

Purchasing Decisions in Review of Brand Image, Price, and Promotion of Alfi Putra BOY Cigarettes

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Article Information		Abstract (in English)
Date of submission	January 2, 2025	<p>Research objectives: This study aims to determine the Purchasing Decision in Review of Brand Image, Price, and Promotion partially and simultaneously Against Alfi Putra BOY Cigarettes.</p> <p>Design / Method / Approach: This study uses quantitative methods with a causal approach. With a population of 40 respondents of Alfi Putra BOY cigarette consumers. The data analysis methodology employed in this research integrates several statistical techniques, including the classical assumption test, multiple linear regression analysis, the coefficient of determination, and hypothesis testing. These analytical processes are conducted using SPSS software to ensure accurate and reliable results in evaluating the relationships between variables.</p> <p>Research Findings: The findings of this study suggest that brand image and price have a major influence on purchase decisions, whereas advertising has no meaningful effect. All three variables have a substantial impact on purchase decisions.</p> <p>Theoretical contribution/Originality: this study provides insights that promotion is not always a significant determinant, depending on the product and market context. This underscores the importance of adapting marketing strategies according to local consumer characteristics.</p> <p>Practitioner/Policy Implications: This research highlights the importance of strengthening brand image through consistent branding and increased product visibility. Competitive pricing proved to be a significant factor in purchasing decisions, so market analysis is required to determine prices that are attractive and reflect the value of the product. Although promotion is less significant, creative promotional strategies are still needed.</p> <p>Research limitations: This study is limited to a small sample size, namely 40 respondents, and the coverage area which only includes Wonodadi village, Blitar Regency. In addition, the variables analyzed only include brand image, price, and promotion, so other factors that may influence purchasing decisions have not been studied. These limitations can be improved in further research by expanding the sample, region, and analysis variables.</p> <p>Keywords: Brand Image, Price, and</p>
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1. Introduction

Market competition in the manufacturing industry is getting tougher, making companies required to understand how consumers behave and continue to innovate to

improve the quality of their products, such as production process efficiency, budget use efficiency, and maintaining product quality. Some competitors engaged in the same field include other two goddesses offer a price of Rp9,000, fajar berberlian Rp9,500. [1] The manufacturing industry is an important pillar in the economy, because it produces various products that support consumer needs. One of the manufacturing products that are in high demand now is cigarettes.

Increasingly diverse market demand encourages companies to respond to changes that occur. A number of variables, such as price, advertising, and brand image, affect this [2]. Seasons that impact consumer preferences, shifting market trends, and supply and demand levels all have a significant impact on how a company decides to proceed.

With the evolution of technology, changes in consumer behavior, and the dynamics of market trends, new challenges emerge and organizations must be prepared to face them, companies need to closely monitor these trends to identify new opportunities and adapt quickly [3]. Companies need to plan their production and marketing strategies taking into account seasonal cycles in order to meet consumer demand at the right time. The degree of supply and demand in the market also has an impact on businesses. Businesses must be able to satisfy customer demands when product demand rises to avoid losing market share.

Consumers before buying a product or service consider many things, including Brand Image, Price, and Promotion [4]. In contrast to the quality of the product and the price offered, consumers are more likely to choose brands with a good reputation because the company is actively marketing to alter consumer perceptions of a product, which enables businesses to create more effective marketing strategies to generate interest and satisfy consumer expectations, which in turn influences purchasing decisions [5].

