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# The Influence of Price, Promotions, and Brand Images on Purchase Decision of Red Sugar at UD Nira Sari, Kediri Regency

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***Abstract***

***Research aim :*** *This research aims to address the gap by analyzing the influence of price, promotions, and brand images on purchase decision for palm sugar at UD Nira Sari in Kediri Regency.*

***Design/Methods/Approach :****The study adopted a research design grounded in quantitative methods a survey methods to collect data from 40 respondents. Multiple regressions analysis is applied to investigate the connection betweens the independent variables (price, promotions, and brand images) and the dependent variable (purchase decision).*

***Research Findings :****The findings reveal that price, promotions, and brand images signitificantly influence decision related to buying for palm sugar at UD Nira Sari. Among these variables, brand images has the most substantial impact, followed by promotions and price. Collectively, these variables explain 62.7% of the variation in consumer purchase decision.*

***Theoretical contributions/Originality :****This study contributes to the literature by demonstrating the integrated impact of price, promotions, and brand images on purchase decision, particularly in the context of a local industry like UD Nira Sari. It highlights the signitificance of taking these factors into account together to achieve a thorough understanding of consumer behavior regarding palm sugar products.*

***Practitionel/Policy implications :****The findings provide actionable insights for business practitioners, especially in the local palm sugar industry, to improve consumer purchase decision. This can be achieved by prioritizing brand images improvements, designing effective promotionsal strategies, and setting competitive and value-oriented pricing. These implications are particularly relevant for business owners like UD Nira Sari and marketing managers in developing consumer-focused strategies.*

***Research limitations:****This study is limited to the demographic scope of consumers at UD Nira Sari in Kediri Regency, this may restrict the ability to generalize the findings to other contexts. regions. Future research could expand the respondent coverage and explore additional variables, such as consumer trust or digital marketing strategies, to enrich the analysis.*

***Keywords :****Price, Promotions, Brand Images, Purchase Decision*

## 1. Introduction

Indonesia's local product industry, especially the food sector, faces signitificant challenges to maintain its relevance in an increasingly competitive market. One example that can be seen is brown sugar products, which despite being rich in health benefits, are often considered impractical by modern consumers. Traditional brown sugar, with its large shape that is difficult to divide into small portions, faces obstacles in meeting consumer demand that prioritizes convenience and practicality. To overcome this, innovations in the form of more practical brown sugar, such as in the form of coins or bar boxes, have been introduced. This innovation not only responds to the needs of consumers who are more concerned about health, especially after the pandemic, but also provides a solution for the brown sugar business to remain relevant in an ever-changing market. Despite its great potential, this business still faces challenges, such as price competition and fluctuations in raw materials, which require business actors to strengthen their marketing strategies in order to continue to grow and compete in an increasingly tight market.

**Table 1.1**
**Number of Brown Sugar Businesses in Kediri Regency 2024**

| Business Name | Product | Place |
|---|---|---|
| **Brown Sugar Cane Kediri Indonesia** | Brown Sugar Cane | The Truth |
| **UD Brown Sugar Kediri** | Brown sugar | Gurah |
| **UD Putra Tunggal, a producer of brown sugar from sugar cane** | Brown Sugar Cane | The Truth |
| **Mr. Sinwanudin's Brown Sugar** | Brown sugar | The Truth |

Source: Primary Data processed 2024

As shown in Table 1.1 the existence of several businesses engaged in brown sugar production in Kediri Regency in 2024. The products produced include regular brown sugar and cane brown sugar, with business locations spread across the Ngadiluwih and Gurah areas. This data reflects that the Ngadiluwih area is one of the main centers of brown sugar production, while Gurah also supports the diversification of business locations.

