

The Role of Brand Image mediates the Effect of Promotion on Purchasing Decisions

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Abstract: The beverage sector is one of the sectors that has experienced rapid growth. The development of the beverage industry in Indonesia is characterized by the number of types and brands of packaged drinks circulating in the market that result in intense business competition. This research was conducted in the city of Denpasar involving 130 respondents who had purchased and consumed the products of Pucuk Harum Tea. Data collection uses a questionnaire, while data analysis techniques use path analysis and Sobel test. The results of the study found that promotion has a significant positive effect on brand image and purchasing decisions and brand image is able to mediate promotions and play a positive role in purchasing decisions. Paying attention to the quality of promotion will create a good brand image in the minds of consumers, thus influencing purchasing decisions.

Keywords: Promotion, Brand Image, Purchasing Decision.

I. INTRODUCTION

Today the industry in each country is growing and developing rapidly including in Indonesia. The development of industries that increase diverse products that are moved by the market so consumers have many choices in choosing products to use or consume. This is an indication of the market potential of a sector that continues to grow and develop. This is an opportunity for companies to try to reach a large number of consumers and cause intense competition. (Sari, 2013)

The beverage sector is one of the sectors that has experienced rapid growth. The development of the beverage industry in Indonesia is characterized by the number of types and brands of bottled beverages in the market. One of them is tea products, which are then made into Ready to Drink tea (RTD tea). The last few years the RTD tea beverage market seems to experience very significant growth compared to other products in the beverage industry According to data from the Soft Drink Industry Association in 2014, the amount of packaged tea consumption in Indonesia reached 2 billion liters or as much as 1.07 pounds (0.5 kg) of tea leaves per person a year. Packaging tea is listed as the most popular type of tea beverage in Indonesia and is the second most consumed type after brewing tea.

Consumers choose more packaged tea than brewed tea because of the high purchasing power of the people and the guidance of the urban lifestyle that leads to instant and practical patterns of consumer behavior. RTD tea is one of the breakthroughs created to accompany the fast lifestyle of urban people who want fresh drinks without hassle. The increasing number of packaged tea consumers makes local and international business people appear to meet the needs of the community for RTD tea, so there are many choices of packaging tea types in Indonesia. Responding to the phenomenon that is happening, marketers are required to know how current consumer behavior is to create purchasing decisions for their products.

Purchasing decisions are a stage in the process of purchasing decisions, where consumers actually buy products. Therefore the company must understand how consumers determine purchasing decisions so they can find out how well the products on the market. (He et al., 2013). Marketers are obliged to understand consumers, know what they need, what they want, and how they make decisions, so that marketers can produce goods and services according to consumer needs.

A producer must be able to know what factors can influence consumer behavior in purchasing decisions and can be used as a basis in developing a good product (Saraswati, 2017)

One of the factors that influence consumer behavior in buying is the marketing mix. Marketing mix is a marketing tool used by companies to achieve their marketing goals. A very popular marketing tool is divided into four groups, namely; product, place, price, promotion (Saeed et al., 2013). Świtała et al. (2018) states that promotion is one of the variables in the marketing mix that is very important to be carried out by companies in marketing their products. Through promotions or advertisements, manufacturers declare the existence of these product brands and persuade consumers to buy them by saying that the product brand has varied attributes. (Khanfar, 2016)

Promotion is an effort in the field of information that seeks to persuade and communicate (Rusmini, 2013). The fragrant tea party has carried out intensive promotions to increase purchases. The management utilizes all of the promotional mixes, one of which is fragrant topical tea, which creates a cute caterpillar-shaped mascot that becomes a product identity so that it is able to be known to consumers. In addition, fragrant teh pucuk advertisements are made more modern in attracting consumers in the mass media, especially electronic media, where teh pucuk uses animation and raises the words "Pucuk, Pucuk, Pucuk". This makes fragrant tea can be quickly accepted in the minds of consumers. This intensive promotion will create a good brand image in consumers.

According to Mendrofa (2010) brand image has a positive influence on purchasing decisions, the higher the brand image created by the company, the higher the level of purchasing decisions. A good brand image is an asset for a company, because the brand image has an impact on each consumer's perception, where the public will have a positive impression on the brand (Alangir & Nedelea, 2010). Customers assume that brands can add value to them, this is due to perceptions that cause consumers to be interested in buying them (Ambarwati & Sunarti, 2015; Ruslim & Tumewu, 2015; Erdil, 2015). Kim et al. (2009) argue that brand image and brand management are key factors for success in contemporary markets as consumers show greater interest in brands than before. In Table 1, the top brand index of the RTD tea category is presented.

