THE INFLUENCE OF BRAND IMAGE, PRICE AND PROMOTION ON CUSTOMER PURCHASE INTEREST IN GOOD DAY CAPPUCCINO SACHET COFFEE AT THE CANTEEN OF MM SMAN 1 SUKATANI KAB. BEKASI

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ARTICLEINFO	ABSTRACT
Keywords: Brand image, price, promotion, purchase intention	This study is motivated by the lack of problems regarding brand image and promotion on buying interest in Good Day Cappuccino sachet coffee products at the MM SMAN 1 Sukatani Canteen which does not match the price offered, so that consumers do not feel they have an interest in buying these products. This study was conducted to determine the effect of brand image, price, and promotion on customer buying interest in Good Day Cappuccino sachet coffee at the MM SMAN 1 Sukatani canteen, Bekasi Regency. The type of research used in this study uses quantitative research methods. The research design is used as a research reference. Structured questionnaires were used to obtain data from respondents. The number of samples was determined based on incidental sampling (by chance), a total of 90 respondents were used for the study. The data was analyzed using multiple regression analysis using the SPSS 29 application. Based on the test results, it shows that the t-count test results (partial) brand image variables partially have a significant effect on buying interest, price and promotion variables partially have no significant effect on buying interest. Based on the results of the F test, it can be concluded that there is a significant influence between brand image (X1), price (X2) and promotion (X3) together on buying interest (Y).
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1. INTRODUCTION

Marketing is a science that has a very important role in a business or anyone's business. Broadly speaking, marketing can be defined as meeting needs in a profitable way. The American Marketing Association (AMA) defines marketing as an organizational function and a series of processes to create, communicate, and provide value to customers to manage customer relationships in a way that benefits the organization.

Financial success often depends on marketing skills, marketers always make difficult decisions about making changes or creating new things in the product. From the change or create new things marketers h flow is very detailed, smart marketing is a never-ending effort.

Business competition from time to time we can see is getting tighter, this requires them large companies and small businesses to be more creative and innovative in selling their products. One business that follows the times, where companies try to meet the needs of consumers in finding the products they need and want, is the coffee business.

Coffee is one of the followers of today's development, Indonesia occupies the fourth position as the largest coffee producing country in the world. The first position is occupied by Brazil, then Vietnam after that Colombia.
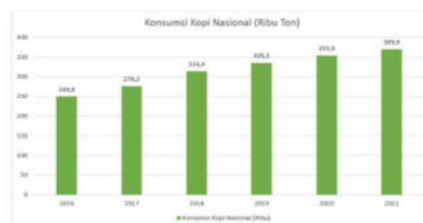

Figure 1. national coffee consumption
Source :https://www.theiconomics.com/infographic/38699/. 2022

The Influence of Brand Image, Price and Promotion on Customer Purchase Intention for Good Day Cappuccino Sachet Coffee at the Canteen Of MM SMAN 1 Sukatani , KAB. Bekasi. **Mega Sri Ningsih, et.al**

In the Iconomics article, according to data from the Ministry of Agriculture, it is projected that there will be an increase in national coffee consumption. Data in 2016 showed that the amount of national coffee consumption was 249.8 thousand tons. Domestic coffee consumption is currently growing at around 13.9% per year, exceeding world consumption by 8%. In 2021, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425 thousand tons.

Figure 2. Instant Coffee Brands That Control Market Share In Indonesia
Source :https://indonesiadata.id/produk/kopi-instan-yang-pernah-dikonsumsi-2020/ . 2021

The figure above is data taken from the results of consumer research, about instant coffee brands that control market share in Indonesia. In the years between 2019-2021, there are five brands that compete quite fiercely to become the most consumed or favorite instant coffee brand by consumers. These instant coffee products include Good Day, Kapal Api, Luwak White Koffie, ABC and Indocafe, besides that there are also Torabika, Nescafe, and other instant coffee brands at the bottom of the list. As time goes by, coffee enthusiasts will continue to grow from time to time regardless of gender or age restrictions, coffee is often one of the things sought after by Indonesians in carrying out several daily activities. Therefore, to facilitate this, many companies create innovations in coffee-based beverage products, so that instant coffee beverage product innovations emerge.

