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## Analysis of the Relationship Between Promotion and Brand Image on Consumer Purchase Interest (Case Study: Mie Gacoan Solo)

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### ABSTRACT

*The intense competition among entrepreneurs, especially in the culinary sector, demands that companies continuously sustain and grow. It is challenging for a company to retain existing customers and attract new ones without a positive and strong brand image. In addition to a good brand image, another marketing strategy that plays an important role in attracting consumer purchase interest is promotion. This study focuses on Mie Gacoan, specifically the Solo branch. Mie Gacoan is a well-known spicy noodle restaurant with many branches across Java and Bali. The restaurant is popular among various groups, especially the younger generation, as the noodles offered have a distinct spicy flavor, drawing the interest of young people to try them. This study uses a descriptive qualitative method, with a population consisting of the residents of Solo Raya, totaling 526,870 people who have consumed Mie Gacoan and are willing to complete a questionnaire. The results of the study show that promotion and brand image influence consumer purchase interest in Mie Gacoan's Solo branch.*

### KEYWORDS

*Promotion, Brand Image, Purchase Interest.*



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## INTRODUCTION

In an era of increasingly fierce business competition, especially in the culinary industry, companies are required to continue to innovate and maintain their reputation in order to survive and develop. One of the keys to success in maintaining business continuity is the ability to attract consumer attention and build their loyalty. In this context, two factors that greatly influence consumer purchasing decisions are promotion and brand image. Effective promotions can increase consumer awareness of a product, while a strong brand image helps create positive perceptions that increase purchasing interest.

Marketing strategies by building a good brand image function to attract consumer buying interest. Apart from that, promotions also play an important role in influencing people's buying interest. Promotion can be interpreted as an effort to encourage consumers

through providing incentives or showing product superiority. According to Kotler and Keller (in Ernawati, 2019), promotion is a marketing strategy that includes various techniques for providing information to consumers, either directly or indirectly, about the product or brand being offered. Promotion is part of the marketing process with the aim of communicating product benefits. Through promotions, companies can convey product information to consumers, so that consumers understand the advantages of the product and are interested in buying. Noodles are a food that is quite popular among Indonesian people. Starting from small children, teenagers, adults, to the elderly, they are connoisseurs of food made from wheat flour. Processed noodles are also increasingly in demand when the trend for spicy food is also increasing. Therefore, processed spicy noodles are starting to become more common in Indonesia. One of them is Mie Gacoan which is widely known by the public and has many branches in almost all of Java and Bali.

Mie Gacoan, as a restaurant that carries the concept of spicy noodles at affordable prices, has become a phenomenon in itself in various big cities in Indonesia, including Solo. The popularity of Mie Gacoan is not only driven by the unique taste and variety of menus offered, but also by various attractive promotional strategies, such as discounts, online promotions, and presence on social media. Apart from that, Mie Gacoan is known for its modern and aesthetic restaurant concept, which also influences its brand image as a place to eat that is popular with young people.

However, to understand how promotions and brand image influence consumer purchasing decisions, a more in-depth analysis is needed. Has the promotional strategy implemented by Mie Gacoan succeeded in increasing consumer buying interest? What is the role of the Mie Gacoan brand image in maintaining customer loyalty and attracting new buyers?

This research aims to analyze the relationship between promotion and brand image on consumer buying interest with a case study at Mie Gacoan Solo branch. This research is important to provide insight for business actors in developing more effective marketing strategies to increase product attractiveness and consumer loyalty. Through this research, it is hoped that a more comprehensive understanding can be obtained regarding the impact of these two variables on consumer purchasing decisions in the culinary sector.

### **1. Promotions**

Lamb, Hair and McDaniel in (Haryani, 2019) stated that sales promotion is a marketing communication activity, in addition to advertising, face-to-face sales and publicity. Where incentives for a short time give encouragement to customers and distributors to buy products quickly, both at low prices and through bonuses. Meanwhile, Kotler Dalam (Sutrisno & Haryani, 2017) stated that promotion is an incentive in a short time to motivate customers to buy or sell a product or service. Kotler also said that the promotion intends to attract customers to try the product, invite customers to leave other industrial products, or to make customers leave products that have been successful, or to maintain by giving appreciation to loyal customers. There are many promotional activities, such as samples, coupons, cashback offers, discounts, premiums, free trials, as well as others.

