The Effect of Brand Image and Promotion on Gluten Rice Sobi Milk Purchase Decisions in Bandar Lampung

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Abstract

The culinary sector is one of the most thriving industries in Indonesia, leading to intense competition among businesses in developing effective strategies. This study examines the influence of brand image and promotions on purchase decisions at Ketan Susu Sobi, a small business in Bandar Lampung. Brand image and promotions are critical components in marketing, particularly for small businesses (UMKM) striving to thrive in a competitive market. Data was collected through a questionnaire using a quantitative approach and survey method. Multiple linear regression analysis was employed to assess the impact of the independent variables, brand image and promotion, on the dependent variable, purchasing decisions. The findings reveal that brand image has a significant positive effect on purchase decisions, with a significance value of 0.000, which is less than 0.05. Consumers are more likely to choose products with a strong brand image because they instill trust and offer perceived added value. Similarly, promotions also significantly affect purchasing decisions, with a significance value of 0.000, indicating that most respondents are motivated to buy Ketan Susu Sobi after seeing promotions on social media. The study provides valuable insights for Ketan Susu Sobi to enhance its brand image through product innovation and maintain its reputation while developing creative promotional strategies to engage a broader audience.

Keywords: Brand Image; Promotion; Marketing; Purchasing Decisions

Introduction

The culinary sector in Indonesia is one of the most popular and rapidly growing industries, driven by the fundamental need for food. As technology progresses, many businesses have expanded, leading to heightened competition, particularly in the food sector. For culinary business owners, especially those managing angkringan-style enterprises, it has become imperative to understand consumer behavior and the factors influencing purchasing decisions to effectively compete in a saturated market (Databoks, 2023). This has intensified

the rivalry among industry players, compelling entrepreneurs to innovate and differentiate their offerings to remain competitive.

The high competition in the food and beverage sector, as reported by the Business Competition Supervisory Commission (KPPU) in 2023, further underscores the need for strategic business planning. The accommodation and food service industry recorded the highest competition index, with a score of 5.22, highlighting the challenges faced by businesses in this sector (Databoks, 2023). Small and medium enterprises (SMEs), particularly those in the food sector, need to deliver superior products that align with consumer preferences to dominate sales and capture a larger market share. This requires effective sales strategies and management controls to navigate the competitive environment.

Social trends and lifestyles significantly influence consumer choices in the food industry. The role of social media and online food ordering applications has enhanced consumers' access to food trends and facilitated easy purchasing, further fueling competition. To succeed, businesses must cultivate consumer trust and loyalty to prevent customer attrition (Kurnianingsih & Achsa, 2022). Kurnianingsih and Achsa (2022) suggest that entrepreneurs must create innovative, appealing, and distinctive products and promotional strategies to attract consumers, especially through media platforms offering discounts and promotions. Kotler (2016) emphasizes that marketing, which involves understanding consumer needs, delivering value, and fostering customer relationships, is essential for business success.

Furthermore, a strong brand image plays a crucial role in shaping consumer purchasing decisions. As noted by Isamani, cited in Kurnianingsih and Achsa (2022), industries face challenges in retaining and attracting customers without leveraging brand image. A robust brand image fosters consumer trust and influences purchasing behavior, helping businesses differentiate themselves from competitors. Kotler (2016) explains that purchasing decisions are a culmination of several steps in the buying process, influenced by motivation, knowledge, and evaluation of alternatives. Therefore, businesses must understand the factors that drive these decisions to remain competitive.

With the increasing level of business competition and uncertainty in the market, companies must gain a competitive advantage to maintain their market share. Adopting modern, market-oriented marketing strategies is essential for survival and growth. Technological advancements and industrial development have reshaped the business landscape, increasing competition among both large and small businesses. To stay competitive, companies must align their offerings with consumer preferences, ensuring that they meet market demands.

