

THE INFLUENCE OF BRAND IMAGE AND PROMOTION ON DAIHATSU SIGRA CAR PURCHASING DECISIONS

Popo Suryana

Pasundan University, Bandung, Indonesia

Abstract

Brand image and promotion are important factors that can influence consumer perceptions in making car purchasing decisions. This research aims to analyze the influence of brand image and promotion on consumer purchasing decisions for the Daihatsu Sigra car. The type of research used is quantitative research with data collection techniques using questionnaires with 120 respondents which were processed via SPSS 25.0 as the methodology for this study. The research results show that brand image and promotion have a positive and significant influence on the decision to purchase a Daihatsu Sigra car in Bandung City. A strong and well-known brand image is an important factor in influencing customer purchasing decisions, while promotional efforts by PT. Astra Daihatsu Motor has succeeded in encouraging consumers to make purchasing decisions. Furthermore, the combination of brand image and promotion together has a significant impact, showing that a good brand image, supported by an effective promotional strategy, can attract consumer attention and influence purchasing decisions. This conclusion provides important guidance for companies in optimizing marketing and promotions to strengthen the position of the Daihatsu Sigra brand in the Bandung City market.

Keywords: Brand Image, Promotion, Purchase decisions.

A. INTRODUCTION

Along with developments over time and the increasing need for means of transportation, the automotive industry in Indonesia has experienced significant growth (Negara & Hidayat, 2021). This brings a breath of fresh air to automotive companies, especially car manufacturers, who see opportunities to expand their market share (Hidayatno et al., 2019). Currently, competition in the Indonesian automotive industry is very tight, with the presence of various well-known brands such as Honda, Toyota, Daihatsu, Suzuki, Nissan, Mitsubishi, and others. Each brand is marketed through different auto assembly and sales companies, creating a variety of options for consumers (Van Neuss, 2019).

Various automotive companies, PT. Astra Daihatsu Motor, Suzuki Motors Corporation, Nissan Motors Company and Mitsubishi Motors Corporation are competing to introduce the latest innovations and technology in their products (Aryanto, 2019). They also focus on effective marketing strategies to attract consumer attention and win in an increasingly competitive market (Paley, 2021). It is important to note that the development of the automotive industry does not only include increasing car sales, but also involves developments in aspects of technology, sustainability and the availability of models that suit consumer needs. Thus, automotive companies

continue to strive to develop their products and services to answer the challenges and demands of the ever-growing market (Fraga-Lamas & Fernandez-Carames, 2019).

PT. Astra Daihatsu Motor has its flagship product in the low cost green car (LCGC) type, namely the Daihatsu Sigra, which is currently the best-selling product on the market (Rossanty et al., 2018). Daihatsu Sigra is still the flagship car of PT Astra Daihatsu Motor (ADM), with a contribution of 32 percent of total retail sales. This made ADM record positive sales performance growth during the period January to September 2023. Astra Motor Daihatsu reported that Daihatsu retail sales in that period were at the level of 164 thousand car units. Previously, Daihatsu had the 2018 Sigra as an LCGC automotive product that was cheap and had complete features (Astra-Daihatsu, 2023).

It is hoped that the Sigra can be an accommodating and effective family car. The arrival of Sigra tightens competition in the LCGC automotive market in Indonesia because it is able to compete with other products. Not long ago, Daihatsu launched the latest version of Sigra, namely Sigra 2023. This car was launched as the second generation of Sigra which is very popular in the Indonesian market. The advantages of this car are supported by its superior exterior and interior design, top-notch engine, safety features, entertainment features and driving comfort. Following is the complete review. This car has good driving comfort. One of the reasons is that it is equipped with a suspension that is soft and effective in absorbing shocks on the road. Apart from that, this car is also equipped with soft and comfortable seats for long-distance travel (Astra-Daihatsu, 2023).

