

---

## THE EFFECT OF BRAND IMAGE AND PROMOTION OF WINGSCARE PRODUCTS ON BUYING DECISIONS IN EAST CIREBON WITH PURCHASE INTENTION AS THE INTERVENING VARIABLE

Iman Ahdiman<sup>1</sup>

Universitas Swadaya Gunung Jati, Cirebon, Indonesia  
[iman.121020057@ugj.ac.id](mailto:iman.121020057@ugj.ac.id)

Adi Setiawan<sup>2</sup>

Universitas Swadaya Gunung Jati, Cirebon, Indonesia  
[adi.setiawan@ugj.ac.id](mailto:adi.setiawan@ugj.ac.id)

---

### Abstract

This study aims to analyze the effect of brand image and promotion on the buying decision of Wings Care products in East Cirebon, with purchase intention as the intervening variable. The study uses a quantitative approach with a survey method involving 109 Wings Care consumer respondents. Data were collected using a five-point Likert scale questionnaire and analyzed using multiple linear regression with validity, reliability, and classical assumption tests. The results show that brand image and purchase intention have a positive and significant effect on buying decisions, while promotion has no significant effect. Purchase intention is the most dominant variable in driving purchasing decisions. Simultaneously, all independent variables have a significant effect on purchasing decisions, thus validating the model. These findings indicate that consumers, especially millennials, are more influenced by brand image and quality perception than by short-term promotions.

**Keywords:** Brand Image, Promotion, Purchase Intention, Purchase Decision, Wings Care

## INTRODUCTION

The development of the fast-moving consumer goods (FMCG) industry globally has had a significant impact on changes in consumer behavior, including in Indonesia. In an era of competitive free markets, Indonesia is categorized as a country with a high level of consumption, where people's preferences for daily necessities are increasingly diverse (Welsa et al., 2024). The household care and cleaning products sector is one category that has experienced rapid growth. In this context, the Wings Group, through its Wings Care brand line, plays an important role as a manufacturer of various cleaning and household care products, such as soap, detergent, and fabric softener, which are widely known in the national market.

Wings Care products such as Ekonomi cream/bar soap, SoKlin Active Sport Fabric Softener, and ProGuard antibacterial soap represent the success of local brands in understanding the needs and preferences of domestic consumers. The innovative characteristics of the products, their distinctive scents, and high functional value strengthen the position of the Wings Care brand in the minds of Indonesian consumers. This condition confirms that brand image and promotion mix are the main determinants in shaping consumer purchasing behavior, where consumers not only consider the function of the product, but also their perception of the brand and the effectiveness of the company's promotional activities.

The causal relationship between brand image and product promotion on purchase intention and purchase decision forms the conceptual basis of this study. Theoretically, a positive brand image creates perceptions of quality and consumer trust in the product, while effective promotion strengthens brand awareness and shapes positive attitudes toward the product.

Previous studies have shown a consistent relationship between these variables. Yusriana (2024) found that brand image significantly influences purchase decisions through purchase intention as an intervening variable.

Research by Permata Sari et al. (2024) also confirmed that promotion has a positive effect on brand image, and brand image has a positive effect on purchasing decisions. In addition, Zulkufli and Sumartik (2024) found that brand image and product quality have a positive effect on purchase interest, although the effect of promotion is relatively smaller. These results confirm that promotion, brand image, purchase intention, and purchase decision are a strong and relevant causal pattern in modern marketing literature.

This study was conducted on partners or stores selling Wings Care products in the East Cirebon area, which is geographically located in a coastal region with a hot climate and high levels of community activity. These conditions make cleaning and laundry fragrance products a primary household necessity. Therefore, the brand image and promotional effectiveness of Wings Care products in this region represent an interesting phenomenon of " " that warrants empirical research to understand consumer purchasing behavior toward local FMCG products.

Conceptually, this study aims to analyze the influence of brand image and product promotion on purchasing decisions, with purchase intention as an intervening variable. Specifically, this study examines the extent to which brand image and promotion can increase purchase intention, which ultimately drives actual purchasing decisions. The findings of this study are expected to provide practical contributions to Wings Care's management in

designing effective promotion and brand strengthening strategies, as well as strengthening product competitiveness amid increasingly fierce competition in the FMCG industry.

The urgency of this research is based on the increasingly complex dynamics of FMCG product competition in Indonesia, where consumers are faced with a wide selection of brands with similar characteristics and brand values. Therefore, companies need to build a strong brand image that is oriented towards consumer trust and develop promotional strategies that are relevant to local market characteristics. The novelty of this research lies in the empirical testing of the causal relationship between brand image, product promotion, purchase interest, and purchase decisions in the context of Indonesian local household products, particularly Wings Care. Most previous studies have focused on food and beverage products or international brands, while this study broadens the perspective by examining domestic household products.

Thus, this study is expected to enrich the marketing literature related to consumer behavior towards local products and provide a new theoretical basis for the development of national brand strategies in the FMCG sector.

The purpose of this study is to analyze the influence of brand image and product promotion on the purchase decision of Wings Care products with purchase intention as an intervening variable. Specifically, this study seeks to identify the dominant factors that influence the consumer decision-making process for Wings Care products in the East Cirebon region of West Java. This region was chosen because its hot and densely populated geographical characteristics make it a potential market for cleaning and laundry fragrance products that offer freshness and comfort.