The data is obtained by looking at 3 main aspects in the assessment of top brand index (TBI), namely mind share, market share, and commitment share. Mind share in the top brand award is seen from the strength of the brand that is in the minds of consumers, then the market share in the top brand award is seen from the products currently used, and the last commitment share is seen from the consumers' desire to buy the brand products in the future (Suryani & Setiawan, 2014)

Data from Table 1 obtained from the Top Brand Award website show that TBI from Teh Pucuk Harum products experienced a significant increase, from 2017 which amounted to 22.7 percent to 32.3 percent in 2018 and made Teh Pucuk Harum in the first position to defeat Teh Botol Sosro.

TABLE 1. TOP BRAND INDEX CATEGORY RTD TEA

| Brand | TBI (%) (2017) | TBI (%) (2018) |
|-----------------|---------------------------|---------------------------|
| Teh Botol Sosro | 32,0 | 26,8 |
| Teh Pucuk Harum | 22,7 | 32,3 |
| Teh Gelas | 12,6 | 9,6 |
| Ultra Teh Kotak | 6,8 | 4,1 |
| Fretea | 6,3 | 9,2 |

Source: Processed Data, 2019

But Pucuk Harum Tea must continue to pay attention to its competitors, especially its main competitor, Teh Botol Sosro, considering that Teh Botol Sosro was the first to become a pioneer in packaged tea drinks in 1969. This caused Teh Botol Sosro to place a strong positioning in the minds of consumers because has the tagline "Whatever the Food, Drink the Sosro Tea Bottle". Therefore Teh Pucuk Harum must remain vigilant considering Teh Botol Sosro will continue to maintain their market share.

Teh Pucuk Harum is a tea beverage product from Mayora which is managed by a subsidiary, PT. Tirta Freshindo Jaya. This drink is made from tea leaves which are produced hygienically with advanced technology. Since it was first introduced in 2011 Pucuk Harum Tea has been able to compete and steal the attention of the RTD tea market (Pratama, 2017).

The initial survey conducted by the author of 20 people in the city of Denpasar, found that 10 people preferred the Sosro Tea product compared to Teh Pucuk Harum and other products, arguing that they had already known and recognized Sosro Tea. 8 people prefer the products of Pucuk Harum Tea from other products, arguing that consumers are more interested in promotions made by Teh Pucuk Harum, where promotions are more modern and easy to remember in the minds of consumers, and 2 people choose to buy other brand products on the grounds taste.

Based on previous research according to Zhafira (2013) which explains that promotion significantly influences consumer purchasing decisions. Whereas in other studies Purnamasari & Muwartiningsih (2015) explained that promotions do not have a positive and significant effect on purchasing decisions. The occurrence of these differences in research has led to the use of brand image as a mediation (Suria, Kusumawati, & Pangestuti, 2016)

Based on the background described, a problem formulation can be taken as follows 1) What is the effect of promotion on brand image on Pucuk Harum Tea in Denpasar? 2) What is the effect of promotion on purchasing decisions on Pucuk Harum Tea in Denpasar? 3) What is the influence of brand image on purchasing decisions on Pucuk Harum Tea in Denpasar? 4) What is the role of brand image in mediating the effect of promotion on purchasing decisions at Pucuk Harum Tea in Denpasar?

The results of this study are expected to provide additional knowledge, insight and information about the role of brand image in mediating the effect of promotion on purchasing decisions, and can be a reference for subsequent research. For marketers, this research is expected to be an input and consideration for parties engaged in the soft drink industry in packaging, especially Teh Pucuk Harum in setting policies and strategies in promotion so that brand image increases so that it influences consumer purchasing decisions.

Purchasing decisions are the selection of various alternatives to meet the needs through purchasing a product by analyzing through several stages of problem solving. Decision making is an activity of individuals who are directly involved in the purchase and use of the goods offered. The high level of consumer purchases will have an impact on the high sales volume, so that the profits to be gained by the company are higher. Seeing the increasingly tight market conditions, there must be a strategy to win the competition by providing products that can satisfy the needs and desires of consumers so that the products are sold in the market.