With the various advantages possessed by the Daihatsu Sigra car, purchasing decisions by the public have increased. According to Remko (2020), purchasing decisions are the actions of consumers whether they want to buy or not a product. Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and in this case make a purchase or utilize a particular product or service (Ghadimi et al., 2018). Purchasing decisions are a series of processes that consumers will go through when making transactions with a company (Von Helverven et al., 2018), with this the company must be able to meet the criteria for consumer needs. Companies must also build consumer trust in order to produce close relationships.

One of the factors that consumers consider in making purchasing decisions is brand (Hanaysha, 2022). A strong brand will be able to help customers reduce the risk of quality evaluation in their involvement with purchasing decisions. If purchasing decision involvement is high, then customers become loyal to a brand based on extensive experience and knowledge about the product (Lindgreen et al., 2021). If purchase decision involvement is low, then the brand plays a role in facilitating product recognition. Brand image is an association of all available information regarding the products, services and companies of the brand in question (Yulianto et al., 2022). Brand image has a very important role in influencing consumer purchasing decisions. It is not uncommon for products to have the same good quality but only one or two brands sell on the market because they have a brand image that is superior to other brands. Consumers have a tendency to buy products whose brands have a better image than other brands (Dobrucali, 2019).

Apart from brand image, a factor that also influences purchasing decisions is promotion. The company will be known to consumers if it carries out promotions about the company and the products it offers (Alexandrescu & Milandru, 2018). The choice of promotional means must be considered carefully because whether a promotion is attractive or not will greatly influence the success or failure of marketing activities within a company (Claro et al., 2021). Promotional activities are all efforts made by sellers to introduce products to potential consumers to persuade them to buy and remind existing consumers to make repeat purchases (Camilleri & Camilleri, 2018). According to Infante & Mardikaningsih, (2022) that promotion is a type of communication that provides explanations and convinces potential consumers about goods and services with the aim of getting attention, reminding and convincing potential consumers. Promotion is an important activity in marketing activities, because apart from aiming to introduce products to consumers, it also aims to create positioning in consumers' minds.

The influence of brand image and promotions in the context of purchasing decisions has been provided with strong evidence through a series of relevant studies. Edi Cahyono (2018), and Marghie Mesthia Makaleuw, et al (2018), produced consistent findings, showing that both brand image and promotions contribute positively and significantly to purchasing decisions. This means that brand image and promotion not only play an important role, but also have a substantial impact in shaping consumers' decisions to purchase a product. These findings provide further understanding of how brand perception and promotional strategies can be key factors in influencing consumer purchasing behavior, providing a strong foundation for companies to design and implement effective marketing strategies to increase the appeal of their products in the market.

Based on the background of the problem above, it can be concluded that the aim of this research is to determine "the influence of brand image, promotion, price and service quality on the decision to purchase a Sigra car.

B. LITERATURE REVIEW

Brand Image

According to Foroudi (2019), brand image is the public's perception of a company or its products. Image is influenced by many factors that are outside the company's control. An effective image will influence three things, namely: first, strengthening the product's character and proposed value. Second, convey the character in a different way so that it is not confused with a competitor's character. Third, it provides emotional power that is more than just a mental image. In order to function the image must be conveyed through every available means of communication and brand contact. According to Garanti & Kissi (2019), brand image is the totality of consumers' perceptions of a brand or how they know it. This was emphasized by Essamri et al. (2019) that image is a perception that is relatively consistent in the long term (enduring perception) so it is not easy to form an image, so once it has been formed it will be difficult to change it. According to Kotler et al. (2018) brand image is a number of beliefs, ideas and impressions held by someone about an object. Meanwhile, brand image is the perception and beliefs held by consumers, as reflected by associations embedded in consumers' memories. Meanwhile, according to Azizan & Yusr (2019)

brand image is a series of associations that are usually organized around several meaningful themes.