The novelty of this study lies in testing the causality model between brand image, product promotion, purchase intention, and purchase decision in the context of local Indonesian FMCG products. Most previous studies have focused on food and beverage products or global brands, while this study investigates household products manufactured by national companies. Thus, this study is expected to enrich the marketing literature related to consumer behavior towards domestic products and expand the theoretical understanding of the dynamics of purchasing decisions in the FMCG market at the local level.

## **REVIEW OF LITERATURE**

### **Brand Image**

Brand image describes the perceptions, beliefs, and associations formed in the minds of consumers towards a brand. Aaker (1991, in Pradono & Sumastuti, 2025, p. 55) explains that brand image is a fundamental element in the formation of brand equity, which includes brand awareness, perceived quality, and brand loyalty. Therefore, brand image is not only a symbol of a product's identity, but also forms the basis for loyalty and quality assessment in the eyes of consumers.

Based on the Social Influence and Trust Mediation theory proposed by Liang et al. (2024), a strong brand image can foster consumer trust, which in turn strengthens purchase intent. This shows that brand image plays an important role in mediating social influence on consumer beliefs and purchasing behavior. Furthermore, the Emotional Attachment theory by Mao et al. (2020) emphasizes that emotional attachment between consumers and brands can strengthen the relationship between brand perception and purchasing decisions. This

emotional connection creates a psychological bond that makes consumers more engaged and loyal to a product.

Neupane's (2015) research also reinforces this view with findings that brand image has a significant effect on consumer satisfaction and loyalty, which in turn impacts purchasing decisions. This confirms that brand image functions as a mediating variable that connects marketing strategies such as price and promotion with purchasing behavior.

Furthermore, Qolbi and Hermansyah (2023) define brand image as the picture of what consumers think and feel when they hear or see a brand name. In line with this, Dwi Indah Utami and Hidayah (2022) explain that brand image is a sign, name, or term used to differentiate products or services from competitors, and is designed to meet consumer needs through the consistent delivery of benefits and value.

Manik (2021) adds that brand image is a collection of associations or perceptions formed in the minds of consumers and organized into a specific meaning. This image is born from repeated experiences and interactions between consumers and products.

Furthermore, Kotler and Keller (2016) argue that there are five main indicators that influence brand image, namely: (1) Brand identity, which relates to the physical aspects of the product such as packaging, color, and logo; (2) Brand personality, which describes the distinctive character of the brand; (3) Brand associations, which reflect brand consistency in various activities such as sponsorship and social responsibility; (4) Brand attitudes and behaviors, which describe how the brand interacts and communicates with consumers; and (5) Brand excellence and competence, which emphasize the benefits and value of the product in meeting consumer needs.

From these various theories and research results, it can be understood that brand image is a multidimensional factor that encompasses both rational and emotional aspects within consumers. A strong brand image has been proven to increase trust, strengthen purchasing interest, and encourage more consistent purchasing decisions. Thus, these theories coherently describe how brand image, when supported by the right promotional strategy, can shape positive consumer perceptions, foster interest in purchasing, and strengthen purchasing decisions for products in a competitive market.

### **Promotion**

Promotion is an important element in marketing strategy that serves to inform, influence, and persuade consumers to buy a product or use a particular service. Alnando and Hutapea (2021) define promotion as activities aimed at providing information, disseminating, persuading, or offering potential consumers products or services so that they are encouraged to make a purchase. In line with this, Kotler and Armstrong (2017) explain that promotion is an activity carried out to convey the benefits of a product while persuading customers to make a purchase. Thus, promotion plays a strategic role in bridging the gap between products and consumers, particularly in building awareness and desire to buy.

Yulia et al. (2020) add that promotion is an integral part of the marketing system that serves to introduce products to help companies achieve their sales goals. Through targeted promotion, companies can increase product visibility, strengthen their market position, and foster consumer interest in the products offered.

According to Kotler and Keller (2016), there are several key indicators in promotion, namely: (1) Promotion reach, which is the total promotional activities carried out by the company through various media within a certain period of time; (2) Promotion quality, which

is measured by the extent to which the content and design of the promotion are able to attract attention and convey a clear message; (3) Promotion quantity, which is the consumer's assessment of the frequency or intensity of the promotion; (4) Promotion timing, which is the duration or validity period of the promotion designed to achieve a certain level of effectiveness; and (5) Promotion accuracy, which refers to the extent to which the target market matches the audience the company is aiming for. These indicators are benchmarks for the success of promotions in building awareness and encouraging consumers to make purchases.

Pradono and Sumastuti (2025, p. 58) emphasize that promotion is essentially a form of marketing communication that aims to influence consumer behavior. Forms of promotion can include discounts, gifts, coupons, and digital advertisements, all of which are designed to attract consumers' attention and increase purchasing decisions.

Based on the Sales Promotion Effect Theory proposed by Gorji and Siami (2020), promotions can influence consumer behavior by increasing brand awareness and perceived benefits. This means that the better the promotion is implemented, the greater the chance that consumers will recognize and positively evaluate the benefits of the product. In addition, the Cue Utilization Theory (Sinha & Verma, 2020) emphasizes that the visual elements of promotional, such as display appearance, packaging design, and product placement, also influence consumers' purchase intentions. Thus, promotions not only serve as a means of conveying information, but also create visual stimuli that influence consumers' perceptions of product quality and appeal.

In the context of modern marketing, promotions have increasingly developed through the use of digital technology. Toubes et al. (2021) explain that digital promotions enable interactive experiences between brands and consumers, which in turn can increase engagement and strengthen consumers' emotional connection to the brand. Digital promotion also has an impact not only on short-term transactions but also on shaping long-term perceptions of brand image in the minds of consumers.