At the MM canteen at SMAN 1 Sukatani Kab. Bekasi, Good Day Sachet coffee enthusiasts can be fairly crowded, because Good Day instant coffee is aimed at teenagers and again this instant coffee is safe for consumption by all ages because it has a mild coffee flavor. Good Day instant coffee sachets have a variety of flavors, often consumers assume that the mocacinno flavor is the original flavor of Good Day sachet coffee, because people see that this variant has a very distinctive packaging from the Good Day brand instant coffee.

Sales of Good Day Cappuccino have also increased over the past 5 years at the MM SMAN 1 Sukatani canteen. From these sales, it can be seen that Good Day Cappuccino sachet coffee has experienced a higher audience from year to year. From this purchase interest, it can make Good Day Cappuccino sachet coffee more famous and favored by many people.

For the Good Day brand image with various promotions that are intensively carried out, it is very attached to the instant coffee brand image which has an affordable price and has many flavor variants for instant coffee lovers to enjoy. Good Day instant coffee products offer prices that can compete with their competitors in the industrial competition in the field of processed instant coffee. The price is still very balanced with the benefits offered by Good Day sachet instant coffee products. The promotion carried out by Good Day is very vigorous seeing the current tight competition, one of which is utilizing social media. With the brand image that has been created and the price set, then the incessant promotion carried out does it make consumers have buying interest in buying the Good Day product.

Good Day is an instant coffee produced by the company PT Santos Jaya Abadi, in early 2001. There are many flavors offered by Good Day instant coffee products, and are packaged with a variety of packaging starting from sachet products, bottle products and tetra products. But only sachet products have a variety of flavors.

Table 1. Instant Coffee Products

Instant Coffee Products	Pros	Disadvantages	Price
Good Day Cappuccino	1. The packaging is attractive and has its own characteristics. 2. It has a distinctive sweet	1. The dominant flavor is only sweetness, so the coffee flavor itself is less pronounced when	Rp. 17,000

		flavor.		enjoyed by coffee lovers.	
	3.	This product has a mild coffee flavor, suitable for all ages.			
Top Cappuccino	1.	It has a very strong coffee aroma.	1.	The sweetness is not too strong, and it has a slight coffee flavor when tasted.	Rp. 15,000
	2.	It has just the right amount of sweetness.			
Indocafe Cappuccino	1.	It has a very thick foam when it is finished brewing.	1.	The taste of coffee is faintly enjoyed by coffee connoisseurs.	Rp. 18,000
	2.	It has a sweet taste that is quite strong, so the coffee flavor will be faint.	2.	Does not come with Choco Granule.	
Torabika Cappuccino	1.	Comes with two more Choco Granules than other products.	1.	This instant coffee has a coffee aroma that is not too pronounced for coffee lovers.	Rp. 16,000
	2.	It has a strong sweet flavor and is infused with milk.			

Source : detikfood

Seen in the table above are several cappuccinno variant sachet instant coffee products other than the Good Day brand, the above comparison includes the advantages or advantages of the product as well as the weaknesses of the product. The Good Day product has a lighter coffee flavor and is very suitable if enjoyed by consumers who have problems with their stomachs, because Good Day is more dominant in sweetness than coffee flavor. While the Top product is an instant coffee that fits between the sweetness and the taste of coffee in it, not to mention that it has a very strong coffee aroma when it is finished brewing. Indocafe and Torabika products are not much different from Good Day, it's just that each brand has its own characteristics for their products. All of the sachet instant coffee products above have affordable prices for the community, so it is very easy to find these products everywhere.

After seeing the description that has been described in the background, the researcher is interested in conducting research with the title "The Effect of Brand Image, Price and Promotion on Customer Purchase Interest in Good Day Cappuccino Sachet Coffee at the MM SMAN 1 Sukatani Canteen, Bekasi Regency". Good Cappuccino Sachet Coffee is experiencing more and more connoisseurs from year to year.

