

The Influence of Brand Image, Promotion, and Product Quality on Purchase Intention at Mahkota Brownies Store, Tuban

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Article Info	ABSTRACT
Keywords: brand image, promotion, product quality, buying interest, brownies	This study aims to analyze the influence of brand image, promotion, and product quality on consumer buying interest in Toko Mahkota Brownies Tuban. The research uses an explanatory quantitative approach with a survey method. The research population is 2,312 consumers who made purchases at the Tuman Brownies Crown Store in the period from October to December 2023. Samples were determined using the Slovin formula with an error rate of 10% so that 96 respondents were obtained, and the sampling technique used random sampling. Primary data were collected through a Likert scale questionnaire and analyzed using multiple linear regression with the help of IBM SPSS. The results showed that brand image had a positive and significant effect on buying interest ($t = 2.831$; $\text{sig.} = 0.006$), promotion had a positive and significant effect on buying interest ($t = 2.353$; $\text{sig.} = 0.021$), and product quality had a positive and significant effect on buying interest ($t = 4.088$; $\text{sig.} = 0.000$). Simultaneously, brand image, promotion, and product quality had a significant effect on buying interest ($F = 10.785$; $\text{sig.} = 0.000$). The Adjusted R Square value of 0.509 indicates that the three independent variables are able to explain 50.9% of the variation in buying interest. Based on the standardized beta value, product quality is the variable with the strongest relative influence. These findings affirm the importance of strengthening product quality, brand image, and consistent promotion to increase consumer buying interest.
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INTRODUCTION

Economic development and increasing competition in the culinary business require business people to be able to create products that are of quality, have a differentiating value, and are easily recognized by consumers. In the food industry, consumers not only consider consumption needs, but also pay attention to taste, variety, purchase experience, and brand reputation. This condition makes marketing strategy an important aspect to maintain the competitiveness of culinary businesses amid dynamic changes in consumer tastes.

Toko Mahkota Brownies Tuban is a culinary business that offers various variants of brownies and has expanded from Bojonegoro to opening a branch in Tuban. The location is on Jl. Sunan Kalijogo No. 57, Latsari, Tuban District, Tuban Regency, East Java. In competition

with other cake and bread business actors, this store needs to manage brand image, promotion, and product quality in order to be able to attract and maintain consumer buying interest. These three factors are important because consumers tend to choose products that are considered to have a strong brand, attractive promotions, and quality that meets expectations.

Brand image plays a role in shaping consumer perception of products. Brands that are memorable and have positive associations, and are different from competitors can strengthen consumer trust. In the context of the culinary business, brand image is not only formed from the name and logo, but also from the consumer's experience of taste, product appearance, service, and quality consistency. The more positive the brand image embedded in the minds of consumers, the greater the opportunity for consumers to show interest in buying.

In addition to brand image, promotion is also a marketing instrument that can increase consumer attention and interest. A well-designed promotion can inform, persuade, and remind consumers of the products offered. In the brownie business, promotions can be in the form of discounts, purchase packages, product samples, gifts, or the use of digital media to expand market reach. Consistent promotions have the potential to strengthen buying interest as consumers gain additional encouragement to try or buy a product.

According to Rochman Arif, the purchase decision is a decision-making process made by consumers after evaluating the various alternatives available. The decision is influenced by consumer perception of prices, product quality, promotions, and benefits obtained from the products offered. The better the consumer's assessment of these factors, the more likely it is that a purchase decision will occur (Arif, 2023)

Product quality is a fundamental factor in consumer decisions, especially in food products. The quality of brownies can be seen from the taste, texture, durability, aesthetics, and suitability of the product with consumer expectations. Quality products will provide a satisfying consumption experience, increase trust, and encourage consumers to make purchases. Therefore, this study is directed to analyze the influence of brand image, promotion, and product quality on consumer buying interest in Kotak Brownies Tuban Crown Shop.

Literature Review

Brand Image

Brand image is a consumer perception of a brand that is formed from information, experiences, and associations stored in consumers' memories. Keller and Swaminathan (2020) explain that brand image can be seen through the strength of brand associations, likes or positive assessments of the brand, and the uniqueness of the brand compared to competitors. In this study, brand image was measured through strength, favorability, and uniqueness indicators.

A strong brand image helps consumers recognize and differentiate products. In food products, brand image can also be formed from taste consistency, ingredient quality, product appearance, purchase experience, and store reputation. If consumers have a positive view of the Mahkota Brownies brand, then consumer interest in buying products also tends to increase.