The angkringan business model, which involves low capital investment and high consumer appeal, has gained popularity as a growing sector in Indonesia. This model, characterized by a simple cart and tent setup, operates during evening hours, offering an informal and affordable dining experience. The growing interest in angkringans, particularly in Bandar Lampung, demonstrates the success of this business model, with customers not only enjoying the food but also using the space for socializing and relaxation. One popular culinary offering in this context is ketan susu (glutinous rice with condensed milk), which has become

a favored snack in Indonesia. The combination of soft, sticky rice and sweetened condensed milk has made ketan susu a preferred treat for many (Pikiran Rakyat Garut).

In Bandar Lampung, various establishments, including Ketan Susu Sobi, Warung Ketan Susu Mas Ucok, Ketan Susu Tagur, and Ketan Susu Raripama, specialize in producing ketan susu. These businesses offer varying quantities of the product, with Warung Ketan Susu Mas Ucok achieving the highest sales at 15 kg/day, while Ketan Susu Tagur records the lowest sales at 1 kg/day. Both Ketan Susu Sobi and Ketan Susu Raripama have similar average daily sales, at 5 kg each. This study aims to serve as a reference for students pursuing similar research, contributing to the academic understanding of how brand image and promotional strategies impact purchasing decisions in small-scale businesses such as Ketan Susu Sobi.

Literature Review

Marketing Definition

Marketing, as defined by Kotler and Armstrong (2008), constitutes a social and managerial process wherein individuals or organizations acquire the goods and services they require and desire through value exchange. The American Marketing Association characterizes it as a series of activities and processes dedicated to the creation, communication, delivery, and exchange of offerings that hold value for customers, clients, partners, and society at large. Tjiptono (2019) further highlights that marketing is centered on the effective management of relationships with customers in a way that is profitable. According to Kotler (2016), marketing operates as a process that creates, communicates, and delivers value while simultaneously managing customer relationships, with the goal of benefiting both the organization and its shareholders. Consequently, marketing plays a pivotal role in the achievement of organizational success, with a primary focus on addressing and fulfilling consumer needs (Tjiptono & Diana, 2023; Irsad, 2010).

Brand Image

Brand image is a crucial element that reflects consumer trust and differentiates a brand from others, such as through logos, design, or unique colors (Kotler & Armstrong, 2008). It represents consumer perceptions and associations, which are easily recalled when encountering the brand (Indra, 2018). Firmansyah (2019) emphasizes that brand image influences consumer perceptions of a product. Key indicators include positive perception, brand association, and differentiation (Barreda et al., 2020). Factors affecting brand image include communication, trustworthiness, product utility, service quality, and the brand's overall image (Kertajaya, as cited in Erni Yunaida, 2017).

Purchase Decision

Purchase decisions, as defined by Kotler (2016), are driven by consumer needs and desires, influencing whether a purchase will occur. Kotler and Armstrong (2000) assert that a purchase decision involves choosing to buy or not. Tjiptono (2019) describes it as a process

where consumers recognize their needs, gather information, evaluate alternatives, and finally make a purchase decision. The process includes stages such as need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Hanaysha (2018) identifies key indicators of purchase decisions: customer satisfaction, recommendation likelihood, purchase frequency, purchase intention, and overall satisfaction.

Research Method

Data Sources and Data Collection Techniques

This research employs both primary and secondary data sources. Primary data was obtained through surveys, specifically utilizing questionnaires distributed to consumers of Ketan Susu Sobi, with a focus on investigating the impact of brand image and promotional activities on purchasing decisions. Secondary data was sourced from indirect channels, such as academic journals and websites. Data collection was conducted through various methods, including questionnaires, interviews, and observations. As stated by Sugiyono (2017), a questionnaire involves presenting respondents with a set of written questions or statements. The study utilized a Likert scale to assess respondents' opinions, attitudes, and perceptions, with response options ranging from "Strongly Agree" to "Strongly Disagree."

