

THE INFLUENCE OF PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF PT DUTA INTIGUNA YASA (MR. DIY) CENTRAL TAPANULI REGENCY

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ABSTRACT

The purpose of this study is to find out and analyze whether promotion and brand image of purchase decisions can facilitate employee duties in serving consumers of PT Duta Intiguna Yasa (MR. DIY) Central Tapanuli Regency. The type of research used in this study is the survey method, which is a method used to obtain data from certain natural places and research collects data through observation, dissemination of questionnaire documentation and interviews. The data analysis technique in this study is Multiple Linear Regression. Based on the autocorrelation test, the three variables, namely the promotion variable (X1) and the brand image variable (X2) with the purchase decision variable (Y) is 0.728 which means that there is a positive correlation and is classified as high correlation. Where from the results of regression analysis with the equation $Y = 1.731 + 0.509 X1 + 0.429X2$. The hypothesis proposed by the author reads the Influence of Promotion and Brand Image on the Purchase Decision of PT Duta Intiguna Yasa (MR. DIY) Central Tapanuli Regency is acceptable because the tcount value is $3.150 > t_{table}$ is 2.004 and the significant level value (Sig) is $0.003 < 0.05$. It can therefore be concluded that H_0 is rejected and H_a is accepted, which means that Promotion (X1) has a significant effect on the Purchase Decision (Y). and tcount of $3.694 < t_{table}$ of 2.004 and significant level value (Sig) $0.001 > 0.05$. Therefore, it can be concluded that H_0 is accepted and H_a is rejected, which means that Brand Image (X2) has an insignificant effect on the Purchase Decision (Y). The magnitude of the influence of variables X1 and X2 on variable Y is 0.530 or 74% and the remaining 47% is determined by other factors that are not discussed in this study.



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INTRODUCTION

The development and progress of the industry, one of which can be seen by the rapid development of the business world. We can see this with the emergence of the goods and services industry. Therefore the company must take steps to outperform its competitors. Marketing is one of the fields that must be considered for the success of the company in addition to other field activities such as production, personnel, and finance.

As we know, consumers today are very critical in choosing a product. The decision to buy a product is greatly influenced by the assessment of the quality of the product. To meet the needs and desires of consumers, it is necessary to have an exchange process carried out by the company in assessing marketing success. In order for the exchange to be carried out in accordance with the company's goals, it is necessary to carry out promotional activities so that the products produced can be known, attract consumers, and encourage them to immediately decide to buy the products offered.

MR DIY is one of the well-known retail companies in Indonesia which is considered to have managed to survive in the midst of increasingly strong market competition. At this time, the challenge is in terms of marketing, besides the many stores that sell similar equipment including AIDO Swalayan and the like which create competition so that consumers are less interested in shopping at MR DIY. Purchasing decisions by consumers are decisions that involve the perception of quality, value and price. Consumers not only use price as an indicator of quality but also as an indicator of the cost sacrificed in exchange for products or product benefits. This is where we see the extent to which brands can influence consumer assessment with the *brand image* of the product.

MR. DIY has ten categories namely tools, household appliances, electrical, furniture, car accessories, stationery and sports, toys, gifts, cellphone computers and accessories, and jewelry and cosmetics in each store, MR DIY offers a wide selection of more than 14,000 types of products at some of the cheapest prices on the market. All MR DIY stores are managed directly and in collaboration with major retailers and mall owners. MR DIY also collaborates with Aeon, ITC Group, Pakuwon, Lippo Group, Ramayana, and Citimall. By conducting thesis research activities at MR DIY Sibolga, it is hoped that the author will gain knowledge related to the decision to purchase consuming.

Based on the description above, in this study the author raised the title "The Influence of Promotion and *Brand Image* on the Purchase Decision of PT Duta Intiguna Yasa (MR DIY) Central Tapanuli Regency".

THEORETICAL FOUNDATION

According to Poerwadarminta (2013:316), it is stated that influence is: The power that exists or arises from something (person, thing) that helps shape a person's disposition, beliefs or deeds. Efforts and actions that invite and bring a person or group to participate in following someone's invitation to ideas, opinions and tasteful desires for interest in buying a product/goods.