Promotions

Promotion is a marketing communication activity that aims to provide information, persuade, and encourage consumers to be interested in buying products. Promotions can be done through discounts, price packages, product samples, gifts, and direct and digital marketing communications. According to Kotler and Keller (2020), sales pitches can be used to stimulate purchases in the short term.

In the culinary business, promotion has an important function because it can increase product visibility and direct consumer attention. The right promotional program can create curiosity, strengthen the appeal of the product, and encourage consumers to try the brownie products offered.

Product Quality

Product quality describes the ability of the product to meet the needs and expectations of consumers. Tjiptono (2019) explained that product quality can be seen through several dimensions such as performance, reliability, conformity with specifications, durability, and aesthetics. In brownie products, the quality of the product can be reflected in the taste, texture, appearance, durability, and consistency of the product.

Good product quality will increase consumer confidence and strengthen buying interest. Food consumers tend to choose products that have good taste, quality ingredients, attractive appearance, and a consistent consumption experience. Therefore, product quality is one of the important elements in increasing consumer buying interest in Toko Mahkota Brownies Tuban.

Buying Interest

Buying interest is the tendency of consumers to make purchases of a product. Ferdinand in Septyadi et al. (2022) identified buying interest through transactional interest, referential interest, preferential interest, and exploratory interest. Buying interest indicates consumer interest that can develop into a purchase decision if supporting factors are assessed according to consumer needs.

Based on a theoretical study, this study proposes that brand image, promotion, and product quality affect consumer buying interest. Partially, each variable is suspected to have an influence on buying interest, while simultaneously all three are suspected to have a joint influence on consumer buying interest in the Tuman Brownies Crown Store.

METHOD

This study uses a quantitative approach with the type of explanatory research. This approach is used to explain the causal relationship between independent variables, i.e. brand image (X1), promotion (X2), and product quality (X3), to the dependent variable i.e. buying interest (Y). The data collection method was carried out through a survey using a questionnaire.

The population of the study was 2,312 consumers of the Tuman Brownies Crown Store in the period from October to December 2023. The sample was determined using the Slovin formula with an error rate of 10%, so that 96 respondents were obtained. The sampling technique used is random sampling, which is a random sampling technique from the consumer population.

The research data consists of primary data and secondary data. Primary data was obtained from respondents' answers through a Likert scale questionnaire with the category of strongly disagree to strongly agree. Secondary data is obtained from company information, sales data, and supporting literature. Brand image indicators include strength, favorability, and uniqueness; promotional indicators include rebates, price packs, product samples, and premiums; product quality indicators include performance, reliability, specification conformity, durability, and aesthetics; Meanwhile, buying interest indicators include transactional, referential, preferential, and exploratory interest.

Data analysis techniques include validity test, reliability test, classical assumption test, multiple linear regression analysis, determination coefficient test, t test, and F test. Data processing is carried out with the help of IBM SPSS.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study amounted to 96 consumers of Toko Mahkota Brownies Tuban. The characteristics of the respondents showed that the majority of respondents were 21-25 years old, female, educated in high school/vocational school, worked as students/students, and had an income of Rp1,000,000-Rp2,000,000. A summary of the characteristics of the respondents is presented in Table 1.

Table 1. Respondent Characteristics

Characteristics	Dominant Categories	Quantity	Percentage
Age	21-25 years old	53	55%
Gender	Women	55	57%
Final education	High School/Vocational School	56	58%
Jobs	Student/Student	40	42%
Income	IDR 1,000,000-IDR 2,000,000	45	47%

Classical Instrument Tests and Assumptions

The results of the validity test show that all statement items have a calculated r value greater than the r of the table 0.2006, so that all items are declared valid. The reliability test showed that the brand image variable had Cronbach's Alpha 0.721, promotion 0.906, product quality 0.869, and buying interest 0.755. All of these values are greater than 0.70, so the research instrument is declared reliable.

The normality test using the Kolmogorov-Smirnov One-Sample showed the value of Asymp. Sig. is 0.200, so that the residual data is normally distributed. The multicollinearity test showed a brand image tolerance value of 0.980, promotion 0.977, and product quality 0.983; while the VIF values were 1,020, 1,023, and 1,017, respectively. Tolerance values above 0.10 and VIF below 10 indicate that multicollinearity does not occur. The heteroscedasticity test with the Glejser test showed that the significance value of all variables was greater than 0.05, so that the model did not experience symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction and magnitude of the influence of brand image, promotion, and product quality on buying interest. The regression results are presented in Table 2.