Based on the theoretical description and findings, it can be concluded that promotion plays a very strategic role in influencing consumer behavior, both directly and through the formation of positive perceptions of the brand. Effectively designed promotions can attract attention, increase purchase interest, and encourage consumers to make purchasing decisions. Thus, theories about promotion consistently illustrate that the success of promotional activities not only determines sales levels but also strengthens the relationship between brand image and purchase interest, which ultimately influences product purchasing decisions in the target market.

### **Purchase Intention**

Purchase interest is a psychological tendency that arises after a person observes, evaluates, and considers a product before finally deciding to buy it. Purchase interest arises because of consumer confidence in the benefits, quality, or image of the product.

Kotler and Keller (2016) state that purchase intention is a psychological stage before a purchase decision is made; it is influenced by internal factors (motivation, perception, attitude) and external factors (price, promotion, product quality, and brand image). When consumers have a positive belief in a brand, their intention or interest in purchasing the product increases.

In the journal by Saputro & Irawati (2023), it is explained that purchase intention is consumer behavior before purchasing a product based on their experience when choosing, using, or wanting the product. Purchase intention can arise due to trust in the product and the consumer's ability to purchase the product.

Additionally, according to Mowen and Minor, purchase interest is the result of consumers' learning and thinking processes regarding a product, which generate perceptions and the urge to buy.

### **Buying Decision**

A buying decision is a stage in the mental and behavioral process that consumers go through from recognizing a need to post-purchase (Tjiptono, 2018). The Five-Stage Consumer Decision Process model describes five main stages: recognition of need, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Pradono & Sumastuti, 2025, p. 54).

Prasad et al. (2019) state that purchasing decisions are influenced by a combination of psychological factors (motivation, perception, attitude) and marketing factors (price, promotion, brand). Meanwhile, Hanaysha (2018) emphasizes that perceived value and brand trust are the main determinants of purchasing behavior in the modern retail market.

## **RESEARCH METHOD**

This study uses a quantitative method, which emphasizes testing theories through measuring research variables with numbers and analyzing data using statistical procedures (Sugiyono, 2019, p. 13). This approach was used because the study aimed to determine the effect of *Brand Image* ( $X_1$ ) and *Promotion* ( $X_2$ ) on *Buying Decision* ( $Y_1$ ) with *Purchase Intention* ( $Z$ ) as the *intervening* variable. The population in this study consisted of all shop owners who were consumers or partners of the products being studied and were spread across 150 shops in East Cirebon District. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in a sample size of 109 respondents.

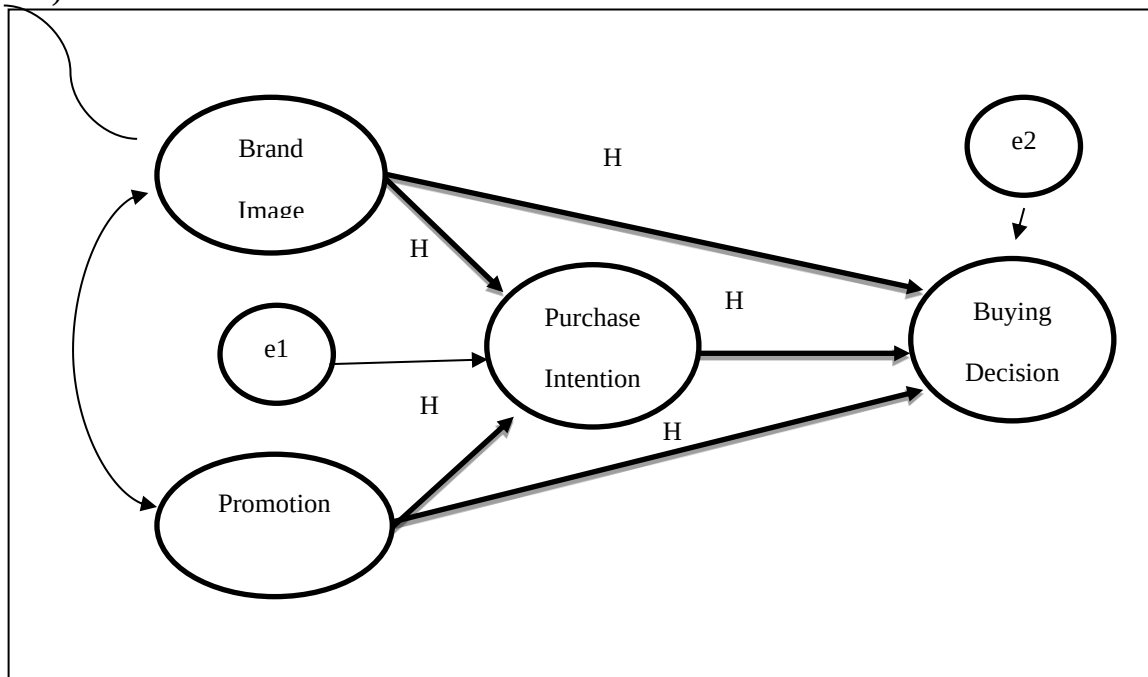
Primary data were collected through a questionnaire in the form of a Google Form containing statements relevant to the indicators of each research variable (see Table 1). Each statement item was measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Data processing was carried out using IBM SPSS Statistics software, which included a series of statistical tests to ensure that the research instruments and data obtained met the requirements for quantitative analysis.

