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The Effect of Promotion, Brand Image, and Price Perception on Purchasing Decisions at Fashion Item Oseng Deles Banyuwangi

Nova Auliatul Faizah¹, Wardha Nilawati², Ni Kadek Yuliandari³¹Management Study Program, Faculty of Economics, 17 August 1945 Banyuwangi University, Indonesia, Email: novafaizah924@gmail.com²Program of Management Studies, Faculty of Economics, 17 August 1945 Banyuwangi University, Indonesia, Email: wardhanilawati@untag-banyuwangi.ac.id³Program of Management Studies, Faculty of Economics, 17 August 1945 Banyuwangi University, Indonesia, Email: nk.yuliandari@untag-banyuwangi.ac.idCorresponding Author: novafaizah924@gmail.com¹

Abstract: Oseng Deles is a typical Banyuwangi souvenir centre shop that provides fashion products, such as t-shirts. This study aims to analyse the effect of promotion, brand image, and price perception on purchasing decisions for fashion item products at Oseng Deles Banyuwangi simultaneously and partially. The population of this study were customers of fashion item products at Oseng Deles Banyuwangi, with 100 respondents as samples selected using simple random sampling technique. Data collection methods include observation, questionnaires, interviews, and documentation. This research is a type of descriptive quantitative research that uses multiple linear regression analysis, the coefficient of determination, partial test (t test), and simultaneous test (F test). The results showed that promotion, brand image, and price perceptions simultaneously and partially have a significant effect on customer satisfaction.

Keyword: Brand Image, Purchase Decision, Price Perception, Promotion

INTRODUCTION

The rapid development of the industry requires every actor who has an industry to compete with each other to market their business products in order to get consumers. In this case, business actors are required to innovate in order to advance the business that is being run. One of the requirements that must be carried out by entrepreneurs is to promote their products or services effectively. Marketing a product is an effort to promote or market products aimed at consumers to increase the purchasing power of a product. In increasing awareness from consumers, as a business actor must be able to know what consumers really need so that the products / goods being sold are useful for consumers. Business competition between companies requires to be able to innovate and be able to overcome the problems that are happening, especially in the field of marketing.

The first factor that influences purchasing decisions on Osing Deles Banyuwangi Fashion items is promotion, which is a marketing communication tool to disseminate

information to consumers so that they are willing to accept the products offered by the company (Adila 2019; 16). In managing a business, promotion is a smart step to introduce products to consumers. One way to promote in the current era is with the Internet or online media. Oseng Deles as a company engaged in business often conducts promotions in the form of advertising which is loaded on several social media including the google network and Instagram as evidenced by the existence of an Instagram account @osingdeles. That way, the existence of promotions can increase the influence of consumer purchasing decisions. In research conducted by Mita Sari Tolan and colleagues in 2021, entitled 'The Effect of Promotion on Purchasing Decisions at Mita's Online Shop (Study on the Community of Wanea District, Karombasan Selatan Village, Neighbourhood IV, Manado City),' it shows that promotion has a significant impact on purchasing decisions.

The second factor that can influence purchasing decisions on Osing Deles Banyuwangi Fashion items is Brand image. In simple terms, brand image means the company's image in convincing consumers of certain brands (Tjiptono 2015; 49). The importance of brand image in product marketing is because brand image is a representation of a brand (logo) that is used as an icon. With the logo, buyers have no difficulty in buying the desired product. The Oseng Deles brand logo symbolises the characteristics of Banyuwangi, namely udeng. That way, it can make it easier for consumers to remember the osing deles brand, because it describes the city of Banyuwangi. The existence of a brand image, the company's potential to get higher sales profits, so that it can have a significant effect on Oseng Deles' revenue. The results of previous research by Nel Arianty and Ari Andira in 2021, entitled 'The Effect of Brand Image and Brand Awareness on Purchasing Decisions,' show that brand image has a significant and positive impact on purchasing decisions.