According to Kotler and Keller, (2014:266), "promotions are a collection of incentive tools, most of which are short-term, designed to stimulate the purchase of a particular product or service faster and more by consumers or merchants". Meanwhile, Kotler and Keller (2015:510) stated that "promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or *brand* being sold".

Wasesa (2011:7) stated that a *brand* is an identity created by marketing people to make it easier for consumers to choose products. Meanwhile, according to the opinion of Tjiptono (2014:190), the definition of *brand* is the logo, color, design, shape, and packaging that distinguish each product from other products.

From the understanding of some of the experts above, it can be concluded that *a brand* is an attribute of a product that is different from others to provide convenience to consumers in choosing products.

According to Kotler (2014:259) *image/image*, namely: "Image is the public's perception of the company or its product". So it is clear if, "*brand image*" or brand image is how a brand affects the perception, view of the public or consumers towards the company or its products. Meanwhile, according to Kotler (2014:258), brand image is the perception and beliefs carried out by consumers, as reflected in the associations that occur in consumers' memory.

According to Sutisna (2013:83) there are several benefits of *a positive brand image*, namely:

- a. Consumers with a positive image of a *brand* are more likely to make purchases.
- b. Companies can develop these products by utilizing the positive image that has been formed against *the old product brand*.
- c. Family *branding and lever branding policies* can be carried out if *the brand image* of the existing product is positive.

According to Ariely and Zauberan (2013:8), consumer behavior is actions taken by individuals, groups, or organizations related to the decision-making process, to obtain, use, or service that can be influenced by the environment. Meanwhile, according to Sunyoto (2014: 251), consumer behavior can be defined as individual activities that are directly involved in obtaining and using goods/services, including the decision-making process in the preparation and determination of these activities.

From this understanding, it can be concluded that consumer behavior is a decision-making process for a person to purchase and use goods or services by taking actions that are directly involved in obtaining goods or services that are expected to meet needs.

RESEARCH METHODOLOGY

Types of Research

The type of research used in this study is quantitative descriptive research. which emphasizes the analysis on numerical data (numbers) processed by statistical methods.

Place and Time of Research

This research was conducted on research taking place at PT Daya Intiguna Yasa (MR DIY), which is located on Jl. Padang Sedempuan, Sarudik District, Central Tapanuli Regency. As an object of research on the Influence of Promotion and *Brand Image* on the Purchase Decision of PT Duta Intiguna Yasa (MR DIY) Central Tapanuli Regency. Meanwhile, to conduct this research takes approximately 6 (six) months, from April to September 2022.

Population and Sample

The population in this study is the number of consumers who came to buy at MR DIY stores in July 2022 as many as 230 (two hundred and thirty) consumers. Considering that the population is more than 100 people, the author took 25% of the total population, so the sample taken was 58 (fifty-eight) consumers as the observed sample.

Data Types and Sources

This study uses a type of data in the form of quantitative. The quantitative data of this study is in the form of a questionnaire to employees who use information systems at PT Duta Intiguna Yasa (MR DIY) Central Tapanuli Regency who are willing to become respondents and fill out questionnaires. Research data sources are divided into 2, namely primary data sources and secondary data sources (Sugiyono, 2015). The data sources used in this study are primary data and secondary data.

Data Collection Techniques

The data collection techniques used by the author in this study are as follows:

1. Literature study, which is by studying various reading sources that are closely related to research problems, both in the form of books of scientific papers and laws and regulations.
2. Field studies, namely by collecting data directly from the research location which is carried out by:
 - a. Interview, which is a way of collecting data by holding face-to-face questions and answers with parties who can provide information about promotions, *brand image* and purchase decisions.
 - b. Questionnaire is a data collection technique by asking a written question instrument to the respondent which must be answered by the respondent in writing.