2. LITERATURE REVIEW
Purchase Intention

Purchase interest is the willingness of consumers to buy a product (goods or services) based on an assessment to the stage of deciding to buy the product. According to Durianto (2003) in research [1]In his research, he explains that buying interest is something related to consumer plans to buy certain products, as well as how many product units are needed in a certain period. One form of consumer behavior is the interest or desire to buy a product or service. The form of consumer buying interest is potential consumers, namely consumers who have not made a purchase action at the present time and are likely to make a purchase action in the future or can be referred to as prospective buyers. According to Kotler & Keller (2009) in research [2] states that consumer buying interest is a consumer behavior where consumers have a desire to choose, use and consume or even want a product that is offered. Purchase interest is closely related to consumer behavior, according to Schiffman & Lazar Kanuk (2012) in research [3] states that interest is one aspect of psychology that has a considerable influence on behavioral attitudes. As for the factors that influence buying interest according to [4] in their research, including product quality factors, are product attributes that are considered in terms of their physical benefits. Then the brand or brand factor, is an attribute that provides non-material benefits, namely emotional satisfaction. Furthermore, the packaging factor, a product attribute in the form of a wrapper for the main product. Then the price factor, the real and material sacrifices made by consumers to obtain or own the product. There is a factor of availability of goods, which is the extent of consumer attitudes towards the availability of existing products. Finally, the reference factor, is an external influence that also provides stimulation for consumers in choosing products. According to Lucas & Britt (2012) in research [5]According to Prasetiya et al., 2020), there are 4 aspects of buying interest, including attention, interest, desire, and belief.

According to Ferdinand (2002) in research [6] explains that indicators of buying interest are identified, there are several indicators of buying interest, namely transactional interest, refrential interest, preferential interest and exploratory interest. According to Kotler & Keller (2009) in research [7]According to Kotler & Keller (2009) in research (Kurniawan & Krismonita, 2020), the dimensions of buying interest are through the AIDA stimulation model which tries to describe the stages of stimulation that consumers may go through towards a certain stimulus provided by marketers, namely as follows: Attention, Interest, Desire and Action. In research [8] stated that brand image has a significant effect on buying interest in a product, and in the brand image variable has a considerable contribution to influencing consumer buying interest. On the price variable in research [9] suggests that the results of this study have a positive and significant effect between the price variable and purchase intention. Then on the promotion variable, in research [10] shows that the promotion variable has a partial and significant effect on buying interest. This identifies that the brand image, price and promotion of these three variables can have an impact on the good or bad of a customer or consumer buying interest.

The **fourth hypothesis**: it is stated that brand image, price and promotion have an effect on customer buying interest in Good Day Cappuccino Sachet Coffee at the MM SMAN 1 Sukatani Canteen, Bekasi Regency.

Brand Image

Kotler & Keller (2016) argue in research [11] A quote from the American Marketing Association defines a brand as a name, term, sign, symbol, or design or also a combination of which to identify goods or services from one seller or a group of sellers and differentiate from competitors' goods or services. The factors that influence brand image according to Schiffman & Kanuk (2010) in research [12]According to Schiffman & Kanuk (2010) in research (Haryono, 2022), namely quality or quality, trustworthiness or reliability, usefulness or benefits, service, risk, price and image. As for the indicators that form a brand image, according to Ratri (2007) in research [13] brand image indicators are as follows: Attributes, Benefits and Value. According to Kotler & Keller (2016) in research [14] revealed that the main dimensions of forming a brand image are contained in the following: Brand Identity, Brand Personality, Brand Association, Brand Attitude and Behavior and Brand Benefit and Competence. In research [15] revealed the results of this study explaining that brand image significantly affects purchase intention. The brand image variable has a considerable influence on purchase intention.

The first hypothesis: it is stated that brand image affects the buying interest of Good Day Cappuccino Sachet Coffee customers at the MM SMAN 1 Sukatani Canteen, Bekasi Regency.

Price

From a marketing point of view, price is a monetary unit or other measure (services and other goods) that is exchanged in order to obtain ownership rights or use of a good or service. According to Kotler and Keller (2009) in research [16] revealed that price is one part of the marketing mix that generates revenue or generates costs. Price is the element that is easiest to change and adapt to market dynamics.

In research [17] revealed that price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and in a certain place. Factors that influence prices according to Philip Kotler (2008) in research [18] also revealed that the internal factors that influence pricing decisions are Marketing Goals, Marketing Mix Strategy, Costs, and Organizational Considerations. As for external factors that can affect prices, namely Market and demand, Cost, price, and competitor offers and other external factors.

