

Influence of Product, Promotion & Brand Image on the Purchase Decision of Polytron AC in Sukarami District

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Abstract

The formulation of the problem in this study 1. Is there an influence of product, promotion and brand image on the purchasing decision of Polytron Ac in Sukarami District. 2. Is there an influence of product influence on the purchasing decision of Polytron ac in Sukarami sub-district 3. Is there any influence of promotion on the purchasing decision of polytron ac in Sukarami sub-district 4. Is there an influence of brand image on buying decision of polytron ac in Sukarami sub-district? This type of research is associative. The sample used was 100 residents in the Sukarami sub-district using a purposive sampling technique. The data used in this study are primary and secondary data. The data collection method used is through a questionnaire (questionnaire) and documentation. The data analysis technique used is Multiple Linear Regression Analysis. The results of this study indicate 1. There is an influence of product, promotion and brand image on purchasing decisions for Polytron Ac in Sukarami District. 2. There is an influence of the product on the purchasing decision of Polytron Ac in Sukarami District 3. There is an Influence of Promotion on the Purchase Decision of Polytron Ac in Sukarami District 4. There is an Influence of Brand Image on the Purchase Decision of Polytron Ac in Sukarami District.

Keywords: product, promotion, brand image, purchase decision.

1. Introduction

Every company was founded with the aim of one of the company's goals is to increase the level of profits or company profits. The level of profit can be maintained if the company can maintain and increase its sales, one of which is through seeking and developing customers. Marketing activity is a very important and influential factor for the company, for that the marketing department must have a solid strategy in seeing the opportunities or opportunities that exist, so that the company's position in the market can be maintained and at the same time it can be improved. A consumer-oriented marketing strategy is the best way a company can do. Companies in this case not only sell products, but also must understand what consumers want so that it will affect consumer purchasing decisions.

Marketing is very important for all businesses, no matter how big or small the business is. If in a business there is no marketing, then consumers will not know about a product produced from the business and make sales low. But by doing good marketing it will let many people know about your business business products, and allow many consumers to be interested, moreover your business business products have innovative quality and value, and uniqueness.

One of the studies in marketing is consumer behavior and purchasing decisions. According to Swasta and Handoko in Adnan, (2019), consumer behavior is an individual

activity that is directly involved in obtaining and using goods and services including the process of making decisions and preparing the determinants of these activities. But there are also those who interpret consumer behavior as the underlying things for making purchasing decisions, for example for low-priced goods, the decision-making process is carried out easily, while for high-priced goods, the decision-making process will be carried out with careful consideration.

According to Fandy Tjiptono (2016: 22) Purchasing decisions are a reason that drives consumers to make choices about purchasing a product as needed. Then the purchasing decision becomes an important thing to pay attention to because this will certainly be a consideration of how a marketing strategy will be carried out by the next company. The company's success in influencing consumers in purchasing decisions is strongly supported through efforts to build communication with consumers by building brands to consumers with marketing strategies, as well as innovating for new variants of a product. The complex buying decision-making process often involves several decisions. A decision involves a choice between two or more alternative courses of action. Competition is so tight nowadays that companies must be able to play a reliable marketing strategy and be able to attract consumers so they can win the market. Products that have good quality with good differentiation will be products that are likely to have loyal consumers. By understanding how consumer behavior will contribute to companies to formulate marketing strategies that will be implemented in introducing and promoting their products to the market. This means when a product is about to be produced.

Studies of consumer behavior and purchasing decisions can also be used to observe sales of air conditioners. The use of cooling systems is increasing along with the needs of human life, with applications covering various aspects of life, starting from the food industry, chemical industry, hotels, hospitals, aviation, shipping and so on. One type of cooling system that we often find is room air conditioning, also known as Air Conditioning (AC).

AC requires electricity, and almost all of its main components require electricity, and the cost of using electricity is our benchmark for saving usage. The use of air conditioning is expected to be able to condition the air in the room, so that a cool, cool and comfortable room is obtained. To achieve this goal there are several factors that can influence, among others, the performance of the air conditioner use.