Data Analysis Techniques

The formulation of the problem in the study will be analyzed using multiple *regression analysis* with the following stages, namely Validity Test, Reliability Test, Data Normality Test. Multicollinearity test, correlation coefficient analysis, heteroscedasticity test, determination coefficient test, simultaneous test (f test), partial test (t test).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Data Analysis Techniques

Classic Assumption Test

a. Data Normality Test

The Normality Test aims to test whether the regression model is normally distributed, which can be seen in Figure 1.1 below:

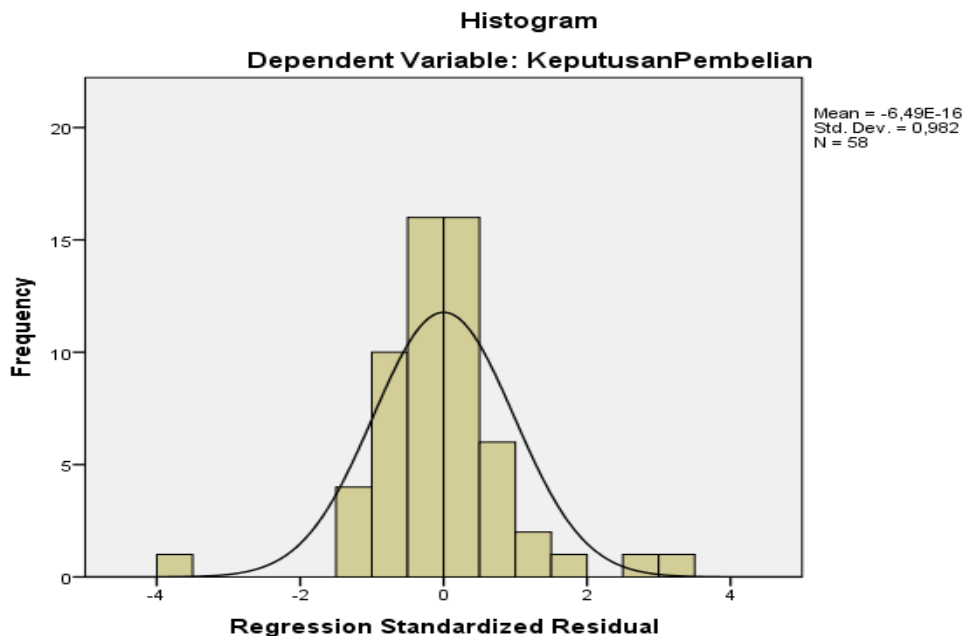


Figure 1. Histogram

The image above shows that the histogram graph image provides a deviation that deviates to the right, which means that the data is normally distributed.

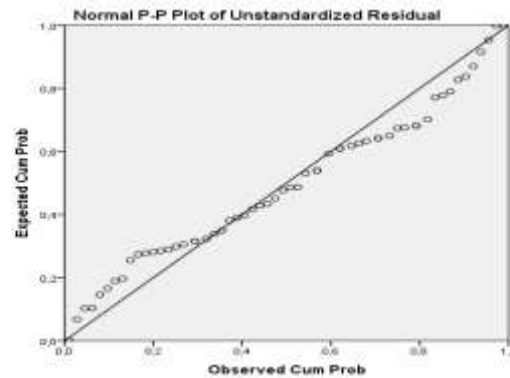


Figure 2. Residual

And the P plot graph shows the dots spread around the diagonal line and follow the direction of the diagonal line indicating a normal distribution pattern, so the regression model fulfills the assumption of normality.

b. Heterogeneity Test

The heteroscedasticity test is used to detect whether in the regression model there is variance disparity from the residual of one observation to another.