Brand image is the impression and perception that arises in the minds of consumers of a brand that is formed by information and knowledge obtained and past experience of consumers of a brand. Promotion is a communication of information of sellers and buyers made by companies by influencing consumers directly or indirectly which is one of the determinants of the success of a marketing program. However 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 never buy it.

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

The Effect Of Promotion on Brand Image

The main characteristic of a successful company is because of the brand. Without a brand, a company only relies on fate. Although in the business of fate always plays a role, but with the presence of a strong brand, a company will get a bigger profit than the person who runs the business without a brand

Research conducted by Valette et al. (2017) shows that company promotion activities have a proven positive effect in building or forming a strong brand image. Research conducted by Rachman & Santoso (2015) states that promotion has a significant positive effect on brand image. Furthermore, the research conducted by Budhipradita (2016) found that there was a positive effect of the influence of advertising attractiveness on men 's pollution out of pond' s brand image in the Bandung student environment. In addition, the research conducted by Sihabudin (2015) also states that promotion has a positive and significant effect on brand image Based on the results of previous studies, the hypothesis can be drawn in this study

H₁: Promotion has a positive and significant influence on brand image

The Effect Of Promotion on Purchasing Decisions

Promotion is an important influence in decision making. As the results of research conducted by Rachman & Santoso (2015) which states that promotion has a positive effect on purchasing decisions. Mughal et al. (2014) in his research stated that there was a significant effect of promotion on purchasing decisions. The study of Hironaka et al. (2017) and

Nangoy et al. (2018) states that promotion has a significant effect on purchasing decisions Based on the results of previous studies, the hypothesis can be drawn in this study

H₂: Promotion has a positive and significant influence on purchasing decisions

The Effect Of Brand Image on Purchasing Decisions

Research conducted by Rachman & Santoso (2015) which states that brand image has a significant positive effect on purchasing decisions. Alif Fianto et al. (2014) which states that brand image influences purchasing decisions. In addition, research conducted by Hastuti (2018) also shows that brand image has a significant effect on mobile phone purchasing decisions. Based on the results of previous studies, the hypothesis can be drawn in this study

H₃: Brand image has a positive and significant influence on purchasing decisions

The Role of Brand Image Mediates the Effect of Promotion on Purchasing Decisions

Research conducted by Rachman & Santoso (2015) states that brand image is statistically proven to mediate the effect of promotion on the stability of purchasing decisions. Research conducted by Budi & Setia (2014) states that in his research television ad impressions can have a direct effect on purchasing decisions and indirect influence by passing brand image as an intervening variable then influencing purchasing decisions.

This result also indicates that brand image is a mediating variable between television ad impressions variables on purchasing decisions. In the study of Purnamasari & Muwartiningsih (2015), there was a positive and significant indirect effect on consumer purchasing decisions through brand image as a mediator for Jamu Nyonya Meneer products in East Semarang. Based on the results of previous studies, the hypothesis can be drawn in this study

H₄: Brand image significantly mediates the effect of promotion on purchasing decisions

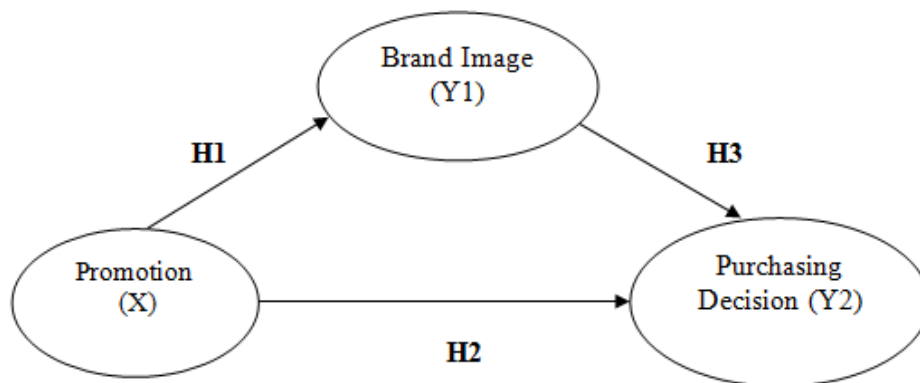


Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

This study uses a quantitative approach in the form of associative, because it aims to test the effect of promotional free variables (X1) with one dependent variable, namely the purchase decision (Y2) with mediating variables, namely brand image (Y1). This study discusses the effect of promotion on brand image, promotion of purchasing decisions, brand image of purchasing decisions, and research on mediating variables, namely brand image of promotion and purchasing decisions