Population and Sample

According to Sugiyono (2017), the population refers to a group of subjects or objects possessing specific characteristics that a researcher seeks to investigate and from which conclusions are drawn. In this study, the population comprises the consumers of Ketan Susu Sobi in Bandar Lampung. A sample, which is a subset of the population, is selected when it is impractical to study the entire population due to constraints such as time, financial resources, or logistics (Sugiyono, 2017). This study employs non-probability sampling, specifically purposive sampling, with selection criteria including following the Instagram account @ketansususobi, having made at least one purchase, and residing in Bandar Lampung. The sample size is determined to be 100 respondents, calculated using the Slovin formula.

Operational Variables

Operational definitions of variables refer to specific attributes, characteristics, or values of people, objects, or activities that have variation, defined by researchers for study and subsequent conclusions. The following table provides the operational definitions of the variables used in this study:

Variable	Definition	Indicators	Scale
Brand Image	Brand image is the perception and beliefs held by consumers, reflected in the associations that are ingrained in customers' memory, which are recalled first when hearing a slogan (Kotler & Armstrong, 2008).	1. Positive perception 2. Brand associations 3. Brand differentiation (Barreda et al., 2020)	Likert Scale
Promotion	Promotion is an activity that conveys the product benefits and persuades customers to make a purchase (Kotler & Armstrong, 2008).	1. Promotion frequency 2. Promotion quality 3. Promotion quantity	Likert Scale

		4. Promotion timing 5. elevance/targeting accuracy (Fadila & Apriani, 2023)	
Purchase Decision	Purchase decision refers to the consumer's action to buy or not to buy a product (Kotler & Armstrong, 2008).	1. Customer satisfaction 2. Willingness to recommend 3. Purchase frequency 4. Purchase intention 5. Overall satisfaction (Hanaysha, 2018)	Likert Scale

Data Analysis Techniques

In this study, the instruments will undergo both validity and reliability testing to ensure they provide accurate and dependable results. According to Sugiyono (2017), an instrument is considered valid when it accurately represents the actual data from the subjects. To assess validity, Confirmatory Factor Analysis (CFA) will be conducted using IBM SPSS 26 software. For a variable to be deemed valid, the Kaiser-Meyer-Olkin (KMO) value and the Measure of Sampling Adequacy (MSA) must exceed 0.05, and the Anti-Image Correlation must be greater than 0.05. These criteria ensure that the data are suitable for factor analysis and properly reflect the intended constructs. Reliability testing will evaluate the consistency of the instrument, ensuring it produces stable and reproducible results over time. Cronbach's Alpha will be used to measure internal consistency, with values greater than 0.6 indicating acceptable reliability (Sugiyono, 2017).

In addition to validity and reliability testing, classical assumption tests will be conducted to assess the data's distribution and characteristics, including normality tests to confirm whether the data follows a normal distribution. For hypothesis testing, multiple linear regression, t-tests, and the coefficient of determination (R^2) will be utilized. Multiple linear regression will analyze the combined impact of independent variables, such as brand image and promotions, on purchasing decisions. The t-test will evaluate the significance of individual predictors, while R^2 will determine the extent to which the independent variables explain the variance in purchase decisions (Ghozali, 2016). These statistical methods will provide a thorough understanding of the factors influencing consumer behavior.

Result

Respondent Characteristics

The study involved 100 respondents, with data collected through an online questionnaire via Google Forms. The characteristics of the respondents are outlined as follows: Based on gender, 40% were male, and 60% were female, indicating a higher proportion of female respondents. This is reflective of a trend where female students are more engaged in new culinary experiences, driven by modern cultural trends. Regarding occupation, the largest

group, comprising 61%, were students, followed by smaller percentages of civil servants (4%), private sector employees (6%), entrepreneurs (7%), and other professions (22%).

