



## The Effect Of Brand Image Perception And Promotion On Purchase Intention Grand Bintaro Asri Housing Consumer In Ciputat

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**Abstract:** This study aims to examine and analyze the effect of perceived brand image and promotion on buying interest in residential consumers in Grand Bintaro Asri. Research data from PT.Selaras Berkah Prima and questionnaires from consumers of Grand Bintaro Asri Housing. The method of analysis used is simple and multiple linear regression. The results showed that the brand image variable partially had a significant effect on purchase intention. While the promotion variable partially does not have a significant effect on buying interest. Simultaneously, the two independent variables, namely brand image and promotion, have a significant effect on purchase intention.

**Keywords:** brand image, promotion, purchase intention and Grand Bintaro Asri.

### INTRODUCTION

Property development in Indonesia progressed quite rapidly in the days before the Covid 19 pandemic. This can be seen from the large number of housing developments in almost every developer in Indonesia. The demand for housing is still quite large, because housing is the primary need of every human being, especially for couples planning to get married or already married. For the millennial generation, there are many very attractive offers, both from the developer and banking side. Almost all developers experienced an increase in property sales, namely PT. BumiSerpongDamaiTbk, PT. Ciputra Development Tbk, PT Agung Podomoro Land Tbk, PT Agung Sedayu Group including PT.SelarasBerkah Prima as the developer of Grand Bintaro Asri and also a developer who other. In the last five years PT. Bank Tabungan Negara (Persero) Tbk or Bank BTN held the Indonesia Property Expo (IPEX) at the Jakarta Convention Center (JCC) on a national scale which was attended by almost all Indonesian developers with sales targets at the exhibition in 2015 amounting to 1.5 trillion, in 2016 as many as 4 Trillion, in 2017 as many as 5 Trillion, in 2018 as many as 5 Trillion and in 2019 as many as 6 Trillion.

Property growth has developed in almost all parts of Indonesia, including in Banten Province. Many large developers open housing in the Banten area, in Tangerang and South Tangerang. Major developers have invested heavily in the area, including, Sinarmas Land Group, Summarecon Group, Alam Sutra Realty, PT Jaya Real Property Tbk. Also including

other developers building in the Bintaro, BSD and Ciputat areas. Examples of housing in the Ciputat area include Harvest, Greenwood, Green Hills, Trevista including Grand Bintaro Asri.

Grand Bintaro Asri was opened in 2015 and the initial sales opening was in Phase I. Sales at the initial opening amounted to 44 units and in 2019 sold 13 units. Sales trend at Perumahan Grand Bintaro Asri in 2015 sold 44 housing units, in 2016 increased by 52 units. Starting in 2017, sales decreased by 32 units, following 2018 with 14 units and 2019 with 13 units.

The level of sales of a product or brand, one of which is dependent on whether the product or item is in demand or not by customers who have a perceived benefit and value for the product. Because it is the perception of benefits and values that can lead to purchase intentions. Spears and Singh in Josephine et al. (2006) discuss a brief definition of purchase intention is an individual's conscious plan to make an effort to buy a brand. Purchase intention is directly related to purchasing decisions which in turn have an impact on the high and low sales of a product. In this case, the low housing sales in Grand Bintaro Asri when compared to the housing complexes of Sinarmas Land Group, Summarecon Group, Alam Sutra Realty, PT Jaya Real Property Tbk are a direct consequence of buying interest in the Grand Bintaro Asri housing.

The downward trend in Grand Bintaro Asri housing sales is suspected to be related to brand image problems. Buyers who come to the marketing location always ask which housing is the housing group and whose owner is it. So many do not know the Grand Bintaro Asri housing. Furthermore, the second thing that affects the sale of Grand Bintaro Asri housing is the issue of promotion. In terms of promotion, Grand Bintaro Asri is still lacking when compared to other housing. For example, until now Grand Bintaro Asri still relies on installing banners for its promotion. Grand Bintaro Asri has never installed large billboards for main roads, for example along the toll roads leading to Bintaro and BSD, many of us have seen the installation of large billboards for housing in AlamSutera, Summarecon, Jaya Properti. Also advertising on social media is still rarely done by the Grand Bintaro Asri housing complex. Also discount promo programs provided by other housing, the amount is greater and the intensity is higher.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Brand Image

According to Kotler and Keller (2012), each product sold on the market has its own image in the eyes of its consumers, which is deliberately created by marketers to differentiate it from their competitors. Based on the description above, it can be concluded that brand image is a series of consumer beliefs about a particular brand so that the brand association sticks in the minds of consumers.