Purchase Decision can be saidthe the practices engaged in by consumers in choosing, purchase, and used items or services to meet their needs or desires. This decision is an important part of business strategy because it reflects the company's success in attracting attention and persuading consumers. Customers Consumers who enjoy a product or service frequently make repeat purchase decision. By providing positive testimonials, which can ultimately enhance the company's reputation and attract new customers. In the long run, consistent purchase decision from these customers not only help increase revenue but also create a mutually beneficial relationship betweens consumers and companies. Consumers have the flexibility to decide when, where, and how to utilize a product. In contrast, services are often created and consumed simultaneously. This dynamic provides service companies with a Substantial opportunity to actively assist customers in enhancing the value of their overall experience. By doing so, service

providers can play an influential role in shaping both the consumption process and its subsequent evaluation[1].

Price reflects the perceived value of the product or service offered to consumers and is a determining factor in purchase decision. Setting the right price is crucial because it affects the perception of quality and competitiveness in the market. A price that is too high can reduce affordability, while a price that is too low has the potential to reduce the images of product quality.[2].

Promotions is a marketing strategy that seeks to increase consumer awareness, interest, and desire for a product or service. Through promotions, companies can convey important information related to product advantages, prices, or special offers. Promotions can be said to be an activity that communicates product advantages and persuading buyers to be willing to buy the product the[3]. OTherefore, well-designed promotionss not only support increased sales, but also strengthen the company's position in market competition.

Brand images reflects consumer perception of a brand, which is formed through experience, interaction, and communication. Factors such as product quality, reputation, and consumer experience influence the formation of brand images. Brand images is a consumer's perception of a brand perception that may or may not reflect reality objectively.[4].Although it does not always correspond to reality, brand images plays a crucial role in influencing consumers' views of a product's value and superiority, which ultimately influences their purchase decision.

Increasingly tight business competition encourages business actors to develop effective marketing strategies to attract consumer interest and increase competitiveness. Marketing is not just about selling products, but also includes strategic efforts to create value for customers and meet market needs. In addition, marketing helps strengthen relationships with consumers and product positions in the market. Marketing can be said to be an integrated and planned activity that includes the creation of products with selling value, pricing, communication, and delivery of value to consumers, clients, partners, and the general public [2]. A good marketing strategy holds a crucial role in ensuring the continuity and success of a business.

Previous studies have shown that purchase decision are greatly Affected by various elements, including cost, promotions, and brand images. In accordance with Kotler (2005), Cultural, social, personal, and cognitive elements also shape consumer behavior in decision making. Research conducted by Rina Lestari Fauziyah et al indicates that the price variable signitificantly impacts purchase decision.[5], Recent studies indicate that price, promotions, and brand images affect consumer purchase choices Ronnie Togar Mulia Sirait et al. (2023) stated that attractive promotionss, such as discounts or digital campaigns, can increase purchase interest, especially for new products.[6], however, research conducted by Jesica Febriana showed that promotionss Do not considerably influence buying choices[7]. Meanwhile, Bahtiar Efendi et al. showed that a positive brand images makes consumers prefer products from trusted brands.[8]. The differences in the conclusions drawn from this study point to that there is a gap that requires further investigation, especially in the brown sugar industry sector which continues to grow, as is the case in Kediri Regency.

This study seeks to address the gap by examining the impact of price, promotions, and brand images on purchase decision for brown sugar at UD Nira Sari, Kediri Regency. By focused on these factors, it is hoped that this study can provide new insights for business

actors, especially in the local food product sector, to develop more effective marketing strategies that are relevant to current consumer needs. This article will review in detail the influence of each factor on purchase decision and provide practical recommendations for brown sugar businesses in facing increasingly fierce competition.

### 1.1 Statement of Problem

The price of UD Nira Sari brown sugar is considered less competitive, promotionss that are not fully effective in reaching new consumers and retaining old customers, and a brand images that is less well-known in the market, can negatively affect consumer purchase decision. This has the potential to cause a decrease in purchases and impact competitiveness and business growth, because consumers tend to choose other brands that are more affordable and have a stronger images.

