



# The influence of brand image promotion and product quality on the purchase decision of hammerstout products

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## ABSTRACT

This study examines the level of purchasing decisions of Hammerstout Products. The urgency of this study raises a problem that occurred to Hammerstout. Consumer purchasing decisions on a product will also be obtained from marketing. A marketing there is a marketing mix that will distribute or combine marketing activities to increase sales of products or services. Therefore, research is conducted to increase sales by combining various marketing activities at one time. This study aims to analyze brand image, promotion and product quality on the purchase decision of Hammerstout Products. The research method used is quantitative research method. The population in this study was all consumers of Hammerstout Products. Sampling is done by Probability Sampling technique. The number of samples was determined as many as 100 people. The primary data collection method used is to use the distributed questionnaire media. The statistical test used is multiple linear regression. Research shows that brand image, promotion and product quality influence the purchase decision of hammerstout products with an influence of 80.5% in a positive direction, which is dominated by promotion and the remaining 19.5% is explained by other factors that are not studied.

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## INTRODUCTION

The economy in this era continues to grow and increasingly leads to very tight competition, especially in the field of business carried out by companies that produce similar goods or services. According to (Habibah, 2016) a product is a collection of tangible and intangible attributes, including packaging, price, color, quality and brand plus service and sales reputation. Previous research and current research use the same variables, namely brand image, promotion and product quality. And the difference from previous research with current research is from different research objects.

Purchasing decisions are one of the choices consumers make to make choices about something they want. According to (Anggraini et al., 2020) purchasing decision is a problem-solving process consisting of analyzing or recognizing needs, wants, searching for information, assessing selection sources of alternative purchases, purchase needs, and post-purchase behavior. Furthermore, purchasing decisions are also influenced by personal characteristics such as age and

stage of the life cycle, occupation, economic circumstances, lifestyle, as well as the buyer's personality and self-concept.

The beginning of the formation of Hammerstout focused on producing jackets and pants made from denim. But just like other clothing manufacturers, where Hammerstout is more adapted to market desires to provide products that can meet consumer desires and expectations. Manufacturing is one of the sectors that influence the economy of a country, especially in Indonesia. A consumer will certainly think about the reason in determining his purchase decision, such as whether the product is in accordance with his personality style, whether the product is attractive, whether the type of product is trendy, including being the main reason consumers make a purchase decision. Based on the results of previous research, several factors that influence purchasing decisions include brand image, promotion and product quality.

The creation of a brand image on a product in the minds of consumers is very important because brand image is the basic thing for consumers in choosing a product. Brand image has three components, namely company image, user image and product image (Amalia, 2019). Brand image factor is one of the factors that can influence purchasing decisions. This was conveyed by (Nadiya & Wahyuningsih, 2020) and (Miati, 2020) in their research which proved that there is a significant influence of brand image on purchasing decisions.

Promotion can also be done by utilizing famous figures, one way is to sponsor all display supporting equipment used by these characters in their daily lives. Another factor that influences purchasing decisions is product quality. Product quality is the overall characteristics of a product or service depending on the ability to meet consumer needs, both express and unexpressed (Ristanti & Iriani, 2020). When a consumer intends to purchase a product, the consumer will choose a product that in terms of quality will meet their needs / solve their problems (Rahman & Sitio, 2020). According to (Ristanti & Iriani, 2020) in their research shows that there is a significant positive influence between product quality on purchasing decisions.

## RESEARCH METHOD

The research instrument used in this study was in the form of questionnaires or questionnaires made by the researchers themselves. According to (Prof. Dr. Sugiyono, 2018) a research instrument is an observed tool. The research instrument used was a questionnaire sheet. The questionnaire in this study was prepared based on indicators of research variables. These indicators are outlined in detail in question items in the form of questionnaires and distributed to respondents. Questionnaire instrument as a standard measuring instrument in quantitative methods. The population that arises is all consumers of Hammerstout products. Since the number is not known exactly, the population size is unknown. sampling is taken using the Probability Sampling technique. Researchers chose to take 100 respondents in this study.

### **Operational Variables**

Based on the subject matter and hypothesis, research on the influence of brand image, promotion and product quality on the purchase decision of hammerstout products. Where there are 4 variables including: a. Variable ( $X_1$ ) is Brand Image, Variable ( $X_2$ ) is Promotion, Variable ( $X_3$ ) is Product Quality and Dependent Variable Y is Purchase Decision.