Furthermore, purchasing decisions can be influenced by how consumers interpret the price of a product (price perception). Price perception affects how consumers assess the value of a product and can influence their purchasing decisions. In simple terms, price perception can be interpreted as the way buyers compare high and low price differences. Given that buyers always want to get good quality products at affordable prices. Oseng Deles sells products that are safe in the buyer's pocket (affordable) with good quality, so the price set is in accordance with the goods obtained, especially in fashion items. This is in line with the opinion of Tjiptono and Chandra (2017: 374) that price is an important strategic part of marketing that can provide benefits for the company. That way Oseng Deles sets prices so that consumers can buy products and sellers get profits. Studies previously conducted by Aprillia Darmansah and Sri Yanthy Yosepha in 2020, with the title 'The Effect of Brand Image and Price Perception on Online Purchasing Decisions on the Shopee Application in the East Jakarta Region', showed that purchasing decisions made using the price perception variable were stated to have a significant effect.

METHOD

The research was conducted with the aim of understanding and analysing the dependent variable (purchase decision) whether it can be influenced by the independent variable (promotion, brand image, and price perception) on the purchase of fashion products from the Oseng Deles brand based in Banyuwangi. In this study, the population is fashion item customers at Osing Deles Banyuwangi with a sampling of 100 respondents. This is based on the sample that has been used as the basis for the research method. The method of obtaining sampling is to use probability sampling techniques, where each population member gets the opportunity to become a sample (Sugiyono 2022: 82). The type of probability applied in this study, the sample was taken randomly using simple random sampling without regard to the characteristics of population members.

RESULTS AND DISCUSSION

RESULTS

Validity Test

The use of the validity test aims to evaluate whether the data can be considered valid or not. According to Arikunto in Widiyanto (2018) validity is a measuring tool that can show the validity of data. Data that has high validity means that the data is valid and vice versa, it is said to be invalid if the data has low validity.

Table 1. Validity Test

		r hitung	r tabel	Sig	Description
Promotion	X1	0.847	0.196	0.000	Valid
	X2	0.889	0.196	0.000	Valid
	X3	0.859	0.196	0.000	Valid
Brand image	X1	0.852	0.196	0.000	Valid
	X2	0.909	0.196	0.000	Valid
	X3	0.754	0.196	0.000	Valid
Price Perception	X1	0.853	0.196	0.000	Valid
	X2	0.894	0.196	0.000	Valid
	X3	0.821	0.196	0.000	Valid
Purchase Decision	X1	0.867	0.196	0.000	Valid
	X2	0.812	0.196	0.000	Valid
	X3	0.799	0.196	0.000	Valid
	X4	0.835	0.196	0.000	Valid
	X5	0.845	0.196	0.000	Valid

From table 1 above, the variables of promotion, brand image, price perception, and purchasing decisions are considered valid because the calculated r value exceeds the r table value, which is 0.196. Thus, the correlation coefficient shows positive results.

Reliability Test

The purpose of this test is to determine how consistent and stable a person's answers are from time to time in the statements in the questionnaire, so that these answers can be said to be reliable or not. High reliability measurement is known by the coefficient value above 0.6 Cronbach's Alpha.

Table 2. Reliability Test

No.	Variabel	Cronbach's Alpha	Description
1.	Promotion	0,832	Reliabel
2.	<i>Brand image</i>	0,790	Reliabel
3.	Price Perception	0,816	Reliabel
4.	Purchase Decision	0.888	Reliabel

From the results of table 2, the Cronbach's Alpha value for each variable is 0.60, so these variables are reliable to be used as measuring instruments in this study.

Normality Test

The aim is to assess whether the confounding variables or residuals in the regression follow a normal distribution. (iqbal & mukholafatul (2020: 95). If the distribution of these

variables is not normal, the ability of statistical tests to provide accurate results will decrease. The tool used to assess whether the data can be normally distributed or not by looking at the significance value of at least 5% or 0.05, namely using the one sample Kolmogorov-Smirnov test.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	4,38818563
Most Extreme Differences	Absolute	,082
	Positive	,070
	Negative	-,082
Test Statistic		,082
Asymp. Sig. (2-tailed)		,091 ^c

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

From table 3 above, the test results using the Monte Carlo technique in the One Sample Kolmogorov-Smirnov test obtained a significance value of 0.091. It can be concluded that the data test results are identified as normal, this is reinforced by the Asymp value which is greater than 0.05.

Multicollinearity Test

The goal is to check whether there is a correlation between the independent variables (X). Variance Inflation Factor (VIF) can help in identifying the presence of multicollinearity with values less than 5 or 10.