Table 2. Results of Multiple Linear Regression Analysis

Variable	B	Std. Error	Beta	t	Sig.
Constant	5,632	2,147	-	2,623	0,010
Brand Image (X1)	0,342	0,121	0,256	2,831	0,006
Promotion (X2)	0,154	0,065	0,213	2,353	0,021
Product Quality (X3)	0,232	0,057	0,370	4,088	0,000

Based on Table 2, the regression equation obtained is $Y = 5.632 + 0.342X_1 + 0.154X_2 + 0.232X_3$. Positive regression coefficients across all variables indicate that improved brand image, promotion, and product quality will be followed by increased consumer buying interest. The highest standardized beta value was found in product quality of 0.370, so that product quality became the variable with the strongest relative influence in the regression model.

Simultaneous Determination and Test Coefficients

Table 3. Coefficient of Determination and Test F

Testing	Value	Remarks
R	0,725	Strong relationship between independent variables and buying interest
R Square	0,514	The model explains 51.4% of the variation in buying interest
Adjusted Square	R 0,509	Model explains 50.9% variation in buying interest after adjustment
F count	10,785	Greater than F table; Significant
Sig. F	0,000	Less than 0.05

An Adjusted R Square value of 0.509 indicates that brand image, promotion, and product quality are able to explain 50.9% of the variation in consumer buying interest. The remaining 49.1% were influenced by other variables outside the research model, such as price, location, quality of service, purchase experience, or social factors. The results of the F test showed an F value of 10.785 with a significance value of 0.000. Thus, brand image, promotion, and product quality simultaneously have a significant effect on consumer buying interest.

Discussion

The results of the partial test showed that brand image had a positive and significant effect on buying interest. These findings mean that the better the brand image of Crown Brownies in the minds of consumers, the higher the interest of consumers to buy the product. A strong brand image can be formed through an easily recognizable brand identity, a positive consumer experience, and a perception that a product is unique compared to competitors. These results are in line with the concept of Keller and Swaminathan (2020) that the strengths, advantages, and uniqueness of brand associations can build a positive brand image.

Promotions have also been proven to have a positive and significant effect on buying interest. This shows that the promotional programs carried out by the store can be a stimulus for consumers to buy. Promotions in the form of discounts, purchase packages, product samples, and gifts can create a short-term boost and increase consumer interest. In the era of digital marketing, consistent and informative promotions can also expand the reach of consumers and strengthen the relationship between stores and customers.

Product quality has a positive and significant effect on buying interest, and is the variable with the strongest relative influence based on standardized beta values. This shows that brownie consumers pay close attention to product quality, such as taste, texture, durability, conformity to expectations, and product appearance. A quality product makes consumers feel confident that the value received is worth the sacrifice made. Thus, improving product quality is an important strategy for Toko Mahkota Brownies Tuban to strengthen consumer buying interest.

Simultaneously, brand image, promotion, and product quality have a significant effect on buying interest. These findings show that consumer buying interest is not only determined by a single factor, but is formed from a combination of brand perception, promotional impulses, and evaluation of product quality. For Tuman Brownies Crown Shop, an effective marketing strategy needs to integrate brand strengthening, relevant promotion, and consistent product quality in order to be able to compete with other cake shops in the Tuban area.

CONCLUSION

This study concludes that brand image has a positive and significant effect on consumer buying interest in Tumban Brownies Crown Shop. This shows that consumers' positive perception of brands can increase interest in buying brownie products.

Promotions have a positive and significant effect on buying interest. An attractive, informative, and consistent promotional program can encourage consumers to get to know, try, and buy Toko Mahkota Brownies Tuban products.

Product quality has a positive and significant effect on buying interest. Based on the standardized beta value, product quality is the variable with the strongest relative influence on buying interest. Therefore, stores need to maintain the consistency of the flavor, texture, durability, and appearance of the product.

Simultaneously, brand image, promotion, and product quality had a significant effect on buying interest with an Adjusted R Square value of 50.9%. This means that the three variables are able to explain most of the variation in consumer buying interest, while the rest are influenced by other factors outside of this study.

The practical implication of this study is that Toko Mahkota Brownies Tuban needs to strengthen its brand strategy, promote consistently through offline and digital channels, and maintain product quality in order to increase buying interest and business competitiveness. The next research is suggested to add other variables such as price, location, service quality, consumer satisfaction, and customer loyalty so that the research model becomes more comprehensive.

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