The population in this study were consumers of Pucuk Harum Tea in the Denpasar area. The population in this study is infinite. The sample in this study were consumers who had made purchases on the product of Pucuk Harum Tea. The sampling technique used in this study is non probability sampling with purposive sampling method, ie the sample is determined by certain considerations. This study uses 13 indicators so that by using estimates based on the number of parameters obtained a sample size of 65-130 respondents. 130 respondents were chosen because in this study using the path analysis method wherein the method must use a minimum of 100 samples (Sugiyono, 2016). So, with 130 respondents chosen it means that they are in accordance with the specified criteria

The data collection method used in this study was a questionnaire. Questionnaires are made using open questions, which consist of questions to explain the identity of the respondent, and closed questions, namely questions that ask the respondent to choose one of the available answers from each question.

IV. RESEARCH FINDING AND DISCUSSION

The value of β_1 is a number of 0.668 promotions that have a positive effect on brand image, this shows that if the promotion variable increases, the image of the brand of Pucuk Harum Tea in Denpasar City will increase. The magnitude of the influence of independent variables on the dependent variable indicated by the value of determination of total (R square) of 0.446 means that as much as 44.6 percent variation in brand image is influenced by variations in promotion, while the remaining 31.7 percent is explained by other factors not included in the model.

The β_2 value of 0.235 means that the promotion has a positive effect on purchasing decisions, if the promotion variable increases then the variable purchasing decisions on Pucuk Harum Tea increases.

B3 value of 0.591 means that the brand image has a positive effect on purchasing decisions, this means that if the brand image variable increases, the purchasing decision variable in Fragrant Pucuk Tea increases. The magnitude of the influence of independent variables on the dependent variable indicated by the value of determination of total (R square) of 0.591 means that 59.1 percent of the variation in purchasing decisions is influenced by variations in promotion and brand image, while the remaining 40.9 percent is explained by other factors to in the model.

Total determination value of 0.773 means that 77.3 percent of purchase decision variables are influenced by promotional variables and brand image, the remaining 22.7 percent is explained by other factors outside the model formed

Based on the results of data processing obtained a significance probability value of 0.000 with beta coefficient value of 0.668, and t value of 10.147 with a significance level of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. This result means that promotion is positive and has a significant effect on brand image.

Based on the results of data processing obtained a significance probability value of 0.002 with a beta coefficient of 0.235, and a t value of 3.085 with a significance level of $0.002 < 0.05$, then H_0 is rejected and H_1 is accepted. This result means that promotion is positive and has a significant effect on purchasing decisions.

Based on the results of the data obtained a significance probability value of 0,000 with a beta coefficient of 0.591, and a t value of 7.751 with a significance level of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. This result means that the brand image is positively and significantly influences the purchasing decision.

TABLE 2 : DIRECT INFLUENCE AND INDIRECT EFFECTS AND EFFECT TOTAL OF PROMOTION (X), BRAND IMAGE (Y1), AND PURCHASING DECISION (Y2)

| Variable Influence | Direct Influence | Indirect Effects Through Brand Image (Y1) ($\beta_1 X \times \beta_3 M$) | Total Influence |
|--------------------|------------------|--|-----------------|
| X → Y1 | 0,668 | - | 0,668 |
| X → Y2 | 0,235 | 0,395 | 0,630 |
| Y1 → Y2 | 0,591 | - | 0,591 |

Source: Processed Data, 2019

The data shows that promotion has a direct effect on purchasing decisions of 23.5 percent, mediated by the brand image variable, which results in an indirect effect of 39.5 percent, and a total influence of 63 percent. These results indicate that the brand image mediates the effect of promotion on purchasing decisions partially

Based on the results of the analysis, the Kolmogorov Smirnov (K-S) value is 0.507, while the Asymp value is. Sig (2-tailed) of 0.959. These results identify that the regression equation model is normally distributed because of Asymp. Sig. (2-tailed) greater than alpha 0.05.

Based on the results of the analysis, the Kolmogorov Smirnov (K-S) value is 1,315, while the Asymp value is. Sig (2-tailed) of 0.063 The results identify that the regression equation model is normally distributed because of Asymp. Sig. (2-tailed) greater than alpha 0.05.

