THE ROLE OF BRAND IMAGE MEDIATES THE INFLUENCE OF PROMOTION ON PURCHASE DECISIONS

Claudia Angeline, Gede Suparna, I Made Dana

ABSTRACT

Theoretical framework: The theoretical framework for this study illustrates the role of brand image as a mediating factor in the relationship between promotion and purchase decisions in the context of Rose All Day Cosmetics (RADC) in Badung Regency.

Purpose: This study aims to explain the role of brand image mediating the influence of promotion on purchase decisions of Rose All Day cosmetics.

Design/methodology/approach: This research was conducted in Badung Regency in January 2023. Data was collected using an instrument in the form of a questionnaire from 190 respondents, who were determined based on a purposive sampling technique. Before distribution, this instrument was distributed to 30 respondents and produced valid and reliable instruments. The data obtained were then analyzed using path analysis and the Sobel test.

Finding: The research results show that all hypotheses are accepted. The promotion has a positive and significant effect on purchase decisions. The promotion has a positive and significant effect on brand image. Brand image has a positive and significant effect on purchase decisions. Brand image can mediate the effect of promotion on purchase decisions. Brand image fully mediates the effect of promotion on purchase decisions. This research implies that a good brand image will influence consumer perceptions of promotions made to increase purchase decisions.

Research, Practical & Social Implications: This study helps us understand how promotions and brand image impact people's decisions to buy cosmetics. For businesses that sell cosmetics, this study provides useful advice. A good brand image is important, and promotions should match that image. This study is important because it helps companies make sense of promotions for customers.

Originality/value: This study brings a fresh perspective to the relationship between promotions, brand image, and purchase decisions in the cosmetics industry. While many studies focus on these factors separately, this research examines how they work together. The study also focuses on a local cosmetics company, Rose All Day Cosmetics, which adds a unique angle.

Keywords: promotion, brand image, purchase decisions.
O PAPEL DA IMAGEM DA MARCA MEDIA A INFLUÊNCIA DA PROMOÇÃO NAS DECISÕES DE COMPRA

RESUMO

Referencial teórico: O referencial teórico deste estudo ilustra o papel da imagem da marca como fator mediador na relação entre promoção e decisões de compra no contexto da Rose All Day Cosmetics (RADC) em Badung Regency.

Objetivo: Este estudo tem como objetivo explicar o papel da imagem da marca mediando a influência da promoção nas decisões de compra dos cosméticos Rose All Day.

Desenho/metodologia/abordagem: Esta pesquisa foi realizada em Badung Regency em janeiro de 2023. Os dados foram coletados por meio de um instrumento na forma de questionário de 190 entrevistados, que foram determinados com base em uma técnica de amostragem proposta. Antes da distribuição, este instrumento foi distribuído a 30 respondentes e produziu instrumentos válidos e confiáveis. Os dados obtidos foram então analisados por meio de análise de trilha e teste de Sobel.

Constatação: Os resultados da pesquisa mostram que todas as hipóteses são aceitas. A promoção tem um efeito positivo e significativo nas decisões de compra. A promoção tem um efeito positivo e significativo na imagem da marca. A imagem da marca tem um efeito positivo e significativo nas decisões de compra. A imagem da marca pode mediar o efeito da promoção nas decisões de compra. A imagem da marca medeia totalmente o efeito da promoção nas decisões de compra. Esta pesquisa implica que uma boa imagem de marca influenciará as percepções do consumidor sobre as promoções feitas para aumentar as decisões de compra.

Implicações de pesquisa, práticas e sociais: Este estudo nos ajuda a entender como as promoções e a imagem da marca impactam as decisões das pessoas de comprar cosméticos. Para empresas que vendem cosméticos, este estudo fornece conselhos úteis. Uma boa imagem de marca é importante e as promoções devem corresponder a essa imagem. Este estudo é importante porque ajuda as empresas a entender as promoções para os clientes.

Originalidade/valor: Este estudo traz uma nova perspectiva para a relação entre promoções, imagem de marca e decisões de compra na indústria cosmética. Embora muitos estudos se concentrem nesses fatores separadamente, esta pesquisa examina como eles funcionam em conjunto. O estudo também se concentra em uma empresa local de cosméticos, a Rose All Day Cosmetics, o que acrescenta um ângulo único.

Palavras-chave: promoção, imagem de marca, decisões de compra.