The first step is to conduct validity and reliability tests. The validity test aims to assess the extent to which each item in the questionnaire is able to measure the intended construct. An item is considered valid if the correlation value between the item score and the total score (calculated  $r$ ) is greater than the table  $r$  at a significance level of 0.05 (Sugiyono, 2019, p. 125). Next, a reliability test is conducted to measure the level of consistency of the instrument in producing stable data. The test is conducted using Cronbach's Alpha coefficient, where a value of  $\alpha \geq 0.70$  indicates that the instrument has good reliability (Sugiyono, 2019, p. 130).

The next stages included classical assumption testing and hypothesis testing. Classical assumption testing consisted of normality testing and multicollinearity testing. Normality testing was conducted to ensure that the residual data was normally distributed, which is a prerequisite in multiple linear regression analysis, using the Kolmogorov–Smirnov method or through a P–P Plot graph. Multicollinearity tests are used to determine whether



there is high correlation ( ) between independent variables. A regression model is said to be free of multicollinearity if the Tolerance value is  $> 0.10$  and VIF is  $< 10$  (Sugiyono, 2019, p. 176).



Source: Primary data analysis results (2025)

Next, hypothesis testing was conducted to determine the significant effect of variables in the research model. The testing was conducted using t-tests and F-tests. The t-test was used to test the partial effect of each independent variable (Brand Image and Promotion) on the dependent variable (Buying Decision), both directly and through the intervening variable (Purchase Intention), while the F-test was used to test the simultaneous effect of all independent variables on the dependent variable. The decision-making criteria were based on the significance value (Sig.) with a confidence level of 0.05; if  $\text{Sig.} < 0.05$ , then the research hypothesis was accepted (Sugiyono, 2019, p. 193). Through this series of stages, the research results are expected to provide an empirical description of the extent to which Brand Image and Promotion influence Buying Decision, both directly and indirectly through Purchase Intention as an intervening variable.

### Hypothesis Development

Based on the conceptual framework presented in the methodology section, the hypotheses proposed are as follows:

- H1: Brand Image has a positive and significant effect on Purchase Intention.
- H2: Promotion has a positive and significant effect on Purchase Intention.
- H3: Purchase Intention has a positive and significant effect on Buying Decision.
- H4: Brand Image has a positive and significant effect on Buying Decision.
- H5: Promotion has a positive and significant effect on Buying Decision.

## RESULTS AND DISCUSSION

### Respondent Demographics

The demographic characteristics of respondents in this study were assessed through categories such as gender, age, and occupation. The sample size used in this study was 109 respondents who were millennial workers aged 29-44 years old who were end consumers of wings products from various stores spread across the eastern Cirebon region. The demographic results of the respondent characteristics in this study are shown in Table 2 below.

**Table 1. Operational Variables**

| Category     |                 | Number     | Percentage |
|--------------|-----------------|------------|------------|
| Gender       | Male            | 51         | 47.1%      |
|              | Female          | 58         | 52.9%      |
| <b>Total</b> |                 | <b>109</b> | <b>100</b> |
| Age          | <25 years old   | 26         | 23.5%      |
|              | 25–35 years old | 47         | 42.9%      |
|              | 36–46 years old | 25         | 23.5%      |
|              | >45 years old   | 11         | 10.1%      |
| <b>Total</b> |                 | <b>109</b> | <b>100</b> |

*Source: Results of primary data analysis, (2025)*

#### **Validity Test and Reliability Test**

The validity test results show that each statement item in all variables has a Pearson correlation value higher than 0.148 with a significance value (sig.) < 0.05, indicating that all items are able to measure the intended construct accurately and significantly. The reliability test produced a Cronbach's Alpha value for each variable > 0.6, indicating an adequate level of internal consistency of the instrument. Overall, based on these two tests, it can be concluded that all items in the questionnaire are suitable for use because they have been proven to be valid and reliable as a measuring tool in this study. The following table shows the results of the validity and reliability tests in this study:

**Table 2. Validity Test Results**

| Validity |            |                     |         |            |          | Reliability      |          |
|----------|------------|---------------------|---------|------------|----------|------------------|----------|
| Variable | Statements | Pearson Correlation | R Table | Sig. Value | Decision | Cronbach's Alpha | Decision |
| (X1)     | X1.1       | 0.515               | 0.112   | 0.000      | Valid    | 0.780            | Reliable |
|          | X1.2       | 0.500               | 0.112   | 0.000      | Valid    |                  |          |
|          | X1.3       | 0.515               | 0.112   | 0.000      | Valid    |                  |          |
|          | X1.4       | 0.478               | 0.112   | 0.000      | Valid    |                  |          |
|          | X1.5       | 0.515               | 0.112   | 0.000      | Valid    |                  |          |
|          | X1.6       | 0.466               | 0.112   | 0.000      | Valid    |                  |          |
|          | X1.7       | 0.420               | 0.112   | 0.000      | Valid    |                  |          |
|          | X1.8       | 0.466               | 0.112   | 0.000      | Valid    |                  |          |
|          | X1.9       | 0.454               | 0.112   | 0.000      | Valid    |                  |          |
|          | X1.10      | 0.468               | 0.112   | 0.000      | Valid    |                  |          |
| (X2)     | X2.1       | 0.383               | 0.112   | 0.000      | Valid    |                  | Reliable |
|          | X2.2       | 0.420               | 0.112   | 0.000      | Valid    |                  |          |