The calculated Sobel Test results show that the calculated Z value is $5.6717 > 1.96$ with a significance value of $0.0000 < 0.05$, which means that the brand image is a variable that mediates the effect of promotion on purchasing decisions on Fragrant Tea products or with In other words, promotion has an indirect effect on purchasing decisions through brand image.

Based on the results of the promotion analysis of the brand image obtained a significance value of $0,000$ with a beta coefficient of 0.668 with a t value of 10.147 . Significance value of $0,000 < 0.05$ indicates that H_0 is rejected and H_1 is accepted. The results in this study mean that promotion has a positive and significant effect on brand image. This shows that the better the promotion carried out by fragrant shoot tea, the better the image of the fragrant tea brand itself

V. RESULT

These results are influenced by respondents' statements that are positive about the promotion of Pucuk Harum Tea, especially on indicators of frequency and accuracy which means that Teh Pucuk Harum promotes well and on target so that it is well received by consumers. The results of respondents' statements on brand image are also considered good, can be seen in the strengthness or strength indicators which means that respondents have a good perception of the brand image of Pucuk Harum tea products. Based on these results, the promotion carried out was able to improve the brand image of Pucuk Harum Tea.

The results of this study are in accordance with previous studies conducted by Valette et al. (2017) shows that company promotion activities have a proven positive effect in building or forming a strong brand image. Research conducted by Rachman & Santoso (2015) states that promotion has a significant positive effect on brand image. Furthermore, the research conducted by Budhipradita (2016) found that there was a positive effect of the influence of advertising attractiveness on brand image. In addition, research conducted by Sihabudin (2015) also stated that promotion had a positive and significant effect on brand image..

Based on the results of the promotion analysis of purchasing decisions obtained a significance value of 0.002 with a beta coefficient of 0.235 with a t value of 3.085 . Significance values of $0.002 < 0.05$ indicate that H_0 is rejected and H_2 is accepted. The results in this study mean that promotion has a positive and significant effect on purchasing decisions, this shows that promotion affects consumers in deciding the purchase of Pucuk Harum Tea products. These results can be positive because of the influence of the frequency and accuracy indicators that get the highest average score, which means respondents often see or find promotions carried out by Harum Pucuk Tea such as advertisements in print, electronic and internet media that are appropriate and appropriate to themselves they.

The results of this study are consistent with the research conducted by Rachman & Santoso (2015) which states that promotion has a positive effect on purchasing decisions. Mughal et al. (2014) in his research stated that there was a significant effect of promotion on purchasing decisions. The study of Hironaka et al. (2017) and Nangoy et al. (2018) states that promotion has a significant effect on purchasing decisions

On the respondent's answer indicator regarding the promotion variable there are indicators with the lowest score, namely the quantity included in the good category, but the indicator that gets the most disagree responses which means that there are still many respondents who do not know the various types of promotions carried out by Pucuk Harum Tea. So, the company is expected to pay more attention to intensifying various types of promotions for the products of Pucuk Harum Tea.

Based on the results of testing the third hypothesis H_3 obtained a probability value (sig) of $0,000$ with a beta coefficient of 0.591 and a t value of 7.751 . Significance value $0,000 < 0,05$, this means that H_0 is rejected and H_3 is accepted. This result means that brand image has a positive and significant effect on purchasing decisions.

This shows that the brand image of Pucuk Harum Tea has a significant influence in deciding the purchase of Harum Pucuk Tea, which means that the better the brand image will increasingly make consumers buy Fragrant Tea. The average results of respondents' evaluations of brand images that get the highest average value are on the indicators of strengthness which means that respondents consider Pucuk Harum Tea to be able to keep up with the times so that it can be accepted by all ages so that Pucuk Harum Tea is an option in buying tea in the package.

Research conducted by Rachman & Santoso (2015) which states that brand image has a significant positive effect on purchasing decisions. Alif Fianto et al. (2014) which states that brand image influences purchasing decisions. In addition, research conducted by Hastuti (2018) also shows that brand image has a significant effect on purchasing decisions

On the respondent's answer indicator regarding the brand image variable there is the lowest score indicator which is favorable or profit which is included in the good category, but becomes the indicator with the lowest average which means that there are still respondents who do not feel benefited from the Pucuk Harum Tea product. Different from the usual or other attributes that can be offered by Harum Pucuk Tea itself. So, the company is expected to pay more attention to the brand image of the company by continuing to innovate in bringing new variants to the products of Pucuk Harum Tea.