1 INTRODUCTION

Currently, cosmetics are a primary need for most people along with the increasing public awareness of the importance of taking care of themselves and skin health. However, in making a purchase decision on a cosmetic brand, consumers have various considerations because many cosmetic brands exist in Indonesia. BPOM RI recorded an
increase of 20.6% in the number of cosmetic companies in Indonesia, in July 2022 there were 913 companies in the cosmetic industry (Novirsari, 2021). With many cosmetic brands in Indonesia, the cosmetic industry, especially the local ones, experience fierce competition. Cosmetic companies are currently doing various ways so that their products become consumers' choice in making purchasing decisions (Tasia et al., 2022).

According to Kotler and Armstrong (2016: 177) purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how services, goods, ideas, or experiences can satisfy their needs and desires. Swastha and Irawan (2008: 105) define purchasing decisions as consumers' understanding of the wants and needs of a product by assessing from existing sources by setting purchase goals and identifying alternatives so that decision makers to buy are accompanied by behavior after making a purchase. The purchase decision is the final decision to purchase a product or service (Tanady and Fuad, 2020; Simanjuntak, 2023). Consumer purchasing decisions are important for companies because they are not only an opportunity for companies to business perspective, but also make the products sold more known (Susanti and Gunawan, 2019). If a product is increasingly known the public increasingly knows a product in the face of competition.

One company that certainly requires an increase in purchasing decisions is Rose All Day Cosmetics (Christi, 2021). Rose All Day Cosmetics or RADC is one of the local cosmetic companies that started its business in 2017 along with 153 other cosmetic companies. RADC’s vision is to present minimalist cosmetic products, known as the "No Makeup, Makeup look" trend to exude natural beauty. RADC has won several awards for its products such as the Tokopedia Beauty Awards 2022 and Best Lip Gloss at Female Daily 2020 (Roseallday.co, 2023). Although RADC has received numerous awards, it has never been included in the ranks of the most widely used local cosmetic brands. Figure 1 shows the lineup of Indonesia's most widely used local cosmetic brands in 2022.
The data shows that Rose All Day has been unable to dominate the market and has not become one of the most widely used cosmetic brands. The data also shows that the Rose All Day brand is outnumbered by several brands whose companies are younger than Rose All Day, namely Somethinc, established in 2019 and Y.O.U Cosmetics, established in 2018. Furthermore, to support these problems, researchers conducted a preliminary survey. Sugiyono (2015: 12) stated that the feasible sample size for research is 30 to 500 respondents, so for this preliminary survey researchers surveyed 30 respondents.

The preliminary survey shows that most potential consumers are not immediately interested in buying Rose All Day products when they first know the brand. Most of these potential customers expressed interest in buying Rose All Day products after learning the promotion of Rose All Day products. Every company needs to have a marketing strategy
amid intense competition, promotion is one strategy that is quite effective in being a stimulus for companies that want to stimulate consumer purchasing decisions (Safitri and Patrikha, 2020). One of the strategies to promote their product is to use digital marketing to empower businesses to directly engage with consumers through social media, social chat, marketplaces, and other platforms Alifah et al., (2023). According to Juniantara and Sukawati (2018), a company offers promotions to consumers to attract consumers to use products or services and win competition.

The results of several studies that have been conducted on purchasing decisions there are several variables that can influence buying decisions such as price, product quality, service quality, and promotion. Researchers chose promotion variables that affect purchasing decisions because RADC needs to lead and attract consumers through promotions amid competition with all local cosmetic brands. So that with the promotion of potential consumers not only up to the search for information but until they decide to buy products from RADC. Suharsono and Sari (2019) revealed that promotion can encourage consumers to make purchasing decisions because consumers can understand the products offered through promotion. According to Alma (2016: 179), promotion is a form of communication that provides a clear explanation to potential customers about an item and convinces potential customers. Boyd (2000: 25) defines promotion as an attempt to persuade people to accept products, concepts, and ideas.

According to Lestari and Wahyono (2021), companies that carry out marketing strategies with good promotions will be able to improve their purchasing decisions because Gaining insights into the consumer journey becomes challenging due to the phenomenon of cross-platform buying behavior and marketers face difficulty in determining the specific stage consumers are in during their purchase process Singh et al., (2023). From the results of research conducted by Prianggoro and Sitio (2019), Batu et al., (2020), Erdiansyah (2020), Lestari and Wahyono (2021), Salea et al., (2021), Djaharuddin (2021), Prilano et al., (2020), Saparso et al., (2021) found that promotions have a significant favorable influence on consumer purchasing decisions. Meanwhile, according to research by Sujarwo and Matruty (2021), it was found that there was a negative and significant influence between promotional variables and purchase decisions. Research by Ashari et al., (2020) also shows different results, namely, a positive but insignificant influence between promotion variables and purchase decisions. The results of different studies raise new problems about whether promotions have a significant
influence on purchasing decisions or whether they do not have a significant effect on purchasing decisions.