|      |       |       |       |       |       |       |          |
|------|-------|-------|-------|-------|-------|-------|----------|
|      | X2.3  | 0.485 | 0.112 | 0.000 | Valid | 0.773 |          |
|      | X2.4  | 0.335 | 0.112 | 0.000 | Valid |       |          |
|      | X2.5  | 0.352 | 0.112 | 0.000 | Valid |       |          |
|      | X2.6  | 0.380 | 0.112 | 0.000 | Valid |       |          |
|      | X2.7  | 0.375 | 0.112 | 0.000 | Valid |       |          |
|      | X2.8  | 0.396 | 0.112 | 0.000 | Valid |       |          |
|      | X2.9  | 0.427 | 0.112 | 0.000 | Valid |       |          |
|      | X2.10 | 0.415 | 0.112 | 0.000 | Valid |       |          |
| (Z1) | Z1.1  | 0.505 | 0.112 | 0.000 | Valid |       |          |
|      | Z1.2  | 0.591 | 0.112 | 0.000 | Valid |       |          |
|      | Z1.3  | 0.407 | 0.112 | 0.000 | Valid |       |          |
|      | Z1.4  | 0.459 | 0.112 | 0.000 | Valid |       |          |
|      | Z1.5  | 0.575 | 0.112 | 0.000 | Valid |       |          |
|      | Z1.6  | 0.526 | 0.112 | 0.000 | Valid |       |          |
|      | Z1.7  | 0.435 | 0.112 | 0.000 | Valid | 0.773 | Reliable |
|      | Z1.8  | 0.398 | 0.112 | 0.000 | Valid |       |          |
|      | Z1.9  | 0.453 | 0.112 | 0.000 | Valid |       |          |
|      | Z1.10 | 0.412 | 0.112 | 0.000 | Valid |       |          |
| (Y1) | Y1.1  | 0.483 | 0.112 | 0.000 | Valid |       |          |
|      | Y1.2  | 0.429 | 0.112 | 0.000 | Valid |       |          |
|      | Y1.3  | 0.453 | 0.112 | 0.000 | Valid |       |          |
|      | Y1.4  | 0.574 | 0.112 | 0.000 | Valid |       |          |
|      | Y1.5  | 0.421 | 0.112 | 0.000 | Valid |       |          |
|      | Y1.6  | 0.463 | 0.112 | 0.000 | Valid | 0.774 | Reliable |
|      | Y1.7  | 0.471 | 0.112 | 0.000 | Valid |       |          |
|      | Y1.8  | 0.458 | 0.112 | 0.000 | Valid |       |          |
|      | Y1.9  | 0.471 | 0.112 | 0.000 | Valid |       |          |
|      | Y1.10 | 0.584 | 0.112 | 0.000 | Valid |       |          |

Source: Primary data analysis results, (2025)

### Classical Assumption Test

#### Normality Test

According to Sugiyono (2021), the normality test aims to test whether the residuals in the regression model have a normal distribution. A regression model with a normal residual distribution is a good model. The normality of the residuals is tested using the Kolmogorov-Smirnov Test in the table below:

**Table 3. One-Sample Kolmogorov-Smirnov**

|                          |                | Unstandardized Residual |
|--------------------------|----------------|-------------------------|
| N                        |                | 109                     |
| Normal Parameters        | Mean           | 0.000000                |
|                          | Std. Deviation | 2.99783748              |
| Most Extreme Differences | Absolute       | 0.099                   |
|                          | Positive       | 0.099                   |
|                          | Negative       | -0.094                  |
| Test Statistic           |                | 0.099                   |
| Asymp. Sig. (2-tailed)   |                | 0.009                   |

- a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.  
d. Lilliefors' method based on 10,000 Monte Carlo samples with starting seed 2000000.

The results of the residual normality test using the Kolmogorov–Smirnov method show an Asymp. Sig. (2-tailed) value of 0.009, which is smaller than  $\alpha = 0.05$ . Thus, it can be concluded that the residuals in the regression model are not normally distributed, so the normality assumption is not met.

#### Heteroscedasticity Test

The heteroscedasticity test aims to test the equality of residual variance in the regression model (Ghozali, 2018), and based on the Glejser test results which show that all significance values are  $> 0.05$ , it can be concluded that the regression model does not experience heteroscedasticity (homoscedasticity is fulfilled).

**Table 4. Heteroscedasticity Test Results**  
**Coefficients<sup>a</sup>**

| Model    | Unstandardized<br>B | Coefficients<br>Std Error | Standardized<br>Coefficients<br>Beta | t      | Sig   |
|----------|---------------------|---------------------------|--------------------------------------|--------|-------|
| Constant | 5.557               | 1,339                     |                                      | 4,150  | <.001 |
| Total X1 | -117                | 062                       | -.349                                | -1,873 | .064  |
| Total X2 | -.045               | 061                       | -.134                                | -.726  | .469  |
| Total Z1 | .080                | 065                       | .250                                 | 1,233  | .220  |

Source: Primary data analysis results, 2025

All independent variables in the research model have a significance value (Sig.) greater than 0.05, namely *Brand Image* (X1) of 0.064, *Promotion* (X2) of 0.469, and *Purchase Intention* (Z) of 0.220.

These results indicate that there is no significant effect of independent variables on absolute residuals, so the regression model does not experience heteroscedasticity. Thus, the homoscedasticity assumption has been met and the regression model is suitable for further analysis, such as *t-tests* and *F-tests*.