### **Data Analysis Techniques**

The data analysis method is a method used to process research results to obtain a conclusion. By looking at the theoretical framework, the data analysis technique used in this study is quantitative analysis. In this study the analysis used to determine the influence of Brand Image, Promotion and Product Quality on Purchasing Decisions using descriptive statistical tests, instrument tests, classical assumption tests, multiple linear regression tests and hypothesis tests.

### **Research Instruments**

Data collection for an instrument study acts as an evaluation tool. Research instruments that have been prepared will be tested to respondents outside the research sample to find an overview of the

validity and reliability of the instruments. Obtaining data that is in accordance with the problems in research requires the right instruments so that the data collected is as expected, so that the collected data can be a tool to solve problems.

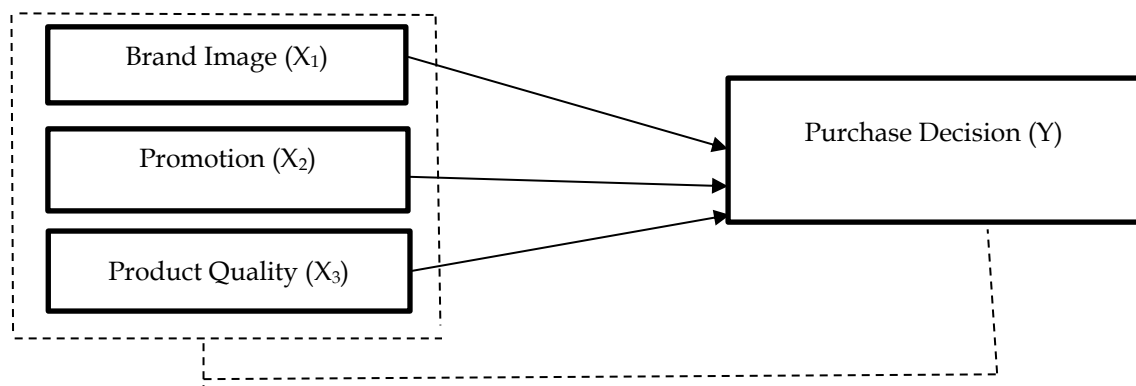


Figure 1. Frame of mind

#### **The influence of brand image on purchasing decisions**

Research conducted (Yohana Dian Puspita\*, 2021) states that there is a positive and significant influence of brand image on purchasing decisions. The results showed that the better the brand image of a company, the higher the purchase decision from consumers. These results are supported by research conducted by (Miati, 2020) which states that Brand Image affects purchasing decisions. Based on this description, the hypotheses proposed in this study are:

H1: Brand Image has a positive and significant influence on purchasing decisions

#### **The Effect of Promotions on Purchase Decisions**

Research conducted (Sitanggang & Damiyana, 2022), proves that promotion has a significant effect on purchasing decisions. This is in line with research conducted by (Lahensel et al., 2022) which states that promotions have a significant effect on purchasing decisions. Based on this description, the hypotheses proposed in this study are:

H2: Promotions have a significant positive effect on purchasing decisions

#### **The Effect of Product Quality on Purchasing Decisions**

Research conducted (Fatmaningrum & et al, 2020) proves that product quality has a positive and significant effect on purchasing decisions. Research conducted (Afif & Aswati, 2022) also proves that product quality has a positive and significant effect on purchasing decisions. Based on this description, the hypotheses proposed in this study are:

H3: Product Quality has a positive and significant influence on purchasing decisions

#### **The Influence of Brand Image, Promotion, and Product Quality on Purchasing Decisions**

Product quality is the ability of the product to perform its functions, which includes the overall usability time of the product, reliability, ease, use and repair and other values. The higher the quality of the product, the higher the consumer's decision to purchase the product in question (Rosa Indah et al., 2020). Research conducted (Fatmaningrum & et al, 2020) proves that product quality has a positive and significant effect on purchasing decisions. Based on this description, the hypotheses proposed in this study are:

H4: Brand Image, Promotion and Product Quality have a positive and significant influence on purchasing decisions.