2. Literature Review

Definition of Consumer Behavior Kotler (2017), buyer behavior is the starting point for consumers to make purchases. As shown in the image below:

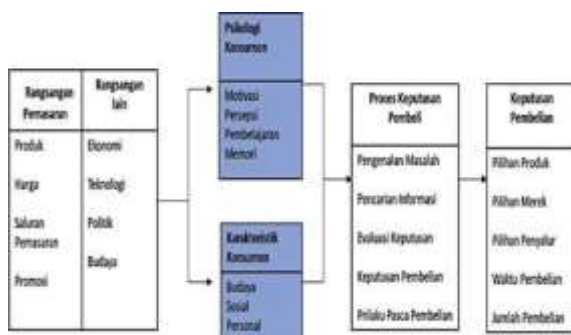


Figure 1. Model of Consumer Behavior (Kotler, 2017)

Marketing Stimulus. The theory of behaviorism uses the term stimulus paired with a response in explaining the process of forming behavior. Stimulation is something that comes from the environment that can cause a certain response to behavior. The simplest stimulus model is the response stimulus model. According to this model marketing stimuli consist of four, namely: product, price, place, promotion, other Stimuli. Other stimuli that influence consumer behavior in purchasing decisions are factors such as: economy, political, culture, technology.

Definition of Purchase Decision. According to Rudi Irwansyah et al (2021) purchasing decisions are thoughts in which individuals evaluate various options and decide on a choice of a product from many choices. According to Buchari Alma, (2016) suggests that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, process. So as to shape the attitude of consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased.

Purchasing Decision Factors. According to Kotler (2009), the factors that influence consumer buying behavior in general there are two influential factors, namely: Internal factors, namely factors from within the consumer itself which include: motivation, learning attitudes and personality and self-concept. External factors, namely factors that come from outside the consumer which includes: culture and sub-culture, social class, social groups and reference groups, and family.

Purchase decisions are part of consumer behavior. With the existence of consumer behavior, namely the desire and need to buy certain products or services, a consumer decision to buy will be created. Regarding the behavior of a consumer is not easy, so it is very important for marketers to study their perceptions, preferences and behavior in shopping. Consumer behavior is a direct activity or involved in obtaining and using goods or services, including the decision-making process that precedes and determines these actions. This view of consumer behavior is broader than the traditional view, which focuses more narrowly on the buyer. Studying consumer behavior aims to know and understand various aspects that exist in consumers.

Purchasing Decision Indicator. According to Ferdinand, (2017) indicators of the occurrence of the process according to him are individuals. The indicators in question are as follows: Transactional interest , namely the desire of individuals or organizations to buy goods or services. Preferential interest is behavior in which individuals or organizations make a product their primary preference.

Explorative interest , namely the behavior of someone who is always looking for information related to the goods or services of interest. Consumers have chosen products or services, so these consumers believe that the product or service they get is the best product among the various choices available. Furthermore, these consumers will make purchasing decisions according to what they need and expect.

Product Definition. According to Keller, (2017) A product is anything that can be sold in a market for attention, acquisition, use or consumption that might satisfy a need or want.

Thus the product is a physical item such as cereal, tennis rackets, or a car; business, banking, or insurance companies; shopping stores, specialty stores, or supermarkets; prominent politicians, artists, and professional athletes; non-profit, commercial, or artistic organizations; a location that includes a city, state or country; or even political or social causes.

The definition of a product according to Kotler and Armstrong, (2017) is something that can be sold in the market to attract attention, acquisition, use, or consumption that can meet the needs or desires of consumers. Products also include services, ideas, people, organizations, places, events, or a combination of these.