Respondents' Answer Distribution

The distribution of respondents' answers was analyzed to understand consumer perceptions of the studied variables using a Likert scale, with values ranging from 1 to 5. For the brand image variable, the highest mean of 4.77 was found in statements about product quality and the recommendation likelihood, highlighting that consumers perceive Ketan Susu Sobi as a high-quality brand and are satisfied enough to recommend it to others. The lowest mean of 4.51 indicated that consumers appreciated the product's uniqueness but were slightly less enthusiastic about it compared to other aspects.

For promotions, the highest mean of 4.56 suggested that Ketan Susu Sobi's promotional efforts effectively captured consumers' attention and conveyed clear, understandable information. However, increasing social media activity and better targeting through consumer segmentation could further enhance the effectiveness of these promotions.

Regarding purchase decisions, the data revealed that consumers were generally satisfied with their purchasing experience, as evidenced by the mean scores of 4.59 and 4.67. Nonetheless, the mean score of 4.02 for purchase frequency highlighted a need for improvement in repeat purchases. To address this, strategies such as loyalty programs, exclusive discounts, or targeted promotions could be implemented to increase customer retention and encourage more frequent purchases (SPSS Data Analysis, 2025).

Multiple Linear Regression

Multiple linear regression is used to predict the average value of the dependent variable (Y) based on the independent variables (X). The regression equation for this study is represented as $Y = 2.482 + 0.525X1 + 0.342X2 + e$, where Y is the purchase decision, X1 is brand image, and X2 is promotion. The constant value of 2.482 represents the purchase decision when both brand image and promotion are zero, while the coefficients of 0.525 and 0.342 indicate the change in the purchase decision for each unit increase in brand image and promotion, respectively. The error term, denoted by e, accounts for the residual variance. The results show that both brand image ($\beta = 0.525$) and promotion ($\beta = 0.342$) significantly affect purchase decisions, with p-values below 0.05, suggesting a strong and meaningful relationship between these factors and consumer purchasing behavior.

Table 1. Multiple Linear Regression

Coefficientsª							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.482	1.860		1.334	0.185		
Brand image	0.525	0.103	0.458	5.078	0.000	0.571	1.751
Promotion	0.342	0.087	0.355	3.929	0.000	0.571	1.751

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F Test

The F-test is used to evaluate the overall significance of the relationship between the independent and dependent variables. The results show that the calculated F-value (58.961) exceeds the F-table value (3.09) and the significance level (0.000) is below 0.05, indicating a statistically significant relationship (Ghozali, 2016).

Table 2. F Test Result

ANOVAa						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	342.504	2	171.252	58.961	0.000b
	Residual	281.736	97	2.904		
	Total	624.240	99			

t Test (Partial)

The t-test evaluates the impact of individual independent variables on the dependent variable in a regression model. At a 95% confidence level, if the t-statistic exceeds the t-table value or the significance is below 0.05, the null hypothesis is rejected, indicating a significant effect. In this study, both brand image (X1) and promotion (X2) significantly influenced purchase decisions (Y). The t-value for brand image (5.078) and promotion (3.929) both surpassed the t-table value, with significance values of 0.000, confirming the positive impact of these variables on purchasing decisions. The coefficient of determination (R^2) shows the explanatory power of the model (Ghozali, 2016).

Coefficient of Determination (R2)

The model summary shows an adjusted R-squared value of 0.618, meaning that brand image and promotion account for 61.8% of the variation in purchase decisions. The remaining 38.2% is influenced by other factors not included in this analysis.

Table 3. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.796a	0.634	0.618	1.598

This suggests a moderately strong association between the independent variables and purchasing decisions, indicating that while brand image and promotion play a significant role in shaping consumer behavior, additional factors could also impact purchase decisions. This finding highlights the need to consider other potential influences in future research (Ghozali, 2016).