Based on the results of testing the fourth hypothesis H4 obtained the results of Z value of 5.6717 which is greater than the Z table value of 1.96, this indicates that H4 can be accepted, so it can be interpreted that the brand image is able to mediate the effect of promotion on purchasing decisions in other words promotion has an indirect effect on purchasing decisions through brand image.

Gap research says that there are promotional studies that do not significantly influence purchasing decisions, but there are promotional studies that have a significant effect. Looking at the research, this study tries to incorporate brand image as mediation. The results of this study indicate that brand image mediates the effect of promotions on purchasing decisions partially.

The results of this study are consistent with the research conducted by Rachman & Santoso (2015) stating that brand image is statistically proven to mediate the effect of promotion on the stability of purchasing decisions. Research conducted by Budi & Setia (2014) states that in his research television ad impressions can have a direct effect on purchasing decisions and indirect influence by passing brand image as an intervening variable then influencing purchasing decisions.

This result also indicates that brand image is a mediating variable between television ad impressions variables on purchasing decisions. In the study of Purnamasari & Muwartiningsih (2015), there was a positive and significant indirect effect on consumer purchasing decisions through brand image as a mediator for Jamu Nyonya Meneer products in East Semarang.

VI. RESEARCH IMPLICATIONS

The results of this study provide an implication for Mayora's company about how important promotion and brand image can influence consumer purchasing decisions. This research is also expected to be a consideration for Mayora companies to increase and develop the scope of promotion to create a good perception again on the brand image of Teh Pucuk Harum so that it influences consumers to decide to purchase the product.

The first implication is that respondents felt good promotion regarding the reviews of the products of Pucuk Harum Tea. In the respondent's statement about the promotion made by Pucuk Harum Tea, the respondents knew and accepted the promotion well because Pucuk Harum Tea was a product that was successful and well targeted in implementing marketing strategies where management was able to intensely promote various types of media, so that consumers did not take a long time to find out the products of Pucuk Harum Tea and its advantages.

The second implication is that consumers see the brand image of Teh Pucuk Harum as positive and an innovative and superior product. Respondents' statement about Pucuk Harum Tea is a product that has a characteristic that is able to distinguish it from other competitors. This shows that the brand image of Teh Pucuk Harum is one of the strong brands in the minds of consumers.

The third implication, in this study shows that the respondents decided to buy Pucuk Harum Tea because they felt they needed soft drinks. Consumers decide to buy Pucuk Harum Tea after getting information from friends, family, friends, electronic media and the internet. Consumers are satisfied after making purchases from Pucuk Harum Tea because Pucuk Harum Tea is a product that suits their needs.

The scope of this study is only in the Denpasar City area, so that the results of the study cannot be generalized to respondents who are outside the Denpasar area. The subject of this study is very broad while the number of respondents involved is 130 people, which is a lot less to obtain more convincing results. This research can still be developed by changing the subject of this study, because this study will certainly give different results when the products used as research materials are changed. This research is only carried out within a certain period of time (cross-section), while the environment can change at any time (dynamic), so this research needs to be done again in the future.

VII. CONCLUSIONS AND SUGGESTIONS

Based on the results of the discussion of the research that has been conducted, it can be concluded that the promotion variable has a significant positive effect on brand image. This means that the better the quality of promotion from Pucuk Harum Tea will increase the brand image of Pucuk Harum Tea itself. Promotion variables have a significant positive effect on purchasing decisions. This means that the better the quality of promotion of Pucuk Harum Tea will affect consumer purchasing decisions on the products of Pucuk Harum Tea in Denpasar City.

Brand image variables have a significant positive effect on purchasing decisions. This means that the better the brand image of Teh Pucuk Harum will increase the purchasing decisions of consumers of Pucuk Harum Tea in Denpasar City. Brand image is able to mediate the effect of promotion on purchasing decisions. This illustrates that promotion can increase purchasing decisions directly or indirectly through brand image and brand image directly can also increase purchasing decisions.

Based on the results of the analysis and conclusions, the advice that can be given is that Mayora should intensify the various types of promotions of Teh Pucuk Harum intensely through print, electronic and internet so that consumers know more about the types of promotions carried out by Teh Pucuk Harum. Mayora should pay attention to the brand image of the company by continuing to innovate in bringing new variants to the Teh Pucuk Harum product, so that consumers can perceive that Pucuk Harum Tea is an innovative product.

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