
The Influence of Brand Image and Promotion on Purchasing Decisions at the Aiko Kademangan Organic Porridge Outlet, South Tangerang

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Abstract : *This study aims to analyze the relationship between brand image and promotion with purchasing decisions at the Aiko Kademangan Organic Porridge Outlet, South Tangerang, both partially and simultaneously. This study employed a quantitative approach with a survey method. The population consisted of 3,084 consumers, with 100 respondents selected using probability sampling and the Slovin formula. Data were collected through observation, Likert-scale questionnaires, and literature studies, and analyzed using SPSS version 26 through validity, reliability, classical assumption, simple and multiple linear regression, correlation, coefficient of determination, t-test, and F-test. The results indicate that brand image and promotion are positively and significantly associated with purchasing decisions, both partially and simultaneously. The coefficient of determination (R^2) of 0.606 indicates that 60.6% of the variation in purchasing decisions is explained by brand image and promotion, while the remaining 39.4% is explained by factors outside the model. These findings indicate that brand image and promotion are associated with purchasing decisions at the Aiko Kademangan Organic Porridge Outlet.*

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Introduction

The food industry is a sector that continues to grow in line with the increasing public demand for practical, healthy, and nutritious food products. One subsector that has shown significant growth is the porridge food industry, particularly organic porridge, which is not only consumed as complementary food for babies and toddlers but also as a healthy food alternative for adults and the elderly. Increasing public awareness of healthy lifestyles has driven demand for organic porridge products, which are considered safer, more natural, and of higher quality. This condition has resulted in increasingly fierce business competition, requiring businesses not only to produce quality products but also to be able to manage marketing strategies effectively to retain consumers, attract new customers, and increase business competitiveness. According to Suhandi et al. (2020:146), marketing is one of the main activities

for every small and medium-sized industrial business in maintaining business continuity so that it continues to grow and earn profits in line with company goals.

In facing these conditions, marketing management plays a crucial role as a process of planning, implementing, and controlling marketing activities to create value for consumers while achieving company goals. Yulianti et al. (2019:2) state that marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target markets. The proper implementation of marketing management is becoming increasingly important because today's consumers not only consider the taste and price of a product, but also the quality of raw materials, health benefits, and brand image of the product they consume. This condition has encouraged the emergence of various organic porridge outlets, including the Aiko Kademangan Organic Porridge Outlet in South Tangerang, which must be able to build a positive image and convey the advantages of its products through effective marketing strategies to be able to compete amidst the increasing number of competitors.

Despite offering high-quality products, the Aiko Kademangan Organic Porridge Outlet in South Tangerang still faces various challenges related to consumer purchasing decisions. Observations show that the organic porridge market is filled with various products with relatively similar characteristics, making it difficult for consumers, especially parents, to distinguish the advantages of each product. Furthermore, doubts remain about the quality and benefits of organic porridge for children due to the large number of similar products on the market. This situation is further exacerbated by the influence of word of mouth and social factors. According to Ali (2020:96), word of mouth has several indicators, namely discussing positive experiences, recommending to friends, and encouraging or persuading others to use the product. High consumer expectations of product quality based on brand image ultimately influence consumer confidence in making purchasing decisions. In line with this, Ristanti and Iriani in Melianti and Wasiman (2024:113) stated that purchasing decisions are the result of consumers' understanding of needs and desires which are evaluated through various sources of information, while Puspitasari in Nurul Anisa and Dede Solihin (2023:85) explains that purchasing decisions begin with the emergence of needs, information searches, until the formation of consumer confidence in the product to be selected.

This problem is reflected in the sales data and number of customers of Aiko Organic Porridge Outlet during the period 2023 to 2025. Total sales decreased from IDR 363,223,500 in 2023 to IDR 128,800,500 in 2024 and decreased again to IDR 89,602,000 in 2025. This decrease was followed by a decrease in the number of customers from 1,160 people in 2023 to 1,012 people in 2024 and 912 people in 2025. This condition indicates a decrease in consumer purchasing decisions which are thought to be influenced by brand image and promotion. Brand image that has not been able to provide strong differentiation amidst the many similar products makes consumers switch more easily to other brands. According to Sutyono and Brata (2020), brand image is a product identity that differentiates a product from its competitors. Meanwhile, Anwar and Andrean (2020) explain that brand image is a consumer's perception, impression, and mental image of a brand, reflecting the product's quality, reputation, and reliability. Although AIKO offers a more comprehensive product variety than some competitors, its prices are relatively higher, so consumers also consider the balance between price and benefits when making purchasing decisions.

Besides brand image, promotion is also a problem faced by the Aiko Organic Porridge Outlet in Kademangan, South Tangerang. Based on observations, promotions are still dominated by offline activities, such as installing banners, distributing brochures, providing free samples, bundling products, exchanging coupons, and providing merchandise. According to Maryana and Permatasari in Melianti and Wasiman (2024:112), promotion is a planned initiative to influence consumer knowledge about the products offered by the company, while Irfanudin (2022:81) states that promotion is an activity of conveying information from the company to consumers to influence attitudes and purchasing behavior. Although the intensity of AIKO promotions has increased every year and is able to attract consumer attention at sales locations, the promotional reach is still limited to the Kademangan area of South Tangerang because it has not utilized digital media optimally. This condition causes brand recognition in the wider area to be low so that the effectiveness of promotions in increasing purchasing decisions is not optimal.