#### Multicollinearity Test

##### Coefficients<sup>a</sup>

| Model    | Unstandardized<br>B | Coefficients<br>Std Error | Standardized<br>Coefficient<br>Beta | t     | Sig   | Collinearity<br>Tolerance | Statistics<br>VIF |
|----------|---------------------|---------------------------|-------------------------------------|-------|-------|---------------------------|-------------------|
| Constant | 3.539               | 1.990                     |                                     | 1.778 | .078  |                           |                   |
| Total X1 | .342                | .093                      | -.335                               | 3.689 | <.001 | .248                      | 4.039             |
| Total X2 | -.011               | .091                      | -.011                               | -.124 | .902  | .251                      | 3.977             |
| Total Z1 | .575                | .096                      | .590                                | 5.964 | <.001 | .209                      | 4.785             |

a. Dependent Variable: Total Y1

Source: *Primary data analysis results (2025)*

According to Widarjono (2015), multicollinearity is a condition of high correlation between independent variables in a regression model that can cause coefficient estimates to become inefficient. Therefore, multicollinearity testing is carried out by looking at the Tolerance and *Variance Inflation Factor* (VIF) values.

Based on the results of the multicollinearity test, the *Brand Image* variable (X1) has a Tolerance value of 0.248 and a VIF of 4.039, the *Promotion* variable (X2) has a Tolerance value of 0.251 and a VIF of 3.977, and the *Purchase Intention* (Z), has a Tolerance value of 0.209 and a VIF of 4.785. Referring to the criteria of Tolerance > 0.10 and VIF < 10 (Widarjono, 2015), all variables meet these criteria. Thus, it can be concluded that the regression model does not experience multicollinearity and is suitable for further analysis.

#### T-test

**Table 7. T-Test Results Coefficients<sup>a</sup>**

| Model    | Unstandardized<br>B | Coefficients<br>Std Error | Standardized<br>Coefficients<br>Beta | t     | Sig  |
|----------|---------------------|---------------------------|--------------------------------------|-------|------|
| Constant | 3.539               | 1,990                     |                                      | 1,778 | 078  |
| Total X1 | 342                 | 093                       | -335                                 | 3,689 | <001 |
| Total X2 | -011                | 091                       | -011                                 | -124  | 902  |
| Total Z1 | 575                 | 096                       | 590                                  | 5,964 | <001 |

a. Dependent Variable Total Y1

Source: *Primary data analysis results (2025)*

#### Independent Variable X1 (Brand Image)

The *t*-test results show that Brand Image (X1) has a positive and significant effect on Buying Decision (Y1), as indicated by a *t*-value of 3.689 (> *t*-table ±1.98) and a significance value of 0.000 < 0.05. The regression coefficient of 0.342 indicates that an increase in *Brand Image* will increase the Buying Decision. Thus, hypothesis H4 is accepted. Thus, hypothesis H4 is accepted, so it can be concluded that Brand Image has a positive and significant effect on *Buying Decision*.

#### Independent Variable X2 (Promotion)

The *t*-test results show that Promotion (X2) does not have a significant effect on Buying Decision (Y1), as indicated by a *t*-value of -0.124 (< *t* table ±1.98) and a significance value of 0.902 > 0.05. The regression coefficient of -0.011 indicates a negative but very weak effect. Thus, hypothesis H5 is rejected. It can be concluded that Promotion does not have a significant effect on the *Buying Decision*.

#### Intervening Variable Z (Purchase Intention)

The *t*-test results show that Purchase Intention (Z) has a positive and significant effect on Buying Decision (Y1), as indicated by a *t*-value of 5.964 (> *t*-table ±1.98) and a significance value of 0.000 < 0.05. The regression coefficient of 0.575 indicates that an increase in consumer purchase intention will increase the purchase decision. Thus, hypothesis H3 is accepted. Therefore, it can be concluded that *Purchase Intention* has a positive and significant effect on *Buying Decision*.

#### Simultaneous Test (F Test)

The F test is used to simultaneously test whether independent variables have a significant effect on the dependent variable.

**Table 8. F Test Results**

**ANOVA<sup>a</sup>**

| Model        | Sum of Squares   | df         | Mean Square | f       | Sig               |
|--------------|------------------|------------|-------------|---------|-------------------|
| Regression   | 3518.868         | 3          | 1,172.956   | 126,989 | <001 <sup>b</sup> |
| Residual     | 997,560          | 108        | 9,237       |         |                   |
| <b>Total</b> | <b>4,516,429</b> | <b>111</b> |             |         |                   |

a. Dependent Variable Total Y1

b Predictors (Constant), Total X2, Total X1

Based on the results of the F test (simultaneous), a calculated F value of 126.989 was obtained with a significance level of 0.000 ( $< 0.05$ ), so it can be concluded that Brand Image (X1), Promotion (X2), and Purchase Intention (Z) together have a significant effect on Buying Decision (Y1). These results indicate that the regression model used in this study is valid (fit) and capable of significantly explaining the variation in consumer purchasing decisions. Thus, the simultaneous hypothesis in this study is accepted.

#### **Descriptive Statistics Test (Frequency)**

Descriptive statistics are used to describe the characteristics of the research data, including the mean, standard deviation, and minimum and maximum values of each variable. According to Ghazali (2018), descriptive analysis aims to describe data without drawing inferential conclusions.