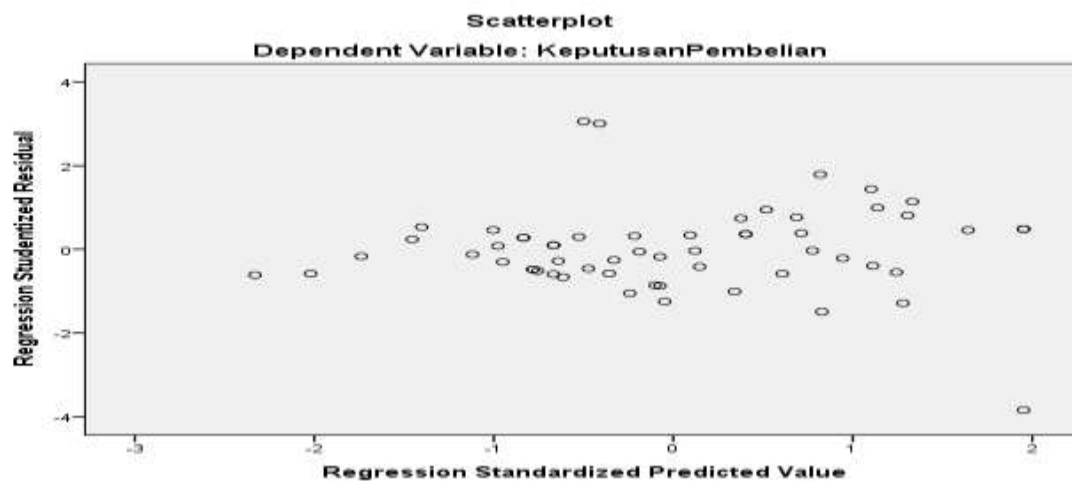


Figure 3. Scatterplot

In the image above *the Scatterplot* above, it can be seen that the dots are scattered randomly and do not form a specific or irregular pattern, as well as the dots are scattered. This shows that there is no heteroscedasticity in the regression model so that the regression model is feasible to be used in predicting dependent variables based on the input of independent variables.

c. Multicollinearity Test

The existence of a perfect linear relationship between the free variables in a perfect multilinear regression model occurs when the number of observations is zero, while imperfect multicollinearity occurs when the number of observations is smaller than the number of parameters to be estimated.

Table 1. Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIVID
1 (Constant)	1,731	5,613		,308	,759		
Promotions	,509	,162	,372	3,150	,003	,613	1,632
BrandImage	,429	,116	,436	3,694	,001	,613	1,632

a. Dependent Variable: Purchasing Decision

From the table above, it can be seen that the tolerance value is greater than 0.1 or the VIF value is less than 10, so it can be concluded that there is no multicollinear problem.

d. Autocorrelation Test

To find out if there is a relationship between motivation (X1) and leadership (X2) and work morale (Y), the results of data processing through the SPSS 23 program are used.

Table 2. Correlations

		Promotions	Fire Image	Verdict Purchase
Promotions	Pearson Correlation	1	,622**	,643**
	Sig. (2-tailed)		,000	,000
	N	58	58	58
BrandImage	Pearson Correlation	,622**	1	,668**
	Sig. (2-tailed)	,000		,000
	N	58	58	58
Purchase Decision	Pearson Correlation	,643**	,668**	1
	Sig. (2-tailed)	,000	,000	
	N	58	58	58

** . Correlation is significant at the 0.01 level (2-tailed).

From the calculation above, it can be seen that:

- The correlation of Promotions (variable X1) to Purchase Decisions (variable Y) is 0.643. With an interval of 0.60 - 0.79, which is classified as a high correlation.
- The correlation of Brand Image (Variable X2) with Purchase Decision (Variable Y) is 0.668. With an interval of 0.60 - 0.79 which is classified as a high correlation,

- c. Meanwhile, the Correlation of Promotion (variable X1) and Brand Image (variable X2) to Purchase Decision (variable Y) can be seen in the following table:

Table 3. Model Summaryb

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,728a	,530	,513	2,90347

- a. Predictors: (Constant), BrandImage, Promotion
 b. Dependent Variable: Purchasing Decision

From the table above, it can be seen that the correlation between Promotion (variable X1) and Brand Image (variable X2) to Purchase Decision (variable Y) is 0.728 which means that there is a positive correlation and is classified as a high correlation.

e. Multiple Linear Regression Test

Multiple linear regression aims to determine the influence between the variable X1 on variable Y, between the variable X2 on the variable Y, and the variables X1, X2 on the variable Y. The results of the test with linear regression are shown in the table below:

Table 4. Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,731	5,613		,308	,759
	Promotions	,509	,162	,372	3,150	,003
	BrandImage	,429	,116	,436	3,694	,001

- a. Dependent Variable: Purchasing Decision

From the table above, it can be seen that:

1. The effect of the Promotion (variable X1) on the Purchase Decision (variable Y) is

$$Y = a + b1X1$$

$$Y = 1.731 + 0.509 X1$$

The results of regression analysis with the equation $Y = 1.731 + 0.509 X1$, can be explained by a constant of 1.731 meaning that if the Promotion (variable X1) = 0, then the purchase decision variable $Y = 1.731$ and if the Promotion (variable X1) = 1, then Work Morale (variable Y) = 2.24.