## RESULTS AND DISCUSSIONS

### Validity Test Results

Validity test Used to measure whether or not a questionnaire is able to reveal something measured by the questionnaire (Ghozali, 2018). A questionnaire is said to be valid or valid if the statement on the questionnaire is able to express something that will be measured by the questionnaire and has a value of r-count validity coefficient greater than the r-table with the *pearson product moment* method, with the following results:

**Table 1.** Research variable validity test results

Variable	Questionnaire	r-calculate	r-table	Information
Brand Image (X <sub>1</sub> )	1	0,785	0,165	Valid
	2	0,794	0,165	Valid
	3	0,835	0,165	Valid
Promotion (X <sub>2</sub> )	1	0,657	0,165	Valid
	2	0,717	0,165	Valid
	3	0,764	0,165	Valid
	4	0,769	0,165	Valid
	5	0,582	0,165	Valid
Product Quality (X <sub>3</sub> )	1	0,645	0,165	Valid
	2	0,655	0,165	Valid
	3	0,693	0,165	Valid
	4	0,768	0,165	Valid
	5	0,689	0,165	Valid
	6	0,714	0,165	Valid
	7	0,535	0,165	Valid
Purchasing Decision (Y)	1	0,799	0,165	Valid
	2	0,642	0,165	Valid
	3	0,725	0,165	Valid
	4	0,803	0,165	Valid
	5	0,750	0,165	Valid

Based on the table in 1 above, it can be seen that the coefficient value of validity (r-count) of each statement item in its respective variables is greater than the r-table 0.165. The results of this test show that all statement items representing their respective variables are valid and suitable for use as research measuring tools and can be used in subsequent analysis.

### Reliability Test Results

Reliability is an index that shows the extent to which a measuring device is trustworthy or reliable. The index will show the extent to which a measurement result is relatively consistent if the measurement is repeated two or more times. In this study will use the Cronbach Alpha coefficient formula and is said to be reliable if *Cronbach Alpha* > 0.7 (Ghozali, 2018) .

**Table 2.** Research variable reliability test results

Variable	Item	Alpha	Critical Point	Information
----------	------	-------	----------------	-------------

Brand Image ( $X_1$ )	3	0,728	0,7	Reliabel
Promotion ( $X_2$ )	5	0,740	0,7	Reliabel
Product Quality ( $X_3$ )	7	0,798	0,7	Reliabel
Purchasing Decision ( $Y$ )	5	0,794	0,7	Reliabel

Source: SPSS v21 data processing

In table 2 above, it can be seen that of the 4 (four) variables studied, obtained *Cronbach's alpha* value of 0.728; 0.740; 0.798 and 0.794. The 4 (four) values of the reliability coefficient are greater than 0.7, so it is stated that the measuring instrument used is reliable or reliable. Thus, it can be concluded as a whole that each statement item used in their respective variables is reliable as a research measurement tool so that it is suitable for use in subsequent analysis.

**Normality Test**

The normality test in the regression model is used to test whether the residual values resulting from the regression are normally distributed or not. A good regression model is a regression that is a normal or near-normal distribution (Ghozali, 2018).

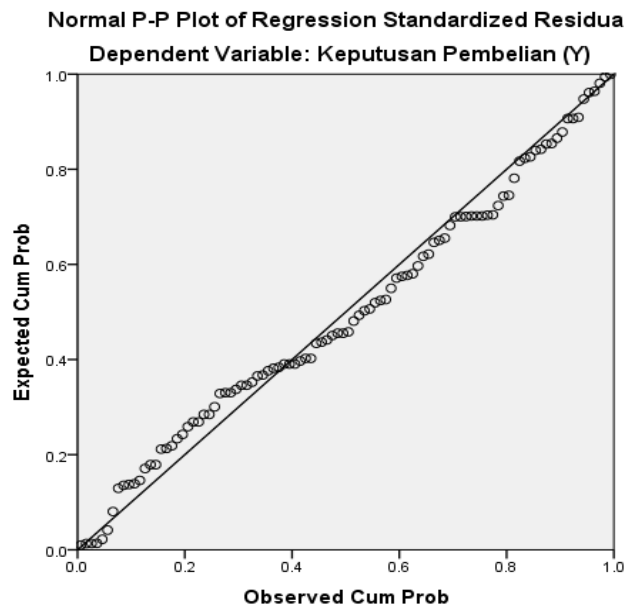


Figure 2. P-Plot normality test

Based on the normality graph using the normal *p-plot* above, it is known that the spreading points follow a diagonal line which shows that the regression model satisfies the assumption of normality as evidenced by normality using the *Kolmogorov-Smirnov* test as follows:

**Table 3.** Normality test  
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual
-------------------------

N		100
Normal Parameters <sup>a,b</sup>	Mean	.000
	Std. Deviation	1.535
Most Extreme Difference	Absolute	.073
	Positive	.073
	Negative	-.066
Kolmogorov-Smirnov		.730
<b>Asymp. Sig. (2-tailed)</b>		<b>.661</b>

a. Test distribution is Normal.

b. Calculated from data.

Based on the table of output of the kolmogorov smirnov test above, a significance value (*Asymp. Sig. (2-tailed)*) of 0.661 was obtained. The significance value (*p-value*) is greater than 0.05, so it can be concluded that the data has a normally distributed regression model.

**Multicollinearity Test**

The Multicollinearity Test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between independent variables (Ghozali, 2018).

**Table 4.** Multicollinearity test Coefficients<sup>a</sup>

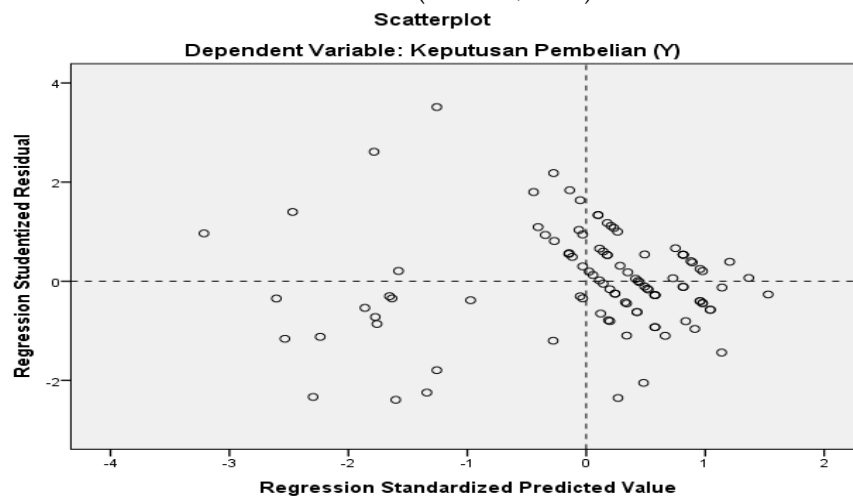
Model	Coefficients <sup>a</sup>	Collinearity Statistics	
		Tolerance	VIF
1	Citra Merek (X1)	.717	1.394
	Promosi (X2)	.530	1.888
	Kualitas Produk (X3)	.546	1.833

a. Dependent Variable : Keputusan Pembelian (Y)

Based on the output above, it is known that the 3 (three) independent variables have a tolerance value greater than 0.1 and a VIF value of less than 10, so it can be concluded that the data does not have a multicollinatory problem s.

**Heteroscedasticity Test**

The Heteroscedasticity test aims to test whether the regression model occurs in the inequality of variance and residuals of one other observation (Ghozali, 2018).



**Gambar 3.** Heteroscedasticity scatter plot test

Based on the figure above, it is known that the points obtained spread randomly and do not form a certain pattern or spread above and below the zero on the Y axis, so it can be concluded that in the data studied there is no *proven heteroscedasticity problem from heteroscedasticity* using the *Glejser test* as follows.

**Table 5.** Glejser test Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.354	.778		5.597	.000
	Citra Merek (X1)	-.005	.049	-.012	-.104	.917
	Promosi (X2)	-.087	.044	-.253	-1.969	.052
	Kualitas Produk (X3)	-.048	.034	-.178	-1.402	.164

a. Dependent Variable: Absolut Residual (ABS)

Based on table 5 above, it is known that the *p-value* between the independent variable and its residual absolute value each has a significance value (Sig.) > of 0.05 (0.917; 0.052 and 0.164). So it can be concluded that in the data studied there is no *heteroscedasticity* problem.

### Autocorrelation Test

According to (Ghozali, 2018) the Autocorrelation Test aims to test whether in a linear regression model there is a correlation between confounding errors in period *t* with confounding errors in period *t*<sub>1</sub> (previous). Autocorrelation arises because successive observations over time are related to each other.