As for price indicators, according to Stanton (1998) in research [19] there are four indicators that characterize price, namely: Price affordability, price compatibility with product quality, price competitiveness and price compatibility with benefits. Price can be defined as the amount of money charged for a product or service or the amount of consumer value in exchange for benefits and owning or using a product or service. In research [20] citing Kotler and Armstrong (2010) the price dimensions include; Price affordability, Price compatibility with product quality, Competitive prices and Price compatibility with benefits. In research [21] revealed the results of this study prove that price has a strong and positive influence on buying interest, where high buying interest can be formed by the price offered by service or product providers. Price is one of the factors that influence buying interest because usually consumers or customers will choose products at affordable prices but with product quality that is not much different from branded products. So the seller must be smart in setting a pricing strategy, so that it will provide consumer willingness at the decision stage to buy the product, which was initially only at the stage of buying interest.

Second hypothesis: it is stated that price has an effect on customer buying interest in Good Day Cappuccino Sachet Coffee at the MM Canteen SMAN 1 Sukatani Kab. Bekasi.

Promotion

According to Kotler and Keller (2009) in research [22] revealed that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the popduk. Sales promotion is the core ingredient of the company's campaign section, which consists of a collection of incentive tools, mostly short-term, designed to stimulate faster or large purchases of goods and services by consumers. In every company, any company must need a promotion for the products (goods or services) they offer to introduce them to the general public. From this promotion, the company or seller intends to provide information related to the products (goods or services) they offer, the promotion used can be through anything and has the aim of consumer interest.

According to Basu Swastha & Irawan (2003) in research [23] there are several factors that can influence the determination of a good combination of promotional mix variables, including: Amount of Funds, Market Nature (Geographic Market Size and Customer Type) and Market Concentration. As explained earlier, promotion is defined as a form of short-term promotional activity carried out with the intention of encouraging product purchases. According to Kotler and Armstrong (2008) in research [24], there are several indicators of promotion, namely as follows: Promotional messages, promotional media, promotional time and promotional frequency. According to Kotler and Keller (2016) in research [25] revealed that there are several dimensions that are generally used by companies, including: Advertising, Sales promotion, Personal selling, Publicity and public relations and Direct marketing. The benefits of sales promotion flow to producers and consumers. In addition, promoting is also useful for creating greater consumer awareness of prices. In research [26] revealed in his research that the conclusion was obtained, namely between the sales promotion variable and buying interest has a positive relationship, where the better the sales promotion, the more consumer buying interest will increase.

The third hypothesis: it is stated that promotion has an effect on customer buying interest in Good Day Cappuccino Sachet Coffee at the MM Canteen SMAN 1 Sukatani Kab. Bekasi.

Research Model

The research model is a theoretical explanation of the relationship between the variables to be studied. The following below is a research model in this study.
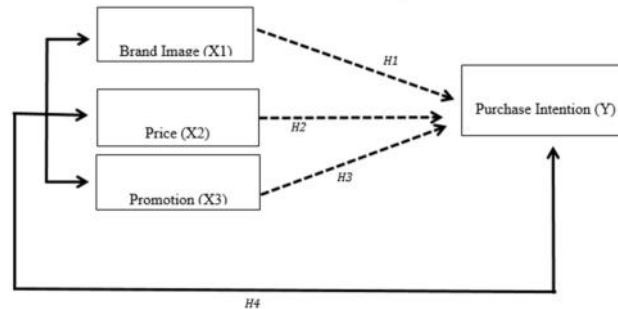

Figure 3. Research Model

Description:

Partial influence
Simultaneous influence

Research Hypothesis

Hioptesis in this scientific work, with the theme The Effect of Brand Image, Price, and Promotion on Customer Purchase Interest in Good Day Cappuccino Sachet Coffee at the MM SMAN 1 Sukatani Canteen, Bekasi Regency. Based on the description and results of the discussion above, the researchers propose several hypotheses in this study, namely as follows:

The first hypothesis: it is stated that brand image affects the buying interest of Good Day Cappuccino Sachet Coffee customers at the MM SMAN 1 Sukatani Canteen, Bekasi Regency. This hypothesis is supported by: Mamik Zulviani, Nurul Akramiah and Eva Mufidah in an article entitled "The Effect of

*The Influence of Brand Image, Price and Promotion on Customer Purchase Intention for Good Day Cappuccino Sachet Coffee at the Canteen Of MM SMAN 1 Sukatani , KAB. Bekasi. **Mega Sri Ningsih, et.al***

Brand Image and Price on Purchase Interest in Shopie Martin Paris Bag Products" published in the EMA Journal - Accounting Management Economics - Volume 4 Number 1 June 2019.