According to Kotler, Philip, et al., in (Rudi Gunawan Siregar, 2020), the promotional mix includes 5 (five) dimensions of promotion, namely:

- a. Advertising, is all presentations and promotions or non-personal advertisements that are funded by sponsors to convey ideas, products, or services.
- b. Sales promotion, is a collection of incentives in a short time to promote to support the activity of buying or selling a product.
- c. Personal selling, is an individual presentation to sales workers that aims to form sales and create relationships with customers.

d. Public relations, is carried out by forming a correlation with the aim of getting publicity or awareness from consumers so that the product or service is better known in the community which provides benefits, forms a good name for the industry, and overcomes or corrects rumors, stories, or events that do not benefit the company.

e. Direct marketing, is a direct correlation with target customers, through the intention of getting a quick response and establishing a lasting correlation with customers. The forms of promotion used include catalogs, telephone marketing, kiosks, internet, mobile marketing, and others.

## **2. Brand Image**

Tjiptono in (Xian, Gou Li, 2011) assumes that what is called brand image is a description of the association and the buyer's sense of confidence in a brand. Based on Ferrinadewi in (Ali, n.d.) in brand image there are three parameters, namely the good name of the industry, the good name of the store, and the good name of the product. Meanwhile, according to Kotler in (Bastian, 2014) brand image is a view and sense of trust that is created in the minds of buyers, becoming a picture of associations that are attached to the buyer. Meanwhile, based on Rangkuti in (Wijayanto & Iriani, 2013) brand image is a combination of a group of brands that are created in the minds of buyers who are already familiar with a brand, and have sufficient stability or certainty for a brand image.

The following are parameters, which can be the uniqueness of a brand according to Freddy Rangkuti in (Arifa Qonita, 2018).

### **a. Recognition**

Is an indicator of the percentage of a brand's popularity for buyers. If a brand is not well-known to consumers, the brand's products should be sold based on the lowest price. In addition, business owners must also be aggressive in introducing logos, slogans, product designs, or other brand identities to consumers.

### **b. Reputation**

Namely a percentage of status or position that tends to be high for a brand because it tends to have a good track record in the hearts of buyers. Brands that are perceived to have good quality will be more favored by consumers, so they will also be easier to sell, and ultimately can provide a good reputation for the brand.

### **c. Affinity**

Namely an emotional correlation that appears in a brand and its consumers. This phenomenon can be observed in price, customer satisfaction, and the percentage of relevance.

### **d. Loyalty**

This is related to the size of the sense of loyalty or loyalty of customers to a product that uses a related brand.

## **3. Purchase Interest**

Swastha and Irawan in (Sutrisno & Haryani, 2017), explain that the aspect that can influence the purchase interest of customers is closely related to taste and emotion. If a consumer feels happy and satisfied with the purchase of a product, it can strengthen the purchase. However, if the consumer feels dissatisfied, it can also be an aspect that can eliminate the interest of consumers to repurchase the product. According to Kotler and Keller in (Sutrisno & Haryani, 2017), consumer purchase interest is an activity where buyers have expectations in selecting or purchasing a product, both according to the experience of selecting, using, and expecting a product.

Ferdinand in (Arifa Qonita, 2018) said that purchase interest can be observed with the following parameters.

a. Transactional interest, a consumer tends to make a purchase of a product.

b. Referential interest, a consumer tends to suggest the desired product to other buyers.

c. Preferential interest, is a desire that reflects the activity of a consumer who has an important preference in a product. This preference tends to be changed if an unfavorable event occurs with the product so that it can reduce its preference. d. Explorative interest, is a desire that reflects the activity of a consumer who always searches for information about the product he wants in order to encourage positive characteristics in the product.

## **RESEARCH METHOD**

The method used in this study is a qualitative descriptive method. According to Sugiyono (2016:9) in Irawan (2019), the qualitative descriptive method is an approach based on the philosophy of postpositivism and is applied to research that takes place in natural object conditions, not experiments. In this method, the researcher acts as the main instrument, and data collection is carried out through triangulation (a combination of methods), with inductive/qualitative data analysis. Findings in qualitative research tend to emphasize understanding meaning rather than generalization. The purpose of this method is to provide an overview, describe, explain, and answer in detail the issues being studied, by maximally observing individuals, groups, or events that are the focus of the research.

In this observation, the population that the researcher used was several residents of Solo Raya City with a total of 526,870 people. I took the data from the BPS Surakarta City website. The reason the researcher took the population from the residents of Solo City was because the research was aimed at determining the relationship between promotion and brand image on consumer purchasing interest in Mie Gacoan Solo. The distribution of this online questionnaire uses a Google form which is intended for residents of Solo City who have consumed Mie Gacoan.