Product Indicator. According to Kotler and Keller, (2017) There are 10 indicators that differentiate products which include: Form : The form of a product can include the size, shape, or physical structure of the product. Features : Product features that complement the basic function of a product. Adjustment (Customization) : Marketing can differentiate products by adapting these products to individual desires. Performance Quality : The degree to which the main characteristics of the product operate. Conformance Quality (Conformance Quality) : The degree to which all units produced are identical and meet the promised specifications. Durability : Is a measure of the product's expected operating life under normal or stressful conditions, is a valuable attribute for certain products. Reliability : A measure of the probability that a product will not suffer damage or failure within a certain period of time. Ease of Repair (Repairability) : A measure of the ease of repair of a product when it malfunctions or fails. Style (Style) : Style describes a product's look and feel to buyers and creates a distinctiveness that is difficult to copy. Design (Design) : Design is the totality of features that influence the way a product looks, feels and functions for consumers. It offers both functional and aesthetic benefits and serves as our rational and emotional comparison.

Definition of Promotion. Kotler and Armstrong, (2017) state that promotion means activities that communicate product superiority and persuade target customers to buy it. According to Fandy Tjiptono, (2017) promotion is one of the determining factors for the success of a marketing program. The quality of a product, if consumers have never heard of it and are not sure that the product will be useful for them, then they will not buy it. In essence, promotion is a form of marketing communication. Marketing communication means marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned.

Promotion Indicator. According to Kotler and Keller, (2016) promotion indicators include: Order : It is a measure of how well promotional messages are carried out and conveyed to the market. Media : Is the media used by the company in carrying out the promotion. Time :Is the duration of the promotion carried out by the company.

Definition of Brand Image. Brand Image according to Kotler in Fandy Tjiptono (2018), a brand is a sign in the form of an image, name, letters, numbers, color arrangement, or a combination of these elements that have distinguishing features and are used in trading activities of goods or service. From this definition, it can be concluded simply that brand is one of the main factors that influence customer satisfaction in purchasing products or using services.

According to Kenneth and Donald (2018) brand image reflects the feelings consumers and businesses have about the entire organization as well as individual products or product lines. Brand Image Indicator. In order for a brand image to have a good view of customers, the company must pay attention to various indicators forming a brand image. According to Kotler & Keller, (2018) brand image indicators are: Strength of brand association. It depends on how the information gets into the minds of customers and how the information persists as part of the brand image. Favorability of brand association. The success of a marketing process often depends on the process of creating profitable brand associations, where customers can believe that the attributes they provide can satisfy customer needs and wants. Uniqueness of brand association. A brand must have a competitive advantage which is the reason for customers to choose a particular brand. By paying attention to these indicators, the company will have a good brand image for its products. If the company's product brand can be remembered in the minds of consumers, it will make it easier for the company to make a profit and achieve company goals.

3. Research Method

The type of research used in this study is associative research, namely research that aims to determine the effect of two or more variables. Product Variables (X1), Promotion (X2) and Brand Image (X3), Purchase Decision (Y). The research location is Sukarame District, Palembang City, South Sumatra 30116, Indonesia. In this study, the population taken was 100 residents of the Sukarami sub-district who have permanent domiciles. While the method for taking samples using purposive sampling, which is a sample research technique in which units/people are selected as samples. The main data used in this study is primary data, namely the respondents' answers from the questionnaire used. Supporting data used secondary data. The data collection technique used in this study was using a questionnaire technique, in the form of respondents' answers to questions regarding the influence of products, promotions and brand images on purchasing decisions of polytron ac in Sukarami District and documentation data is data in the form of population, history, and research activities.