### 1.2 Research Objectives

This investigation is designed to examine the impact of price, promotions, and brand images on purchase decision at UD Nira Sari. Partially, price is expected to have a Substantial influence on purchase decision, because competitive prices can affect consumer perceptions. In addition, effective promotions is also expected to play an important role In expanding sales by reaching new consumers and retaining old customers. A strong brand images, which reflects the quality and superiority of the product, is also predicted to have a substantial influence This study will also examine the combined effect of price, promotionss, and brand images on consumer purchase decision to understand the interaction of the three factors in influencing consumer behavior and business competitiveness.

## 2. Methods

This examination employs a quantitative methods used the causality examination methods. The objective of this approach is to explore the causal interaction betweens two or more variables.The examination process includes identifying independent variables (causes) and dependent variables (impact), collecting data, and statistical analysis to test whether the connection betweens the variables is substantial.

The population used in this study was 40 respondents. In theoryRoscoein the book examination Methodss For Business[9] then the sample members that are applied are by means of the following formula:

$$\mathbf{R = nx < 10}$$

Information :
n : Variable
<10 : Multiplied by at least 10
With the above information, the calculation can be obtained as follows:

$$\mathbf{R : 4 \times 10 = 40}$$

The result of the sample calculation obtained the result of 40 respondents. So the number of respondents used is 40 who will be observed and tested.To facilitate the data collection process and ensure more accurate, complete, and structured results. this study uses a structured questionnaire with a Likert scale as a measuring instrument. The data's

validity and reliability were assessed used SPSS version 23. The data analysis methods employed included classical assumption tests such as normality and multicollinearity and heteroscedasticity tests, in addition to multiple linear regressions, $R^2$ coefficient determination, and hypothesis testing used t-tests and F-tests. The following is a hypothesis model in this study.

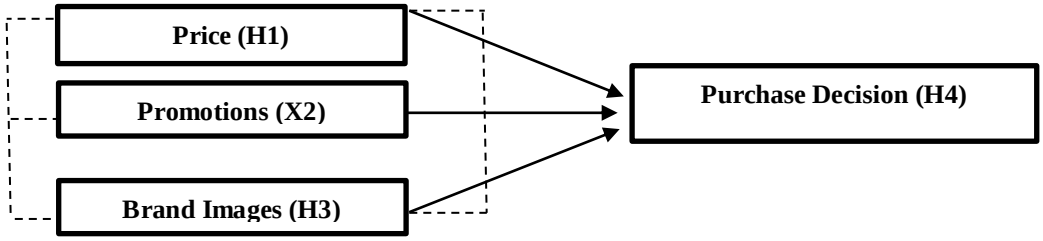



**Figure 2.2 Conceptual Framework**
Source: Data processed by researchers, 2024

**Information :**

→ There is Partial Influence
- - - → The existence of simultaneous influence

H1 : It is suspected that price has a partial effectsignitificant on Purchase Decision at UD Nira Sari, Kediri Regency.
H2 : It is suspected that promotions has a partial effectsignitificant on Purchase Decision at UD Nira Sari, Kediri Regency.
H3 : It is suspected that Brand Images has a partial influencesignitificant on Purchase Decision at UD Nira Sari, Kediri Regency.
H4 : It is suspected that price, promotions and brand images simultaneously have an influencesignitificant on Purchase Decision at UD Nira Sari, Kediri Regency.

## 3. Results and Discussion

### Results

### Validity Test

A valid instrument is a measuring tool that can precisely assess what should be measured, such as the correct use of a ruler to determine the length of an object. Invalid instruments tend to produce erroneous data. Validity in this study was determined by connecting the level of each question item with the total score of the variables studied.[10].

The testing process involves examining the connection betweens individual item scores and the total variable score used the Spearman test at a 5% two-tailed signitificance level. An item is deemed valid if the obtained correlation value (r count) exceeds the correlation table value (r table) at a 0.05 signitificance level. On the other hand, if the computed r value is smaller than the r table value, the item is deemed invalid. In this study, the validity testing was conducted used SPSS software version 23.0 for Windows.