Due to the inconsistent results of previous research, researchers thought about adding variables that could mediate the relationship between promotions and purchase decisions. From the results of empirical observations, variables often used as mediating variables in similar studies are buying interest, brand image, brand awareness, and customer satisfaction. Researchers chose brand image as a mediating variable from these variables because it is very important for a company to increase consumer confidence when deciding to buy its products. Image formation becomes positive or negative depending on the perspective of consumers who have bought and potential customers who will buy. This certainly affects the level of sales of a product. Many companies develop after a positive image is instilled in the brand by consumers, resulting in increased consumer purchasing power for the product (Sanjiwani and Atmosphere, 2019). According to Darmajaya and Sukawati (2018), brand image plays an important role in purchasing decisions where companies must have a good image to generate purchase intentions in consumers and lead to the final stage, namely purchase decisions.

RADC products in every promotion emphasize a simple brand image, as well as social media content displayed by RADC which is designed to attract the attention of consumers who have an interest or habit of using natural cosmetics. That way, if RADC succeeds in forming a positive brand image of its promotional activities, it will further improve purchasing decisions. In research conducted by Lestari and Wahyono (2021) on the influence of celebrity endorsers and online promotion on purchasing decisions, Saparso et al., (2021) on the influence of service quality and promotion on purchasing decisions, Wahyuni and Rahanata (2020) on the effect of price fairness on purchasing decisions, Katu and Suparna (2022) on the influence of prices on purchasing decisions, Darmajaya and Sukawati (2018) regarding the influence of product quality on purchasing decisions, Candra and Suparna (2019) regarding the influence of electronic word of mouth on purchase intent, Widyasari and Suparna (2022) regarding the influence of celebrity endorsers on repurchase intentions took a similar approach by placing brand image as a mediating variable that strengthened the research.

Based on the search for theories, empirical studies, and the inconsistency of research results on the influence of promotion on purchasing decisions, researchers are
interested in re-examining the influence of promotion on purchasing decisions by using brand image as a mediating variable.

2 THEORETICAL FRAMEWORK

The theoretical framework for this study explores the mediating role of brand image in the relationship between promotion and purchase decisions for Rose All Day Cosmetics. The framework is built upon the understanding that promotional activities and perceptions of a brand's image influence consumers' purchase decisions. The proposed relationships within the framework are as follows:

1. Promotion (Independent Variable): Promotion refers to the various marketing activities undertaken by Rose All Day Cosmetics to create awareness and attract consumers. These activities can include discounts, special offers, events, and other promotional strategies.
2. Brand Image (Mediator): Brand image represents consumers' overall perception, reputation, and associations with Rose All Day Cosmetics. It encompasses brand identity, quality, trustworthiness, and emotional connections.
3. Purchase Decisions (Dependent Variable): Consumers make choices regarding whether or not to buy products from Rose All Day Cosmetics. This is influenced by perceived value, brand preference, and personal needs.

Based on the proposed relationships, the theoretical framework posits that brand image mediates between promotion and purchase decisions. In other words, consumers' perceptions of the brand image will mediate the impact of promotional activities on their decision to purchase Rose All Day Cosmetics products.

The study aims to empirically validate these hypotheses using data collected from 190 respondents in Badung Regency. The data will be analyzed through path analysis and the Sobel test to assess the direct and mediated effects within the theoretical framework.

Ultimately, this framework provides a structured approach to understanding the interplay between promotion, brand image, and purchase decisions for Rose All Day Cosmetics. The findings from this study will contribute valuable insights into the cosmetic industry's marketing strategies, particularly in enhancing brand image to optimize the impact of promotional efforts on consumers' purchase decisions.
3 METHODS

3.1 RESEARCH DESIGN

This research is classified as causal associative research, which is research that explains the relationship between two or more variables and with quantitative techniques. According to Sugiyono (2017: 55), causal associative research is a study that aims to determine the relationship between two or more variables. Causal relationships are causal relationships, and this study explains the role of brand image in mediating promotion of purchase decisions. This research was conducted in Badung Regency because Badung Regency is the center of the economy sourced from tourism. In addition, Badung MSEs in 2022 are the highest in Bali Province (Trijayati, 2023) making the purchasing power of the people tend to be higher.