Based on these phenomena and problems, this study aims to analyze the influence of brand image on purchasing decisions, the influence of promotion on purchasing decisions, and the influence of brand image and promotion simultaneously on purchasing decisions at the Aiko Kademangan Organic Porridge Outlet, South Tangerang. This study is important because the decline in sales and the number of customers indicates a challenge in maintaining consumer purchasing decisions amidst the increasingly competitive organic porridge industry. The novelty of this study lies in the focus of the study on the influence of brand image and promotion on purchasing decisions at the Aiko Kademangan Organic Porridge Outlet, South Tangerang by using actual phenomena in the form of declining sales, declining number of customers, competitive conditions of similar products, and promotional characteristics that are still oriented towards offline activities as the basis for research analysis.

Research methods

This study uses a quantitative approach with the aim of testing the influence of brand image and promotion on purchasing decisions at the Aiko Organic Porridge Outlet in Kademangan, South Tangerang. According to Sugiyono (2016:8), quantitative research is a research method based on the philosophy of positivism, used to examine a specific population or sample by collecting data using research instruments and analyzing quantitative or statistical data to test predetermined hypotheses. The study was conducted at the Aiko Organic Porridge Outlet located on Jalan Hutama Karya, Kademangan, Setu District, South Tangerang City, Banten. The independent variables in this study consist of brand image (X_1) and promotion (X_2), while the dependent variable is purchasing decisions (Y). Measurement of brand image variables refers to indicators of brand association superiority, brand association strength, and brand association uniqueness according to Kotler and Keller (2017:248). Promotion variables are measured based on advertising, sales promotion, public relations, and direct selling indicators according to Buchari Alma (2018:181). Meanwhile, purchasing decisions are measured using indicators of product selection, brand selection, distributor selection, number of purchases, and timing of visits based on Kotler and Keller (2017:166).

The research population was all consumers of Aiko Kademangan Organic Porridge, totaling 3,084 consumers. According to Sugiyono (2016:215), population is a generalization area consisting of objects or subjects that have certain characteristics determined by researchers to be studied and then conclusions drawn, while Arikunto (2014:173) stated that population is the entire research subject. The sample determination was carried out using probability sampling techniques with Slovin formula calculations as stated by Sugiyono (2018:87), so that the sample requirement was 97 respondents and rounded up to 100 respondents to make the research more representative.

Data collection was conducted through observation, questionnaires, and literature studies. Observation was used to obtain direct information regarding marketing conditions at the Aiko Kademangan Organic Porridge Outlet, while the questionnaire was used as the main research instrument with a five-level Likert scale, namely Strongly Disagree to Strongly Agree, as explained by Sugiyono (2018:92). Literature studies were conducted to obtain a theoretical basis relevant to the research variables. Before the analysis was carried out, the research instruments were tested through a validity test using Product Moment correlation and a reliability test using Cronbach's Alpha according to the criteria put forward by Sugiyono (2018:361), Ghazali (2017:52; 47), and Arikunto (2017:223). Furthermore, the data were analyzed using SPSS version 26 through classical assumption tests including normality tests, multicollinearity tests, autocorrelation tests, and heteroscedasticity tests based on the provisions proposed by Ghazali (2017) and Singgih Santoso (2017). Data analysis was continued with simple linear regression analysis, multiple linear regression, correlation coefficients, coefficients of determination, and hypothesis testing using the t-test to test partial effects and the F-test to test simultaneous effects as proposed by Sugiyono (2018).

The research procedure begins with the preparation of a research design and the determination of research variables based on the formulated problems. Next, the research instrument is prepared based on the indicators of each variable, then data collection is carried out through observation, distribution of questionnaires to 100 respondents, and literature study. The collected data is then tested for validity and reliability, then classical assumption testing is carried out to ensure the feasibility of the regression model. The next stage is data analysis using simple linear regression and multiple linear regression, followed by analysis of the correlation coefficient, coefficient of determination, and hypothesis testing through the t-test and F-test. The results of the analysis are then interpreted to answer the research



objectives regarding the influence of brand image and promotion on purchasing decisions at the Aiko Kademangan Organic Porridge Outlet, South Tangerang.

Results and Discussion

Description of Research Results

Table 1. Likert Measurement Scale

Statement	Assessment Weight
Strongly agree	5
Agree	4
Disagree Less	3
Don't agree	2
Strongly Disagree	1

Source: Sugiyono in(Sudarmadi, 2019)

From the questionnaire statements that have been filled out by respondents, respondent identity data has been obtained. Presentation of respondent identity data is to provide an overview of the respondent's condition. The results carried out on Aiko Kademangan Organic Porridge consumers obtained descriptive data from respondents, descriptive data is presented to see the profile of the research data and the existing relationship between the variables used in the study.

To determine this sample, respondents were divided into several groups based on gender and age. Therefore, for further clarification, the following is presented.