**Table 1.2**
**Validity Test Results**

| Research Variables | Question Items | R Count | R Table | Information |
|---|---|---|---|---|
| **X1** | 1 | 0.502 | 0.320 | Valid |
| **Price** | 2 | 0.577 | 0.320 | Valid |
| | 3 | 0.330 | 0.320 | Valid |
| | 4 | 0.526 | 0.320 | Valid |
| | 5 | 0.451 | 0.320 | Valid |
| | 6 | 0.380 | 0.320 | Valid |
| | 7 | 0.452 | 0.320 | Valid |
| | 8 | 0.487 | 0.320 | Valid |
| | 9 | 0.477 | 0.320 | Valid |
| | 10 | 0.499 | 0.320 | Valid |
| **X2** | 1 | 0.627 | 0.320 | Valid |
| **Promotions** | 2 | 0.546 | 0.320 | Valid |
| | 3 | 0.412 | 0.320 | Valid |
| | 4 | 0.440 | 0.320 | Valid |
| | 5 | 0.494 | 0.320 | Valid |
| | 6 | 0.356 | 0.320 | Valid |
| | 7 | 0.695 | 0.320 | Valid |
| | 8 | 0.607 | 0.320 | Valid |
| **X3** | 1 | 0.375 | 0.320 | Valid |
| **Brand Images** | 2 | 0.526 | 0.320 | Valid |
| | 3 | 0.645 | 0.320 | Valid |
| | 4 | 0.653 | 0.320 | Valid |
| | 5 | 0.514 | 0.320 | Valid |
| | 6 | 0.588 | 0.320 | Valid |
| **Y1** | 1 | 0.370 | 0.320 | Valid |
| **Buying decision** | 2 | 0.354 | 0.320 | Valid |
| | 3 | 0.541 | 0.320 | Valid |
| | 4 | 0.492 | 0.320 | Valid |
| | 5 | 0.406 | 0.320 | Valid |
| | 6 | 0.485 | 0.320 | Valid |
| | 7 | 0.420 | 0.320 | Valid |
| | 8 | 0.405 | 0.320 | Valid |
| | 9 | 0.329 | 0.320 | Valid |
| | 10 | 0.344 | 0.320 | Valid |

Source: Primary Data processed 2024

In terms of validity based on test results presented in the table above, it can be concluded that all the question items are valid. This is validated by the obtained correlation values (r count) being higher than the table correlation values (r table) at a 0.05 signitificance level. Therefore, it can be inferred that each question item has sufficient ability to measure

the variables studied accurately. This validity shows that the instrument used has met the requirements as a reliable measuring instrument for examination.

**Reliability Test**

Reliability testing is a statistical analysis methods used to assess the degree to which a measurement instrument has consistency and can be trusted in measuring a particular A construct or variable is deemed reliable if the Cronbachs Alpha value exceeds 0.6 [11].This study used SPSS software version 23 for its analysis.

**Table 1.3**
**Reliability Test Results**

| Variables | N Item | Table r alpha value | Calculate r alpha value | Information |
|---|---|---|---|---|
| Price | 10 | 0.6 | 0.820 | Reliable |
| Promotions | 8 | 0.6 | 0.840 | Reliable |
| Brand Images | 6 | 0.6 | 0.780 | Reliable |
| Buying decision | 10 | 0.6 | 0.791 | Reliable |

Source: Primary Data processed 2024

By analyzing the reliability test data in the table, it is concluded that the examination device is determined to be reliable, as reflected by the Cronbachs Alpha value which surpasses the minimum threshold of 0.6, in accordance with the established criteria.