Second hypothesis: it is stated that price has an effect on customer buying interest in Good Day Cappuccino Sachet Coffee at the MM Canteen of SMAN 1 Sukatani Kab. Bekasi. This hypothesis is supported by: Heru Noor Rokhmawati, Heru Kuncorowati and Lalu Supardin in an article entitled "The Effect of Price, Advertising and Brand Image on Buying Interest in Honda Scoopy in Yogyakarta" published in the Scientific Journal of Hospitality Vol.11 No.1 June 2022, with publication code P-ISSN: 2088-4834 E-ISSN: 2685-5534.

The third hypothesis: it is stated that promotion has an effect on customer buying interest in Good Day Cappuccino Sachet Coffee at the MM Canteen of SMAN 1 Sukatani Kab. Bekasi. This hypothesis is supported by: Robert Brosnan, Ni Putu Anggarini and Ary Wira Andika in an article entitled "The Influence of Brand Image, Service Quality and Promotion on Consumer Purchase Interest at Semadhi Bike Shop Blahkiuh during the Coronoa Pandemic (Covid-19)" published in the Gold Journal Vol. 2 No. 2 2021, with publication code E-ISSN : 2774-3020.

The **fourth hypothesis**: it is stated that brand image, price and promotion have an effect on customer buying interest in Good Day Cappuccino Sachet Coffee at the MM SMAN 1 Sukatani Canteen, Bekasi Regency. In this hypothesis is supported by: Fatma Irmaliya and Friztina Anisa in an article entitled "The Effect of Price, Brand Image, and Promotion on Buying Interest in Culinary MSME Products (Empirical Study of Culinary MSMEs in Magelang City)" published in the journal Business and Economics Conference in Utilization of Modern Technology, June 2022, with publication code E - ISSN: 2828 - 0725.

3.   METHODS

Type of Research, Population, Sampling Techniques and Data Collection Methods

The type of research used in this study is quantitative research. According to Sugiyono (2018) in research [27] revealed that it is called quantitative research because the research data is in the form of numbers and analysis using statistics. Quantitative research is a research approach that represents positivism, namely where science is the only valid knowledge, and possible historical facts can become objects of knowledge. The research site was conducted in North Cikarang or more precisely at the MM SMAN 1 Sukatani canteen, Bekasi Regency. Population according to Sugiyono (2017) in research [28] is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. In this study, the population taken is consumers or customers who have bought Good Day Cappuccino Sachet Coffee at the MM Canteen SMAN 1 Sukatani Kab. Bekasi. There are 100 respondent data for sampling this study. According to Sugiyono (2017) in research [29] reveals that the sample is part of the number and characteristics possessed by the population. In this study, the sampling technique is a non-probability sampling method, in this study limiting the sample used to 100 respondents who are shown to consumers who buy Good Day Cappuccino Sachet Coffee at the MM SMAN 1 Sukatani Canteen, Bekasi Regency. Sampling in this study using the Slovin formula, so that it was determined that there were 90 respondents in this study. Data collection using questionnaire data and literature study. The test was carried out using the help of IBM SPSS Statistics software version 29.0 for windows.

Analysis Method

The validity test is a measuring instrument shown by its ability to measure what should be measured. According to Ghozali (2016) in research [30] revealed that the validity test is used to measure whether a questionnaire is valid or not. The significant test is carried out by comparing the calculated r value with the r table for degree of freedom (df) = n - 2, in this case n is the number of samples. The validity test criteria are: rcount> rtable, then the question is valid, and or rcount < rtable, then the question is invalid. According to [31] explains that reliability is an index that shows the extent to which a measuring device can be trusted or relied upon. The basis for decision making is as follows: if Cronbach alpha> 0.6 is declared reliable, then if Cronbach alpha <0.6 is declared unreliable. In research [32] argues that the classic assumption test is an analysis carried out to assess whether in an OLS (Ordinary Leat Square) linear regression model there are classic assumption problems. In research [33] according to Ghozali (2013) the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. There are two ways to test this with graph analysis and statistical tests, then the second is done with the Kolomogorov-Sminov test to determine whether the data is normally distributed or not. Residuals are normally distributed if they have a significant value> 0.05. According to Ghozali (2018)

*The Influence of Brand Image, Price and Promotion on Customer Purchase Intention for Good Day Cappuccino Sachet Coffee at the Canteen Of MM SMAN 1 Sukatani , KAB. Bekasi. **Mega Sri Ningsih, et.al***

