said to influence consumers' decisions to buy products. Promotion is needed to achieve the company's vision and mission, namely obtaining large profits. Promotion is the activity of introducing and persuading consumers about the advantages of a product in order to encourage them to buy the product.

Improving brand image and promotion is important for the development of a business, with brand image and promotion, consumer satisfaction will be created so that the company can then analyze and evaluate its business development.

As technology continues to develop, competition in the smartphone industry in the world is now becoming increasingly fierce. New smartphone companies are emerging and ready to compete. Smartphone companies have been around for a long time. Smartphone companies are growing rapidly, so consumers have many choices regarding product brands for smartphones. Countless consumer choices involve smartphone products, forcing companies to create products that have more advantages than other brand products. In Indonesia, smartphone users are increasing, so companies are competing to supply smartphone products for the Indonesian people and are competing to create and offer various types of products with different innovations so that they have a more competitive advantage over competitors.

Samsung brand smartphones have a good image in the eyes of consumers. Once they hear or see a Samsung brand smartphone product, consumers will definitely consider the product to be of higher quality than other smartphone products. Samsung's strategy is to gain a good image in the eyes of consumers and be able to continue to innovate.

LITERATURE REVIEW

Brand Image

According to (Sangadji & Sopiah, 2013:327), defining image as amount impression, impression, and confidence that someone has to something object. Brand image related with attitude in the form of confidence and preferences to something brand.

According to (Sangadji & Sopiah, 2013:328), dimensions brand image that is: 1) Brand Association; 2) Support Brand Association; 3) Strength Brand Association; and 4) Uniqueness Brand Association.

H1: There is an influence of brand image on purchasing decisions for Samsung brand smartphone products at the Gion Cell outlet in West Bandung.

Promotion

According to (Suparyanto & Rosad, 2015:173), promotion is one of the marketing mix. Promotion is important for a company, promotional activities are the spearhead of target market acceptance of a product. Many potential consumers do not want to accept a product before receiving a promotional mix from the company.

According to (Suparyanto & Rosad, 2015:174), promotion dimensions include: 1) Personal Selling; 2) Advertising; 3) Sales Promotion; and 4) Public Relations and Publicity.

H2 : There is an influence of promotion on purchasing decisions for Samsung brand smartphone products at the Gion Cell outlet in West Bandung.

Purchase Decisions

According to (Kotler & Amstrong, 2016:177), purchasing decisions are part of consumer behavior which is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

According to (Kotler & Amstrong, 2016:188), the dimensions of purchasing decisions are: 1) Product Choice; 2) Brand Choice; 3) Dealer Choice; 4) Number of Purchases or Quantity (Purchase Amount); 5) Purchase Timing; and 6) Payment Method.

H3: There is an influence of brand image and promotion on purchasing decisions for Samsung brand smartphone products at the Gion Cell outlet in West Bandung.

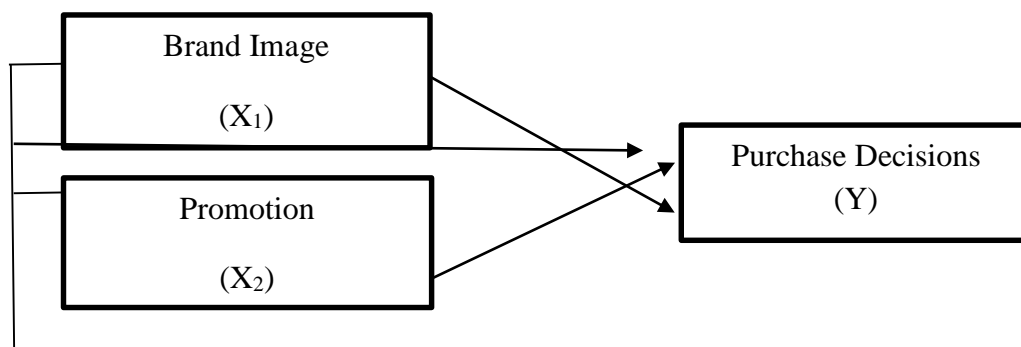


Figure 1. Research paradigm

METHODOLOGY

Research Design

The writers of this study employed quantitative research techniques together with descriptive and associative methodologies. (Sugiyono, 2017, p. 8) claims that quantitative research methods can be understood as positivist-based research techniques that are used to study particular populations or samples, collect data using research instruments, and analyze that data using quantitative statistics in order to test predetermined hypotheses.