**Table 6.** Autocorrelation test Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.897 <sup>a</sup>	.805	.799	1.559	2.030

a. Predictors: (Constant); Kualitas Produk (X3), Citra Merek (X1), Promosi (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

Based on the output above, it is known that the *dw* value is 2.030. This value will be compared with the *dL* and *dU* values found in the *durbin watson* table. With  $\alpha = 0.05$ , many independent variables (*k*) = 3 and sample (*n*) as many as 100, obtained a *dL* value of 1.613 and *dU* of 1.736, so that a 4-*dU* value of 2.264 and 4-*dL* of 2.387 were obtained. From the above values, it is known that the value of *dw* (2.030) is between *dU* (1.736) and 4-*dU* (2.264). This shows that there is no autocorrelation of either positive autocorrelation or negative autocorrelation in the model.

### Multiple Linear Regression Test

Using the help of SPSS v.21 software, multiple linear regression analysis results were obtained as follows:

**Table 7.** Multiple regression coefficients Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)					
	Citra Merek (X1)	-4.958	1.285		-3.857	.000
	Promosi (X2)	.203	.081	.133	2.500	.014
	Kualitas Produk (X3)	.713	.073	.601	9.720	.000
		.269	.057	.290	4.756	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Based on the results of the SPSS output in table 7 above, it can be seen that each regression coefficient value at the *Unstandardized Coefficients value "B"*, so that a multiple linear regression equation is obtained as follows:

$$Y = -4,958 + 0,203X_1 + 0,713X_2 + 0,269X_3 + e$$

From the results of the regression equation, each variable can be interpreted as follows:

1. A constant value of -4.958, means that if all independent variables, namely brand image, promotion, and product quality, are worth 0 (zero) in other words, there is no change, then it is predicted that the purchase decision will be low in value of -4.958.
2. The value of the brand image of 0.203, means that if the brand image increases by 1 or better while other independent variables are fixed or constant, it is predicted that purchasing decisions will increase by 0.203.
3. The value on the promotion of 0.713, means that if the promotion increases by 1 or better while the other independent variables are fixed or constant, then it is predicted that the purchase decision will increase by 0.713.
- a. The value of product quality is 0.269, meaning that if the product quality increases by 1 or better while other independent variables are fixed or constant, it is predicted that purchasing decisions will increase by 0.269.

So from this equation it can be predicted that where when there is no brand image, promotion, and product quality, purchasing decisions will be low and it is also predicted that when there is a brand image, promotion, and better product quality, it will be followed by better purchase decisions on Hammerstout products.

### Partial Hypothesis Test (Test t)

The t test is a hypothesis test on partial or individual regression used to determine whether the independent variable individually affects the dependent variable, a confidence level of 95% or with a significant level of 5%.

**Table 8.** Partial hypothesis (Test T)  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-4.958	1.285		-3.857	.000
	Citra Merek (X1)	.203	.081	.133	2.500	.014
	Promosi (X2)	.713	.073	.601	9.720	.000
	Kualitas Produk (X3)	.269	.057	.290	4.756	.000

a. Dependent Variable: Keputusan Pembelian (Y)



### The Influence of Brand Image ( $X_1$ ) on Purchasing Decisions ( $Y$ )

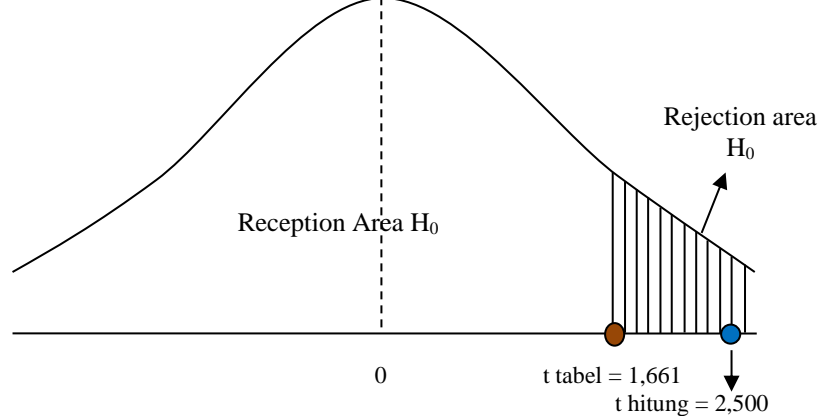


Figure 4. Partial hypothesis test curve  $x_1$

Based on the figure of the hypothesis test curve above, it can be seen that the calculated  $t$  value is greater than the table  $t$  value so that  $H_0$  is rejected, which shows that with an error rate of 5% it can be seen that partially the brand image has a positive and significant effect on purchase decisions, where the better the brand image, will be followed by better purchasing decisions on Hammerstout products, so the research hypothesis is accepted.