140

in research [34] explains that the multicollinearity test aims to test whether there is a correlation between independent or independent variables. The multicollinearity test is seen from the tolerance value and Variance Inflation Factor (VIF). If the VIF value is < 10, it means that there is no multicollinearity. However, if the VIF value> 10, it means that there is multicollinearity in the data. In research [35] explained that the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance and residuals from one observation to another. Detecting the presence or absence of heteroscedasticity can be done by graph analysis, besides that testing can be done with the Glejser Test. According to Ghozali (2005) in research [36] revealed that the multiple linear regression equation is as follows: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

According to Ghozali (2011) in research [37] revealed that the t test shows how far the influence of one independent variable individually in explaining the dependent variable with a level of significance of 5%. According to [38] explains that the t test or partial test is the basis for decision making criteria used, namely: If the p value <0.05 then Ha is accepted. This means that there is a partially significant effect between variables X1, X2 and X3 on variable Y. And if the p value> 0.05 then Ha is rejected. This means that there is no partially significant effect between variables X1, X2 and X3 on variable Y. According to [39] in his research, the stimulant test or F-test is used to determine whether all independent variables (independent) together have an effect on the dependent variable (dependent) at the 0.005 (5%) level. According to [40] in his research revealed that the coefficient of determination (R^2) is a measure of how far the model's ability to explain variations in the dependent variable. According to [41] in his research explains that a small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is fairly limited. The coefficient of determination is between zero and one.

4. RESULTS AND DISCUSSION
Validity Test Results and Reliability Test Results
Based on the validity test shown in the table, it can be seen in each of the questionnaire statements from each variable showing that Rhitung> $_{Rtabel}$ (0.2072). In the reliability test results, it can be concluded that all variables that have been tested for reliability and get a value above the critical r, so all variables can be declared reliable or reliable.

Table 2. Validity Test Results

Questionnaire Brand Image	r Count	r Table	Description	Questionnaire Promotion	r Count	r Table	Description
X1.1	0,758	0,2072	Valid	X3.1	0,658	0,2072	Valid
X1.2	0,834	0,2072	Valid	X3.2	0,610	0,2072	Valid
X1.3	0,806	0,2072	Valid	X3.3	0,663	0,2072	Valid
X1.4	0,839	0,2072	Valid	X3.4	0,758	0,2072	Valid
X1.5	0,815	0,2072	Valid	X3.5	0,543	0,2072	Valid
Price				**Purchase Intention**			
X2.1	0,771	0,2072	Valid	Y.1	0,562	0,2072	Valid
X2.2	0,762	0,2072	Valid	Y.2	0,740	0,2072	Valid
X2.3	0,748	0,2072	Valid	Y.3	0,701	0,2072	Valid
X2.4	0,788	0,2072	Valid	Y.4	0,768	0,2072	Valid
X2.5	0,687	0,2072	Valid	Y.5	0,758	0,2072	Valid

Table 3. Reliability Test Results

No.	Questionnaire	r Alpha	r Critical	Description
1	Brand Image (X1)	0,864	0,60	Reliable
2	Price (X2)	0,801	0,60	Reliable
3	Promotion (X3)	0,647	0,60	Reliable
4	Purchase Intention (Y)	0,746	0,60	Reliable

Normality Test
Based on the table, the results of the normality test using Kolmogorov-Smirnov can be seen, these results show that the Asymp. Sig. residual is 0.152. Then the value is the value of Asymp. Sig (0.152) > 0.05, so it can be concluded that the regression residual value is normally distributed. Thus it can be said that

the Brand Image, Price, Promotion and Purchase Intention variables used in this study are normally distributed data.

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

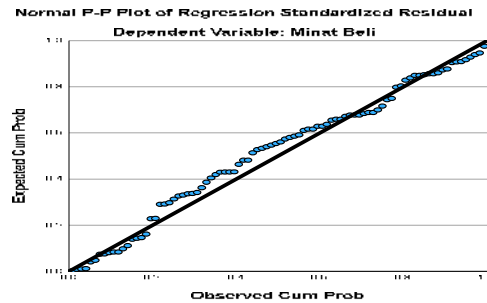|		Unstandardized Residual
N		90
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.32111939
Most Extreme Differences	Absolute	.084
	Positive	.042
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)[c]		.152
Monte Carlo Sig. (2-tailed)[d]	Sig.	.121
	99% Confidence Interval Lower Bound	.113
	Upper Bound	.129