According to Da Silva & Alwi (in Sultan & Wong, 2019), brand image indicators include:

- 1) The level of physical attributes is knowing the brand name, logo or brand symbol.
- 2) The level of the Functional implication is the risk or benefit that will be obtained.
- 3) The psychosocial implication is feeling happy and comfortable when wearing it

Promotion

Promotion according to Eckhardt et al (2019) is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/persuade, and/or increase the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered. the company concerned. According to Bhakar et al. (2020), promotion is a one-way flow of information or persuasion that can direct an organization or person to create transactions between buyers and sellers. Promotion is the last activity in the marketing mix which is very important because currently most markets are more of a buyer's market where the final decision on a buying and selling transaction is greatly influenced by the consumer. Therefore, the buyer is king. Manufacturers compete in various ways through promotions to win the hearts of buyers so they are interested and want to buy the products they sell . Promotion is one of the determinants of the success of a marketing program (Boisen et al., 2018). In essence, promotion is an effort to inform or offer products or services with the aim of attracting potential consumers to buy or consume them. With promotions, manufacturers or distributors hope to increase sales figures. Many experts have expressed views about promotion (Melović et al., 2020).

According to Kotler et al (2018) promotion indicators include:

- 1) Promotional Messages are a measure of how well promotional messages are carried out and delivered to the market.
- 2) Promotional Media is the media used by companies to carry out promotions.
- 3) Promotion Time Is the length of the promotion carried out by the company. 4. Promotion Frequency is the number of sales promotions carried out at one time through sales promotion media.

Purchasing decision

According to Oghazi et al. (2018) purchasing decisions are part of consumer behavior, consumer behavior is about how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. According to Prasad et al. (2019), the purchasing decision is a buyer's decision which is also influenced by his/her personality characteristics, including age, occupation, economic situation. Consumer behavior will determine the decision-making process in making purchases. Meanwhile, according to Romadhoni et al. (2023), purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people

and processes. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that emerge for the product to be purchased

According to (Kotler et al., 2018) there are three indicators in determining purchasing decisions, namely:

- 1) The stability of a product When making a purchase, consumers choose one of several alternatives.
- 2) Habits in buying products Habit is the repetition of something continuously in purchasing the same product.
- 3) Speed in purchasing a product Consumers often make decisions using simple choice rules (heuristics).

Frameworks

The framework of thought is a temporary explanation of the symptoms that are the object of the problem. The research process is as follows:

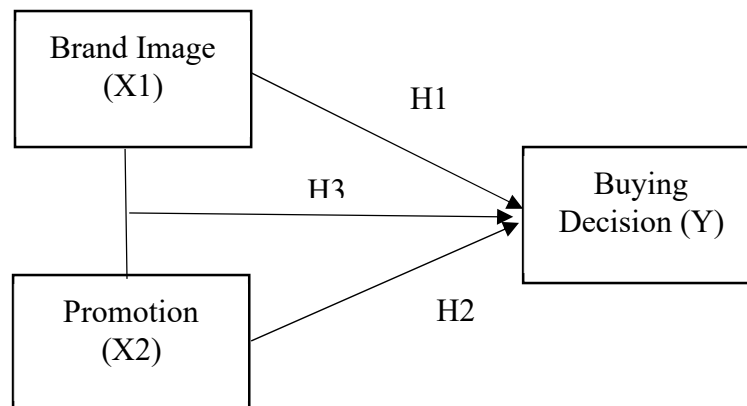


Figure 1 Research Framework

Hypothesis

H1 = Brand image (X1) has a significant effect on purchasing decisions (Y)

H2 = Promotion (X2) has a significant effect on purchasing decisions (Y)

H3 = Brand image (X1) and promotion (X2) simultaneously have a significant effect on purchasing decisions (Y)

C. METHOD

In this research, researchers used a descriptive analysis research design with a quantitative approach. In this research, the population is all consumers who have purchased a Daihatsu Sigra car in the city of Bandung at PT Astra Daihatsu Motor. The sample is a portion of the population. The sample consists of a number of members selected from the population. Based on calculations, it was found that 120 consumers had purchased Daihatsu cars in Bandung City. The sampling method used in this research is purposive sampling, namely taking a basic sample based on certain criteria. Data collection used in this research is in the form of questionnaires given to respondents

and the data is processed using the Statistical Service and Product Solution (SPSS) version 25 program. Data analysis used in this research is descriptive analysis, data quality testing which consists of validity tests and reliability, classical assumption tests consisting of data normality tests, multicollinearity tests, and heteroscedasticity tests, influence tests consisting of multiple linear regression analysis and coefficient of determination analysis, hypothesis tests consisting of t tests and F tests