Table 2. Research Indicators

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicators</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion (X)</td>
<td>1.1 Promotional messages</td>
<td>Santia et al., (2022), Usman and Saprudin (2022),</td>
</tr>
<tr>
<td></td>
<td>1.2 Promotional media</td>
<td>Ginting et al., (2022), Wangsa dan Rahanata (2022),</td>
</tr>
<tr>
<td></td>
<td>1.3 Promotion time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.4 Discount</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.5 Coupon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.6 Price pack</td>
<td></td>
</tr>
<tr>
<td>Brand Image (Y1)</td>
<td>2.1 Trusted as a well-known brand</td>
<td>Fasha et al., (2022), Tjokroaminoto and Kunto (2014)</td>
</tr>
<tr>
<td></td>
<td>2.2 Attract buyer intent</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.3 Has various interesting variants</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.4 Quality brands</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.5 Competitive pricing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.6 Has unique packaging</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.7 Has a unique aroma</td>
<td></td>
</tr>
<tr>
<td>Purchase Decision (Y2)</td>
<td>3.1 Product selection</td>
<td>Saputra and Mahapatra (2022), Ali (2019),</td>
</tr>
<tr>
<td></td>
<td>3.2 Brand selection</td>
<td>Tranggono et al., (2020)</td>
</tr>
<tr>
<td></td>
<td>3.3 Reseller selection</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.4 Purchase amount</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.5 Time of purchase</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.6 Payment methods</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data Processing Results, 2023

3.2 POPULATION AND SAMPLE

The population in this study is consumers of Rose All Day products in Badung Regency and domiciled in Badung Regency. The population cannot be ascertained, because the population is a potential consumer of Rose All Day products which is infinite. In research using non-probability sampling sample collection techniques with purposive sampling techniques which are sampling techniques using certain considerations. The number of indicators in this study is 19, so based on these considerations, the number of samples used was 190 respondents.
3.3 DATA SOURCES

There are two types of data used in this study. The primary data used in this study consists of questionnaires distributed online to all Rose All Day customers in Badung Regency. While the secondary data used in this study was obtained from existing data sources such as journals, books, the internet, and so on.

3.4 DATA COLLECTION METHODS

Data is collected with research instruments in questionnaires that will be online by spreading Google Forms links through social media such as Line, WhatsApp, and Instagram. The measurement scale used in this study is the Likert scale. Each question will be given a score to facilitate calculations in this study.

<table>
<thead>
<tr>
<th>Answer</th>
<th>Code</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>SS</td>
<td>5</td>
</tr>
<tr>
<td>Agree</td>
<td>ST</td>
<td>4</td>
</tr>
<tr>
<td>Agree</td>
<td>CS</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>TS</td>
<td>2</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>STS</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Rahyuda (2020:251)

3.5 DATA ANALYSIS TECHNIQUES

The data analysis technique used in this study is inferential statistical analysis using path analysis and Sobel test. Here’s a path analysis diagram.

Information:
4 RESULTS AND DISCUSSION
4.1 RESULTS OF INFERENTIAL STATISTICAL ANALYSIS
4.1.1 Path Analysis

Data testing in this study used path analysis techniques assisted by IBM SPSS software.

1. Formulating Hypotheses and Structural Equations

a. Structural equation-1 for the hypothesis of the influence of promotion on brand image. The results of processing data to formulate structural equation-1 are presented in Table 4.

<table>
<thead>
<tr>
<th>Type</th>
<th>Unstandardized Coefficient</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.236</td>
<td>0.665</td>
<td>3.362</td>
<td>0.001</td>
</tr>
<tr>
<td>Promotion</td>
<td>1.096</td>
<td>0.025</td>
<td>0.955</td>
<td>44.167</td>
</tr>
<tr>
<td>R Square</td>
<td>0.912</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted R Square</td>
<td>0.912</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F Statistics</td>
<td>1.950.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance of the F test</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data Processing Results, 2023
Based on the analysis presented in Table 4, the structural equation formed can be formulated as follows.

Structure 1 \[ Y_1 = \beta_1 X + e_1 \] ....................................................................................... (1)
\[ Y_1 = 0.955 X + e_1 \]

The results of the corresponding processing presented in Table 4 show a coefficient \( F \) of 1,950.76 with significance below 0.05. This means that the promotion variable simultaneously significantly affects the brand image variable. The R-square coefficient of 0.912 shows that the promotion variable explains 91.2 percent of the brand image variable. In contrast, the remaining 8.8 percent is explained by other factors not included in the model. In the structural equation-1, a regression coefficient \( X \) or \( \beta_1 \) of 0.955 is obtained, showing a positive direction between the promotion variable and the brand image variable. The brand image will increase if the promotion variable increases, provided that other variables are fixed or constant.

b. Structural equation-2 for hypothesis 1 and hypothesis 3. The results of processing data to formulate structural equation-2 are presented in Table 5.