Figure 4. Figure Graph of P-P PLOT Normality Test Results

In the P- P Plot graph above, it can be seen that the Y variable data, namely the points on the graph, are around and follow the direction of the diagonal line of the graph. With this it can be concluded that the research residual data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results
Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	7.396	2.868		2.579	.012		
	Brand Image	.385	.123	.440	3.130	.002	.381	2.626
	Price	.191	.149	.180	1.282	.203	.380	2.631
	Promotion	.040	.096	.036	.414	.680	.993	1.007

In the multicollinearity test results shown in the table above, of the three independent variables, namely Brand Image (X1), Price (X2) and Promotion (X3), which have a VIF value < 10 and a tolerance value> 0.10, it can be concluded that the regression model does not have multicollinearity problems.

Heteroscedasticity Test
Table 6. Heteroscedasticity Test Results Glejser Test
Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	.916	1.763		.519	.605
	Brand Image	.019	.076	.043	.245	.807
	Price	.034	.092	.065	.376	.708
	Promotion	-.012	.059	-.022	-.201	.841

Based on the graphical image of the scatterplot heteroscedacity test results, it shows that the points spread with a random or unclear pattern and are below the number 0 on the Y axis, it can be concluded that there is no heteroscedacity problem in the regression model.
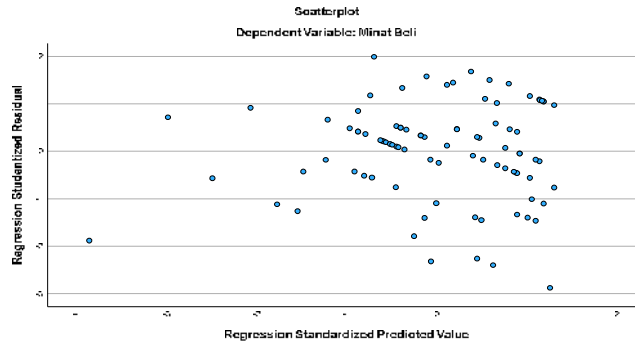

Figure 5. Figure Graph of Scatterplot Test Results

Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis, seen in the table, the following equation will be obtained: Y = 7.398 + 0.385 X1 + 0.191 X2 + 0.040 X3 + e

Table 7. Multiple Linear Regression Analysis Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.396	2.868		2.579	.012
	Brand Image	.385	.123	.440	3.130	.002
	Price	.191	.149	.180	1.282	.203
	Promotion	.040	.096	.036	.414	.680

It can be concluded based on the results of multiple linear regression analysis, the brand image variable (X1) has the highest coefficient value with a value of 0.385, while the price variable (X2) has a coefficient value of 0.191. Then the promotion variable (X3) has a coefficient value of 0.040 with a positive value. It can be said that the brand image factor (X1) has a big influence on buying interest (Y).

Hypothesis Test

Table 8. The result of t test (Partial)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.396	2.868		2.579	.012
	Brand Image	.385	.123	.440	3.130	.002
	Price	.191	.149	.180	1.282	.203
	Promotion	.040	.096	.036	.414	.680

Based on the table above, the results of the t test can be seen to affect each independent variable on the dependent variable, as follows as explained below:

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1. Based on the data above, the following results are obtained, namely, the t count of the brand image variable is 3.130 and sig is 0.002, then the value of t count> t table (3.130> 1.98793) with a sig value (0.001 <0.05), this shows that there is a significant influence between the brand image variable and the purchase interest variable.
2. Based on the data above, the following results are obtained, namely, the t count of the price variable is 1.282 and sig is 0.203, then the value of t count < t table (1.282 < 1.98793) with a sig value (0.203> 0.05), it can be concluded that there is no significant influence between the price variable and the purchase interest variable.
3. From the data above, it can be seen that the t count of the promotion variable is 0.414 and sig is 0.680, while the t table is 1.98793. Because the value of t count < t table (0.414 < 1.98793) and sig value> (0.680> 0.05), it can be concluded that there is no significant influence between the promotion variable and the purchase interest variable.

Table 9. F Test Results (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260.826	3	86.942	15.593	<,001[b]
	Residuals	479.496	86	5.576		
	Total	740.322	89			

Based on the data above, the F count is 15.593 and the sig value is 0.001. While the F table is 2.70. Because the value of F count> F table is 15.593> 2.70 with a sig value of 0.001 < than 0.05. So it can be concluded that there is a significant influence between brand image (X1), price (X2) and promotion (X3) together on buying interest (Y).