The steps that customers take to identify needs, gather information, weigh their options, make a purchase, and then reevaluate their choices after making the purchase are known as purchasing decisions [4]. Since brand image is the identity of a product offered by a company, it is also a representation of the company in the public's eyes. As such, it is one of the factors that consumers take into account before making a purchase. The total impression that customers have of a brand is known as its image, and it is shaped by all of their interactions with it [6], including the quality of its products and customer support. The perception of a brand image has cultural differences from one another. Price is the amount that customers pay to satisfy their requirements or wants, and it is a reflection of the worth of the good or service that is being provided [7]. In-depth market research is necessary for businesses to establish competitive prices that accurately represent the worth of the goods or services they provide. This tactic helps the business strike a balance while preserving profitability, which will strengthen its place in the market. To increase sales, promotion is carried out, which is one of the strategies that must be designed very well by companies in order to master competition and can make consumers choose to buy the products offered [8]. Promotion can be defined as a special stimulus aimed at consumers in order to purchase products or services [4]. One of the elements that affects consumers' decisions to buy is promotion since it allows customers to learn about the goods or services the business offers. with the company's promotion concept, which consists of place, pricing, promotion, and product.

It is anticipated that this research will offer a clearer understanding of the elements that impact Alfi Putra Boy cigarette purchasing decisions, including brand image, pricing, and promotion. The findings of this study can help with the brand's marketing plan creation in addition to being helpful.

1.1. Problem Statement

Drawing from the accumulated background, the issues that can be discovered in this study include the firm's brand image not being widely recognized, competitive competitors' prices, and promotions that the company does not heavily pursue.

The brand image of Alfi Putra BOY cigarettes is less well known by many people, which is one of the main problems for companies in increasing market share. This is exacerbated by the prices offered by competitors that are more competitive, thus attracting consumers to choose other brands that are better known and affordable. In addition, the less vigorous promotion carried out by the company also affects the low visibility of the brand in the market. In order to enhance brand image and make Alfi Putra BOY cigarettes more competitive in the market, a more thorough examination of marketing strategy, pricing, and promotional initiatives is required.

1.2 Research Objectives

This research refers to the background and problem formulation as follows:

- 1 to determine and analyze whether brand image partially affects the purchase decision of Alfi Putra BOY cigarettes,
- 2 to determine and analyze whether price partially affects the decision to purchase Alfi Putra BOY cigarettes,
- 3 to determine and analyze whether promotion partially affects the decision to purchase Alfi Putra BOY cigarettes,
- 4 To determine and analyze whether brand image, price, and promotion simultaneously influence the purchasing decision of Alfi Putra BOY cigarettes.

2. Methods

The research methodology employed is quantitative, with a causal component. The causal technique attempts to establish a cause-and-effect relationship between the dependent variable, the choice to buy Alfi Putra BOY tobacco products, and the independent variables, brand image, price, and promotion. This research instrument uses a questionnaire distributed to 40 respondents with *simple random sampling*. Respondents consist of consumers who are familiar with or have bought Alfi Putra BOY cigarette products. The statistical analysis of the obtained data is designed to offer a complete picture of the aspects that influence customers' decisions to purchase Alfi Putra BOY cigarette products. Statistical approaches such as multiple linear regression will be utilized to examine the impact of each variable on purchase choices both partially and concurrently.

This study contains both dependent variables (variables that are influenced) and independent factors (variables that have an impact), as the purpose of the research is to determine the relationship and investigate the influence of two or more variables. A Likert scale questionnaire is the study tool utilized. The study's participants were cigarette smokers. Alfi Putra Boy.

3. Results and Discussion

3.1 Validity and Reliability Test

To evaluate the credibility of the statements presented in the questionnaire distributed to 40 respondents, a data validity test was conducted. The data is deemed valid and reliable if the r-count surpasses the r-table value of 0.308, indicating that the responses accurately reflect the intended measurements. Additionally, a reliability test was performed to determine whether the questionnaire produces consistent results when administered to the same individuals multiple times using the same measurement tool. The reliability of the test is confirmed if the Cronbach's alpha coefficient exceeds 0.60, signifying that the instrument is stable and dependable for assessing the intended variables.

3.2 Classical Assumption Test

3.2.1 Normality Test

A normality test checks whether the residual or confounding variables in a regression model have a normal distribution.