According to (Sugiyono, 2017, p. 35) Descriptive research is a type of research that looks for the presence of independent variables – either one or many (stand-alone variables) – without comparing the variables to one another or searching for links between them. The purpose of using descriptive methods in this study aims to see or identify the description and conditions regarding related variables, namely service quality, consumer confidence, and usage interest.

Meanwhile, according to (Sugiyono, 2017, p. 37) In order to ascertain the association between two or more variables, associative research formulates its study problems. In this study, associative methods are being used to examine the connections between service quality indicators, consumer confidence, and use interest.

Population and Sampling Technique

Population

According to (Soedibjo, 2013: 125), population can be defined as a collection of subjects or measurements of the problem to be studied. The population in this research is all 560 customers of Samsung brand smartphone products at Gion Cell outlets, taken from sales data from November 2021 to October 2022.

Sample

According to (Soedibjo, 2013:126), sample is part of population. Sample containing subject or members selected from population. Whereas subject are members sample as case elements in population (Soedibjo, 2013:127).

For technique withdrawal sample, writer use method purposive sampling which is intended for obtain relevant information and available just from the group-group certain.

According to (Soedibjo, 2013:137), type purposive sampling or also called sampling which is based on certain objectives, is carried out limited to certain people who can provide the information needed, whether because these people are the only ones who have that information or they meet the criteria set by the researcher.

Operational Variables

According to Soedibjo (2013: 59), operationalization is one step after we form a concept and is a process to compensate for what is called an operational definition. An operational definition is a concrete or specific definition of the concept or construct to be measured. Operational definitions are derived based on the behavioral dimensions, phases, or traits possessed by a concept.

Table 1. Variable Operationalization

Variable	Variable Definition	Dimension	Indicators	Scale	Item No.
Brand Image (X ₁)	According to Sangadji & Sopiah (2013: 327), defining image as the number of images, beliefs, and beliefs that a person has in an object. This image relates to attitudes, behaviors, and preferences towards a brand.	Brand Association	<ul style="list-style-type: none"> Perceived Specification Brand Personality 	Ordinal	1
		Association Involvement	<ul style="list-style-type: none"> Consumer Response Brand Evaluation 		3
		Brand Association Strength	<ul style="list-style-type: none"> Ease of Recall for Consumers Spontaneously Remembered by Consumers 	Ordinal	6
		Brand Association Uniqueness	<ul style="list-style-type: none"> Product Characteristics Product Design 		7
Promotion (X ₂)	According to (Suparyanto & Rosad, 2015: 173), promotion is one of the marketing mix. Promotion is important for a company, promotional activities are the spearhead of acceptance of a product's target market. Many potential consumers do not want to accept a product before receiving the promotional mix from it Company.	Personal Selling	<ul style="list-style-type: none"> Providing Subscription Consultation Serving Subscribers 	Ordinal	1
		Advertising	<ul style="list-style-type: none"> Electronic Media Print Media 		3
		Sales Promotion	<ul style="list-style-type: none"> Discounts Sample Products 	Ordinal	6
		Public Relations and Publicity	<ul style="list-style-type: none"> Community Service Consumer Care 		7
				Ordinal	8

Variable	Variable Definition	Dimension	Indicators	Scale	Item No.
Purchase Decisions (Y)	According to Suparyanto & Rosad (2015:173), promotion is one of the marketing elements. Promotion is crucial for every company because promotional activities help convey messages to a specific target market about the product. Many potential consumers may not be familiar with the product directly, so they receive promotional information only from the company itself.	Product Choice	<ul style="list-style-type: none"> • Product Beauty Need • Expectations of Benefits 	Ordinal	1 2
		Brand Choice	<ul style="list-style-type: none"> • Ease of Product Information • Reliable Brand 	Ordinal	3 4
		Dealer Choice	<ul style="list-style-type: none"> • Affordable Price • Availability of Comprehensive Goods 	Ordinal	5 6
		Purchase Amount	<ul style="list-style-type: none"> • Preparedness for Various Products • Anticipation of Consumer Desires 	Ordinal	7 8
		Purchase Timing	<ul style="list-style-type: none"> • Bulk Purchasing • Purchase Timing 	Ordinal	9 10
		Payment Method	<ul style="list-style-type: none"> • Cash Payment • Transfer Payment 	Ordinal	11 12