Coefficient of Determination (R)^2

Table 10 Test Results of the Coefficient of Determination (R)^2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594[a]	.352	.330	2.361

Based on the table of determination coefficient test results, it can be seen that the Adjusted R Square value is 0.330. So it can be concluded, the contribution of the independent variables (brand image, price and promotion) to the dependent variable (purchase intention) is 0.330 (33.0%) and the remaining 67.0% is influenced by other factors not examined in this study.

Discussion
1. The Effect of Brand Image on Purchase Intention
The results of Hypothesis testing (H1) have shown that there is an influence between brand image on purchase intention. This can be proven that based on the data above, the t count of the brand image variable is 3.130 and sig is 0.002, then the t value> t table (3.130> 1.98793) with a sig value (0.002 <0.05), this shows that there is a significant influence between the brand image variable and the purchase interest variable. So, the hypothesis in this study accepts Ha and rejects H$_0$. For this reason, this test statistically proves that brand image has a significant influence on buying interest. This is in line with previous research conducted by Mamik Zulviani, Nurul Akramiah and Eva Mufidah (2019) which states that there is a significant influence between brand image on buying interest.

2. The Effect of Price on Purchase Interest
The results of Hypothesis testing (H2) have shown that there is no influence between price on buying interest. This can be proven that the obtained t count of the price variable is 1.282 and sig is 0.203, so the value of t count < t table (1.282> 1.98793) with a sig value (0.203> 0.05), it can be concluded that there is no significant influence between the price variable and the purchase interest variable. So, the hypothesis in this study rejects Ha and accepts H$_0$. For this reason, this test statistically proves that price has no significant effect on buying interest. This is not in line with previous research conducted by Heru Noor

Rokhmawati, Heru Kuncorowati and Lalu Supardin (2022) which states that price has a positive and significant effect on buying interest.

3. The Effect of Promotion on Buying Interest

The results of Hypothesis testing (H3) have shown that there is no influence between promotion on buying interest. This can be proven that the t count of the promotion variable is obtained with a value of 0.414 and a sig of 0.680, while the t table is 1.98793. Because the value of t count < t table (0.414 < 1.98793) and sig value> (0.680> 0.05), it can be concluded that there is no significant influence between the promotion variable and the purchase interest variable. So, the hypothesis in this study rejects Ha and accepts H_0. For this reason, this test statistically proves that promotion has no significant effect on buying interest. This is supported by previous research conducted by Andi Muhammad Irwan1, Agustiawan and Adi (2022) which states that promotion is not positively and significantly related to buying interest.

4. The Effect of Brand Image, Price and Promotion on Purchase Intention

The results of testing the F value, obtained F count of 15.593 and a sig value of 0.001. While the F table is 2.70. Because the value of F count> F table is 15.593> 2.70 with a sig value of 0.001 < than 0.05. So it can be concluded that there is a significant influence between brand image (X1), price (X2) and promotion (X3) together on buying interest (Y). This is supported by previous research conducted by Fatma Irmaliya and Friztina Anisa (2022) which states that brand image, price, and promotion simultaneously have a significant effect on buying interest.

5. CONCLUSION

The research results obtained show that the brand image variable has a significant effect on purchase intention. The brand image that is displayed or introduced on a product becomes one of the comparisons made by consumers so that it reaches the purchasing decision process. The research results obtained show that the price variable has a significant influence on buying interest. Several products that offer prices that are in accordance with consumer needs, are always taken into consideration by some consumers before finally making a purchase decision on an item or product. The results showed that the promotion variable did not have a significant influence on purchasing decisions. This shows that when consumers see attractive offers during the promotion of a product, these consumers will not immediately at the stage of buying interest. Some consumers will first make comparisons with other similar products as material considerations, before finally making a decision to purchase the product. The results showed that the variables of brand image, price and promotion simultaneously had a significant effect on customer buying interest in Good Day Cappuccino sachet coffee at the MM SMAN 1Sukatani Canteen, Bekasi Regency.

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*The Influence of Brand Image, Price and Promotion on Customer Purchase Intention for Good Day Cappuccino Sachet Coffee at the Canteen Of MM SMAN 1 Sukatani , KAB. Bekasi. **Mega Sri Ningsih, et.al***

147