Respondent Characteristics

1. Respondents by Gender

Table 2. Respondents by Gender

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	41	41.0	41.0	41.0
	Woman	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Version 26 Output

Based on the table 2 can be found that from 100 respondents, respondents men are 41 people with percentage 41%, and respondents women are 59 people with percentage 59%. This can be concluded that the majority of consumers men Aiko Kademangan South Tangerang Organic Porridge are 59 people with percentage 59%.

2. Respondents by Age

Table 3. Respondents by Age

		AGE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 years	10	10.0	10.0	10.0
	21 - 30 years old	60	60.0	60.0	70.0
	31 - 40 years old	26	26.0	26.0	96.0
	>41 years	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Version 26 Output

Based on the table above, it can be seen that out of 100 respondent samples, respondents with an age range of <20 years were 10 respondents with a percentage (10%), then respondents with an age range of 21-30 years were 60 respondents (60%), respondents with an age range of 31-40 years were 26 respondents (26%), and respondents with an age range of >41 years were 4 respondents (4%). This can be concluded that the majority of consumers who most often buy Aiko Kademangan organic porridge South Tangerang aged 21-30.



Descriptive Analysis

Table 4. Interval Scale

Weight	Scale Range	Answer	Kriteria
1	1.00 – 1.79	Very Not Seltuljul	Very Bad
2	1.80 – 2.59	Not Seltuljul	Not good
3	2.60 – 3.39	Ragul – Ragul	Good Culkulp
4	3.40 – 4.19	Seltuljul	Good
5	4.20 – 5.00	Very Seltuljul	Very good

Sumber : SuGiyono (2018: 168-169)

Based on the table 4. criteria above, an assessment of the condition can be carried out. respondents according to the following indicators and variables:

1. Respondents' answers to the Brand Image variable (X1)

Table 5. Number of Respondents' Answers Based on Brand Image Variable (X1)

No	Statement	STS 1	TS 2	RR 3	S 4	SS 5	Total	Total Score	Average value	Note
The advantages of brand association										
1	This brand has better quality than similar brands.	0	3	5	54	38	100	427	4.27	SB
2	This brand is able to meet my needs well.	0	2	9	47	42	100	429	4.29	SB
3	Products from this brand provide benefits that meet my expectations.	1	2	11	46	40	100	422	4.22	SB
The power of brand association										
4	This brand is easily recognized by me.	0	5	13	40	42	100	419	4.19	B
5	I often remember this brand when I need a similar product.	0	3	13	45	39	100	420	4.20	SB
6	Information about this brand is easy for me to find.	1	18	42	24	15	100	334	3.34	RR
Uniqueness of brand association										
7	This brand has unique characteristics that distinguish it from other brands.	0	3	16	43	38	100	416	4.16	B
8	The design or appearance of this brand looks different from its competitors.	1	1	7	54	37	100	425	4.25	SB
9	This brand has special advantages that other brands don't have.	0	1	10	49	40	100	428	4.28	SB
10	This brand leaves a unique impression in my mind.	0	3	13	40	44	100	425	4.25	SB



No	Statement	STS 1	TS 2	RR 3	S 4	SS 5	Total	Total Score	Average value	Note
	Amount	3	31	106	465	395	1000	4218	4.22	SB
	Presentation	0.30	3.10	10.60	46.50	39.50	Average			

Source: SPSS Version 26 Output

Based on the data in the table above, respondents' responses to the variable statementsbrand imagean average score of 4.22 was obtained, which is included in the scale range.4.20-5.00Very good, meaning the majority of respondents gave a positive response. The highest score of 4.29 was obtained for statement number two, "This brand is able to meet my needs well," and the lowest score of 3.34 was obtained for statement number six, "Information about this brand is easy for me to find."

2. Respondents' answers to the Promotion variable(X2)

Table 6. Respondents' Answers to the Promotion Variable (X2)

No	Statement	STS 1	TS 2	RR 3	S 4	SS 5	Total	Total Score	Average value	Note
Advertisement										
1	The advertisements displayed are easy to understand and provide clear information.	1	4	15	37	43	100	417	4.17	B
2	The advertisement presented caught my attention to find out more about the product.	1	2	8	54	35	100	420	4.20	SB
3	The advertising media used suits my needs and habits.	1	2	11	41	45	100	427	4.27	SB
Sales promotion										
4	The price cuts or discounts offered are attractive to me.	0	6	16	43	35	100	407	4.07	B
5	The sales promotion program encouraged me to make a purchase.	0	5	14	43	38	100	414	4.14	B
6	The sales promotions provided are easy to understand and easy to utilize.	2	16	48	9	25	100	339	3.39	CB
Public relations										
7	Information conveyed through public relations	2	4	12	41	41	100	415	4.15	B



No	Statement	STS 1	TS 2	RR 3	S 4	SS 5	Total	Total Score	Average value	Note
	activities builds a positive company image.									
8	The company is active in providing information to the public.	0	4	9	43	44	100	427	4.27	SB
Direct sales										
9	The sales staff were able to explain the product well and clearly.	1	2	5	50	42	100	430	4.30	SB
10	The direct selling that was done convinced me to use the product.	1	3	9	46	41	100	423	4.23	SB
Amount		9	38	108	446	399	1000	4188	4.19	B
Presentation		0.90	3.80	10.80	44.60	39.90	Average			

Source: SPSS Version 26 Output

Based on the data in the table above, respondents' responses to the variable statements promotion an average score of 4.19 was obtained, which is included in the scale range. 3.40-4.19 with good criteria, meaning the majority of respondents gave good answers. From the respondents' answers above, the highest score of 4.30 was obtained for statement number nine "Sales officers are able to explain products well and clearly," and the lowest score of 3.39 was obtained for statement number six "The sales promotion provided is easy to understand and easy to use."