Source: Created by Researchers, 2023

RESULTS

Descriptive Analysis Results

Based on findings from a study that involved giving questionnaires to 85 participants. There is a standard weight value to describe the data that has been collected. The resulting standard weight value is as follows:

Table 2. Standard Weight Value

Weight Value	Category
85 - 152	Not very good
153 - 220	Not good
221 - 288	Good enough
289 - 356	Good
357 - 424	Very good

Source: Process Data, 2023

Table 3. Results of Descriptive Analysis of Respondents' Responses to Brand Image Variables (X1)

Dimensions and Indicators	Respondents' Responses										Actual Score	
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Brand Association												
X 1.1	33	165	19	76	26	78	7	14	0	0	333	
X 1.2	49	245	9	36	27	81	0	0	0	0	362	
Average Dimensions											347,5	
Brand Association Support												
X 1.3	36	180	39	156	10	30	0	0	0	0	366	
X 1.4	33	165	18	72	26	78	8	16	0	0	331	
Average Dimensions											34 8.5	
The Power of Brand Association												
X 1.5	49	245	9	36	27	81	0	0	0	0	362	
X 1.6	47	235	36	144	2	6	0	0	0	0	385	
Average Dimensions											37 3.5	
Peculiarities of Brand Association												

X 1.7	43	215	17	68	25	75	0	0	0	0	358
X 1.8	59	295	8	32	18	54	0	0	0	0	381
Average Dimensions											369,5
Total Actual Weight of Promotion Variables											2.878
Average Actual Weight of Promotion Variables											359.75

Source: Data Processed by Researchers, 2023

Based on the results of frequency distribution and weighting described above, the average value in the entire dimension is 359.75 where the value is included in the interval 357-424 which is included in the very good category. This means that the Brand Image variable is included in the very good category.

Table 4. Results of Descriptive Analysis of Respondents' Responses to Promotion Variables (X2)

Dimensions and Indicators	Respondents' Responses										Actual Score
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		
	F	B	F	B	F	B	F	B	F	B	
Private Selling											
X 2.1	59	295	8	32	18	54	0	0	0	0	381
X 2.2	34	170	25	100	26	78	0	0	0	0	348
Average Dimensions											364.5
Advertising											
X 2.3	51	255	16	64	18	54	0	0	0	0	373
X 2.4	36	180	39	156	10	30	0	0	0	0	366
Average Dimensions											369,5
Sales Promotion											
X 2.5	33	165	19	76	26	78	7	14	0	0	333
X 2.6	49	245	10	40	26	78	0	0	0	0	363
Average Dimensions											348
Public Relations and Publicity											
X 2.7	41	205	40	160	4	12	0	0	0	0	377
X 2.8	36	180	40	160	9	27	0	0	0	0	367
Average Dimensions											372
Total Actual Weight of Brand Image Variables											2.908
Average Actual Weight of Brand Image Variables											363,5

Source: Data Processed by Researchers, 2023

Based on the results of frequency distribution and weighting described above, the average value in the overall dimension is 363.5 where the value includes the weighting criteria in the interval 357-424 which is included in the very good category. This means that the Promotion variable is included in the very good category.

Table 5. Results of Descriptive Analysis of Respondents' Responses to Purchasing Decision Variables (Y)

Results Dimensions and Indicators	Respondents' Responses										Actual Score
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		
	F	B	F	B	F	B	F	B	F	B	
Product Selection											
Y.1	49	245	10	40	26	78	0	0	0	0	363
Y.2	33	165	19	76	26	78	7	14	0	0	336
Average Dimensions											349.5
Brand Selection											
Y.3	41	205	40	160	4	12	0	0	0	0	377
Y.4	24	120	44	176	17	51	0	0	0	0	347
Average Dimensions											362
Choice of Reseller Place											
Y.5	50	250	33	132	2	6	0	0	0	0	388
Y.6	33	165	19	76	26	78	7	14	0	0	333
Average Dimensions											360.5
Purchase Amount											
Y.7	41	205	34	136	10	30	0	0	0	0	371
Y.8	44	220	31	124	10	30	0	0	0	0	374
Average Dimensions											372.5
Time of Purchase											
Y.9	49	245	10	40	26	78	0	0	0	0	363
Y.10	36	180	39	156	10	30	0	0	0	0	366
Average Dimensions											364,5
Payment Methods											
Y.11	33	165	25	100	27	81	0	0	0	0	346
Y.12	51	255	16	64	18	54	0	0	0	0	373
Average Dimensions											359,5