Table 4. Multicollinearity Test
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	PROMOSI	,388	2,579
	BRAND	,362	2,766
	PERSEPSI HARGA	,357	2,802

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Table 4, states that the Variance Inflation Factor (VIF) value shows each independent variable is below 10 and the tolerance value is greater than 0.1. Thus, it can be concluded that there is no indication of multicollinearity in this regression model, because each research variable does not show symptoms of multicollinearity.

Heteroscedasticity Test

To determine whether the residual variance between one observation and another is consistent or not in the regression model. When the residual variance remains between observations, it is called Homoscedasticity; while Heteroscedasticity is when the residual variance differs between observations. This can occur when the significance value (sig) of the statistical test is greater than the alpha value of 5% or the t-count value is smaller than the value listed in the statistical distribution table according to Iqbal & Mukholafatul (2020: 84).

Table 5. Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,678	,760		2,209	,030
	PROMOSI	,018	,092	,032	,195	,846
	BRAND	,098	,090	,184	1,094	,277
	PERSEPSI HARGA	-,130	,093	-,236	-1,398	,165

a. Dependent Variable: ABS_RES

The results of table 5 of the spss calculation, the independent variable (X) does not occur Heteroscedasticity. The residual results show that the independent data has a significant value > 0.05.

F Test

To determine the dependent variable (Purchase Decision) can be influenced by the independent variable (Promotion, Brand Image, and Price Perception) by comparing the calculated F test results with the F value listed in the F distribution table. If the calculated F test result > the F value listed in the table, then the dependent variable can be significantly influenced by the independent variable.

Table 6. F test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1496,054	3	498,685	107,308	,000 ^b
	Residual	446,136	96	4,647		
	Total	1942,190	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

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

From the F test results in Table 6, with a calculated F value of 107.308 which exceeds the F table value of 2.70, and a significance value of 0.000 which is lower than the specified significance level (0.05), the null hypothesis (H0) is rejected. This shows that together, the independent variables have a significant linear relationship or influence purchasing decisions on Oseng Deles Banyuwangi fashion items.

T Test

Aims to assess individually the relative influence of each independent variable on the dependent variable

Table 7. T test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,736	1,191		-1,458	,148
	X1	,528	,144	,288	3,669	,000
	X2	,458	,141	,264	3,249	,002
	X3	,728	,145	,410	5,009	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

1. Based on the results of the analysis, it is found that the significance level is 0.000, while the t value for the promotion variable (X1) is 3.669. This results in rejection of the null

hypothesis (H0), because the t value (3.669) is above the t table value (1.984). Therefore, it can be concluded that partially promotion (X1) has an effect on purchasing decisions for fashion items at Oseng Deles Banyuwangi.

2. The analysis results show that the t count of the brand image variable (X2) is 3.249 with a significance of 0.002. This also results in rejection of H0, because the t value (3.249) exceeds the t table value (1.984), it can be concluded that brand image (X2) has a partial influence on purchasing decisions. fashion items at Oseng Deles Banyuwangi.
3. The results of the t value of 5.009 and a significance of 0.000, rejecting H0 indicate that partially the perception of price (X3) on purchasing decisions has a significant effect on purchases at fashion items at Oseng Deles Banyuwangi. Of course, according to the calculated t value which far exceeds the t table value (1.984).

Multiple Regression Analysis

Evaluating the suitability of the Multiple Linear Regression model, common steps include testing classical assumptions (According to Iqbal & Mukholafatul 2020: 66). The formula for multiple linear regression is;

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e_1$$

Table 8. Multiple Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,736	1,191		-1,458	,148
	X1	,528	,144	,288	3,669	,000
	X2	,458	,141	,264	3,249	,002
	X3	,728	,145	,410	5,009	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on table 5 $Y = -1.736 + 0.528X_1 + 0.458X_2 + 0.728X_3 + e_i$

In the multiple linear regression model given, there is an interpretation for each coefficient:

1. $\beta_0 = (-1,736)$ means that Y shows the cut point of the regression line, which is at the coordinates (-1,736).
2. $\beta_1 = 0.528$ means that the promotion variable (X1) shows that it has a positive influence on purchasing decisions (Y). That way the purchase decision will increase by 0.528 every time the promotion variable increases by one unit.
3. $\beta_2 = 0.458$ means that the brand image variable (X2) shows that it has a positive influence on purchasing decisions (Y). Thus, purchasing decisions can increase by 0.458 when the brand image variable increases by one unit.
4. $\beta_3 = 0.728$ means that the price perception variable (X3) has a positive influence on purchasing decisions (Y). This means that there is an increase of 0.728 in purchasing decisions when the price perception variable increases by one unit.