Discussion

The Influence of Brand Image on Purchase Decisions

The t-test calculation shows that the t-value of 5.078 exceeds the critical t-table value of 1.986, and the significance level is 0.000, which is well below the 0.05 threshold. This leads to the acceptance of hypothesis H1, indicating that the brand image variable (X1) has a positive and statistically significant influence on the purchase decision (Y) for Ketan Susu Sobi. This suggests that a stronger brand image increases the likelihood of customers making a purchase decision. Brand image, as described by Indra (2018), refers to the consumer's perception of a brand, one that is easily recalled when they encounter it. Therefore, a well-established brand image can act as a catalyst for customer purchase decisions.

The brand image of Ketan Susu Sobi is built around its signature smooth taste, the use of a distinctive ingredient—milk—in its preparation, and its reasonable pricing. These factors align with the findings from the descriptive analysis, which reveals that 61% of the consumers of Ketan Susu Sobi are students, and that the product is conveniently located in a strategic area. This confirms that the brand image plays a key role in influencing consumers' purchasing choices. However, it is important to note that a brand image is not solely shaped by advertising or promotional campaigns; it is also formed through consumers' actual experiences with the product. As a result, businesses must ensure that their brand image accurately reflects the true qualities and experiences associated with their product. The findings of this study support the work of Waruwu et al. (2023), who also found that brand image has a positive impact on purchase decisions, with consumers often relying on the brand image as a critical reference point when making purchasing decisions. Thus, building and maintaining a strong, authentic brand image is essential for influencing consumer behavior and encouraging purchases.

The Influence of Promotion on Purchase Decisions

The calculation results indicate that the t-value of 3.929 exceeds the critical t-table value of 1.986, and the significance level is 0.000, which is below the 0.05 threshold. This confirms the acceptance of hypothesis H2, signifying that the promotion variable (X2) has a significant impact on the purchase decision (Y) for Ketan Susu Sobi. The positive regression coefficient suggests that enhanced promotional efforts are likely to increase customers' likelihood of making a purchase.

Effective and engaging promotions are crucial in capturing consumers' attention and generating interest in the product, which ultimately increases the probability of a purchase. Ketan Susu Sobi frequently engages in promotional activities via social media platforms, particularly Instagram. The brand also collaborates with food influencers and vloggers to expand its promotional reach and attract more customers. Survey results revealed that the majority of respondents were influenced to buy Ketan Susu Sobi after encountering promotions on social media, especially Instagram. These findings support the research of Suharni Rahayu (2022), which demonstrated that promotions have a significant influence on consumer purchase decisions. This underscores the importance of strategic and creative promotional efforts in shaping consumer behavior and driving sales.

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Conclusion

The findings of this study indicate that both brand image and promotional activities have a significant positive impact on consumers' purchase decisions regarding Ketan Susu Sobi. Specifically, the brand image variable (X1) was found to have a positive and significant effect on purchase decisions (Y), aligning with prior research, such as Waruwu et al. (2023), which underscores the role of brand image in shaping consumer behavior. A strong and favorable brand image increases the likelihood of consumers making a purchase, highlighting the importance of maintaining a positive reputation for Ketan Susu Sobi. Likewise, the promotion variable (X2) demonstrated a positive and significant effect on purchase decisions, supporting the findings of Suharni Rahayu (2022), who emphasized the power of promotions in influencing consumer purchasing behavior. These results suggest that well-designed promotional strategies, particularly those involving social media and influencer marketing, are pivotal in influencing consumer decisions.

In light of these conclusions, it is recommended that Ketan Susu Sobi continue to prioritize product quality, as this remains a crucial factor in enhancing consumer satisfaction and encouraging recommendations. Moreover, strengthening promotional efforts through social media and partnerships with influencers could further increase brand visibility and consumer trust. Additionally, future research should examine other variables that were not addressed in this study, potentially offering more comprehensive insights into the factors that affect purchase decisions. Expanding the scope of research with larger sample sizes and employing diverse analytical methods would provide a deeper understanding of consumer behavior and the elements that drive purchasing choices.

Declaration of conflicting interest

The authors declare that there is no conflict of interest in this work.

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