4. Findings and Discussions

The results of multiple linear regression using the SPSS program are shown in the following table:

Table 1. Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,385	,113		3,397	,001
X1	,407	,074	,476	5,482	,000
X2	,243	,068	,311	3,582	,001
X3	,160	,057	,187	2,810	,006

a. Dependent Variable: Y

Based on table 1. The results of multiple linear regression tests obtained using the SPSS version 22.0 program obtained multiple linear regression as follows:

$$Y = 0.385 + 0.407 X_1 + 0.243 X_2 + 0.160 X_3$$

Based on Table IV.10, it can be explained that a constant of 0.385 means that if there is no product, promotion and brand image on the purchase decision of POLYTRON AC in Sukarami District, then people's purchasing decisions still exist, although relatively small. The product coefficient is 0.407, meaning that the product coefficient has a positive effect on the POLYTRON AC Purchase Decision in Sukarami District. If the Product coefficient rises. Then the decision to purchase POLYTRON AC in Sukarami District will increase and vice versa if the product coefficient decreases. Then the decision to buy POLYTRON AC in Sukarami District will decrease. The price coefficient of 0.243 means that promotion has a positive effect on the POLYTRON AC Purchase Decision in Sukarami District. If the promotion coefficient rises. Then the decision to purchase POLYTRON AC in Sukarami District will increase and vice versa if the promotion coefficient decreases. Then the decision to buy POLYTRON AC in Sukarami District will decrease. The brand image coefficient is 0.160, meaning that brand image has a positive effect on the purchasing decision of POLYTRON AC in Sukarami District. If the brand image coefficient increases. Then the decision to purchase POLYTRON AC in Sukarami District will increase and vice versa if the brand image coefficient decreases. Then the decision to buy POLYTRON AC in Sukarami District will decrease

Hypothesis testing. F Test (Simultaneous). Based on calculations using the SPSS application for the F test, the results of these calculations can be seen in the following table.

Table 2. Hypothesis Test Results (Simultaneous)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	96,450	3	32,150	168,658	,000 ^b
Residual	18,300	96	,191		
Total	114,750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Based on table 2 The F test aims to find out whether the Product (X1). Promotion (X2) and Brand Image (X3) variables simultaneously (simultaneously) influence purchasing decisions (Y), based on table IV.11 above, it can be seen that from the value of Fcount (168.658) > Ftable (2.14), the value of F table is obtained from the percentage point of the F distribution, this is reinforced by the sig F level of 0.000 < 0.10, then Ho is rejected and Ha is accepted, meaning that there is significant influence of product, promotion and brand image on purchasing decisions for AC POLYTRON Sukarami sub-district.

t test (partially). The t test aims to determine whether the Product (X1), Price (X2) and Brand Image (X3) variables partially influence the purchasing decision variable. The results can be seen in table:

Table 3. t test results (partial)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,385	,113		3,397	,001
X1	,407	,074	,476	5,482	,000
X2	,243	,068	,311	3,582	,001
X3	,160	,057	,187	2,810	,006

a. Dependent Variable: Y

The t test is intended to partially test the independent variables on the dependent variable, as follows: Based on the table, the t test for the Product variable (X1) can be seen from the t count value (5.482) > t table 1.660 the t table value is obtained from the percentage point distribution t, this is reinforced by the sig t level 0.000 < 0.10 then Ho rejected and Ha accepted, meaning that there is a significant effect of Product (X1) on the Purchase Decision of POLYTRON AC in Sukarami sub-district. Based on the table 3, the t test for the Promotion variable (X2) can be seen that from the calculated t value (3.582) > t table 1.660 the value of this t table is obtained from the percentage point distribution t this is reinforced by the sig t level 0.001 < 0.10 then Ho is rejected and Ha is accepted, meaning that there is a significant effect of Promotion (X2) on the Purchase Decision of POLYTRON AC in Sukarami district. Based on the table, the t test for the Brand Image variable (X3) can be seen that from the calculated t value (2.810) > t table 1.660 the value of t table is obtained from the percentage point distribution t this is reinforced by the sig t level 0.006 < 0.10 then Ho is rejected and Ha is accepted, meaning that there is a significant influence of Brand Image (X3) on AC Purchase Decision POLYTRON in Sukarami district

Coefficient of Determination. The results of the determination analysis can be seen in the following table:

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,917 ^a	,841	,836	,437

a. Predictors: (Constant), X3, X1, X2

Based on table above, it can be seen that the adjusted R Square value in the regression model is 0.836. This shows that the amount of Product (X1), Promotion (X2) and Brand Image (X3) contributions to the Purchase Decision of POLYTRON AC in Sukarami sub-district is 83.6%. While the remaining 17.4% is influenced by other variables not included in this study.