The variables in this observation are operationalized as follows:

### **1. Promotion**

#### **Advertising**

- a. How did you find out about Mie Gacoan Solo branch?
- b. Have you ever seen an advertisement from Mie Gacoan?
- c. In your opinion, what kind of advertisement does Mie Gacoan present?

#### **Sales Promotion**

- a. In your opinion, what kind of promotion does Mie Gacoan do on online food ordering applications?
- b. In your opinion, what kind of promotion does Mie Gacoan do through social media?
- c. In your opinion, what kind of promotion does Mie Gacoan do directly?
- d. In your opinion, what kind of service is provided by Mie Gacoan Solo branch?

### **2. Brand Image**

#### **Recognition**

- a. Have you ever consumed Mie Gacoan products?
- b. Do you know where Mie Gacoan Solo branch is located?
- c. Do you know What products are offered by Mie Gacoan?

#### **Reputation**

- a. In your opinion, what is the quality of the products at Mie Gacoan Solo branch?
- b. Have you ever been disappointed with Mie Gacoan Solo branch?
- c. Have you ever filed a complaint against Mie Gacoan?

#### **Affinity**

- a. Is the price set in line with the quality of Mie Gacoan?
- b. In your opinion, are the facilities provided by Mie Gacoan good?

**Loyalty**

- a. Have you made a repeat purchase at Mie Gacoan Solo branch?
- b. Would you recommend Mie Gacoan to your Friends, Family, or loved ones?

**RESULT AND DISCUSSION**

Based on the distribution of questionnaires that have been carried out by researchers, there are 25 respondents who have completed the questionnaire in accordance with the specified requirements, namely residents of Solo City who have consumed Mie Gacoan and are willing to complete the questionnaire that has been provided by researchers. The following are the results of the questionnaire that has been carried out by researchers according to the question indicators.

**Promotion Variable**

**A. Advertising**

- 1. How did you find out about Mie Gacoan, Solo branch?

From this question, it was found that 16 respondents answered that they knew the location of Mie Gacoan, Solo branch through the media, and 9 respondents answered that they knew the location of Mie Gacoan, Solo branch through recommendations from others. This can be visualized through the following chart.

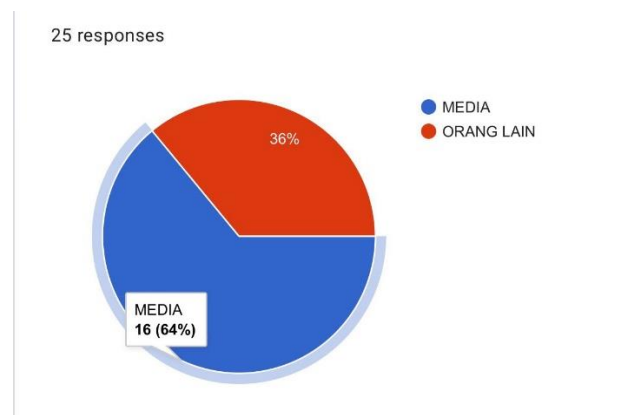


Figure 1: Chart of Where to Find Out About Mie Gacoan

- 2. Have you ever seen an advertisement from Mie Gacoan?

From the question, the results showed that 21 respondents answered yes, and 4 respondents answered no. This can be visualized through the following chart.

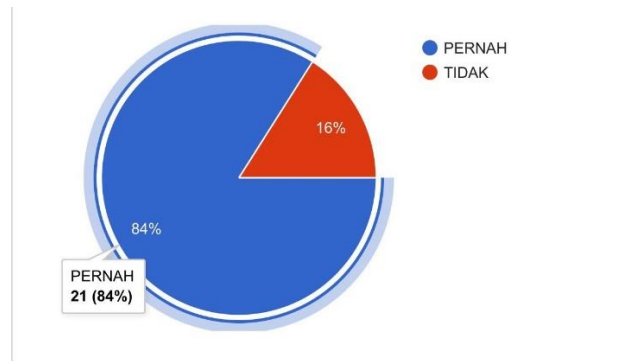


Figure 2: Chart Viewing Mie Gacoan Advertisement

3. In your opinion, what kind of advertisement is presented by Mie Gacoan?  
From the question, it was found that 22 respondents gave interesting answers, and 3 respondents gave less interesting answers. This can be visualized through the following chart.