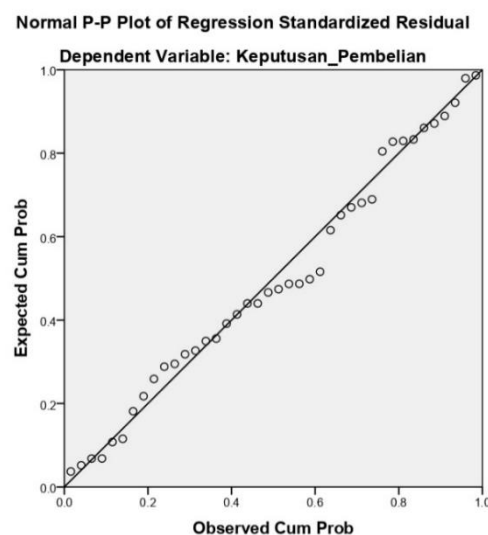


Figure 1. Normality Test

Source: data processed by SPSS 2024

A regression model is considered to meet the normality assumption when the data points are symmetrically distributed along the diagonal line, following the same direction. Additionally, this assumption is validated if the histogram graph exhibits a bell-shaped curve, indicating a normal distribution pattern. Ensuring normality is crucial, as it affects the accuracy and reliability of statistical inferences derived from the regression analysis.

3.2.2 Test

The multicollinearity test determines whether a regression model's variables are correlated. This is accomplished by calculating the Variance Inflation Factor (VIF) and the Tolerance Value. Multicollinear data is defined as having a tolerance value less than 0.10 or a VIF greater than 10.

Table 1. Multicollinearity Test and Multiple Linear Regression

Model	Collinearity Statistic	
	Tolerance	VIF
(Constant)		
Brand Image	,486	2,058
Price	,403	2,484
Promotion	,314	3,184

Source: data processed by SPSS 2024

The table above further illustrates this relationship by comparing the tolerance value with its inverse counterpart, the Variance Inflation Factor (VIF). Tolerance represents the extent to which the variability of a particular independent variable remains unexplained by the presence of other independent variables in the model. Consequently, a lower tolerance value signifies a higher level of multicollinearity, leading to an increased VIF, as calculated using the formula $VIF = 1/\text{tolerance}$. Identifying and addressing high VIF values is essential to ensure the accuracy and reliability of regression analysis, as excessive multicollinearity can distort statistical interpretations. A tolerance value of < 0.10 or a VIF of > 10 is a commonly used criteria for identifying multicollinearity. It can be said that among the independent variable relationships (free) or multicollinearity assumptions have been met.

3.2.3 Heteroscedasticity Test

The heteroscedasticity test is used to determine if the residuals of one observation differ in variance from those of another in the regression model.

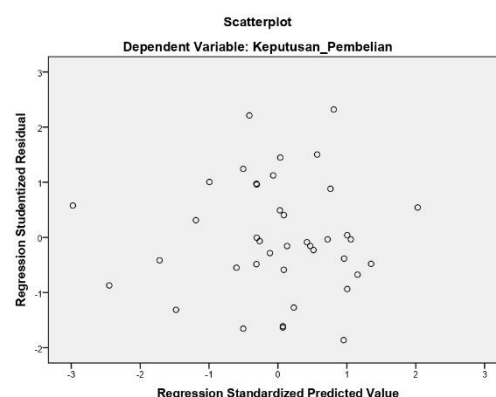


Figure 2. Heteroscedasticity test

Source: data processed by SPSS 2024

Heteroscedasticity has been detected if a certain pattern emerges from the data, such as the existing points creating a regular pattern (wavy, broadening, then narrowing).

