

Perceptions About Brand Image and Promotion on Consumer Purchase Decisions in the Indonesian Home Education Parenting Program at Pt Naruna Karya Bersama

Kafita Yogi Noviansyah^{1*}, Mentari Clara Dewanti²

Faculty of Economics and Business, UPN "Veteran" East Java

Corresponding Author: Kafita Yogi Noviansyah kafitayogi@gmail.com

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ABSTRACT

This research aims to determine perceptions regarding "Brand Image and Promotion on Consumer Purchasing Decisions in the Indonesian Parenting Home Education Program at PT Naruna Karya Bersama". The research method uses qualitative methods with data collection techniques used in this research, namely observation and interviews. The results of this research explain that the perception of brand image and promotion on consumer purchasing decisions in the Home Education Indonesia parenting program is very positive. This is based on interviews conducted with consumers, namely with school principals, teachers and parents who explained that this parenting activity really helped increase their knowledge and made them aware of how to care for children properly and correctly.

INTRODUCTION

One of the fastest growing Southeast Asian countries is Indonesia. The growth of the Indonesian market attracts foreign investors and companies, increasing competition in various economic sectors. Indonesia has many sectors, including manufacturing, agriculture, mining, financial services, e-commerce, and many more, so there is competition in various fields. This industrial diversification causes competition in various industries in Indonesia which is very competitive. To compete in this diverse and dynamic market, businesses must have the ability to adapt, innovate and offer added value to their customers. Healthy business competition can also encourage innovation and improve the quality of products and services, which will ultimately benefit consumers.

Businesses try their best to survive in the market in a perfectly competitive market (Chew pik yin, Yazdanifard, 2014). The goal of marketing is to fulfill the needs and desires of target consumers (Yusuf et al., 2019). Many companies still do not realize the importance of branding in short-term and long-term competition. Implementing strategies in brand marketing is a general approach to promoting a company's brand and making it clearly visible. If a company's branding strategy is defined and implemented correctly, a company can achieve significant results in promoting its brand and making it clearly visible (Acai, 2022).

In the era of globalization and increasingly fierce commercial competition, brand image has become a key factor in differentiating ourselves and winning the hearts of consumers. Brand image reflects consumer perceptions of a brand or company and has a significant influence on purchasing decisions, customer loyalty and brand value. This means that companies need to work harder to increase their market share by creating the latest innovations and maximizing existing resources. However, the company does not just create quality products, but also makes efforts so that the products it produces can make an impression in the minds of consumers (Yunaida, E. 2018)

One way for products to be easily recognized by consumers is by creating a good brand image for the products offered. Brand image is a differentiator between one product and other products in a particular product category. Brand image is a strategic function for companies to enter an increasingly competitive market. Brand image tends to create a good image of the product and explain its positive characteristics in order to influence consumers' emotions and feelings.

Brand image was created by many marketing experts and consumer researchers throughout time. Brand image refers to the perceptions, opinions and relationships that customers and stakeholders have towards a particular

brand. This image is built on the customer's experience with the brand, including the quality of the product or service, the value represented by the brand, the brand's image in the market, and communications.

PT. Naruna Karya Bersama was born starting from the social phenomenon of families in Indonesia with lots of divorce, domestic violence (domestic violence), sexual harassment and poverty. From there we move to establish a company that is a family friend that is able to bring the family education, character, skills and prosperity. PT Program. There are four Naruna Karya Bersama, namely Naruna online shop, content creation, halo takmir and home education Indonesia. This research focuses on the Indonesian home education work program which was carried out for the purpose of finding out the influence of the parenting program on child care patterns in kindergartens in Surabaya in 2023 on PT's brand image. Naruna Karya Bersama. The way PT Naruna Karya Bersama builds a Brand Image is by developing a Brand Image by building a strong brand identity with clear company values, apart from that, PT. Naruna Karya Bersama also carries out offline marketing, namely through service presentations which will be promoted at every IGTKI (Indonesian Kindergarten Teachers Association) meeting, and through testimonials and reviews, namely when there is a parenting roadshow there will be a questionnaire distribution session where the questionnaire contains positive reviews after attending the parenting roadshow and also short interview testimonials with kindergarten teachers and several student parents. With several methods above in building a Brand Image at PT. Naruna Karya Bersama has had a positive influence on attracting kindergartens in Surabaya to collaborate with PT. Naruna Karya Bersama.

The purpose of this research is to collect and analyze data related to perceptions about brand image and promotions on consumer purchasing decisions in the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama.

LITERATURE REVIEW

Brand Image

Consumers have certain perceptions about certain product brands when they remember that brand. This is known as brand image. One of them, according to experts, is Kotler & Keller (2016) in Saragih et al. (2015) argue that a brand is formed when customers have the ability to differentiate goods from the same seller or group of sellers. Brand strengths, challenges and brand building costs are identified with what the company has to pay for the brand (Meliantari, 2023). It is expected that customers will be confused because many products have the same purpose and compete in the same market, this is what

differentiates products of the same brand. Every business must now have a recognized brand, which shows that branding is an important part of marketing. According to Peter in Elfving-hwang (2016), brands can be implanted in the minds of customers and are able to create good associations.