3. Respondents' answers to the Purchase Decision variable (Y)

Table 7. Respondents' Answers to the Purchase Decision Variable (Y)

No	Statement	STS 1	TS 2	RR 3	S 4	SS 5	Total	Total Score	Average value	Note
Product selection										
1	I bought the product because it suited my needs.	0	2	8	43	47	100	435	4.35	SB
2	The product I purchased was of the quality I expected.	0	1	8	46	45	100	435	4.35	SB
Brand selection										
3	I choose brands that are well known and trusted.	0	4	13	43	40	100	419	4.19	B
4	Product brands influence my decision to make a purchase.	0	1	13	47	39	100	424	4.24	SB
Selection of distributor										



No	Statement	STS 1	TS 2	RR 3	S 4	SS 5	Total	Total Score	Average value	Note
5	I choose a distributor/shop that is easy to reach.	0	2	13	45	40	100	423	4.23	SB
6	The service from the dealer influenced my decision to buy.	1	2	8	45	44	100	429	4.29	SB
Purchase amount										
7	I buy products in quantities that suit my needs.	1	1	3	49	46	100	438	4.38	SB
8	The price of the product influences the number of purchases I make.	0	2	13	44	41	100	424	4.24	SB
Determining the time of the visit										
9	I determine the time of purchase based on my convenience.	6	12	39	26	17	100	336	3.36	CB
10	Promotions or discounts affect my time in making a purchase.	0	1	12	46	41	100	427	4.27	SB
Amount		2	17	108	452	421	1000	4273	4.27	SB
Presentation		0.20	1.70	10.80	45.20	42.10	Average			

Source: SPSS Version 26 Output

Based on the data in the table above, the respondents' responses to the purchasing decision variable statement obtained an average score of 4.27, which is included in the scale range.4.20-5.00with very good criteria, meaning the majority of respondents gave good answers. From the respondents' answers above, the highest score of 4.38 was obtained for statement number seven "I buy products in quantities that suit my needs," and the lowest score of 3.36 was obtained for statement number nine "I determine the time of purchase based on my convenience."

Data Instrument Test

1. Validity Test

A. Brand Image Validity Test (X1)

Table 8. Results of the Validity Test of the Brand Image Variable

No	Statement	r count	r table	Criteria
1	This brand has better quality than similar brands.	0.798	0.196	Valid
2	This brand is able to meet my needs well.	0.715	0.196	Valid
3	Products from this brand provide benefits that meet my expectations.	0.772	0.196	Valid
4	This brand is easily recognized by me.	0.754	0.196	Valid
5	I often remember this brand when I need a similar product.	0.716	0.196	Valid
6	Information about this brand is easy for me to find.	0.737	0.196	Valid
7	This brand has unique characteristics that distinguish it from other brands.	0.762	0.196	Valid
8	The design or appearance of this brand looks different from its competitors.	0.765	0.196	Valid



No	Statement	r count	r table	Criteria
9	This brand has special advantages that other brands don't have.	0.726	0.196	Valid
10	This brand leaves a unique impression in my mind.	0.718	0.196	Valid

Source: SPSS Version 26 Output

Based on table 8, the results of the validity test using the Pearson Product Moment method can be concluded that the variable brand image (X1). The calculated r value is obtained $> r$ table (0.197) value $n = 100 - 2 = 98$, thus all questionnaire items are declared valid. Therefore, the questionnaire is declared suitable to be processed as research data.

B. Validity test of Promotion variable (X2)

Table 9. Results of the Validity Test of the Promotion Variable (X2)

No	Statement	r count	r table	Criteria
1	The advertisements displayed are easy to understand and provide clear information.	0.791	0.196	Valid
2	The advertisement presented caught my attention to find out more about the product/service.	0.794	0.196	Valid
3	The advertising media used suits my needs and habits.	0.727	0.196	Valid
4	The price cuts or discounts offered are attractive to me.	0.673	0.196	Valid
5	The sales promotion program encouraged me to make a purchase.	0.746	0.196	Valid
6	The sales promotions provided are easy to understand and easy to utilize.	0.793	0.196	Valid
7	Information conveyed through public relations activities builds a positive company image.	0.753	0.196	Valid
8	The company is active in providing information to the public.	0.766	0.196	Valid
9	Sales staff are able to explain products/services well and clearly.	0.850	0.196	Valid
10	The direct selling that was done convinced me to use the product/service.	0.792	0.196	Valid

Source: SPSS Version 26 Output

Based on table 9, the results of the validity test using the Pearson Product Moment method can be concluded that the brand image variable (X1) obtained a calculated r value $> r$ table (0.197) n value $= 100 - 2 = 98$, thus all questionnaire items are declared valid. For this reason, the questionnaire is declared suitable to be processed as research data.