Total Actual Weight of Promotion Variables	4.337
Average Actual Weight of Promotion Variables	361,42

Source: Data Processed by Researchers, 2023

Based on the results of frequency distribution and weighting described above, the average value in the overall dimension is 361.42 where the value includes the weighting criteria in the interval 357-424 which is included in the very good category. This means that the Purchase Decision variable is included in the very good category.

The Influence of Brand Image on Samsung Smartphone Product Purchase Decisions at Gion Cell West Bandung Outlet

Analysis of the influence of Citra Merek variable (X 1) on purchasing decisions (Y) at Gion Cell West Bandung Outlet was obtained based on the output of IBM SPSS software version 23. The following are the results of the influence of brand image on purchasing decisions below:

Table 6. Brand Image Variable Path Analysis of Purchasing Decisions Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5,651	,918		6,159	,000
1 BRAND	,215	,055	,168	3,886	,000
IMAGE					
PROMOTIO	1,112	,058	,831	19,183	,000
N					

a. Dependent Variable: PURCHASE DECISION

Source: SPSS Software Output Results, 2023

Analysis of the influence of Citra Merek variable (X 1) on purchasing decisions (Y) at Gion Cell West Bandung Outlet was obtained based on the *output of IBM SPSS software version 23*. The following are the results of the influence of brand image on purchasing decisions.

Table 7. Brand Image Variable Path Analysis of Purchasing Decisions
Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5,651	,918		6,159	,000
1 BRAND	,215	,055	,168	3,886	,000
IMAGE					
PROMOTION	1,112	,058	,831	19,183	,000

a. Dependent Variable: PURCHASE DECISION

Source: Primary Data Processing Results (2023)

In the *Output Standardized Coefficients*, it can be obtained between X_1 and Y of 0.168 this means that the Brand Image variable is 16.8%. If calculated the direct influence between Brand Image variables on purchasing decisions can be seen in the following calculation.

1. Direct Influence of Brand Image Variables on Purchasing Decisions

$$= P_{y1x1} \times P_{y1x1}$$

$$= 0.168 \times 0.168$$

$$= 0.028224$$

$$= 0.028224 \times 100\%$$

$$= 2.82 \%$$

Based on the results of the calculation above, it can be seen that the direct influence of brand image variables on purchasing decisions at Gion Cell West Bandung Outlets is 2.82%.

2. Indirect Influence of Brand Image Variables on Purchasing Decisions

Indirect influence is obtained by first finding the correlation value between the Brand Image variable (X_1) and the Promotion variable (X_2) obtained at 0.890. This correlation value is based on the calculation of the correlation coefficient as presented in the table below.

Table 8. Brand Image Variable Value (X1) with Promotion (X2)

		BRAND IMAGE	PROMOTI ON	PURCHASING DECISION
BRAND IMAGE	Pearson Correlation	1	,890**	,908**
	Sig. (2-tailed)		,000	,000
	N	85	85	85
PROMOTION	Pearson Correlation	,890**	1	,981**
	Sig. (2-tailed)	,000		,000
	N	85	85	85
PURCHASIN G DECISION	Pearson Correlation	,908**	,981**	1
	Sig. (2-tailed)	,000	,000	
	N	85	85	85

Source: Primary Data Processing Results (2023)

Based on the output above, the indirect influence is as follows.

$$\begin{aligned}
 &= P_{y1x1} \times r_{y1x2} \times P_{y1x2} \\
 &= 0,168 \times 0,890 \times 0,831 \\
 &= 0,12425112 \times 100\% \\
 &= 12,43\%
 \end{aligned}$$

Based on the results of the calculation above, it can be seen that the indirect influence of the Brand Image variable on purchasing decisions at Gion Cell West Bandung Outlets is 0.12425112 or 12.43%.