### Effect of Promotion ( $X_2$ ) on Purchase Decision ( $Y$ )

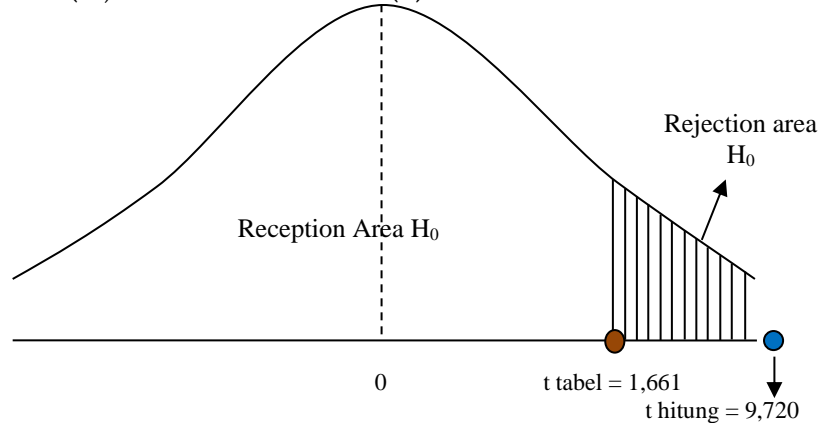
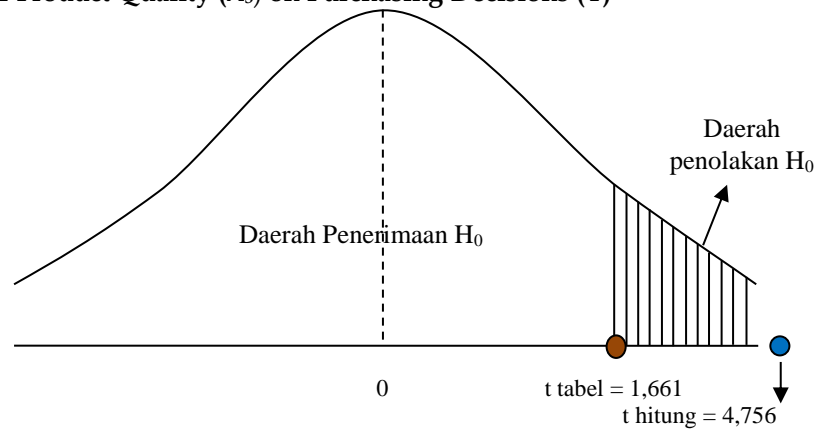


Figure 5. Partial hypothesis test curve  $x_2$

Based on the figure of the hypothesis test curve above, it can be seen that the calculated  $t$  value is greater than the table  $t$  value so that  $H_0$  is rejected, which shows that with an error rate of 5% it can be seen that partially promotion has a positive and significant effect on purchase decisions, where the better the promotion then it will be followed by better purchasing decisions on Hammerstout products, so that the research hypothesis is accepted.

**The Effect of Product Quality (X<sub>3</sub>) on Purchasing Decisions (Y)**



**Figure 6.** Partial hypothesis test curve x<sub>3</sub>

Based on the figure of the hypothesis test curve above, it can be seen that the calculated t value is greater than the table t value so that H<sub>0</sub> is rejected, which shows that with an error rate of 5% it can be seen that partially product quality has a positive and significant effect on purchasing decisions, where the better the product quality then it will be followed by better purchasing decisions on Hammerstout products, so that the research hypothesis is accepted.