Brand image is the perception and trust by consumers as an illustration of the associations contained in the consumer's memory. Building and maintaining a strong image is very important for a company if it wants to attract and retain consumers. According to Kotler and Keller (2012: 274), the notion of image is the way people perceive a brand actually. For images to be embedded in the minds of consumers, marketers must demonstrate brand identity through the communication suggestions and brand contacts available. Brand image is the public's perception of the company or its products. Images can be formed through stimuli that come from outside as a touching message or what is called information someone receives. Brand image is the public's perception of the company or its products.

Sangaji&Sopiah (2013) wrote that image is a concept that is easy to understand, but difficult to explain systematically because it is abstract. Image of a brand is related to attitudes in the form of beliefs and preferences for a brand. According to Aaker in Simamora (2004) in Sangaji&Sopiah (2013), "a brand image is a set of unique assumptions that marketers want to create or maintain. The associations state what the brand really is and what it promises to consumers. Brand is a symbol and indicator of the quality of a product.

Therefore, a product brand that has long been an image, even a status symbol for the product, can enhance the image of the wearer. Shimp et al. (2000) in Sangaji&Sopiah (2013) argue: a brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand, just as when we think about other people.

## Promotion

Promotion is carried out by combining several promotional elements known as the promotion mix. The promotion mix, which is also called the marketing communication mix, is a specific mix of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships (Kotler and Armstrong: 116: 2008). The definitions of the five main means of promotion are as follows:

1. Advertising (advertising) is all forms of non-personal presentation and promotion of goods, services and ideas paid for by certain sponsors. Advertising ranks first and plays a prime role among all promotional mix tools for large retailers. Advertising is run through print media such as newspapers and magazines, electronic media such as television, radio, cinema and the internet.
2. Sales promotion (sales promotion) is a short-term incentive to encourage the purchase or sale of a product or service.
3. Public Relations (public relations) is communication to build good relations with various groups to get the desired publicity, build a good corporate image, and handle or deal with rumors, news, and unpleasant events.
4. Personal selling is a personal presentation by a company salesperson for the purpose of generating sales and building customer relationships. The roles of customer-contact personnel (sales assistant and others).
5. Direct marketing (direct marketing) is a direct relationship with individual consumers who are carefully targeted to obtain immediate response and build lasting customer relationships, the use of direct mail, telephone, direct response, e-mail, the internet, and other means of communicating online. directly with certain consumers (Kotler and Armstrong, 2008: 117).

## Purchase Intention

Josephine et al. (2006) stated that buying interest is a personal action with a tendency that is relative to the brand. Whereas attitude is a summary evaluation, interest is "a person's motivation in the sense of his conscious plan to exert effort to carry out the behavior" (Eagly&Chaiken, 1993). Thus, Spears and Singh (2004) discuss a brief definition of purchase intention: "Purchase intention is an individual's conscious plan to make an effort to buy a brand." Social psychology theories such as Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and Planned Behavior Theory (TPB) (Ajzen, 1991), argue that a person's intention to perform certain behaviors is an effective predictor of actual behavior. In other words, attitudes influence behavior through behavioral intention. Planned Behavior Theory (Ajzen, 1991) postulates that both attitudes towards behavior and subjective norms are direct determinants of intention to perform behavior. It further proposes that it is the intention to perform the behavior which is the proximate cause of such behavior. Interest stands for behavioral motivational material, that is, the level of conscious effort that a person will exert to perform the behavior. Other researchers, such as Howard (1989), revised the Howard-Sheth Model and proposed a "Consumer Decision Model" (CDM) consisting of six fundamental variables: information, brand recognition, attitudes, beliefs, purchase intentions, and purchases. It defines purchase intention as the probability that a consumer plans to buy a particular brand or product over a certain period of time

## METHODS

The research method used is a quantitative method. Of the two types of quantitative methods (experimental method and survey method), this study used a survey method. The survey method is defined by Kerlinger in Sugiyono (2014: 80) as 'survey research studies are large and small population (or universe) by selecting and studying samples chosen from the population to discover the relative in incident, distribution, and interrelations of sociological and psychological variables. ". This means that survey research is research conducted on large or small populations, but the data studied is a sample of that population, to find relative incidents, distributions, and relationships between sociological and psychological variables.