3. Total Brand Image Influence

Then based on the calculation results of direct influence and indirect influence, the calculation of total influence is as follows.

$$\begin{aligned}
 &= (P_{y1x1} \times P_{y1x1}) + (P_{y1x1} \times r_{y1x2} \times P_{y1x2}) \\
 &= 0,028224 + 0,12425112 \\
 &= 0,15247512 \times 100\% \\
 &= 15,25\%
 \end{aligned}$$

This result can be analyzed that the path analysis for the Brand Image variable on Purchasing Decisions at Gion Cell West Bandung Outlets is 0.15247512 or 15.25%.

Based on the previous calculation, it can be obtained that the Brand Image variable (X₁) on the Purchase Decision (Y) is partial whether there is a significant influence or not. It can be proven from the results of the t-test calculation that the author has done before, it is known that the calculated t value is 3.886 then the significance value (Sig. 000) when compared between the significance value (Sig.) and the Alpha value (= 0.05) then the significance value α (Sig.) is greater than the Alpha value, meaning that the Brand Image variable on Purchase Decisions has no influence because the significance value of the t-test calculation is greater compared to Alpha value.

Based on the provisions stated earlier, where obtained t_{count} of 3.886 and free degree $(n-k-1)$ or $85-2-1=82$ obtained the number t table 1.989318557 obtained from calculations using *Microsoft Excel* with the formula $=TINV(0.05,82)$ so that $t_{calculate} > t_{table}$. This means H_0 that it is rejected and H_1 accepted, so there is an influence between brand image variables on purchasing decisions.

The Influence of Promotion on the Purchase Decision of Samsung Smartphone Products at Gion Cell West Bandung Outlet

Analysis of the effect of Promosi variable (X_2) on purchasing decision (Y) at Gion Cell West Bandung Store was obtained based on *IBMSPSS version 23* software output. The following are the results of the influence of promotions on purchase decisions.

Table 9. Analysis of Promotion Variable Paths to Purchase Decisions Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5,651	,918		6,159	,000
1 BRAND	,215	,055	,168	3,886	,000
IMAGE					
PROMOTION	1,112	,058	,831	19,183	,000

a. Dependent Variable: PURCHASE DECISION

Source: Primary Data Processing Results (2023)

In *Output Standardized Coefficients*, an effect between X_2 and Y of 0.831 can be obtained this means that the promotion variable is 83.1%. If calculated the direct influence between promotional variables on purchasing decisions, it can be seen in the following calculation.

1. Direct Influence of Promotion Variables on Purchase Decisions

$$\begin{aligned}
 &= P_{y1x2} \times P_{y1x2} \\
 &= 0.831 \times 0.831 \\
 &= 0.690561 \\
 &= 0.690561 \times 100\% \\
 &= 69.05\%
 \end{aligned}$$

Based on the results of the calculation above, it can be seen that the direct influence of promotional variables on purchasing decisions at the Ciroyom Bandung Early Cosmetics Store is 69.06%.

2. The Effect of No Promotion Variables on Developmental Decisions

Indirect influence is obtained by first finding the correlation value between the Brand Image variable (X_1) and the Promotion variable (X_2) obtained at 0.890. This correlation value is based on the calculation of the correlation coefficient as presented in the table below.

Table 10. Correlation Value between Promotion Variable (X2) and Brand Image (X1)

		BRAND IMAGE	PROMOTION	PURCHASING DECISION
BRAND IMAGE	Pearson Correlation	1	,890**	,908**
	Sig. (2-tailed)		,000	,000
	N	85	85	85
PROMOTION	Pearson Correlation	,890**	1	,981**
	Sig. (2-tailed)	,000		,000
	N	85	85	85
PURCHASING DECISION	Pearson Correlation	,908**	,981**	1
	Sig. (2-tailed)	,000	,000	
	N	85	85	85

Source: Primary Data Processing Results (2021)

Based on the output above, the indirect influence is as follows.

$$\begin{aligned}
 &= x \times P_{y1x2} r_{y1x2} P_{y1x1} \\
 &= 0.831 \times 0.890 \times 0.168 \\
 &= 0.12425112 \times 100\% \\
 &= 12.43\%
 \end{aligned}$$

Based on the results of the calculation above, it can be seen that the indirect influence of promotional variables on purchasing decisions at the Ciroyom Bandung Early Cosmetics Store is 0.12425112 or 12.43%.