<table>
<thead>
<tr>
<th>Type</th>
<th>Unstandardized Coefficient</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.468</td>
<td>0.599</td>
<td>2.450</td>
<td>0.015</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.152</td>
<td>0.073</td>
<td>0.155</td>
<td>2.071</td>
</tr>
<tr>
<td>Brand Image</td>
<td>0.685</td>
<td>0.064</td>
<td>0.804</td>
<td>10.742</td>
</tr>
<tr>
<td>R Square</td>
<td>0.908</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted R Square</td>
<td>0.907</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F Statistics</td>
<td>922.576</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance of the F test</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data Processing Results, 2023

Based on the results of data processing presented in Table 5, the structural equation-2 formed can be formulated as follows.

Structure 2 \[ Y_2 = \beta_2 X + \beta_3 Y_1 + e_2 \] ....................................................................................... (2)
\[ Y_2 = 0.155 X + 0.804 Y_1 + e_2 \]

The data processing results in accordance with the data presented in Table 5 show a coefficient \( F \) of 922.576 with significance below 0.05. This means that promotion and brand image variables simultaneously significantly affect purchasing decision variables.
The R-square coefficient of 0.908 shows that promotion and brand image variables can explain 90.8% of purchase decision variables. In contrast, the remaining 9.2% is explained by other factors not included in the model. In the structural equation-2, a regression coefficient X or β 2 of 0.155 is obtained, showing a positive direction between the promotion and purchase decision variables. The purchase decision will increase if the promotion variable increases, provided that other variables are fixed or constant. The regression coefficient M or β3 is 0.804, indicating a positive direction between the brand image variable and the purchase decision. Purchasing decisions will increase if the brand image variable increases, provided that other variables are fixed or constant.

2. Calculating Error Variable Values

\[ e_1 = \sqrt{1 - R^2} \]
\[ e_2 = \sqrt{1 - R^2} \]

\[ e_1 = \sqrt{1 - 0.908} = \sqrt{0.092} \]
\[ e_2 = \sqrt{1 - 0.908} = \sqrt{0.092} \]

From the calculation of the error coefficient, the influence of standard error structure 1 is 0.296 and standard error structure 2 is 0.303. Next will be continued by calculating the total coefficient of determination as follows:

\[ R^2_m = 1 - (Pe_1)^2 (Pe_2)^2 \]
\[ = 1 - (0.296)^2 (0.303)^2 \]
\[ = 1 - (0.087) (0.092) = 0.992 \]

In calculating the total coefficient of determination, a value of 0.992 was obtained, meaning that 99.2 percent of purchasing decision variables in Rose All Day cosmetics in Badung Regency are influenced by promotion and brand image variables. While the remaining 0.8 percent was influenced by other factors that were not included in the model or outside the research model.

3. Forming a path coefficient diagram
Figure 4. Causal Relationship Structure

![Diagram showing causal relationship structure with variables: Promotion, Brand Image, Purchase Decision, and their respective coefficients.]

Figure 4 shows the amount of the value of the direct influence of the promotion variable on the brand image variable and purchase decision, as well as the amount of the value of the direct influence of the promotion variable on the purchase decision variable obtained from the standardized coefficient Beta and the amount of the standard error value of each structural equation.

Based on the results of the path coefficient test shown in Figure 4, the value of indirect influence and total influence of the relationship between variables of this study can be calculated as follows:

<table>
<thead>
<tr>
<th>Influence of Variables</th>
<th>Direct Influence</th>
<th>Indirect Influence through M</th>
<th>Total Influence</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion → Brand Image</td>
<td>0.955</td>
<td></td>
<td>0.955</td>
<td>Significant</td>
</tr>
<tr>
<td>Promotions → Purchase Decisions</td>
<td>0.155</td>
<td>0.767</td>
<td>0.922</td>
<td>Significant</td>
</tr>
<tr>
<td>Brand Image → Purchasing Decisions</td>
<td>0.804</td>
<td></td>
<td>0.804</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Source: Primary Data Processing Results, 2023

a. Indirect effect

Indirect influence can occur if other variables mediate the relationship between the two variables, namely the influence of the promotion variable (X) on the purchase decision variable (Y2) with brand image (Y1) as a mediation variable with the following calculation:

\[(\beta_1) \times (\beta_3) = 0.955 \times 0.804 = 0.767\]

b. Total effect
To understand the total influence can be done by adding the direct influence of promotion (X) on purchase decisions (Y2) and the indirect influence of promotion (X) on purchase decisions (Y2) through brand image (Y1) with the following calculation:

\[ \beta_2 + (\beta_1 \times \beta_3) = 0.155 + (0.955 \times 0.804) = 0.922 \]