According to Eli Achmad Mahiri (2020), Brand image reflects a product, consumers see brand image as an important element that encourages consumers to buy the product. The better the brand image attached to the product, the more likely consumers are to buy the product. There are several advantages of a positive brand reputation, namely: 1) Customers who have a positive perception of a brand are more likely to buy that product; 2) Companies can develop new product lines by capitalizing on positive perceptions about existing product brands; and 3) If a positive brand reputation allows the implementation of family branding and leverage branding policies.

Promotion

Promotion, or branding, is one of the most important ways to run a business, no matter whether it is large, small, or retail. Being able to provide additional value to potential customers in an increasingly competitive market is part of an effective brand recognition strategy. Indicate plans for advertising, publicity, internet, sales through salespeople, and sales promotions (Marissa Grace Haque-Fawzi et al., 2022).

In the marketing mix, promotions "help encourage purchases, disseminate information, and influence the purchasing decision process." as stated by Iřoraitė (2016). Promotion is "any marketing activity that seeks to persuade, buy, disseminate information, influence, remind the target market of a company and its products to increase the possibility that the target market will accept, and remain loyal to, the products offered by the company in question.

Purchase Decision

According to (Asrizal Efendy Nasution et al., 2019), one important aspect of consumer behavior is purchasing decisions. Every decision-making process always produces a final choice. It is considered the result or output of a mental or cognitive process that results in a decision about what to do. The output can be in the form of actions (actions) or opinions.

Purchasing decision analysis analyzes how buyers behave during the purchasing process to satisfy their wants and needs. Buyers buy and use goods, services, concepts, and experiences, and then resell them to meet their wants and needs. This kind of behavior can occur in individuals and groups. The buyer's level of satisfaction with the goods or services they purchased determines whether they will contact the seller again (Harahap et al., 2018; Kotler & Keller, 2016). The customer purchasing process usually consists of five

steps: (1) Identifying wants or needs; (2) Looking for information about products; (3) Assess alternative products; (4) Making a decision to buy; and (5) Act after purchase: evaluate or repeat purchase.



Figure 1. Conceptual Framework

METHODOLOGY

This research uses a qualitative descriptive study method in the form of written or spoken words from informants with an interpretive paradigm. According to Gunawan (2013:56-57) in Zulfi (2016) interpretive theory is aimed at understanding human life or interpreting meanings. Qualitative research is a type of research that investigates the quality of relationships, activities, situations, or various materials (Fadli, M. R. 2021). Meanwhile, according to Yuliani, W. (2018), descriptive research is a type of research that aims to find facts through the use of appropriate interpretations. . The data collection techniques used in this research are observation and interviews. Where the subjects of this research are the principals of kindergarten schools in Surabaya and the guardians of kindergarten students in Surabaya.

Data collection begins with observation, which is a method of collecting information that involves observing and documenting behavior, events or phenomena directly, without being directly involved or interacting with the research subject. The next stage is using data collection through interviews. This interview was conducted by the informant after attending a parenting event from start to finish.

Analysis of this research data was carried out by recording all information obtained from observations and interviews. Then, this information is interpreted and built based on the theory of the problem being studied, and then the researcher presents it in a qualitative descriptive manner.

RESEARCH RESULT

Based on the results of observations and interviews, the data obtained:

1. Perception of Brand Image:

- The results of the interviews showed that the majority of informants stated that they saw the brand image of the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama as very good and positive.
- The factors that most contribute to positive perceptions of the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama include service quality, reliability of the information provided, and program reputation.

2. Promotion and Consumer Engagement:

- The interview results show that the promotional strategy used in the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama increases consumer awareness by providing a positive impact.
- Promotion through presentations, testimonials or reviews and special discounts are considered the most effective in attracting consumer attention.

3. Consumer Purchase Decisions:

- The research results show that positive perceptions of brand image and promotional effectiveness in the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama greatly influence consumer purchasing decisions.
- The decision to purchase the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama includes several factors such as trust in the parenting program, promised educational benefits, and ease of registration.

DISCUSSION

Brand Image Perception of Consumers in the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama

Based on the results of observations and interviews, data was obtained that in general informants, namely kindergarten teachers and student guardians, perceive the brand image of the Home Education Indonesia parenting program as a parent-to-child education platform. The following are some of the basics of this perception.

1. Indonesian Home Education Parenting Program as a parent-to-child education platform

On average, informants said that Home Education Indonesia is an educational platform for parents and children, where this perception was obtained from one of the Surabaya Kindergarten Heads, namely Kindergarten Aisyiyah or Mrs. Ani, where informants after collaborating with Home Education Indonesia explained that Home Education Indonesia can provide education to parents of Aisyiyah Kindergarten students regarding good parenting for children. The results of these findings indicate that the informants' perceptions regarding brand image are in accordance with the objectives of Home Education Indonesia, namely that Home Education Indonesia is committed to being a partner for schools in providing education to parents of students regarding insight into the role of parents in shaping children's growth and development at home optimally. .