D. RESULTS AND DISCUSSION

Validity test

The validity test aims to assess the presence and accuracy of the question items in describing the variables being measured. In this study, the validity testing process involved calculating the correlation between each item and the total score, known as corrected item-total correlation. The criterion used for assessing validity is whether the correlation between the score of a question item and the total score of a variable is equal to or greater than 0.3, with a minimum threshold set at 0.3.

Table 1 Validity Test results

Variable	Code	Mark	Information
Brand Image (X1)	X1.1	0.756	Valid
	X1.2	0.570	Valid
	X1.3	0.776	Valid
Promotion (X2)	X2.1	0.678	Valid
	X2.2	0.631	Valid
	X2.3	0.794	Valid
Purchase Decision (Y)	Y1	0.617	Valid
	Y2	0.592	Valid
	Y3	0.667	Valid

Data Processed 2023

In this study, the validity assessment employed the Pearson correlation analysis. The outcomes of the Pearson correlation test conducted for the variables Brand Image (X1), Promotion (X2), and Purchase Decision (Y) reveal that the calculated correlation coefficients (r) surpass the critical r table value, with correlation values ranging from 0.570 to 0.794. Since all correlation

values exceed the 0.3 threshold, it can be inferred that the statements from all variables are deemed valid based on this criterion.

Reliability Test

The results of the reliability test on the statements for each variable in this study are as follows:

Table 2 Reliability Test

Variable	Cronbach Alpha	Information
Brand Image (X1)	0.821	Reliable
Promotion (X2)	0.790	Reliable
Purchase decision (Y)	0.808	Reliable

The reliability assessment of the brand image, promotion, and purchasing decision variables in this study affirmed their reliability and trustworthiness. The reliability test results indicated that the overall Cronbach's alpha value exceeded 0.6, ranging from the smallest Cronbach's alpha of 0.790 to the largest of 0.821. This suggests that the measurement instruments for the variables are dependable and consistent, as Cronbach's alpha values above 0.6 are generally considered satisfactory for reliability in social science research.

Classic assumption test

1. Normality test

The normality test aims to test whether in the regression model the confounding or residual variables have a normal distribution or not.

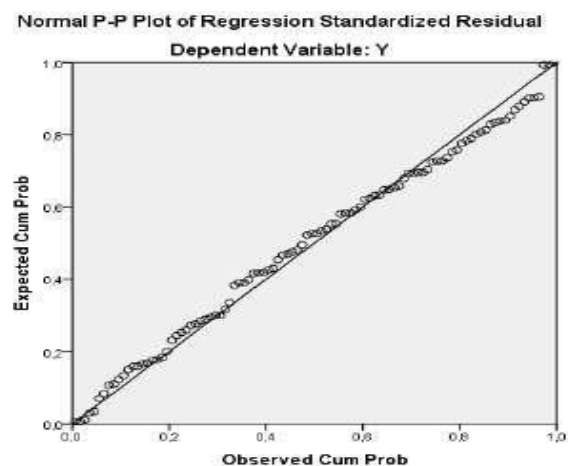


Figure 1 PP Plot Normality Graph

The normality test for this research can be carried out using a histogram, Normal P-Plot where the results of the P-Plot graph where the data spreads around the diagonal line and follows the direction of the diagonal line, then it can be concluded that the data is normally distributed.

2. Multicollinearity Test

Multicollinearity test can be used to determine the correlation between independent variables. Symptoms of multicollinearity can be detected using the Variance Inflation Factor (VIF) test

Table 1 Multicollinearity Test Results

No	Variable	Tolerance Value	VIF value
1	Brand Image	0.664	1.507
2	Promotion	0.664	1.507

The test results show a tolerance value > 0.1 and a VIF value < 10 . So the regression model does not have symptoms of multicollinearity.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another.