3.2.4 Linear Regression Test

Table 2. Multiple linear regression equation test results coefficients

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	-2.795	4.295	
Citra_Merek	.291	.130	.301
Harga	.584	.182	.474
Promosi	.139	.155	.150

a. Dependent Variable: Keputusan_Pembelian

Source: data processed by SPSS 2024

3.2.5 Test Coefficient of Determination (R^2)

The coefficient of determination (R^2) serves as an indicator of how effectively a regression model accounts for variations in the dependent variable. Its value ranges from 0 to 1, where a lower R^2 suggests that the independent variables provide minimal explanatory power regarding fluctuations in the dependent variable. Conversely, an R^2 value approaching 1 signifies that the independent variables contribute nearly all the necessary information to predict changes in the dependent variable with high accuracy. A strong R^2 enhances the model's predictive reliability, making it a crucial metric in evaluating the overall fit of the regression model.

Table 3. Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.827 ^a	.684	.657	2.10617	2.020

a. Predictors: (Constant), Promosi, Citra_Merek, Harga

b. Dependent Variable: Keputusan_Pembelian

Source: data processed by SPSS 2024

Since the correlation coefficient value in Table 3 is 0.827, as can be seen from the data processing results, it can be inferred that, in this instance, Brand Image, Price, and Promotion work together to influence 82.7% of purchasing decisions, with other factors influencing the remaining 17.3%.

3.2.6 Hypothesis Test

3.2.6.1 Partial Test (T Test)

"The t statistical test simply demonstrates how far the effect of one explanatory or independent variable alone in explaining the variance in the dependent variable." [10]. This test aims to test the effect of independent variables (Brand Image, Price, and Promotion) on

the dependent variable (purchase decision). To test which variables have an effect between X1, X2, and X3 on Y separately or together, the t test is used.

Table 4. T-test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	-2.795	4.295		-.651	.519
Citra_Merek	.291	.130	.301	2.241	.031
Harga	.584	.182	.474	3.207	.003
Promosi	.139	.155	.150	.894	.377

a. Dependent Variable: Keputusan_Pembelian

Source: data processed by SPSS 2024

The results illustrated in Table 4 indicate that the brand image variable (X1) exerts a partially significant influence on the purchasing decision variable (Y). This is evidenced by the t-table value of 2.028, which is lower than the calculated t-count of 2.241. Additionally, the significance level of 0.031 exceeds the standard threshold of 0.05, reinforcing the notion that brand image plays a meaningful role in shaping consumer purchasing decisions. These findings suggest that a strong brand image contributes positively to customers' decision-making processes, highlighting its importance as a key factor in influencing purchase behavior.

Likewise, the analysis presented in Table 4 reveals that the price variable (X2) has a moderately significant impact on the purchasing decision variable (Y). This is demonstrated by the t-table value of 2.028, which is lower than the computed t-count of 3.207. Moreover, the significance level of 0.003 surpasses the standard threshold of 0.05, suggesting that price plays a crucial role in influencing consumer purchase decisions. These findings indicate that competitive pricing strategies and perceived product value can substantially affect a customer's willingness to make a purchase, emphasizing the importance of pricing as a key determinant in shaping consumer behavior.

Furthermore, the statistical analysis in Table 4 underscores that the pricing variable (X2) holds a considerable influence in determining purchasing decisions (Y). This is evidenced by the t-table value of 2.028, which falls below the t-count of 3.207. Additionally, the observed significance level of 0.003 surpasses the conventional 0.05 benchmark, reinforcing the notion that pricing is a pivotal factor in consumer decision-making. These results suggest that competitive pricing strategies and perceived product affordability play a crucial role in shaping consumer purchasing behavior, making price optimization an essential aspect of market competitiveness.

F Test (Simultaneously)

The F test serves as a statistical tool to determine whether all independent variables within a model collectively exert a significant influence on the dependent variable [10]. If the computed F-count value is positive and exceeds the corresponding F-table value, while maintaining a significance level below 0.05 (sig. < 0.05), then the null hypothesis (H_0) is rejected in favor of the alternative hypothesis (H_a). This outcome indicates that the independent variables, when considered simultaneously, have a meaningful impact on the

dependent variable (Y). In practical terms, this suggests that the examined factors do not function in isolation but rather interact cumulatively to shape the observed outcome, reinforcing the necessity of evaluating their combined effects in predictive modeling and decision-making processes.