C. Validity test of the Purchase Decision variable (Y)

Table 10. Validity Test Results of the Purchase Decision Variable (Y)

No	Statement	r count	r table	Criteria
1	I bought the product because it suited my needs.	0.708	0.196	Valid
2	The product I purchased was of the quality I expected.	0.687	0.196	Valid
3	I choose brands that are well known and trusted.	0.743	0.196	Valid
4	Product brands influence my decision to make a purchase.	0.782	0.196	Valid
5	I choose a distributor/shop that is easy to reach.	0.687	0.196	Valid
6	The service from the dealer influenced my decision to buy.	0.744	0.196	Valid
7	I buy products in quantities that suit my needs.	0.785	0.196	Valid
8	The price of the product influences the number of purchases I make.	0.764	0.196	Valid
9	I determine the time of purchase based on my convenience.	0.714	0.196	Valid
10	Promotions or discounts affect my time in making a purchase.	0.720	0.196	Valid

Source: SPSS Version 26 Output

Based on table 10, the results of the validity test using the Pearson Product Moment method can be concluded that the brand image variable (X1) obtained a calculated r value $> r$ table (0.197) value $n = 100 - 2 = 98$, thus all questionnaire items are declared valid. For this reason, the questionnaire is declared suitable to be processed as research data.

D. Reliability Test

Table 11. Results of the Reliability Test of Independent and Dependent Variables

No	Variables	Cronbach Alpha	Criteria	Information
1.	Brand Image (X1)	0.890	> 0.60	Reliable
2.	Promotion (X2)	0.900		Reliable
3.	Purchase Decision (Y)	0.839		Reliable

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Source: SPSS Version 26 Output

Based on the table above, the results of the reliability test using the method *Cronbach Alpha*. It can be concluded that the questionnaire items for the variables brand image (X1) promotion (X2) and buying decision (Y) declared reliable or consistent for use in research.

Classical Assumption Test

1. Normality Test

A. Kolmogorov-Smirnov test

Table 12. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	3.06714568
Most Extreme Differences	Absolute	,080
	Positive	,080
	Negative	-,076
Test Statistics		,080
Asymp. Sig. (2-tailed)		,113c

Source: SPSS Version 26 Output

Based on Table 12 above, the results of the normality test using the Kolmogorov-Smirnov test show a significance value of $0.113 > 0.05$, thus concluding that the residual values are normally distributed. P-Plot Test (probability plot)

Normality testing is also performed using a probability plot graph. This method is performed by examining the P-Plot, which compares the cumulative distribution with the normal distribution. The basis for deciding whether data has a normal distribution or not based on the P-Plot curve is as follows:

- 1) If the data (points) are spread around the diagonal line and follow the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the normality assumption.
- 2) If the data is spread far from the diagonal and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the normality assumption.

The following are the results of the distribution diagram processed with SPSS Version 26 as follows:

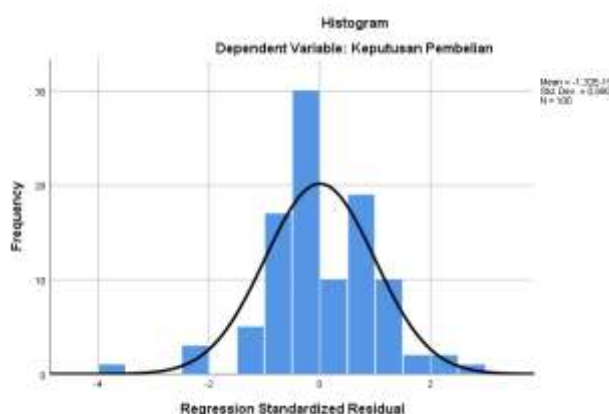


Figure 1. Normality Test Using Histogram Method

The image above shows that the curve forms a cone, indicating that the data is normally distributed. To confirm this, a normal probability plot will be used.

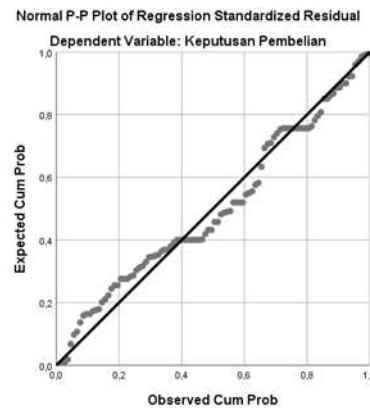


Figure 2. Normality Test Using the P-Plot Method

Looking at the image above, we can see that the normal probability plot graph shows a normal pattern. This can be seen from the points spread around the diagonal line and their distribution follows the diagonal line. Therefore, it can be concluded that the regression model meets the assumption of normality, indicating that the data in this research regression model is normally distributed.