Table 2 Heteroscedasticity Test Results

No	Variable	Sig.	Information
1	Brand Image	0.893	Not heteroscedasticity
2	Promotion	0.186	Not heteroscedasticity

The test results show a significance level above 0.05, so the regression model does not contain heteroscedasticity.

Multiple Linear Regression Analysis Test

Multiple linear regression analysis is used to determine the influence of the independent variable on the dependent variable either partially (t test) or jointly (f test). Results can be obtained after the data is processed with the help of the SPSS program, as follows:

Table 3 Results of Multiple Linear Regression Analysis

Variable	Regression Coefficients	Sig.t
Brand Image	0.329	0,000

Promotion	0.552	0,000
Constant	2.023	
R	0.793	
R Square	0.629	
F sig	0,000	

The multiple linear regression equation obtained from the table above is:

$$Y = 2.023 + 0.329X1 + 0.552X2$$

Analysis of the Coefficient of Determination (R²)

This analysis aims to find out how much ability the independent variables have simultaneously.

Table 4 Determination Coefficient Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.584	.19674

Based on table 4, the test results for the R square value are 0.631. This means that brand image (X1) and promotion (X1) have a relationship with purchasing decisions of 62.9% while the remaining 37.1% is influenced by other factors not included in this research.

Hypothesis testing

1. t Test (Partial)

Based on the results of the t test using SPSS 25.0 software as seen in table 3, the following results were obtained:

1. Influence of brand image (X1) on purchasing decisions (Y)

Based on the results of the partial test (t test) it shows that the Sig t value is $0.000 < 0.05$, so H_0 is rejected. This means that the brand image variable has a positive effect on the decision variable to purchase the Daihatsu Sigra brand car in Bandung City.

2. Influence of promotions (X2) on purchasing decisions (Y)

Based on the results of the partial test (t test) it shows that the Sig t value is $0.000 < 0.05$, so H_0 is rejected. This means that the promotion variable has a positive effect on the decision variable to purchase a Daihatsu Sigra brand car in Bandung City.

f Test (Simultaneous)

This test aims to determine the effect of the independent variable on the dependent variable simultaneously. The f test in this research is to determine the influence of brand image and promotion simultaneously on the level of purchasing decisions. Based on the results of the simultaneous test (F test) in table 3, it shows that the Sig F value is $0.000 < 0.05$, so H_0 is rejected. This means that brand image and promotion simultaneously influence the decision variable to purchase LCGC cars of the Daihatsu Sigra brand in Bandung City.

Discussion

The Influence of Brand Image on Purchasing Decisions

Hypothesis H1 is accepted because the results of the partial test (t test) show that the Sig t value is $0.001 < 0.05$, which means that there is a significant influence of brand image on purchasing decisions. Researchers analyzed the brand image of the LCGC Daihatsu Sigra car in the city of Bandung, which is well known to buyers. This research supports previous research conducted by (Fabtaghun Haqiqi, 2020) that brand image has an impact on purchasing decisions. In addition, the better the brand image offered, the more attractive the decision will be. Meanwhile, according to (Nurhayati, 2017), brand image does not have a big impact on purchasing decisions, because for customers a good brand image will not necessarily make them want to buy or try the product. Some consumers think more about other things, for example product quality, friends' suggestions or whether it suits their own wishes.

Brand image has a substantial impact on consumers' purchasing decisions because it creates a strong and memorable impression in their minds. When consumers form a positive perception of a brand, this can provide a competitive advantage for the product. Brand image acts as a differentiator that differentiates a product from similar competitors. Consumer trust and the level of satisfaction associated with a good brand image form the basis of a product's reliability. Additionally, brand image often creates emotional value, building a close relationship between the brand and consumers. Trust in product quality, identification with brand values, and positive feelings towards the brand associated with lifestyle play a central role in the purchasing decision-making process. By choosing brands that have a positive image, consumers often feel they are making safer decisions and choosing products that meet their expectations. Therefore, companies need to invest in building and maintaining a positive brand image to influence and win the hearts of consumers in increasingly fierce market competition.