4. Summarizing and Summing Up

Based on the calculations above, the results of the calculation of direct influence, indirect influence, and total influence of each structural equation can be summarized through path analysis techniques with the results presented in Table 6. The following is an explanation of the values presented in Table 6:

a. The influence of promotion on brand image

The results of research conducted on Rose All Day cosmetics consumers in Badung Regency regarding the influence of promotion on brand image showed that promotion has a direct influence on brand image of 0.955. The more credible the promotion is, the more the Rose All Day brand image will increase.

b. How promotions affect purchase decisions

The results of research conducted on Rose All Day cosmetics consumers in Badung Regency regarding the influence of promotion on purchasing decisions showed that promotions have a direct influence on purchasing decisions of 0.155. This means that the more credible the promotion is, the more consumer purchasing decisions on Rose All Day products will increase.

c. The influence of brand image on purchasing decisions

The results of research conducted on Rose All Day cosmetics consumers in Badung Regency regarding the influence of brand image on purchasing decisions obtained the results that brand image directly influences purchasing decisions 0.804. This means that the better the brand image owned by Rose All Day, the more it will increase consumer purchasing decisions on Rose All Day cosmetic products.

d. Indirect influence and direct influence

Based on Figure 4.1 Causal Relationship Structure, it can be seen that promotion has an indirect relationship to purchasing decisions, namely promotion variables to brand image variables and then to purchase decision variables of 0.767. Furthermore, the total influence can be known from the direct influence of promotion on purchasing decisions plus the value of indirect influence that obtained results of 0.922. This means that total
purchase decisions will increase if Rose All Day has a more credible promotion and has a better brand image.

4.1.2 Sobel Test

Testing the mediation hypothesis can be done with the Sobel Test, by testing the strength of the influence of the indirect relationship of the promotion variable (X) on the purchase decision variable (Y2) through the brand image variable (Y1) (Utama, 2021: 132). The indirect effect of X to Y2 through Y1 can be calculated by multiplying the unstandardized coefficients of line X against Y1 (a) by the path Y1 against Y2 (b) or ab (Utama, 2021: 132).

The steps to perform the Sobel Test in the Main (2021:136) are as follows.

a) If Z counts ≤ 1.96, then H0 is accepted which means Y1 is not a mediating variable

b) If Z counts > 1.96, then H0 is rejected which means Y1 is a mediating variable

The following formula calculates the standard indirect error (indirect effect) of Sab:

\[ S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2} \]

\[ S_{ab} = \sqrt{(0.685)^2 (0.025)^2 + (1.096)^2 (0.064)^2} \]

\[ S_{ab} = 0.072204 \]

To test the significance of indirect influence, the Z value of the coefficient ab is calculated by the following formula:

\[ Z = \frac{ab}{S_{ab}} \]

\[ = \frac{1.096}{0.072204} \]

\[ = 10.3977 \]

The calculation above shows that if the result Z = 10.3977 > 1.96, the brand image variable can be expressed significantly as a mediating variable. This shows that brand image is a mediating variable of the influence of promotion on the purchase decision of Rose All Day cosmetics in Badung Regency, as well as meaning that the fourth hypothesis is accepted.
4.1.3 The Role of Mediation

According to Baron and Kenny in Nofriyanti (2017) some criteria will determine the role of mediation variables whether they act as full mediation, partial mediation, or even not mediate. These criteria include:

a. The independent variable (X) i.e. promotion must have a relationship with the dependent variable (Y2) i.e. purchase decision.

b. The dependent variable (Y1), namely brand image as a mediator, must have a relationship with the independent variable (X), namely promotion.

c. The dependent variable (Y1), namely brand image as a mediator, must have a relationship with the dependent variable (Y2), namely the purchase decision.

d. The dependent variable (Y1), namely brand image as a mediator, can significantly affect the relationship of the independent variable (X), promotion to the dependent variable (Y2), purchase decisions.