2. Multicorinelility Test

Table 13. Multicollinearity Test Results

Coefficientsa		Collinearity Statistics	
Model		Tolerance	VIF
1	Brand Image	,207	4,821
	Promotion	,207	4,821

Source: SPSS Version 26 Output

Based on the table above, it can be seen that the VIF value of all independent variables in this study is less than 10, meaning that there is no problem.multicollinearitybecause the tolerance value of the brand image and promotion variable is 0.207 which is greater than 0.10, and the VIF value of the brand image and promotion variable is 4.821, which is less than 10.0.

3. Autocorrelation Test

Table 14. Autocorrelation Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,778a	,606	,598	3,099	1,924

a. Predictors: (Constant), Promotion, Brand Image

b. Dependent Variable: Purchase Decision

Source: SPSS Version 26 Output

Bebased on the tabel ouTPUt “Model Summary” above, menunjukkan that not tebecome autokoleconstellation. Curryna on U resultsji DuRobin Watson this is menunjukkan value $dL = 1.630 < d = 1.924 < dU = 1.713$, thenhow is the basis of pepick up toputheresan in Uji DuRobin Watson, can be concludedI think that's not true there is a problem orgenet autokoleconstellation..

4. Heteroscedasticity Test

A. Glejser test

Table 15. Glejser Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,258	1,586		3,315	,001
	Brand Image	,060	,081	,160	,742	,460
	Promotion	-,131	,075	-,379	-1,755	,082

a. Dependent Variable: ABS_RES2

Source: SPSS Version 26 Output

Based on the test results in the table above, the Glejser test model on the Brand Image variable (X1) obtained a significance probability value (Sig.) of 0.460 and promotion (X2) obtained a significance probability value (Sig) of 0.082. Where both significance values (Sig) are greater than 0.05. Thus, the regression model on this data does not have heteroscedasticity interference, so this regression model is suitable for use as research data.

B. Scatterplot Graph

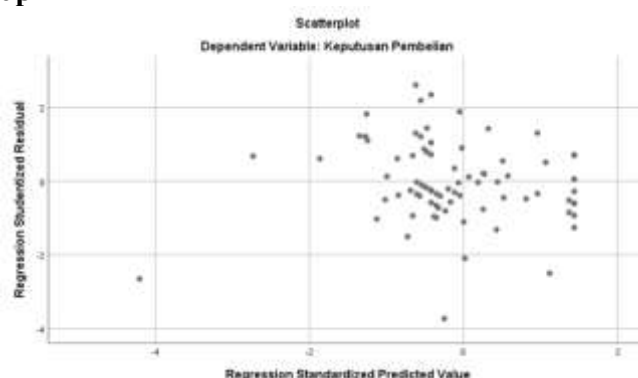


Figure 3. Scatterplot Graph

Based on your results, the scatterplot above shows that the dots are scattered randomly above and below the number 0. This can be concluded that there is no heteroscedasticity in the regression model.

Quantitative Test

1. Simple Linear Regression Analysis

A. Simple Linear Regression between Brand Image (X1) and Purchase Decision (Y)

Table 16. Results of Simple Linear Regression Test of Brand Image (X1) Against Purchasing Decision (Y)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,776	2,531		5,049	,000
	Brand Image	,699	,059	,766	11,794	,000

Source: SPSS Version 26 Output

The regression equation can be interpreted as follows:

$$Y = a + bx$$

$$Y = 12.776 + 0.699 X_1$$

The equation can be translated:

- The constant value of 12.776 indicates that the fixed value of the purchasing decision variable (Y) is 12.776.
- The brand image regression coefficient value (X1) of 0.699 states that every 1% increase in brand image valuebrand image, then the participation value increases by 0.699. The regression coefficient is positive so it can be stated that the direction of the influence of the brand image variable (X1) onbuying decision(Y) is positive.

B. Regressioni Simple Linear between the Promotion variable (X2) and the Purchase Decision variable (Y).

Table 17. Results of Simple Linear Regression Test of Promotion (X2) on Purchasing Decision (Y)

		Coefficients ^a			
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	16,150	2,398		,000
	Promotion	,623	,056	,745	,000

Source: SPSS Version 26 Output

Based on the results of the regression table above, the regression equation obtained is:

$$Y = a + bx$$

$$Y = 16.150 + 0.623 X_2$$

From the equation above, the following conclusions can be drawn:

- The constant value of 16.150 indicates that the fixed value of the purchasing decision variable (Y) is 16.150.
- Regression coefficient valuepromotion(X2) of 0.623 states that every 1% increase in the valuepromotion, then the participation value increases by 0.623. The regression coefficient is positive so it can be stated that the direction of the influence of the variablepromotion(X2) againstbuying decision(Y) is positive.

2. Multiple Linear Regression Analysis

Table 18. Multiple Linear Regression Test Results

		Coefficients ^a			
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	12,529	2,487		,000
	Brand Image	,453	,128	,496	,001
	Promotion	,253	,117	,303	,033

a. Dependent Variable: Purchasing Decision

Source: SPSS Version 26 Output

Based on the results of the regression calculations in table 4.18 above, the regression equation obtained can be interpreted as follows::

$$Y = a + b_1 X_1 + b_2 X_2$$

$$Y = 12.529 + 0.453 X_1 + 0.253 X_2$$

This equation can be translated:

- The constant value is12,529shows that if the brand image (X1) and promotion (X2) variables on the purchasing decision (Y) have a value of zero, then the purchasing decision (Y) will remain at the number12,529.
- Obtained valuebrand image(X1) is0.453states that every 1% increase in valuebrand image, then the participation value of the purchasing decision variable decreased by0.453assuming other variables remain the same.
- From the data above, the value obtained ispromotion (X2) is0.253states that every 1% increase in valuepromotion then the participation value of the variablepromotionincreased by0.253assuming other variables remain the same.