Apart from that, there were other informants who mentioned Home Education Indonesia as a platform for parent-to-child education. The informant was obtained from one of the parents of students at the Surabaya Kindergarten, namely Darussalam Kindergarten or Mrs. Anis, who said that the informant felt this parenting was helped and hoped for parenting education. This Home Education Indonesia can reach a wider reach again because this education is very necessary for parents now.

From the results of the research above, it can be concluded that the brand image of parenting activities from Home Education Indonesia has had a very positive impact on schools and also parents, where informants felt that these activities were very helpful and provided additional knowledge to informants regarding how to educate children at home properly and correctly.

2. Material for the Indonesian Home Education Parenting Program in Increasing Child Care Awareness

Regarding the material presented during parenting activities, schools also look at phenomena that often occur. One of them from Surabaya Kindergarten, Hidayatul Mustaqim Kindergarten, raised the parenting theme "Parenting Tips Without Shouting, Threats and Violence by Stimulating Child Growth and Development". After parenting was carried out, the Principal of the Hidayatul Mustaqim Kindergarten, Mrs. Nura, said that the material presented was very clear and enlightened the views about parenting, especially for the parents of the students. The informant also said that this activity attracted the enthusiasm of the parents of the Hidayatul Mustaqim Kindergarten students to take part in this activity. from start to finish

Apart from that, there was another informant from one of the parents of the Hidayatul Mustaqim Kindergarten students, namely Mrs. Riza. When interviewed, the informant stated that the material presented was very relevant and the method of delivery was very clear so it was very useful, especially in raising children without shouting or other violence that could have a bad impact on the child.

So from the results of the research above, it can be concluded that selecting material that suits the needs currently being faced, especially parents and providing clear material helps informants get encouragement in increasing awareness of child care. According to Aas et Al (2021), children's growth and development is mainly influenced by the level of awareness of parents in educating their children. So, parental awareness can be measured if every parent carries out education regarding child care.

3. Credibility of the Indonesian Home Education Parenting Program in the eyes of consumers

The results of the interviews showed that on average the informants said they were very satisfied with these parenting activities. This data is confirmed by statements from various kindergarten school principals in Surabaya. One of the informants from the principal of An-Nur Kindergarten, namely Mrs. Khusnul Qowatim, gave the following statement:

“ while working with Home Education Indonesia, I was very happy because it had helped me and also our students' parents in the development of our sons and daughters. Thank you to Home Education Indonesia, always successful. Hopefully in the future we can continue to work together “

Where the statement above explains that the informant is satisfied and it is possible that there will be further collaboration with Home Education Indonesia in carrying out parenting activities. So, it can be concluded that the credibility of the Home Education Indonesia parenting program in the eyes of consumers is very positive.

Consumer Perceptions Regarding Promotions on Consumer Purchasing Decisions in the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama

In the results of interviews with several kindergarten school principals in Surabaya, it was explained that the perception of the school deciding to collaborate with PT Naruna Karya Bersama was that there was encouragement and awareness of the school regarding the rampant violence against children and the lack of knowledge of parents about how to educate children properly and correctly. This data was obtained from the many kindergarten schools in Surabaya that collaborate with PT Naruna Karya Bersama in one of its

programs, namely the Parenting Home Education Indonesia Program. Where kindergarten principals and parents also feel satisfied with this parenting program. So, it can be concluded that consumer perceptions regarding promotions regarding purchasing decisions for the Home Education Indonesia parenting program are considered positive in the eyes of consumers.

CONCLUSIONS AND RECOMMENDATIONS

The results of the research and discussion show that customer perceptions of brand image and promotion have a significant influence on their decision to participate in the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama. Building and maintaining a positive brand image and implementing effective promotions can be important methods for increasing customer engagement in the program.

On consumer perceptions about brand image and promotion of consumer purchasing decisions in the Home Education Indonesia parenting program at PT Naruna Karya Bersama is a platform for parent-to-child education and awareness of mindsets towards parenting. This is illustrated by the video testimonials or reviews that have been submitted to Home Education Indonesia after participating in parenting activities. Consumers feel the impact after participating in this parenting activity and it opens consumers' minds regarding awareness in raising children.

It can be concluded from this interview that parenting activities to educate parents are very necessary to provide knowledge and insight into how to care for children properly and correctly, especially when the child is at home. Because in fact, children spend the most time at home with their parents.

ADVANCED RESEARCH

For further research, it is recommended to learn more about certain things that influence customer perceptions of brand image and determine the most effective type of promotion for the Indonesian Home Education Parenting Program at PT Naruna Karya Bersama. Further research can also consider consumer psychological aspects and other factors that might influence consumer purchasing decisions.

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We hope that this research can provide positive benefits and contributions to the development of science and practice in related fields. We hope that this collaboration can continue to develop in the future. Thank you again for all your help and cooperation.

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