Based on Figure 5. It can be explained that promotion has a significant effect on purchase decision (C) by 0.155, promotion has a significant effect on brand image (A) by 0.955, and brand image has a significant effect on purchase decision (B) by 0.804. The criteria for brand image as mediation have been met.
\[ c' = c - (axb) \]
\[ c' = 0.155 - (0.955 \times 0.084) \]
\[ c' = -0.612 \]

What kind of role the brand image performs is analyzed by comparing the effects caused. From Figure 4.2 it can be explained that brand image does full mediation, because the value of c is significantly reduced and passes zero or worth -0.612.

4.2 HYPOTHESIS TESTING

The test criteria to explain the influence interpretation between each variable are as follows.

If the \( \text{sig} \leq 0.05 \) then \( H_0 \) is rejected and \( H_1 \) is accepted.

If the \( \text{sig} > 0.05 \) then \( H_0 \) is accepted and \( H_1 \) is rejected.

1) **How promotions affect purchase decisions**

\( H_0 \): Promotions do not positively and significantly affect purchasing decisions.

\( H_1 \): Promotions have a positive and significant effect on purchasing decisions.

Based on the results of the analysis shown in Table 5 it is known that the promotion has a Beta coefficient value of 0.155 with a Sig. value below 0.05 then \( H_1 \) can be said to be accepted. This result means that the better the promotion carried out by Rose All Day cosmetics, the higher the purchase decision of Rose All Day cosmetics in Badung Regency.

2) **The influence of promotion on brand image**

\( H_0 \): Promotion does not positively and significantly affect brand image.

\( H_1 \): Promotion has a positive and significant effect on brand image.

Based on the analysis presented in Table 4, it is known that the promotion has a Beta coefficient value of 0.955 and a Sig. value below 0.05, then \( H_1 \) can be said to be accepted. This result means that the better the promotion carried out by Rose All Day cosmetics, the better the brand image of Rose All Day cosmetics, in Badung Regency.

3) **The influence of brand image on purchasing decisions**

\( H_0 \): Brand image does not positively and significantly affect purchasing decisions.

\( H_1 \): Brand image has a positive and significant influence on purchasing decisions.

Based on the analysis presented in Table 5, it is known that brand image has a Beta coefficient value of 0.804 and a Sig. value below 0.05, then \( H_1 \) can be said to be
accepted. This result means that the better the brand image of Rose All Day cosmetics, the higher the purchase decision of Rose All Day cosmetics in Badung Regency.

4) The role of brand image mediates the influence of promotion on purchasing decisions

If $Z$ counts ≤ 1.96, then $H_0$ is accepted, meaning brand image is not a mediation variable.

If $Z$ counts > 1.96, then $H_0$ is rejected, meaning brand image is a mediation variable.

Based on the results of the Sobel Test, the result $Z = 10.3977 > 1.96$ means that the brand image variable is significant as a mediating variable. Based on the analysis of the role of mediation, according to Baron and Kenny in Nofriyanti (2017), brand image fully mediates the influence of promotion on purchasing decisions by showing a $c'$ value of -0.612.

5 DISCUSSION

5.1 THE EFFECT OF PROMOTIONS ON PURCHASE DECISIONS

The hypothesis test results of the relationship of promotion variables to purchasing decisions show that the hypothesis is accepted, so promotion has a positive and significant influence on purchasing decisions. This result means that the better the promotion carried out by Rose All Day cosmetics, the higher the purchase decision of Rose All Day cosmetics consumers. This result is in line with respondents' answers displayed in the description of promotion and purchase decision variables where the overall average score of the promotion variable is 4.39 so it is included in the very high category and the overall average score of the purchase decision variable is 4.47 so it is included in the very high category.

In this study, it was found that the statement of promotion indicators that have the highest average value is "Promotions carried out by Rose All Day often appear on the sites I visit" which means that the promotional media chosen by Rose All Day is right so that consumers are interested in making purchases because promotions carried out by Rose All Day often appear on sites that consumers visit.

The results of this study further support the results of previous research by Prianggoro and Sitio (2019), Batu et al., (2020), Erdiansyah (2020), Lestari and Wahyono (2021), Salea et al., (2021), Djaharuddin (2021), Prilano et al., (2020), and Saparso et al., (2021) who obtained the results that promotions have a positive and significant effect on
purchasing decisions. The results of this study also show that promotion is one of the important things in attracting consumers to make purchase decisions.

5.2 THE EFFECT OF PROMOTION ON BRAND IMAGE

The hypothesis test results on the relationship of promotion variables to brand image variables show that the hypothesis is accepted, so it can be said that promotion positively and significantly affects brand image. This result means that the better the promotion carried out by Rose All Day cosmetics, the better consumer perception of the Rose All Day cosmetic brand image in Badung Regency. This result is in line with respondents' answers shown in the variable description where the overall average score of the promotion variable is 4.39 which is included in the very good category and the average overall score of the brand image variable is 4.45 which is included in the very high category.