The Effect of Promotions on Purchasing Decisions

Hypothesis H2 is accepted because the results of the partial test (t test) show that the Sig t value of $0.000 < 0.05$ means that there is a significant influence of promotion on purchasing decisions. Promotions with advertising indicators, sales promotions, public relations and publications, sales force and direct marketing are increasing or decreasing, which will influence the decision to purchase a Daihatsu Sigra car in Bandung City. This research is in accordance with previous research conducted by Fransiska & Madiawati, (2022), promotions have a positive impact on purchasing decisions. This means that buyers will choose products with good promotions. One promotional tool that can be utilized by an industry is through social media.

(Ballmar & Khuzaini, 2021) shows that promotions have an impact on purchasing decisions. Good promotions will make customers like and believe that the product has good product quality so that consumers will be loyal to buy and use the product. On the other hand, for producers, good promotions on their products will increase consumers' purchasing power towards the product.

Promotions have a significant impact on consumer purchasing decisions because they act as conveyers of important information, influence perceptions, and stimulate purchasing actions. Through various forms of promotion such as advertising, discounts, or special offers, companies can provide detailed information about their products or services, including features and benefits that might convince consumers to choose the product. Additionally, promotions also have the ability to influence consumer perceptions of price, creating the impression that a product is more affordable or provides better value. Promotional strategies that involve time limits or specific amounts often create a sense of urgency among consumers, encouraging them to make immediate purchasing decisions. Promotions also play a role in increasing brand awareness and recognition, creating greater appeal and helping consumers identify the brand in a competitive market. Additionally, promotions can stimulate impulse purchases through attractive special offers. Psychologically, promotions create the perception of additional benefits or satisfaction that can motivate consumers to choose and buy a product. Therefore, promotion is not only a marketing tool, but also a powerful strategy to shape consumer attitudes and behavior and strengthen the relationship between brands and consumers.

The Influence of Brand Image and Promotion on Purchasing Decisions

Hypothesis H3 is accepted because the Sig F value is $0.000 < 0.05$, which means there is a significant influence of brand image and promotion on purchasing decisions. Researchers analyzed the image of the Daihatsu Sigra brand, which is very well known among buyers. This research supports previous research conducted by Eko Putro, (2019) entitled The Influence of Promotion and Brand Image toward Purchase Decision of Honda Vario which states that there is a significant influence of brand image and promotion on the decision to purchase a Honda Vario.

Brand image and promotion play an important role in shaping consumer purchasing decisions. Brand image creates identities and associations that influence consumer perceptions of the quality, reliability and added value of a product. Consumers who have a positive view of a brand image tend to choose products from that brand when making purchasing decisions. Meanwhile, promotions provide direct incentives through discounts, rebates, or special offers, making products more affordable and stimulating purchasing decisions. The awareness generated by promotions also shapes consumer preferences and creates a sense of urgency to act immediately. In synergy, brand image and promotion form a powerful marketing strategy, influencing consumer perceptions, attitudes and ultimately behavior in a competitive marketplace.

E. CONCLUSION

Based on previous research findings and discussions, it can be concluded that Brand Image has a positive and significant influence on the decision to purchase a Daihatsu Sigra car in Bandung City. This shows that a strong and well-known brand image has an important role in influencing

consumer purchasing decisions. Furthermore, the promotion variable also has a positive and significant impact on purchasing decisions, indicating that the promotional efforts carried out by PT. Astra Daihatsu Motor has succeeded in stimulating and motivating consumers to make purchasing decisions. Furthermore, the combination of Brand Image and Promotion simultaneously also has a significant influence on the decision to purchase a Daihatsu Sigra car. This means that a strong brand image combined with an effective promotional strategy can attract consumers' attention in their purchasing decision process. The total influence of brand image and promotion on purchasing decisions reached 62.9%, while the remaining 37.1% can be explained by other factors not covered in this research. These results provide important insights for PT. Astra Daihatsu Motor in optimizing their brand image and promotional strategy to increase attractiveness and strengthen brand position in the Bandung City market.

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