3. Simple Correlation Coefficient Test

Table 19. Correlation Coefficient Interpretation Guidelines

Internal coefficient	Relationship Level
0.000 - 0.019	Very Low
0.200 - 0.399	Low
0.400 - 0.599	Currently
0.600 - 0.779	Strong
0.800 - 0.1000	Very strong

Source: According to Sugiyono (2017: 184)

A. Correlation coefficient of Brand Image variable (X1) on Purchasing Decision (Y).

Table 20. Results of the Simple Correlation Coefficient Test of Brand Image (X1) Against Purchasing Decisions (Y)

		Brand Image	Buying decision
Brand Image	Pearson Correlation	1	,766**
	Sig. (2-tailed)		,000
	N	100	100
Buying decision	Pearson Correlation	,766**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

Source: SPSS Version 26 Output

Based on the test results in the table above, the correlation coefficient value obtained was 0.766, where this value is in the interval 0.600 - 0.779. which means that the two variables have a strong level of relationship.

B. Correlation coefficient of the Promotion variable (X2) with the Purchase Decision variable (Y)

Table 21. Results of the Simple Correlation Coefficient Test of Promotion (X2) on Purchasing Decisions (Y)

		Promotion	Buying decision
Promotion	Pearson Correlation	1	,745**
	Sig. (2-tailed)		,000
	N	100	100
Buying decision	Pearson Correlation	,745**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

Source: SPSS Version 26 Output

Based on the test results in the table above, the correlation coefficient value obtained was 0.745, where this value is in the interval 0.600 - 0.779. This means that the two variables have a strong level of relationship.

C. Correlation coefficient of Brand Image variable (X10) and Promotion variable (X2) on Purchase Decision (Y)

Table 22. Results of Multiple Correlation Coefficient Test

Model Summary									
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change in R Square	F Change	df1	df2	Sig. Change
1	,778a	,606	,598	3,099	,606	74,493	2	97	,000

a. Predictors: (Constant), Promotion, Brand Image

Source: SPSS Version 26 Output



Based on the test results in the table above, the correlation coefficient value obtained was 0.778, where this value is in the interval 0.600 - 0.779. This means that the two variables have a strong level of relationship.

4. Coefficient of Determination

A. Coefficient of Determination of Brand Image Variable (X1) on Purchasing Decision (Y)

Table 23. Results of the Partial Determination Coefficient Test of the Brand Image Variable (X1) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1		,766a	,587	,582

a. Predictors: (Constant), Brand Image

Source: SPSS Version 26 Output

Based on the table above, the coefficient of determination or r square value is 0.587 or 58.7%. It can be concluded that the influence of the brand image variable (X1) on buying decision (Y) is 58.7%, the remainder $(100 - 58.7) = 41.3\%$ is influenced by other variables not examined in this study.

B. Coefficient of Determination of Promotion Variable (X2) on Purchasing Decision (Y)

Table 24. Results of the Test of the Coefficient of Determination of the Promotion Variable (X2) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1		,745a	,555	,550

a. Predictors: (Constant), Promotion

Source: SPSS Version 26 Output

Based on the table above, the coefficient of determination or r square value is 0.555 or 55.5%. It can be concluded that the influence of the promotion variable (X2) on buying decision (Y) is 55.5%, the remainder $(100 - 55.5) = 44.5\%$ is influenced by other variables not examined in this study.

C. Coefficient of Determination of Brand Image variable (X1) and Promotion variable (X2) on Purchase Decision variable (Y)

Table 25. Results of the Simultaneous Test of the Coefficient of Determination of the Variables of Brand Image (X1) and Promotion (X2) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1		,778a	,606	,598

a. Predictors: (Constant), Promotion, Brand Image

Source: SPSS Version 26 Output

$R^2 = 60.6\%$, indicating that brand image and promotion explain 60.6% of buying decisions, while 39.4% is explained by other variables.

Hypothesis Testing

1. t-test (Partial)

A. The Influence of Brand Image on Purchasing Decisions

Table 26. Results of Hypothesis Testing with t-Test of Brand Image (X1) Against Purchasing Decision (Y)

Decision (1) Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	12,776	2,531		5,049	,000
	Brand Image	,699	,059	,766	11,794	,000

a. Dependent Variable: Purchasing Decision



Source: SPSS Version 26 Output

Based on the results of the table test above, the t-count value obtained is $11.794 > 1.984$ and the significance value for the brand image variable (X1) is 0.000, the significance value is smaller than the probability value of 0.05 or $0.000 < 0.05$, thus H_0 is rejected and H_1 is accepted, meaning that the brand image variable (X1) has a positive and significant effect on the variable buying decision (Y) on Aiko Kademangan Organic Porridge Outlet, South Tangerang.