**Simultaneous Hypothesis Test (F Test)**

**Table 9.** Significance test (Test F)  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	966.038	3	322.013	132.520	.000 <sup>b</sup>
	Residual	233.272	96	2.430		
	Total	1199.310	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Produk (X<sub>3</sub>), Citra Merek (X<sub>1</sub>), Promosi (X<sub>2</sub>)

Based on the SPSS output above, it is known that the calculated F value is 132.520 with *p-value* (*sig.*) = 0.000. Because the calculated F value is greater than the table F (132.520 > 2.699) and the significance value is 0.000 < 0.05, H<sub>0</sub> is rejected and H<sub>4</sub> is accepted, meaning that simultaneously brand image, promotion, and product quality have a positive and significant influence on purchasing decisions on Hammerstout products. If presented in the figure, then the values of F<sub>count</sub> and F<sub>of the table</sub> appear as follows:

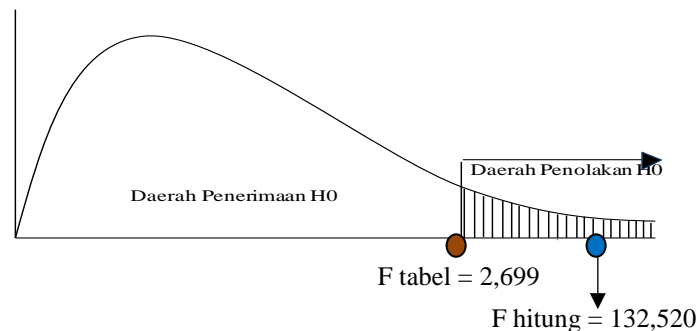


Figure 7. Simultaneous hypothesis test curve

Based on the figure of the hypothesis test curve above, it can be seen that the calculated  $F$  value is greater than the  $F$  value of the table so that  $H_0$  is rejected, which shows that with an error rate of 5% it can be seen that simultaneously brand image, promotion, and product quality have a positive and significant effect on purchasing decisions on Hammerstout products, so the research hypothesis is accepted.

### Test Coefficient of Determination ( $R^2$ )

Table 10. Coefficient of simultaneous determination  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 <sup>a</sup>	.805	.799	1.559

a. Predictors: (Constant), Kualitas Produk (X3), Citra Merek (X1), Promosi (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

From the SPSS output table above, it is known that the value of the *R square* coefficient of determination is 0.805 or 80.5%. This shows that purchasing decisions on Hammerstout products can be influenced by brand image, promotion, and product quality reaching 80.5%, and the remaining 19.5% is contributed by other variables that are not studied outside the study. Meanwhile, to see the amount of contribution of each independent variable to the dependent variable, it can be seen from the results of the multiplication between the *Beta* value and *Zero Order* as follows:

Table 11. Coefficient of partial determination  
Coefficients<sup>a</sup>

Model		Standardized Coefficients	Correlations
		Beta	Zero-order
1	Citra Merek (X1)	.133	.566
	Promosi (X2)	.601	.856
	Kualitas Produk (X3)	.290	.744

a. Dependent Variable: Keputusan Pembelian (Y)

The following is presented the result of the partial influence between the independent variable and the dependent variable with the *Beta* formula multiplied by *Zero Order*:

1.Brand image variable ( $X_1$ ) =  $0.133 \times 0.566 = 0.075$  or 7.5%

2.Promotion variable ( $X_2$ ) =  $0.601 \times 0.856 = 0.514$  or 51.4%

3.Product quality variable ( $X_2$ ) =  $0.290 \times 0.744 = 0.216$  or 21.6%

From the results of the calculation above, it is known that from the total contribution of 80.5%, it turns out that 7.5% is given by brand image variables, from promotion by 51.4% and from quality produk by 21.6%. So it can be seen that promotional variables contribute most dominantly to purchasing decisions on Hammerstout products.

## **Discussion**

### **The Influence of Brand Image on Hammerstout Product Purchasing Decisions**

From the test results presented in table 4, it was found that the brand image variable showed a significant value of 0.014 smaller than 0.05 so that it can be concluded that  $H_1$  is accepted. This shows that brand image has a positive and significant influence on purchasing decisions on Hammerstout products. The results of this study are in line with research conducted by (Anggraeni & Soliha, 2020) which provides results that brand image has a positive and significant effect on purchasing decisions. Based on the results of the study states that the better the brand image, the purchase decision will also increase and vice versa.