The results of this study are in line with the results of research by Akbar et al., (2020), Saparso et al., (2021), and Raji et al., (2019) which also stated that promotion has a positive and significant effect on brand image. The results of this study also show that promotional efforts carried out can influence consumer perception so that it can build a positive brand image.

5.3 THE INFLUENCE OF BRAND IMAGE ON PURCHASING DECISIONS

The hypothesis test results of the relationship of brand image variables to purchasing decisions show that the hypothesis is accepted, so brand image has a positive and significant effect on purchasing decisions. This result means that the better the positive consumer perception of the Rose All Day cosmetic brand image, the higher the decision to purchase Rose All Day cosmetics in Badung regency. This result is in line with respondents' answers to the variable description which shows the overall average score of the brand image variable is 4.45 which is included in the very high category and the overall average score of the purchase decision variable is 4.47 which is included in the very high category.

From the results of this study, it can be seen that many indicators of brand image that are taken into consideration by consumers in making purchasing decisions can be seen from all statements on the brand image variable in the very high category. This research is in line with several studies that also state the results that brand image positively
and significantly influences purchasing decisions, including research by Lestari and Wahyono (2021), Devita and Agustini (2019), Nurjaya (2021), and Katu and Suparna (2022).

5.4 THE ROLE OF BRAND IMAGE IN MEDIATING THE INFLUENCE OF PROMOTION ON PURCHASE DECISIONS

Referring to the three hypotheses that have been explained and the results of previous research used as a reference in drawing hypotheses, it is indicated that there is a mutually influencing relationship between promotional variables, brand image, and purchase decisions. Based on the results of data analysis in this study, the results of the promotion influence test on the original purchase decision were 0.155, then after the brand image mediation variable, the value of influence on promotion on the purchase decision increased to 0.922. This data shows that brand image can mediate the influence of promotion on the purchase decision of Rose All Day cosmetics in Badung Regency.

These results are reinforced by the calculation results from the Sobel Test which shows a Z value of 10.3977. This means that the brand image variable significantly mediates the influence of promotion on the purchase decision of Rose All Day cosmetics in Badung Regency. According to Baron and Kenny in Nofriyanti (2017), brand image can be a full mediation, which is indicated by a value of c' of -0.612.

The results of this study align with the results of research by Saparso et al., (2021) and Armayani and Jatra (2019) which obtained the results that brand image can mediate the influence of promotion on purchasing decisions. This result means a company must form a perception and build a positive brand image through promotions to improve purchasing decisions.

6 IMPLICATIONS

The implications of the results of this study aim to explain the real benefits of the research that has been conducted on the relationship of promotional variables, brand image, and purchase decisions. Based on the research results, it was found that promotion positively and significantly affects purchasing decisions, promotions positively and significantly affect brand image, brand image positively and significantly affects purchase decisions, and brand image able to mediate the influence of promotions on purchase decisions. These results can enrich empirical studies on brand image, promotion,
and purchase decisions. These results can also be used as a basis for research regarding concepts and theories.

The practical implications of the results of this study based on all existing hypotheses mean that a good promotional role and a positive brand image are needed to improve purchasing decisions optimally. This needs to be considered because a positive brand image will affect promotional efforts to improve purchasing decisions. This statement can be considered for Rose All Day cosmetics in promoting and building brand image to improve purchasing decisions optimally. Not only for Rose All Day, but this research can provide information and consideration for management, especially in the cosmetic industry in creating a good brand image and designing promotions to improve purchasing decisions.

7 CONCLUSION

Based on the results and discussion of this study, it can be concluded as follows:

1. Promotion has a positive and significant effect on the purchase decision of Rose All Day cosmetics in Badung Regency. These results show that the better the promotion, the more consumer purchase decisions will increase.

2. Promotion has a positive and significant effect on the brand image of Rose All Day cosmetics in Badung Regency. This result shows that the better the promotion, the better the brand image of Rose All Day cosmetics in Badung Regency.

3. Brand image positively and significantly influences the purchase decision of Rose All Day cosmetics in Badung Regency. These results show that the better the brand image, the higher the purchase decision.

4. Brand image can mediate the influence of promotion on the purchase decision of Rose All Day cosmetics in Badung Regency. These results show that the better the brand image, the more influence promotions generate on purchasing decisions.
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