**Classical Assumption Test Analysis**

**Normality Test**

The purpose of this test is to evaluate the degree to which the independent and dependent variables in a regressions model align with a normal distributions. If the data distributions is not normal, The insights provided by the statistical analysis which rely on the assumption of normality can be less accurate or even invalid. The normality test uses the nonparametric If the Kolmogorov-Smirnov Test yields a signitificance greater than 0.05, it means the data follows a normal distributions. However, if the signitificance is If it is less than 0.05, it suggests that the data does not conform to a normal distributions [11].

The normality test is performed by observing the distributions of data on the diagonal line or residual frequency graph. If the data is evenly distributed close to the diagonal line, showing a histogram that approximates a normal distributions, the normality assumption is met. However, if the data deviates far from the line or histogram indicates an abnormal pattern, the normality assumption is not met.

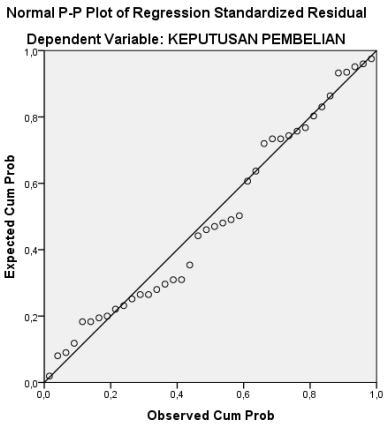



**Table 1.4**
**Normality Test Results**

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 40 |
| Normal Parametersa,b | Mean | ,0000000 |
| | Std. Deviation | 1.58898640 |
| Most Extreme Differences | Absolute | ,122 |
| | Positive | ,122 |
| | Negative | -,078 |
| Test Statistics | | ,122 |
| Asymp. Sig. (2-tailed) | | ,134c |

Source: Primary Data processed, 2024

The results of the normality test, performed used the One-Sample Kolmogorov-Smirnov Test, indicate a signitificance value (Asymp. Sig. 2-tailed) of 0.134, which is greater than 0.05. This implies that the data follows a normal distributions according to the established criteria. Furthermore, the normality graph demonstrates an even data distributions along the diagonal line, and the histogram reflects a pattern approximating normality. Therefore, it can be concluded that the normality assumption is satisfied in this analysis.

**Multicollinearity Test Data Analysis**

The multicollinearity test is performed to determine if there is a relationship betweens the independent variables in a regressions model. A properly constructed regressions model should not show strong correlations among its independent variables. When independent variables are correlated, it can lead to issues such as variables to not be orthogonal. Independent variables are considered orthogonal if they have no correlation with each other, which is indicated by a correlation value that is close to zero.[11].

**Table 1.5**
**Multicollinearity Test Results**

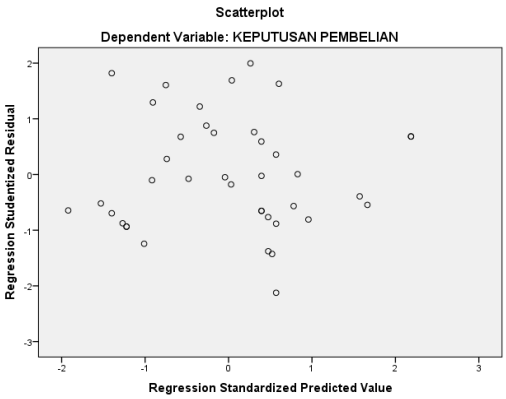
| | T Value | Signitificance Value | Tolerance | VIF |
|---|---|---|---|---|
| Constant | 2,271 | 0.29 | | |
| **X1** | 2,832 | 0.008 | ,454 | 2,204 |
| **X2** | 2,362 | 0.024 | ,626 | 1,597 |
| **X3** | 1,561 | ,127 | ,438 | 2,284 |

Source: Primary Data processed, 2024

From the multicollinearity test outcomes, the Tolerance and VIF scores for all explanatory variables (X1, X2, and X3) meet the established threshold standards, namely Tolerance > 0.10 and VIF < 10. A higher Tolerance score indicates that each independent variable is not greatly influenced by other independent variables, while a low VIF value indicates that the variables are not correlated..