### **The Effect of Promotion on Hammerstout Product Purchase Decisions**

From the test results presented in table 4, it was found that the promotion variable showed a significant value of 0.000 smaller than 0.05 so that it can be concluded that  $H_2$  is accepted. This shows that promotions have a positive and significant effect on purchasing decisions on Hammerstout products. The results of this study are in line with research conducted by (Anggraini et al., 2020) which states that promotion has a positive and significant effect on purchasing decisions. Based on the results of research conducted, it is proven that promotions have a significant effect on purchasing decisions, providing an understanding that the higher and more attractive the promotion carried out by the company, the higher the consumer decision in making purchases and subscribing to the product.

### **The Effect of Product Quality on Hammerstout Product Purchasing Decisions**

From the test results presented in table 4, it is found that the product quality variable shows a significant value of 0.000 smaller than 0.05 so that it can be concluded that  $H_3$  is accepted. This shows that product quality has a positive and significant effect on Hammerstout's product purchase decisions. The results of this study are in line with research conducted by (Rosa Indah et al., 2020) which states that product quality has a positive and significant effect on purchasing decisions. However, the results of this study are different from research conducted by (Nadiya & Wahyuningsih, 2020) which shows the results that product quality has no effect and is not significant on purchasing decisions. Based on the results of research conducted, it is proven that product quality has a positive and significant effect, therefore from this understanding that the company has provided products that are suitable and expected by consumers, so that the level of purchasing decisions will increase.

### **Simultaneous Test Results (Test f)**

From the results of the simultaneous test (f test) in table 9 above, the calculated f value is 132.520 while the level of significance is 0.000. Because the level of significance is smaller than 0.05,  $H_4$  is accepted, so brand image, promotion and product quality have a significant effect on the variables of Hammerstout product purchase decisions. In this study showed that purchasing decisions on Hammerstout products were able to be influenced by brand image, promotion, and product quality reaching 80.5%, and the remaining 19.5% was contributed by other variables that were not studied outside the study. And based on the calculation of table 5.16 that of the total contribution of 80.5%, it turns out that 7.5% is given by brand image variables, from promotion by 51.4% and from product quality by 21.6%. So it can be seen that promotional variables contribute most dominantly to purchasing decisions on Hammerstout products. Based on the above theories,

it can be concluded that the variables of brand image, promotion and product quality together (simultaneously) have an influence on purchasing decisions on Hammerstout products.

### Managerial Implications

Based on this research, brand image, promotion and product quality have a positive relationship that significantly affects purchasing decisions. Likewise, the results of the f test show that brand image, promotion and product quality have a positive relationship that affects significantly to purchasing decisions. This proves that the higher the brand image, promotion and product quality, the more purchasing decisions will increase.

Based on the research findings, there are several managerial implications, which can be given as input to management. Some things that can be used as policy directions for the Hammerstout Company in the *fashion* business unit are as follows:

1. In this study, it is known that the Hammerstout brand is a *fashion* brand that is easy to remember. This already good brand image needs to be maintained and developed, which will result in positive consequences for the company in the future. To improve the brand image, the company must be able to give a good impression of the product by providing good and satisfying service to consumers.
2. To increase promotion, companies must increase promotion by promoting in various social media and print media.
3. To improve product quality, companies should improve products by increasing innovation of products and types and variations of products that match what is needed by consumers.

## CONCLUSION

Partially, brand image has a positive and significant effect on purchasing decisions, where the better the brand image, the better the purchase decision on Hammerstout products. Partially, promotions have a positive and significant effect on purchasing decisions, where the better the promotion, the better the purchase decision on Hammerstout products. Partially, product quality has a positive and significant effect on purchasing decisions, where the better the product quality, the better the purchase decision on Hammerstout products. Simultaneously, brand image, promotion, and product quality had a positive and significant influence on purchasing decisions on Hammerstout products, with a contribution of 80.5%, dominated by promotion and the remaining 19.5% contributed by other variables that were not studied outside the study. Researchers are further advised to expand the scope of research by conducting research using different methods, such as direct interviews with company owners to obtain the expected / necessary results or data. We recommend using different independent variables to test purchasing decisions. Further research recommendations need to add prices, because the higher the value of consumer perception of prices, the stronger the consumer impulse to make purchasing decisions.

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