**Table 4. Descriptive Statistics Test Results**

| Variable               | N   | Mean  | Std. Deviation | Minimum | Maximum |
|------------------------|-----|-------|----------------|---------|---------|
| Brand Image (X1)       | 109 | 40.81 | 4.38           | 10      | 50      |
| Promotion (X2)         | 109 | 40.75 | 4.59           | 11      | 50      |
| Purchase Intention (Z) | 109 | 39.63 | 4.29           | 10      | 50      |
| Buying Decision (Y1)   | 109 | 39.82 | 4.44           | 10      | 50      |

Source: Primary data analysis results, (2025)

Based on the data processing results of 109 respondents, descriptive statistics were obtained for the variables of Brand Image (X1), Promotion (X2), Purchase Intention (Z), and Buying Decision (Y1), where all variables had a relatively uniform range of values and reflected the use of a five-point Likert scale.

The mean values for all variables were in the relatively high category, indicating that respondents tended to give positive assessments of Brand Image, Promotion, Purchase Intention, and Buying Decision. In addition, the standard deviation values were smaller than the mean values, indicating that the data was relatively homogeneous, so that respondents' perceptions of the research variables could be said to be fairly consistent (Ghozali, 2018).

#### **Discussion**

The results of the study indicate that brand image has a positive and significant effect on the buying decision of Wings Care products in the East Cirebon region. These findings indicate that a strong brand image can build trust and quality perceptions in the minds of

consumers, thereby encouraging purchasing decisions. In the context of the competitive FMCG industry, brands serve as the main differentiator when consumers are faced with many choices of products with similar characteristics. These findings are in line with the research by Juliyanti et al. (2024), which states that brand image plays an important role in shaping consumer preferences and purchasing decisions because brands represent the value and reputation of products.

Unlike brand image, the promotion variable did not show a significant effect on buying decisions. This indicates that promotional activities have not yet become a major factor in driving consumers' final purchasing decisions. This finding can be explained by the characteristics of the respondents, most of whom already had experience with and loyalty to the product, so they relied more on internal evaluations such as quality and brand trust than short-term promotional incentives. These results are in line with the findings of Sukma et al. (2024), who stated that promotions tend to have a limited influence on purchasing decisions among consumers who already have strong brand preferences.

Furthermore, purchase intention was found to have a positive and significant effect on buying decisions and was the most dominant variable. This confirms that purchase intention is an important psychological stage that bridges consumer perceptions and actual purchasing behavior. Consumers with a high level of purchase intention tend to have the readiness and confidence to make a purchase. This finding is consistent with Putri and Wibowo (2024), who state that purchase intention is the main predictor of purchasing decisions because it reflects consumers' positive evaluation of product benefits.

Simultaneously, brand image, promotion, and purchase intention have a significant effect on buying decisions, indicating that purchasing decisions are the result of interactions between various marketing and consumer psychological factors. Although promotion does not have a partial effect, its presence still contributes to shaping consumer perceptions and purchasing interest when combined with a strong brand image. These findings support the view that marketing strategies need to be understood holistically, not partially (Purnomo & Novita, 2024).

The dominance of millennial respondents in this study implies that the productive age segment tends to be more rational and selective in making purchasing decisions. Millennial consumers place greater emphasis on brand reputation, product quality, and user experience than on short-term promotions. These findings are in line with Zulkarnain (2025), who states that loyalty and long-term value perception are dominant factors in the purchasing decisions of millennials, especially for FMCG products.

## CONCLUSION

Based on the research conducted on the influence of Brand Image and Promotion on the Buying Decision of Wings Care products in the East Cirebon region with Purchase Intention as an intervening variable, the following conclusions can be drawn:

1. The Effect of Brand Image on Buying Decisions. Brand image has been proven to have a positive and significant effect on buying decisions. This is indicated by a significance value of  $0.000 < 0.05$  and a t-value greater than the t-table value. This means that the stronger and more positive the image of the Wings Care brand is in the minds of consumers (store partners), the higher their decision to make a purchase will be. The fourth hypothesis (H4) is accepted.

2. The Effect of Promotion on Buying Decisions. Promotion does not have a significant effect on the buying decision. The test results show a significance value of 0.902 ( $> 0.05$ ) with a very weak negative coefficient direction. This finding indicates that for respondents in East Cirebon, current promotional activities are not a major determining factor in their final purchasing decisions, so the fifth hypothesis (H5) is rejected.
3. The Effect of Purchase Intention on Buying Decision. Purchase Intention has a positive and significant effect on Buying Decision. With the highest t-value among other variables (5.964), purchase intention is a strong predictor of actual purchases. An increase in consumer purchase intention significantly encourages an increase in the decision to purchase Wings Care products. The third hypothesis (H3) is accepted.
4. Simultaneous Influence Simultaneously (together), the variables of Brand Image, Promotion, and Purchase Intention have a significant effect on the Buying Decision. This is evidenced by a calculated F value of 126.989 and a significance of 0.000. This research model is declared feasible (fit) to explain the variation in purchasing decisions among consumers of Wings Care products in East Cirebon.
5. Demographic Implications Respondents, who were predominantly millennial workers (aged 25-44 years), tended to give high ratings to brand image and had strong purchasing interest, even though promotional factors were considered less influential in their final decisions. This shows that brand loyalty ( ) and brand quality perception dominate purchasing behavior in this region more than short-term promotional incentives.