2. The influence of Brand Image (variable X2) on Purchase Decision (variable Y) is

$$Y = a + b2X2$$

$$Y = 1.731 + 0.429 X2$$

The results of regression analysis with the equation $Y = 1.731 + 0.429 X2$, can be explained by a constant of 1.731 meaning that if the Brand Image (variable X2) = 0, then the Purchase Decision variable $Y = 1.731$ and if the Brand Image (variable X2) = 1, then the Purchase Decision (variable Y) = 2.16.

3. The influence of Promotion (variable X1) and Brand Image (variable X2) on Purchase Decision (variable Y) is

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 1.731 + 0.509 X_1 + 0.429X_2$$

The results of regression analysis with the equation $Y = 1.731 + 0.509 X_1 + 0.429X_2$, can be explained by a constant of 1.731 meaning that if Promotion (variable X1) and Brand Image (variable X2) = 0, then Purchase Decision variable Y = 1.731 and if Promotion (variable X1) and Brand Image (variable X2) = 1, then Purchase Decision (variable Y) = 2.669

This explains that if the promotion and brand image in the company are improved again, it will give a consumer purchase decision to PT. S. S. (S.S.) v.

f. Determination Test

Furthermore, to find out the magnitude of the influence between the X1 variable (Promotion), the X2 variable (Brand Image) and the Y variable (Purchase Decision) at PT. Ambassador Intiguna Yasa (MR DIY).

Table 5. Model Summaryb

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,728a	,530	,513	2,90347	,530	31,047	2	55	,000

a. Predictors: (Constant), BrandImage, Promotion

b. Dependent Variable: Purchasing Decision

As can be seen from the above, it is known that the magnitude of influence (R Square) between the variable X1 (Promotion), the variable X2 (Brand Image) and the variable Y (Purchase Decision) in PT. The Intiguna Yasa Ambassador (MR DIY) was 0.530 or 53% and the remaining 47% was determined by other variables that were not studied in this study, such as discipline, welfare, and others.

g. T test

To find out whether a hypothesis is rejected or accepted, it can be done in the following way:

- Compare the value of the tcal with the table with the conditions:
 - If the tcount \geq table, then the alternative hypothesis (Ha) is accepted and the hypothesis (Ho) is rejected
 - If the tcount \leq table, then the alternative hypothesis (Ha) is rejected and the hypothesis (Ho) is accepted
- Looking for the value of the degree of freedom (dk), i.e. = 3, in this case n = 58, then dk = 58- 3 = 55
- Once the dk value is known, then the ttable value (known in the t-table) for dk = 55, at a significant level of 0.05 is 2.004. Furthermore, the thiting value can be seen in the following table:

Table 6. Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIVID
1 (Constant)	1,731	5,613		,308	,759		
Promotions	,509	,162	,372	3,150	,003	,613	1,632
BrandImage	,429	,116	,436	3,694	,001	,613	1,632

a. Dependent Variable: Purchasing Decision

From the results of the t-test calculation in the table above, then the tcal value is compared with the ttable value, after comparing the results obtained, namely:

1. Based on the results of the t-test, a tcount of 3.150 > ttable of 2.004 and a significant level value (Sig) of 0.003 < 0.05. It can therefore be concluded that Ho is rejected and Ha is accepted, which means that Promotion (X1) has a significant effect on the Purchase Decision (Y).
2. Based on the results of the t-test, a tcount of 3.694 < ttable of 2.004 and a significant level value (Sig) of 0.001 > 0.05. Therefore, it can be concluded that Ho is accepted and Ha is rejected, which means that Brand Image (X2) has an insignificant effect on the Purchase Decision (Y).

h. F Test (Simultaneous)

The F test was carried out to test whether the promotional variable (X1) and the brand image variable (X2) had a significant influence on the purchase decision (Y), the hypothesis model used in this F Test is as follows:

Ho : Promotion and brand image have no effect and are significant to the purchase decision at PT. Ambassador Intiguna Yasa (MR DIY).

Ha : Promotion and brand image have an effect and are significant on the purchase decision at PT. Ambassador Intiguna Yasa (MR DIY).