The Influence of Product, Promotion and Brand Image on the Purchase Decision of POLYTRON AC in Sukarami sub-district. Based on the test results of the value of Fcount (168.658) > Ftable (2.14), this is reinforced by the sig F level of 0.000 < 0.10, then Ho is

rejected and H_a is accepted, meaning that there is a significant effect of Product, Promotion and Brand Image on Purchase Decision POLYTRON AC in Sukarami district. Multiple linear regression results $Y = 0.385 + 0.407 X_1 + 0.243 X_2 + 0.160 X_3$ The product coefficient is 0.407, meaning that the product has a positive effect on the POLYTRON AC Purchase Decision in Sukarami District. The promotion coefficient is 0.243, meaning that promotion has a positive effect on the decision to purchase POLYTRON AC in Sukarami District. The brand image coefficient is 0.160, meaning that brand image has a positive effect on the purchasing decision of POLYTRON AC in Sukarami District. This is supported by the adjusted R Square value in the regression model obtained at 0.836. This shows that the amount of Product (X_1), Promotion (X_2) and Brand Image (X_3) contributions to the Purchase Decision of POLYTRON AC in Sukarami sub-district is 83.6%. While the remaining 17.4% is influenced by other variables not included in this study. These results are supported by research conducted by Dedi Kurniawan, (2020) Under the title The Influence of Brand Image, Product Quality, Price, and Promotion on the Purchase Decision of Polytron Brand AC, Muara Tembesi district, Jambi. These results are reinforced by the results shown on the variables Product (X_1), Product (X_2) and Brand Image (X_3) simultaneously (simultaneously) influencing purchasing decisions (Y). Respondents' answers to the Product, Promotion and Brand Image variables, which in these results prove relatively high statements of disapproval from the respondents, so that it can be seen that Products, Promotions and Brand Image on the Purchase Decision of POLYTRON AC in Sukarami sub-district are at a low level. So that this has an impact on purchasing decisions which also becomes low. This proves that Products, Promotions and Brand Image are related to each other towards purchasing decisions, which means that if there is an increase or decrease in Product, Promotion and Brand Image, it will have an impact on increasing or decreasing purchasing decisions. This is in line with the theory stated by Ferdinand, (2017) and According to Kotler and Keller, (2017) which states that purchasing decisions are influenced by product, promotion and brand image variables. As a result, it can have a low impact on purchasing decisions. This proves that products, promotions, and brand image are related to purchasing decisions, product constraints, promotions, and brand image will have an impact on increasing purchasing decisions and vice versa, preferably to the company to make Products, Promotions, and brand image for Ac Polytron so that the level of consumer confidence in Products, Promotions, and brand image for Ac Polytron is good.

Product Influence on the Purchase Decision of POLYTRON AC Sukarami sub- district. Based on the results of partial testing of the t test for the product variable (X_1), it can be seen from the t count value ($5.482 > t$ table 1.660), this is reinforced by the sig t level of $0.000 < 0.10$ then H_0 is rejected and H_a is accepted, meaning that there is a significant effect of product (X_1) on the Decision to Purchase POLYTRON AC in the Sukarami sub-district. This is in line with the theory stated by Kotler (2009:178) which states that purchasing decisions are influenced by product variables. Product appearance is one of the variables that influence purchasing decisions. The results of this study are supported by research conducted by Dina Ristiani, (2018) entitled The Influence of Products and Services on Purchase Decisions for Panasonic AC and Their Implications for Consumer Satisfaction, where products influence purchasing decisions. Respondents' answers to the Product variable which in these results prove a relatively high statement of disapproval from the respondent, so that this has an impact on purchasing decisions which also

becomes low. This proves that the product is related to purchasing decisions, which means that if there is an increase or decrease in the product, it will have an impact on increasing or decreasing purchasing decisions. Therefore, the company must improve the quality of POLYTRON AC products so that these products can compete with AC products from other brands.