3. Total Promotion Effect

Then based on the calculation results of direct influence and indirect influence, the calculation of total influence is as follows.

$$\begin{aligned}
 &= (x) + (x \times x) P_{y1x2} P_{y1x2} P_{y1x2} r_{y1x2} P_{y1x1} \\
 &= 0.690561 + 0.12425112 \\
 &= 0.81481212 \\
 &= 0.81481212 \times 100\% \\
 &= 81.48\%
 \end{aligned}$$

This result can be analyzed that the path analysis for promotion variables on purchasing decisions at the Ciroyom Bandung Early Cosmetics Store is 0.81481212 or 81.48%.

Based on the previous calculation, it can be obtained that the Promotion variable (X₁) on the purchase decision (Y) is partial whether there is a significant influence or not. It can be proven from the results of the t-test calculation that the author has done before, it is known that the calculated t value is 19.183 then the significance value (Sig. 006) when compared between the significance value (Sig.) and the Alpha value (= 0.05) then the significance value (Sig.) is smaller than the Alpha value, meaning that the promotion variable on the purchase decision

has an influence because the significance value of the t-test calculation is smaller compared to Alpha value.

Based on the provisions stated earlier, where obtained t_{count} of 19.183 and free degree $(n-k-1)$ or $85-2-1=82$ obtained the number t table 1.989318557 obtained from calculations using *Microsoft Excel* with the formula $=TINV(0.05,82)$ so that $t_{calculate} > t_{table}$. This means H_0 that it is rejected and H_1 accepted, so there is an influence between promotional variables on purchasing decisions.

The Influence of Brand Image and Promotion on Samsung Smartphone Product Purchase Decisions at Gion Cell West Bandung Outlets

Based on the calculation results using *Output Software IBM SPSS Statistics version 23*, to determine whether the variables Brand Image and Promotion (*independent*) affect the Purchase Decision variable (*dependent*) together or simultaneously. The technique for obtaining calculation results is using the F test with the following results.

Table 11. Test Value F the Effect of Promotion Variables and Brand Image on Purchasing Decisions

ANOVA^a

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3110,534	2	1555,267	1244,766	,000 ^b
Residuals	102,455	82	1,249		
Total	3212,988	84			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), PROMOTION, BRAND IMAGE

Source: Primary Data Processing Results (2023)

From the table above, it is known that F_{count} 1244.766 and then the significance value (Sig. 000) when compared between the significance value (Sig.) with Alpha value ($\alpha = 0.05$) then the significance value α (Sig.) is smaller than the Alpha value, meaning that the brand image variable on purchasing decisions has an influence because the significance value of the t test calculation is smaller than the Alpha value.

Then the author tests the hypothesis with t, which has the following conditions.

- a. H_0 : rejected when $Sig F_{hitung} > F_{tabel}$ means that the independent variables together have a significant effect on the dependent variable.
- b. H_0 : accepted if $Sig F_{hitung} < F_{tabel}$ meaning that the independent variables together have no significant effect on the dependent variable.

Based on the provisions stated earlier, where obtained F_{count} of 1244.766 and free degree $(n-k-1)$ or $85-2-1=82$ obtained the number F table 3.107891302 obtained from calculations using *Microsoft Excel* with the formula $=FINV(0.05,2,82)$ so that $F_{calculate} > F_{table}$. This means that H_0 it is rejected and accepted, H_1 then promotion variables and brand image variables have a significant influence on purchasing decisions.

Next, looking for how much influence the variables of Brand Image and Promotion on Purchasing Decisions obtained from the results of the correlation coefficient and determination coefficient based on the Output Software IBM SPSS Statistics version 23 with the following results.