**Heteroscedasticity Test**

The test involves an examination done to detect the existence of inequality in the variability of the residuals in a regressions model where the error variance is not constant across the variation in the independent variable's values [11].




Source: Primary Data processed, 2024

The images above displays a residual pattern that appears randomly distributed, without any discernible trend, indicating this indicates that there are no problems with heteroscedasticity in the regressions model being examine. Thus, it can be inferred that heteroscedasticity is absent.

**Multiple Regressions Analysis**

Methods are used in examination studies involving more than one independent variable in analyzing its influence on the response variable. The objective of this analysis is to identify the direction and level of influence of the independent variables.[11]. The following is the formmathematical representation of equations in multiple regressions analysis

$$Y = \alpha+\beta_1X_1+\beta_2X_2+\beta_3X_3+\varepsilon$$

Information :
Y = CETR
$\alpha$= Constant
$\beta_{1-4}$= Regressions Coefficient
$X_1$= Price
$X_2$= Promotions
$X_3$= Brand Images
Y= Purchase Decision

$\varepsilon$ = error (Error)

**Table 1.6**
**Multiple Regressions Analysis**

| | Unstandardized | Coefficients | Std Coefficient | | |
|---|---|---|---|---|---|
| **Constant** | **B** | **St Error** | **Beta** | **T Value** | **Signitificant Value** |
| | 9,670 | 4,258 | | 2,271 | 0.29 |
| **X1** | ,388 | ,137 | ,411 | 2,832 | ,008 |
| **X2** | ,286 | ,121 | ,292 | 2,362 | ,024 |
| **X3** | ,283 | ,181 | ,231 | 1,561 | ,127 |

Source: Primary Data processed, 2024

The intercept value of *a = 9.670* suggests that if all independent variables (Price (X1), Promotions (X2), and Brand Images (X3)) are set to zero, the Purchase Decision (Y) will equal 9.670. The regressions parameter *b1* for Price (X1) is 0.388, implying that a one-unit increase in Price will cause a 0.388 increase in the Purchase Decision, assuming other factors remain unchanged. The regressions parameter *b2* for Promotions (X2) is 0.286, which means that a one-unit rise in Promotions will lead to a 0.286 increase in the Purchase Decision, with other variables held constant. Similarly, the regressions coefficient *b3* the regressions parameter associated with Brand Images (X3) is 0.283, indicating that for every one-unit increase in Brand Images, there will be a 0.283 increase in the Purchase Decision, assuming the other variables stay constant.

**R2 Determination Coefficient Test**

The Coefficient of Determination ($R^2$) Test measures the extent to which the independent variable(s) in a regressions model account for variations in the dependent variable. The $R^2$ value ranges betweens 0 and 1, where 0 signitifies that the model does not explain any of the variability in the data, while 1 indicates that the model explains all of the variability [11].

**Table 1.7**
**R2 Determination Coefficient Test Results**

| R | R Square | Adj R square | Std. Error of the Estimate |
|---|---|---|---|
| ,810 | ,655 | ,627 | 1.65387 |

Source: Primary Data processed, 2024

The Adjusted R Square value of 0.627 indicates a fairly strong connection Betweens the explanatory and response variables. In the context of this study, the Adjusted R Square of 62.7% means that the independent variables in the model explain most of the variation in the

dependent variable. However, the remaining 37.3% of the variation Is affected by factors not addressed in this examination.

**t-Test (Partial)**

The t-test is utilized to assess the effect of each independent variable individually on the dependent variable [11]. The rule for decision-making is as follows If the t value obtained from calculations exceeds the value in the t table or is substantial at the α = 0.05 level, the null hypothesis (H0) is reject, meaning that the independent variable (X) has a partial effect on the dependent variable (Y). Conversely, if the obtained t value does not exceed the t table value or is not substantial at α = 0.05, H0 is accepted, indicating that the independent variable (X) Has no partial effect on the dependent variable (Y). The t matrix value is determined by calculating the degrees of freedom (df) used the formula df = n − k, where n represents the sample size and k represents the number of independent variables. In this study, with n = 40 and k = 3, a t matrix value of 1.688 was obtained from the t distributions matrix at a signitificance level of α = 0.05.