In this study, it was known that the number of samples (n) was 58 respondents and the total number of variables (k) was 3 so that the following were obtained:

a. df (counter) = $k - 1 = 3 - 1 = 2$

b. df (denominator) = $n - k = 58 - 3 = 55 = 3,165$

The value of the F calculation will be obtained with the help of the SPSS-23 application program for windows, then it will be compared with the F table at the level of $\alpha = 5\%$ with the following decision-making criteria:

Ho=accepted if F is calculated as greater than F of the table with $\alpha=5\%$

Ha= is subtracted when F counts as smaller than the F table with $\alpha= 5\%$

The following are the results of the calculation of the F Test using the SPSS-2.3 application program for windows.

Table 9. Simultaneous Statistical Test

Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	523,462	2	261,731	31,047	,000b
Residual	463,658	55	8,430		
Total	987,121	57			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), BrandImage, Promotion

In the table above, it can be seen that $F_{count} 31,047 > F_{table} 3,165$. Therefore, $F_{cal} 31,047 > F_{table} 3,165$, meaning that there is a significant influence between promotion and brand image on purchase decisions. So it can be concluded that promotion and brand image have a significant effect on the purchase decision at PT. Ambassador Intiguna Yasa (MR DIY).

So the results of the F test, the hypothesis that the author researched from this study can be declared Accepted.

DISCUSSION

a. Descriptive Analysis of Variables

In accordance with the purpose of descriptive analysis, which is to provide an overview of the research results in general, how the characteristics of the research are in relation to the variables being studied, before statistical analysis is carried out, a descriptive analysis of each variable is carried out.

Next, the Promotion data of each item will be tabulated as follows:

Table 10. Tabulation of promotional data from each item

Aspects What Asked	No. Item	Alternative Answers					Quantity
		SS	S	KS	TS	STS	
Promotions	1	25	22	11	-	-	58
	2	23	28	6	1	-	58
	3	39	16	3	-	-	58
	4	27	28	3	-	-	58
	5	20	35	3	-	-	58
	6	23	31	4	-	-	58
	7	32	22	4	-	-	58
	8	31	21	6	-	-	58
	9	27	26	5	-	-	58
	10	31	26	1	-	-	58

Source : Data Research Results Processed in 2022

Furthermore, to calculate the interval value for each category, it can be interpreted and compared the average score obtained by the results of the questions regarding the qualitative selection are as follows:

- The score scale between 4.2 and 5.00 is classified as very good.
- The score scale between 3.3 and 4.1 is classified as good.
- The value scale between 2.4 to 3.2 is classified as sufficient.
- The score scale between 1.5 to 2.3 is classified as poor

e. A scale of values between 0.6 and 1.4 is classified as bad

Table 11. Distribution of Frequency of Answers and Values Promotion of each item

No. Item	Frequency of answers										Quantity		Average
	A		b		c		d		e				
	Fait h	Or	Fait h	Or	Fait h	O r	Fait h	O r	Fait h	O r	Fait h	Or	
1	25	125	22	88	11	33	0	0	0	0	58	246	4,24
2	23	115	28	112	6	18	1	2	0	0	58	247	4,25
3	39	195	16	64	3	9	0	0	0	0	58	268	4,62
4	27	135	28	112	3	9	0	0	0	0	58	256	4,41
5	20	100	35	140	3	9	0	0	0	0	58	254	4,38
6	23	115	31	124	4	12	0	0	0	0	58	251	4,32
7	32	160	22	88	4	12	0	0	0	0	58	260	4,48
8	31	155	21	84	6	18	0	0	0	0	58	257	4,43
9	27	135	26	104	5	15	0	0	0	0	58	254	4,38
10	31	155	26	104	1	3	0	0	0	0	58	262	4,51
Quantity												44	
Average												4,40	

Source : Data Research Results Processed in 2022

F : Frequency of Answers

Sc : Score (Frequency x Value)

From the data in the table above, it can be concluded that the variable (Promotion) which is 4.40 is in the interval of 4.2 to 5.0 with the very good category.