Table 5. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345.081	3	115.027	25.931	.000 ^b
	Residual	159.694	36	4.436		
	Total	504.775	39			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Promosi, Citra_Merek, Harga

Source: data processed by SPSS 2024

The brand image, price, and promotion variables all have a significant impact on the purchasing decision variable at the same time, according to the test results in table 5 above. The f table value is 2.87, which is higher than the t count of 25.931 with a significance of 0.000 less than 0.05.

Discussion

The influence of brand image on purchasing decisions for Alfi Putra BOY cigarettes

According to calculations made with SPSS 25, the t table that was produced was 2.028 higher than the t count of 2.241. As a result, the H_0 hypothesis is rejected and the H_a hypothesis is accepted, indicating that the brand image variable has a somewhat significant impact on the purchase decision variable (Y). These results are consistent with study by Magdalena et al. (2023), which emphasises how important brand image is in influencing Esse cigarette purchases in Bukittinggi. In a similar vein, Agistryadi et al.'s study from 2023 also verified that brand image has a big impact on decisions to buy.

The effect of price on purchasing decisions for Alfi Putra cigarettes

Calculations using SPSS 25 show that the price variable has a somewhat significant influence on the purchase decision variable (Y). The t-count of 3.207 is more than the t-table value of 2.028. This result leads to the rejection of the H_0 hypothesis and acceptance of H_a . These findings align with research by Magdalena et al. (2023), which also identified price as a significant factor influencing purchasing decisions. Similarly, the study by Agistryadi et al. (2023) supports this conclusion, emphasizing that competitive pricing and perceived product value are key determinants in consumer purchasing decisions.

The effect of promotion on purchasing decisions for Alfi Putra cigarettes

The t-table value is 2.208, which is more than the t-count of 0.894, according to calculations made with SPSS 25. This implies that the purchase decision variable (Y) is not significantly impacted by the promotion variable. Consequently, the H_0 hypothesis is supported and the H_a hypothesis is rejected. This finding contrasts with previous studies that have generally identified a strong relationship between promotions and purchasing decisions. For instance, research by Jahroni & Karimullah (2021) in Surabaya and Suhari

Yati Tarigan et al. (2018) in Pematangsiantar highlights promotion as a key factor influencing cigarette purchasing decisions.

The effect of brand image, price, and promotion on purchasing decisions for Alfi Putra BOY cigarettes simultaneously

The calculations in table f yielded a f count of 25.931, which is higher than the f table of 2.87. This indicates that brand image, price, and promotion all significantly influence the purchasing decision variable at the same time, rejecting hypothesis H0 and accepting hypothesis Ha. This finding indicates that the three variables complement each other in influencing consumer behavior. Brand image is proven to be the main dominant factor in building consumer loyalty and trust in products, in line with research conducted by Magdalena et al. (2023) which confirms that brand image influences purchasing decisions.

4. Conclusion

It is possible to draw the conclusion from the research that pricing and brand image play a major role in influencing consumers' decisions to buy Alfi Putra Boy cigarette goods. This is demonstrated by the fact that the pricing variable's t table of 2,028 is smaller than the t count of 3,207, and the brand image variable's t table of 2,028 is smaller than the t count of 2,241. Promotion, however, does not appear to have a somewhat substantial impact on selections about what to buy.

By demonstrating the impact of pricing, promotion, and brand image on customer behavior, this study significantly advances marketing science. The study's findings can help businesses create more focused marketing plans, such as enhancing brand recognition and providing competitive pricing to encourage more purchases. The uniqueness of this study is in the particular set of variables that affect decisions to buy local cigarette goods that have not been extensively researched.

The sample size of this study, which only included 40 respondents, is its drawback. Furthermore, the covering region of this study is restricted to the Blitar Regency's Wonodadi village area. Only three variables brand image, price, and purchase decisions are included in this study.

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