The Effect of Promotion on the Purchase Decision of POLYTRON AC Sukarami sub-district. Based on the results of the t test for the price variable (X2), it can be seen that from the calculated t value (3.582) > t table 1.660 this is reinforced by the sig t level $0.001 < 0.10$ then H_0 is rejected and H_a is accepted, meaning that there is a significant effect of Promotion (X2) on the Purchase Decision of POLYTRON AC in Sukarami sub-district. This is in line with the theory stated by According to Ferdinand, (2017) and According to Kotler and Keller, (2017: 195) which states that Purchase Decisions are influenced by Promotion variables. Appearance Promotion is one of the variables that influence purchasing decisions. The results of this study are supported by the research of M.Akbar Satria, (2021) Effects of Product, Price and Brand Image on the Purchase Decision of Polytron Ac in Sentosa Village. Respondents who answered the Promotion variable where the results proved the relatively high statement of disapproval from the respondents, so that it could be seen that Promotion was at a low level. As a result, it can have an impact on purchasing decisions which will also be low. This proves that promotions are related to purchasing decisions. Promotion constraints will have an impact on increasing purchasing decisions and vice versa . print. As well as companies can convey interesting messages so as to attract consumers to make purchases

The Effect of Brand Image on the Purchase Decision of POLYTRON AC Sukarami sub-district. Based on the results of the t test for the brand image variable (X3), it can be seen that the t value is calculated (2.810) > t table 1.660 this is reinforced by the sig t level $0.006 < 0.10$ then H_0 is rejected and H_a is accepted, meaning that there is a significant influence of Brand Image (X3) on the Purchase Decision of POLYTRON AC in Sukarami sub-district. This is in line with the theory stated by Ferdinand, (2017) and According to Kotler and Keller, (2017: 195) which states that purchasing decisions are influenced by brand image variables. Brand image appears to be one of the variables that influence purchasing decisions. The results of this study are supported by research conducted by Alfarizi, (2022) The Effect of Product Quality and Brand Image on the Purchase Decision of POLYTRON AC Brand in Labuhan Batu Regency. Respondents' answers to the Brand Image variable which in these results prove the statement of disapproval which is relatively high from the respondents, so that it can be seen that Brand Image is at a low level. So that this has an impact on purchasing decisions which is also low. This proves that Brand Image has a link to purchasing decisions, which means that if there is an increase or decrease in Brand Image, it will have an impact on increasing or decreasing purchasing decisions, preferably for the company in order to create a positive image of the Ac Polytron brand so that the level of consumer confidence in the Ac Polytron brand is good.

5. Conclusion

Reearchers have drawn conclusions Based on the results of SPSS calculations and discussion, researchers can conclude that: There is a significant influence of product,

promotion and brand image on purchasing decisions of POLYTRON brand AC in Sukarami sub-district. There is a significant effect of the product on the purchasing decision of the POLYTRON AC brand in the Sukarami sub-district. There is a significant effect of Promotion on the Purchase Decision of POLYTRON brand AC in Sukarami sub-district. There is a significant influence of Brand Image on the Purchase Decision of POLYTRON brand AC in Sukarami sub-district. Based on the conclusion above that there is indeed a positive and significant influence between the influence of product, promotion and brand image on purchasing decisions for POLYTRON brand AC in Sukarami sub-district, the suggestions that the researcher gives are as follows: Products. It is recommended to the company to provide good product quality with a high level of durability. It is recommended to the company to make products that are reliable in the long term. Promotion. It is suggested to the company to be fond of promoting on social media and print media. As well as companies can convey interesting messages so as to attract consumers to make purchases. Brand Image. It is suggested to the company to create a positive image of the POLYTRON brand so that the level of consumer confidence in the POLYTRON brand is good.

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