B. The Effect of Promotions on Purchasing Decisions

Table 27. Results of Hypothesis Testing with the Promotion t-Test (X2) on Purchasing Decisions (Y)

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	16,150	2,398		6,734	,000
	Promotion	,623	,056	,745	11,045	,000

a. Dependent Variable: Purchasing Decision

Source: SPSS Version 26 Output

From the results of the t-test, the calculated t-value was $11.045 > 1.984$ and significance values for variable promotion (X2) is 0.000, the significance value is smaller than the probability value of 0.05 or $0.000 < 0.05$, thus H_0 is rejected and H_1 is accepted, meaning that the variable promotion (X2) has a positive and significant effect on the variable buying decision (Y) at the Aiko Kademangan Organic Porridge Outlet South Tangerang.

2. F Test (Simultaneous)

Table 28. Results of Hypothesis Testing with F Test of the Influence of Brand Image (X1) and Promotion (X2) on Purchasing Decisions (Y)

Model		ANOVA			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	1430,459	2	715,230	74,493	,000b
	Residual	931,331	97	9,601		
	Total	2361,790	99			

Source: SPSS Version 26 Output

Based on the results of the F test, the calculated F value was $74.493 > 3.09$ and the significance value was $0.000 < 0.05$, thus H_0 was rejected and H_a was accepted, so it can be concluded that the brand image variable (X1) and promotion (X2) simultaneously has a positive and significant influence on buying decision (Y) on Aiko Kademangan Organic Porridge Outlet South Tangerang.

Research Discussion

The Influence of Brand Image (X1) on Buying decision (Y)

Based on the results of the t-test, the calculated t-value was $11.794 > 1.984$ and the significance value for the brand image variable (X1) is 0.000, the significance value is smaller than the probability value of 0.05 or $0.000 < 0.05$, thus H_0 is rejected and H_1 is accepted, meaning that the brand image variable (X1) has a positive and significant effect on the variable buying decision (Y) on Aiko Kademangan Organic Porridge Outlet, South Tangerang.

This research is in line with research conducted by Ade Yusuf and Heri Erlangga (2021) which found that there is a significant influence between brand image and purchasing decisions, because a positive brand image can foster trust, provide a perception of quality, and create a sense of confidence in consumers that the product chosen is in accordance with their needs and expectations.

Influence Promotion (X2) Against Buying decision (Y).

Based on the results of the t-test, the calculated t-value was $11.045 > 1.984$ and significance values for variable promotion (X2) is 0.000, the significance value is smaller than the probability value of 0.05 or $0.000 < 0.05$, thus H_0 is rejected and H_1 is accepted, meaning that the variable promotion (X2) has a positive and significant effect on the variable buying decision (Y) at the Aiko Kademangan Organic Porridge Outlet South Tangerang.

This research aligns with research conducted by Fadillah (2023), which found that promotion has a positive and significant impact on purchasing decisions because it can increase consumer knowledge about a product, foster interest, and influence perceived value through persuasive messages. Intense and targeted promotion increases consumer confidence, thus encouraging them to make purchasing decisions.

The Influence of Brand Image (X1) AndPromotion(X2) AgainstBuying decision(Y).

Based on the results of the F test, the calculated F value was $74.493 > 3.09$ and the significance value was $0.000 < 0.05$, thus H_0 was rejected and H_a was accepted, so it can be concluded that the brand image variable (X1) andpromotion(X2) simultaneously has a positive and significant influence onbuying decision(Y). onAiko Kademangan Organic Porridge OutletSouth Tangerang.

This research aligns with research conducted by Fatmawati et al. (2025), which states that brand image and promotion significantly influence purchasing decisions because a positive brand image fosters trust, perceptions of quality, and consumer confidence that the product is superior to competitors. Meanwhile, well-targeted promotional activities can increase consumer knowledge and interest, encourage trial, and strengthen confidence in making a purchase.

Conclusion

The results of the study indicate that brand image and promotion have a positive and significant effect on purchasing decisions at the Aiko Kademangan Organic Porridge Outlet, South Tangerang, both partially and simultaneously. Brand image has a more dominant influence than promotion, which indicates that consumer perceptions of quality, excellence, and brand uniqueness are the main considerations in determining purchasing decisions. Simultaneously, both variables are able to explain 60.6% of the variation in purchasing decisions, while the rest is influenced by other factors outside the research model. This finding confirms that strengthening brand image supported by the right promotional strategy is an important combination in increasing consumer purchasing decisions in the organic food industry.

This study still has limitations because it only involved respondents from one outlet with a sample size of 100 people, so the results cannot be generalized to all consumers of organic porridge products. Furthermore, the study only examined two independent variables, so it does not fully describe the factors that influence purchasing decisions. Future research is recommended to add other variables such as product quality, price, customer satisfaction, customer loyalty, brand trust, or digital marketing, as well as expand the scope of the research area to obtain more comprehensive results. Practically, the Aiko Organic Porridge Outlet needs to strengthen brand differentiation, increase the dissemination of product information through digital media, and develop more innovative and targeted promotional programs to be able to increase purchasing decisions and maintain business competitiveness.

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