Next, the Brand Image data of each item will be tabulated as follows:

Table 12. Tabulation of Brand Image Data of Each Item

Aspects What Asked	No. Item	Alternative Answers					Quantity
		SS	S	KS	TS	STS	
Brand Image	1	35	16	7	-	-	58
	2	26	19	10	3	-	58
	3	36	15	7	-	-	58
	4	28	21	9	-	-	58
	5	22	21	14	1	-	58
	6	23	23	12	-	-	58
	7	29	18	10	1	-	58
	8	32	17	9	-	-	58
	9	35	17	6	-	-	58
	10	29	25	3	1	-	58

Source : Data Research Results Processed in 2022

Furthermore, calculating the interval value for each category, it can be interpreted and compared the average value obtained from the results of questions about *Brand Image* is as follows:

- The score scale between 4.2 and 5.00 is classified as very good.
- The score scale between 3.3 and 4.1 is classified as good.
- The value scale between 2.4 to 3.2 is classified as sufficient.
- The score scale between 1.5 to 2.3 is classified as poor
- A scale of values between 0.6 and 1.4 is classified as bad

Furthermore, the Purchase Decision data of each item will be tabulated as follows:

Table 13. Data tabulation of purchase decisions from each item

Aspects What Asked	No. Item	Alternative Answers					Quantity
		SS	S	KS	TS	STS	
Purchase Decision	1	31	19	8	-	-	58
	2	22	17	16	3	-	58
	3	31	22	5	-	-	58
	4	21	27	10	-	-	58
	5	21	26	9	2	-	58
	6	22	23	12	1	-	58
	7	27	23	6	2	-	58
	8	26	23	9	-	-	58
	9	32	19	7	-	-	58
	10	29	24	4	1	-	58

Source : Data Research Results Processed in 2022

Furthermore, calculating the interval value for each category can be interpreted and compared the average value obtained as a result of questions about the Purchase Decision is as follows:

- The score scale between 4.2 and 5.00 is classified as very good.
- The score scale between 3.3 and 4.1 is classified as good.
- The value scale between 2.4 to 3.2 is classified as sufficient.
- The score scale between 1.5 to 2.3 is classified as poor
- A scale of values between 0.6 and 1.4 is classified as bad

CONCLUSION

- Based on the autocorrelation test, the three variables, namely the promotion variable (X1) and the brand image variable (X2) with the purchase decision variable (Y) is 0.728 which means that there is a positive correlation and is classified as high correlation.
- Based on the determination test, it is known that the magnitude of the influence (R Square) between the X1 variable (Promotion), the X2 variable (Brand Image) and the Y variable (Purchase Decision) at PT. The Intiguna Yasa Ambassador (MR DIY) was 0.530 or 53% and the remaining 47% was determined by other variables that were not studied in this study, such as discipline, welfare, and others.
- The results of regression analysis with the equation $Y = 1.731 + 0.509 X1 + 0.429X2$, can be explained by a constant of 1.731 meaning that if Promotion (variable X1) and Brand Image (variable X2) = 0, then Purchase Decision variable Y = 1.731 and if Promotion (variable X1) and Brand Image (variable X2) = 1, then Purchase Decision (variable Y) = 2.669

4. From the results of the calculation of the t-test, the tcal value is compared with the ttable value, after comparing the results are obtained, namely:
 - a) Based on the results of the t-test, a tcount of 3.150 > ttable of 2.004 and a significant level value (Sig) of 0.003 < 0.05. It can therefore be concluded that Ho is rejected and Ha is accepted, which means that Promotion (X1) has a significant effect on the Purchase Decision (Y).
 - b) Based on the results of the t-test, a tcount of 3.694 < ttable of 2.004 and a significant level value (Sig) of 0.001 > 0.05. Therefore, it can be concluded that Ho is accepted and Ha is rejected, which means that Brand Image (X2) has an insignificant effect on the Purchase Decision (Y).
 - c) From the F (Simultaneous) or Ftest test, the Fcount 31.047 > Ftable 3.165. Therefore, Fcal 31,047 > Ftable 3,165, meaning that there is a significant influence between promotion and brand image on purchase decisions. So it can be concluded that promotion and brand image have a significant effect on the purchase decision at PT. Ambassador Intiguna Yasa (MR DIY). So the results of the F test, the hypothesis that the author researched from this study can be declared **Accepted**.

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