Table 12. The Influence of Promotion and Brand Image on Purchasing Decisions (Based on the Value of the Correlation Coefficient R²)

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,984 ^a	,968	,967	1,11779	2,129

a. Predictors: (Constant), PROMOTION, BRAND IMAGE

b. Dependent Variable: PURCHASE DECISION

Source: Primary Data Processing Results (2023)

Based on the table above, it can be seen that the value of the correlation coefficient is 0.984 and the value of the coefficient of determination (R²) is obtained a value of 0.968 or 96.8%, meaning that there is an influence between the variables of Brand Image and Promotion on Purchasing Decisions and the remaining 3.2% influenced by other variables that the researchers did not involve in this study. The value of the coefficient of determination is also known from the total influence between the Brand Image variable on Purchase Decision and the Promotion variable on Purchase Decision, namely: $0.15247512 + 0.81481212 = 0.96728724$. This means that there is an influence between Brand Image and Promotion variables on Purchase Decisions of 0.96728724 or 96.8%, while the rest is influenced by other variables that researchers did not involve in this study.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The conclusions of the research results based on the results and discussion in the previous chapter are as follows:

- 1) Brand Image at Gion Cell West Bandung Outlet is included in the good category. This is based on the results of the frequency distribution and weighting described earlier, the average value on the entire dimension is 359.75 where the value is included in the interval 357-424 which is included in the very good category. This means that the Brand Image variable is included in the good category. Then it is known that the indicator that is below average is found in indicator X1.4 regarding the assessment of brands on Samsung smartphone products.
- 2) Promotion at Gion Cell West Bandung Outlet is included in the very good category. This is based on the results of the frequency distribution and weighting described earlier, the average value on the entire dimension is 363.5 where the value includes the weighting criteria in the interval 357-424, which is included in the very good category. This means that the Promotion variable includes in the very good category. Then it is known

that the indicator that is below average is found in indicator X2.5 regarding discounts on Samsung smartphone products.

- 3) Purchasing Decisions at Gion Cell West Bandung Outlets are included in the very good category. This is based on the results of the frequency distribution and weighting described earlier, the average value on the entire dimension is 361.42 where the value includes the weighting criteria in the interval 357-424, which is included in the very good category. This means that the Purchase Decision variable is included in the very good category. Then it is known that the indicator that is below average is found in the Y.6 indicator regarding the complete inventory of goods on Samsung smartphone products.
- 4) There is an influence of Brand Image on the Purchase Decision of Samsung Smartphone products at Gion Cell West Bandung Outlet. This is based on the results of direct influence of 2.82%, indirect influence of 12.43%, and total brand image influence of 15.25%.
- 5) There is a Promotion influence on the Purchase Decision of Samsung Smartphone products at Gion Cell West Bandung Outlet. This is based on the results of direct influence of 69.05%, indirect influence of 12.43%, and total influence of promotion of 81.48%.
- 6) There is an Influence of Brand Image and Promotion on the Purchase Decision of Samsung Smartphone products at Gion Cell West Bandung Outlet. This is based on the results (R²) obtained a value of 0.968 or 96.8% according to the calculation results of the path analysis of the total influence of Brand Image and Promotion variables, namely: $0.15247512 + 0.81481212 = 0.96728724$. This means that there is an influence between Brand Image and Promotion variables on Purchase Decisions of 0.96728724 or 96.8%, while the rest is influenced by other variables that researchers did not involve in this study.

Recommendations

The suggestions that the author can convey based on the results of research and conclusions that have been explained earlier, as follows.

1. There are still low indicators on brand image variables, namely regarding the specifications felt on Samsung Smartphone products, therefore Gion Cell West Bandung outlets should pay more attention to brand image so that consumers are more interested in buying Samsung smartphone products with even better specifications.
2. There are still low indicators on the Promotion variable, namely regarding discounts on Samsung Smartphone products, therefore it is better for Gion Cell West Bandung Outlets to pay more attention to discounts, so that consumers have good buying interest to use Samsung Smartphone products.
3. There are still low indicators on the variable of purchasing decisions, namely regarding trusted brands when buying Samsung Smartphone products, therefore Gion Cell West Bandung Outlets should pay more attention to brand choices so that purchase satisfaction increases.
4. Based on the results of the study, it was found that the influence of promotion on purchasing decisions was 3.2%, so the author suggested that Gion Cell

West Bandung Outlet improve brand image and promotion of purchasing decisions from consumers, such as increasing advertisements and applying discounts.

FURTHER STUDY

Researchers are aware of the various flaws in this study, and they are of the opinion that more research on the effects of service quality, client confidence, and usage interest is still required.

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