## REFERENCES

- Alnando, T., & Hutapea, J. Y. (2021). The Influence of Product Quality and Promotion on the Purchase Decision of Samsung Smartphones (Case Study in Pabuaran Village). *Jurnal Ekonomis*, 14(1), 76–88.
- Aswar, N. F., Burhanuddin, M. K., & Latiep, I. F. (2020). Product quality and price on the purchase decision through perceived value in Shopee e-commerce. *Economics and Digital Business Review*, 1(2), 75–81. <https://doi.org/10.37531/ecotal.v1i2.12>
- Bawana, A. M., & Mugiono, M. (2023). The Influence of Brand Image, Price, and Perceived Value on Purchase Intention during the COVID-19 Pandemic. *Journal of Marketing Management and Consumer Behavior*, 3(2), 120–134.
- Dwi Indah Utami, & Hidayah, N. (2022). The Influence of Brand Image, Product Quality, and Brand Ambassador on the Purchase Decision of Scarlett Products. *Multidisciplinary Scientific Journal*, 1(04), 102–111. <https://doi.org/10.56127/jukim.v1i04.159>
- Fahmy, R., Tarmizi, F., & Lubis, M. (2024). The Influence of Brand Image and Price Perceptions on Purchasing Decisions Mediated by Consumer Buying Interest. *Business Innovation Journal of Management and Technology*, 2(1), 77–90.
- Fatmaningrum, R., Hidayat, A., & Nugroho, D. (2020). The Influence of Brand Image and Promotion on Consumer Purchasing Decisions for Wardah Cosmetics Products in Malang City. *Indonesian Journal of Management and Business*, 6(2), 115–126. <https://ejournal.umm.ac.id/index.php/jmbi/article/view/14755>
- Ghozali, I. (2018). *Application of Multivariate Analysis with IBM SPSS 25 Program* (9th ed.). Diponegoro University Publishing Agency.



- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., & Amstrong. (2017). *Marketing Management*. Erlangga.
- Manik, C. D. (2021). The Influence of Brand Image on Purchase Decisions at PT Astra International, Tbk Toyota Auto 2000 Bumi Serpong Damai. *Niagawan*, 10(1), 36. <https://doi.org/10.24114/niaga.v10i1.20179>
- Mowen, J. C., & Minor, M. (2012). *Consumer Behavior* (7th ed.). Pearson.
- Permadi Hakim, A., Kurniawan, S., & Yusuf, H. (2024). The Mediating Role of Brand Image on Purchase Intention: An Analysis of Product Quality, Price, and Promotion. *Journal of Management Studies*, 9(3), 56–68.
- Permata Sari, D., Sari, N., & Putra, A. (2024). The Influence of Promotions on Purchase Decision Through Brand Image as a Mediation Variable. *Journal of Management and Accounting*, 14(1), 112–125.
- Permata Sari, R., Yuliani, S., & Prasetyo, A. (2024). The Influence of Promotion and Brand Image on Purchase Decisions for Scarlett Whitening Skincare Products. *Journal of Management and Entrepreneurship (JAMANIKA)*, 12(1), 55–66. <https://ejournal.umm.ac.id/index.php/jamanika/article/view/32530>
- Qolbi, N., & Hermansyah, T. (2023). The Influence of Brand Image on the Purchase Decision of Sanford Bottled Water at Sinar Mart Batam. *AL-AMAL Journal*, 2(1), 50–57.
- Ramadina, D., Shafira Awaliyah, Dedy Dwi Arseto, & Fonaha Hulu. (2025). THE EFFECT OF PROMOTION AND BRAND IMAGE ON PURCHASING DECISIONS WITH PURCHASE INTENTION AS AN INTERVENING VARIABLE: A Case Study at J.Co Donuts & Coffee Tebing Tinggi. *EDUNOMIKA SCIENTIFIC JOURNAL*, 9(2). <https://doi.org/10.29040/jie.v9i2.17301>
- Saputro, A. W., & Irawati, Z. (2023). The Influence of Product Quality, Brand Image, Price, and Promotion on the Purchase Intention of Second Brand Products. *Jurnal Informatika Ekonomi Bisnis*, 5(3), 646–651. <https://doi.org/10.37034/infec.v5i3.515>
- Simamora, B. (2004). *Guide to Consumer Behavior Research*. Gramedia.
- Sugiyono. (2019). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Welsa, M. F., Rahman, I., & Sari, F. (2024). The Influence of Brand Image, Product Quality, and Price on Beverage Product Purchase Decisions in the Global Market Era. *Journal of Economics and Business (JIEB)*, 10(1), 20–33. <https://scholar.google.com/scholar?cluster=9484748392949293821>
- Widarjono, A. (2015). *Applied Multivariate Analysis with SPSS, AMOS, and SMARTPLS Programs* (2nd ed.). UPP STIM YKPN.
- Yusriana, N. (2024). The Influence of Brand Image and Promotion on Purchase Decisions with Purchase Interest as an Intervening Variable in Scarlett Whitening Products in Palembang City. *Borneo Journal of Business and Management (BJI-BM)*, 3(1), 13–25. <https://bbijbm.lppmbinabangsa.ac.id/index.php/home/article/view/73>
- Zulkufli, I., & Sumartik, S. (2024). The Influence of Brand Image and Product Quality on Consumer Purchase Interest in FMCG Products in the Digital Marketing Era. *A Conference Open Journal (ACOPEN)*, 6(3), 98–108. <https://acopen.umsida.ac.id/index.php/acopen/article/view/8228>