Determinant Coefficient Analysis

The aim is to measure how much the dependent variable can be explained by the independent variable. This reflects the ability to explain the variation in the dependent variable

by looking at the Adjusted R-squared value to approach the optimal regression model fit according to Iqbal & Mukholafatul (2020: 106).

Table 9. Determinant Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,878 ^a	,770	,763	2,156

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

The results of the calculation of table 9 above show that Adjust R square obtained a value of 0.763 or 76.3% with the remaining 23.7%. In this context, 23.7% is a factor from other variables that are not examined in this research variable, while 76.3% is the variation in purchasing decisions that can be explained as a whole by the variables in this study, namely Promotion, Brand image, and Price Perception.

DISCUSSION

The Effect of Promotion X1, Brand image X2, and Price Perception X3 on Simultaneous Purchasing Decisions Y

Based on the results of data analysis using SPSS version 25, it is found that simultaneously purchasing decisions are influenced by promotional variables, brand image, and price perceptions positively and significantly on fashion items at Oseng Deles Banyuwangi. The significant F value ($107.308 > 2.70$) rejects the null hypothesis (H0) and accepts the alternative hypothesis (H1), explaining the impact on purchasing decisions simultaneously or together influenced by the variables (X). This can be interpreted that consumers in Oseng Deles Banyuwangi Fashion items think that fashion item products have good branding that can attract consumers to buy these products. Then the promotional media used makes it very easy for the millennial generation to access the products being sold, as well as a very significant price comparison with the quality of the products offered. That way these variables will help Oseng Deles attract more consumers to make purchasing decisions.

The Effect of Promotion X1 on Purchasing Decisions Y Partially

Based on the results of statistical analysis, there is evidence to suggest that purchasing decisions made using promotional variables partially affect fashion items at Oseng Deles Banyuwangi. A significant t value (3.669) indicates rejection of the null hypothesis (H0), and thus it can be concluded that a positive and significant influence on purchasing decisions is influenced by promotional variables. In other words, the promotions carried out by Oseng Deles influence consumer purchasing decisions regarding their fashion products.

The Effect of Brand image X2 on Purchasing Decision Y Partially

Based on the results of statistical analysis, there is evidence to suggest that purchasing decisions made using the brand image variable on fashion items at Oseng Deles Banyuwangi. The significant t value (3.249) indicates rejection of the null hypothesis (H0), which means we can conclude that the impact on purchasing decisions is partially and significantly influenced by brand image has. In other words, Oseng Deles' brand image influences how consumers decide to buy their fashion products. It can be interpreted that brand is very important for every

business actor, when the brand image that is displayed is good, the brand can have a tremendous effect on attracting consumers to buy the product in that place.

The Effect of Price Perception X3 on Purchasing Decisions

Based on the results of statistical analysis, it can be concluded that purchasing decisions made using the price perception variable on fashion items at Oseng Deles Banyuwangi. The significant t value (5.009) indicates rejection of the null hypothesis (H0), which indicates that a significant impact on purchasing decisions is partially influenced by the price perception variable. This means that how product prices are interpreted by consumers influences their decision to purchase fashion items from Oseng Deles.

CONCLUSION

In accordance with the results of research and discussion, it can be concluded that;

1. Simultaneously, the Promotion variable (X1), Brand Image (X2), and Price Perception (X3) have a significant effect on Purchasing Decisions based on the results of the F test.
2. Partially, the dependent variable (Purchase Decision) is influenced by the independent variable (Promotion Variable (X1), Brand Image (X2), and Price Perception (X3)) significantly.
3. Based on the Adjust R square value, the value is 0.763 or 76.3% with the remaining 23.7%. In this context, 23.7% is a factor from other variables that are not examined in this research variable, while 76.3% is the variation in purchasing decisions that can be explained as a whole by the variables in this study, namely Promotion, Brand image, and Price Perception.

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