**Table 1.8**
**Results of t-Test Analysis (Partially)**

| | T Value | Signitificance Value | Tolerance | VIF |
|---|---|---|---|---|
| Constant | 2,271 | 0.29 | | |
| **X1** | 2,832 | 0.008 | ,454 | 2,204 |
| **X2** | 2,362 | 0.024 | ,626 | 1,597 |
| **X3** | 1,561 | ,127 | ,438 | 2,284 |

Source: Primary Data processed, 2024

The results of the t-test reveal the impact of price, promotions, and brand images on purchase decision as follows:

1. Price variable (X1), the t-value of 2.832 with a signitificance of 0.008 shows that the t-value surpasses the t-table value (1.688) and the signitificance is below the 0.05 threshold. This suggests that the null hypothesis (H0) is dismissed, and the alternative hypothesis (H1) is supported, indicating that price has a signitificant impact on purchase decision.
2. For the promotions variable (X2), the t-value of 2.362 with a signitificance of 0.024 shows that the t-value is higher than the t-table value, and the signitificance is below 0.05. This leads to the rejection of the null hypothesis and the acceptans of the alternative hypothesis, indicating that promotions has a signitificant effect on purchase decision.
3. Brand images variable (X3), the obtained t-values of 1.561 with a signitificance of 0.127 shows that the t-values does not exceed the t-table values, and the signitificance is above 0.05. As a result, the null hypothesis cannot be dismissed, implying that brand images does not signitificantly affect purchase decision.

In conclusion, the t-test results demonstrate that price and promotions have a signitificant impact on purchase decision, whereas brand images does not.

**F Test (Simultaneous)**

Simultaneous testing is a technique intended to assess If the explanatory variablesin combination, substantial affect the dependent variable. In other words, this test is used to assess whether the collective influence of these variables, as a whole, has a meaningful impact on the dependent variable [11].

**Table 1.9**
**F Test Results (Simultaneous)**

| Mean Square | F | Sig |
|---|---|---|
| 62,435 | 22,826 | ,000b |
| 2,735 | | |

Source: Primary Data processed, 2024

The outcome of the F Test calculation at a 0.05 signitificance level can be shown in a matrix. The F matrix values is calculated used the following formula:

(df1) =k=3
(df3) = n-3-1
=40-3-1
=36
Information:
n : Number of Respondents
k : Number of Independent Variables

In this analysis, a signitificance level of 0.05 was applied, and the F table values was found to be 2.87. The obtained F values was 22.826, with a significance of 0.000. Since the obtained F values (22.826) exceeds the F matrix values (2.87) and the significance level (0.000) is less than 0.05, it can be concluded that the regressions model, which incorporates the variables Price, Promotions, and Brand Images, has a significant impact on Purchase Decision. This validates that the independent variables (Price, Promotions, and Brand Images) collectively have a notable influence on the dependent variable (Purchase Decision).

**Discussion**

**Influence of Price (X1) on Purchase Decision**

This study clearly shows the effect of Price (X1) on Purchase Decision. According to the partial t-test, the obtained t values of 2.832 exceeds the t table values of 1.688, with a signitificance of 0.008 (<0.05). As a result, the null hypothesis (H0) is reject, and the alternative hypothesis (H1) is accepted, confirming that price substantial influences purchase decision.influence on purchase decision role in influencing purchase decision. Consumers generally prefer products that provide the best values for the price, so implementing an

effective pricing strategy is vital to boosting customer attraction and encouraging purchase decision.