In this study, what is meant by the population is all consumers who buy at the Grand Bintaro Asri housing. Then the researcher determines the sample, Sugiyono (2014: 149) explains, the sample is part of the number and characteristics possessed by the population. What is learned or researched from the sample will be applicable to the population. In this study, the sampling technique is non-probability sampling methods, namely sampling techniques in which not all members get the same opportunity / opportunity for every element or member of the population (Sugiyono, 2014: 154). The non-probability sampling technique chosen was "incidental" sampling. Incidental sampling is the determination of the sample based on chance, that is, anyone who accidentally / incidentally meets the researcher can be used as a sample, if the person who happens to be met is suitable as a data source (Sugiyono, 2014: 156).

For data processing is to use linear regression analysis (linear regression analysis), in this case multiple linear regression. Multiple linear regression analysis is a linear relationship between two or more independent variables with one dependent variable that is used to predict the value of the dependent variable based on the independent variable (Priyatno, 2012: 80). Before the correlation analysis was carried out, the research instruments and data were tested, namely the validity test, the reliability test, and the classical assumption test, then the hypothesis was tested.

## RESULT AND DISCUSSION

**Table 1. Value F Calculated**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	644.585	2	322.293	<b>40.598</b>	.000 <sup>b</sup>
1 Residual	770.055	97	7.939		
Total	1414.640	99			

Source: Research data, 2020

**Table 2. Value T Calculated**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.124	2.666		1.172	.244
	Brand Image	.493	.062	.671	7.985	.000
	Promotion	.004	.039	.009	.101	.919

Source: Research data, 2020

1. The relationship and influence of the brand image variable on purchase intention  
Based on the results of data processing with SPSS 20.0, it can be said that there is a correlation between the variables of Brand Image and Purchase Intention, including in the strong category (closer to number 1). While the influence of the brand image variable on interest with a significance level or sig probability.  $0.000 < 0.05$  is significant,

it means that brand image has a significant effect on customer buying interest. According to Kotler and Keller (2008), a brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases. Consumer perceptions of a product will drive consumer desire to buy that product. If the brand image of a product is bad or tarnished, there will be a small percentage of consumers to buy it, because consumers will be moved to look for other products whose brand image is better than the product. The correlation between the variables of Brand Image and Purchase Intention is also in accordance with the results of a study conducted by Frank Guennemann & Yoon C. Cho (2014) entitled "The Effectiveness Of Product Placement By Media Types: Impact Of Image And Intention to Purchase" which results state that there is a significant influence between Brand Image on Purchase Intention. Then Wang Ya-Hui (2014) in his research which examining the influence of variables Brand image, Perceived Quality, and Brand Preference on Purchase Intention, said that "Brand Image plays a more important role in investors without investment experience in mutual funds".

2. The relationship and influence of the promotion variable on purchase intention  
The relationship between promotion variable and buying interest can be as big as 0.00, which means that the relationship between the promotion variable and buying interest is in the weak category. This means that the promotion has no effect on customer buying interest. The results of this study are different from the theory and research that has been done before, namely the theory according to Alma (2013: 179) states that promotion is a type of communication that provides convincing explanations for potential consumers about goods and services. The purpose of promotion is to get attention, educate, remind and convince potential customers. With a proper promotion, it is hoped that it can motivate customer buying interest to buy a product being offered. Research with similar results is research conducted by Ricard Ye & Hao Hong Zhang (2014) with the title "Sales Promotion and Purchasing Intention: Applying the Technology Acceptance Model in Consumer-to-Consumer Marketplaces" which states that the hypothesis about the effect of promotion on purchase interest is not proven.

## CONCLUSIONS

From the results of research on the study of respondents who are consumers of the Grand Bintaro Asri housing, and associated with the objectives and research hypotheses, the following conclusions can be drawn:

1. Perception of promotion partially has no significant effect on customer buying interest.
2. Partially brand image has a significant effect on purchase intention. The dimension of the brand image that has the strongest relationship with the dimensions of the purchase intention variable is the dimension of brand personality.
3. Perception of Brand Image and Promotion simultaneously have a positive and significant effect on Buying Interest.

Based on the results of this study, the researchers submitted the following suggestions:

1. The company must further improve its brand image, because it is evident that this brand image has a considerable influence on buying interest, especially on the dimensions of brand personality, because this dimension has a strong relationship with transactional and referential interests.
2. What influences buying interest is not only Perception of Brand Image and Promotion, so to increase sales, companies must pay attention to other variables outside of this study.
3. Suggestions for further research related to the effect of buying interest in home buyers in Grand Bintaro Asri are as follows:

- a. A research was conducted with the same independent variables, namely the perception of brand image and promotion, but the research was carried out on different populations.
- b. Research conducted on the same population, but using different independent variables, namely by using variables other than the perception of brand image and promotion.

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