**Impact of Promotions (X2) on Purchase Decision**

The impact of Promotions (X2) on Purchase Decision is also substantial in this study. Based on the partial t-test, the obtained t values of 2.362 exceeds the t table values of 1.688, with a signitificance of 0.024 (<0.05). This means that the null hypothesis (H0) is reject, and the alternative hypothesis (H1) is accepted, confirming that promotions has a substantial impact on purchase decision. Effective promotionsal strategies, such as discounts, engaging advertisements, or loyalty programs, can enhance consumer interest in products, drive purchases, and strengthen the relationship betweens consumers and brands can enhance consumer interest in products, stimulate purchases, and strengthen the connection betweens consumers and brands.

**The Influence of Brand Images (X3) on Purchase Decision**

In this study, the effect of Brand Images (X3) on Purchase Decision was not found to be signitificant. According to the partial t-test, the obtained t values of 1.561 is lower than the t table values of 1.688, with a signitificance of 0.127 (> 0.05). This indicates that the null hypothesis (H0) is accepted, and the alternative hypothesis (H1) is reject, suggesting that brand images does not substantial influence purchase decision. These findings indicate that, although brand images may play a role, it does not substantial influence purchase behavior in this study can be an important factor in shaping consumer perceptions, in the context of this study, other factors such as price and promotions have a more dominant role in influencing purchase decision. This may also indicate that brand images may not be fully strong or consistent in building consumer trust and preference for a particular product.

**The Influence of Price (X1) Promotions (X2) Brand Images (X3) on Purchase Decision**

The impact of Price (X1), Promotions (X2), and Brand Images (X3) on Purchase Decision was evaluated used multiple regressions analysis. According to the F test results, the obtained F values of 22.826 is greater than the F table values of 2.87, with a signitificance level of 0.000 (<0.05). This indicates that, collectively, the independent variables Price, Promotions, and Brand Images have a substantial impact on Purchase Decision. The coefficient of determination ($R^2$) of 0.627 shows that 62.7% of the variation in Purchase Decision can be explained by the collective influence of Price, Promotions, and Brand Images. The remaining 37.3% is influenced by factors outside the scope of this study's model such as product quality, customer service, or other external influences. These results indicate that the combination of competitive pricing strategies, effective promotionss, and strong brand images are very influential in shaping consumer purchase decision. Companies are advised to integrate these three elements in their marketing strategies to increase sales and strengthen consumer loyalty in a competitive market.

## 4. Conclusion

This study revealed that Price (X1), Promotions (X2), and Brand Images (X3) collectively have a substantial impact on Purchase Decision. This is further confirmed by the the obtained F values of 22.826, which surpasses the F table values of 2.87, with a signitificance level of 0.000. Additionally, the coefficient of determination ($R^2$) of 62.7% indicates that these three variables explain a substantial portion of the variation in purchase decision, while the remaining variation is driven by influences not covered by this

examination model.These results emphasize the importance of combining competitive pricing strategies, effective promotionss, and a strong brand images in shaping consumer behavior.

This study contributes both scientifically and practically. Theoretically, this study enriches the literature on the impact of marketing factors on purchase decision especially by highlighting the simultaneous role of price, promotions, and brand images in the context of modern markets. Practically, the results of this study provide guidelines for business actors to design more integrated marketing strategies, so as to enhance the appeal of products in the eyes of consumers. The distinctive feature of this study is in the combination of the three variables that are examine together to understand purchase decision, providing deeper insights compared to previous studies that often focus on variables individually.

However, this study has several limitations. First, the study only covers respondents within a certain time frame, so the results may not represent broader or future conditions. Second, additional factors that could also impact purchase decision, such as service quality, customer experience, or social influence, have not been studied in this model. Future it is recommended for future examination to broaden the scope of variables and use more diverse approaches, such as cross-time studies or experiments, in order to provide more comprehensive and applicable results. This is expected to enrich insight into consumer behavior in more depth.

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