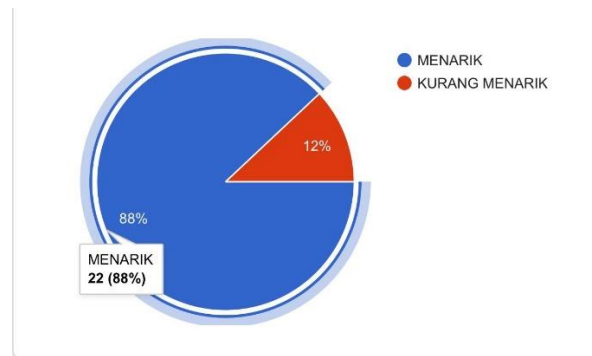


Figure 3: Chart of Advertisements Presented

### B. Sales Promotion

1. In your opinion, what kind of promotion is carried out by Mie Gacoan in the online food ordering application? From the question, it was found that 24 respondents gave interesting answers, and 1 respondent gave a less interesting answer. This can be visualized through the following chart.

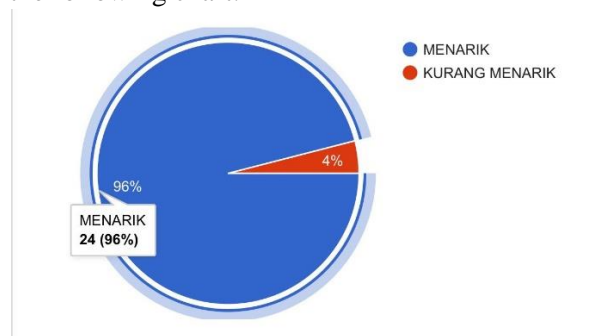


Figure 4: Mie Gacoan Promotion Chart in the Online Food Ordering Application

2. In your opinion, what kind of promotion is carried out by Mie Gacoan through social media? From the question, it was found that 23 respondents gave interesting answers, and 2 respondents gave less interesting answers. This can be visualized through the following chart.

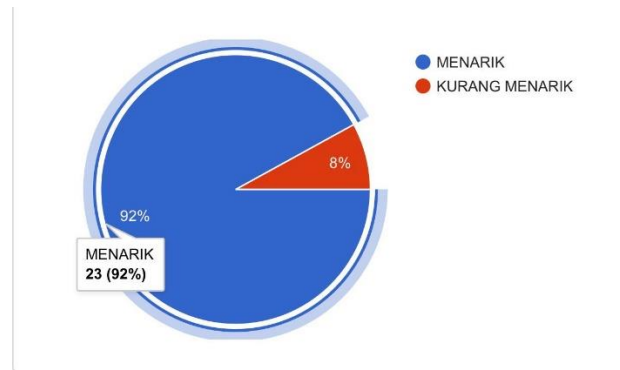


Figure 5: Mie Gacoan Promotion Chart on social media

3. In your opinion, how is the promotion carried out by Mie Gacoan directly? From the question, it was found that 17 respondents gave interesting answers, and 8 respondents gave less interesting answers. This can be visualized through the following chart.

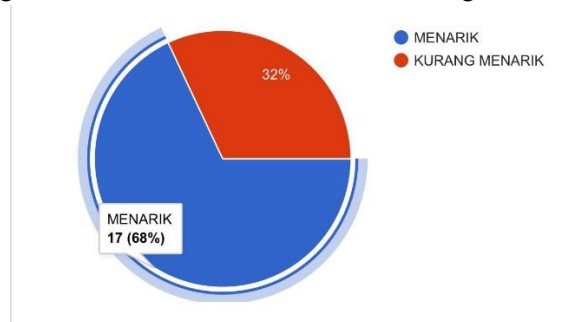


Figure 6: Mie Gacoan Promotion Chart directly

4. In your opinion, how is the service provided by Mie Gacoan Solo Branch? From the question, it was found that 24 respondents gave interesting answers, and 1 respondent gave less interesting answers. This can be visualized through the following chart.

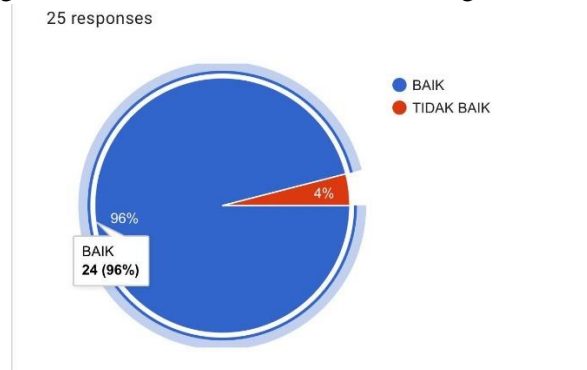


Figure 7: Mie Gacoan Solo Branch Service Chart

## Brand Image Variable

### A. Recognition

1. Have you ever consumed Mie Gacoan products? From the question, it was found that 25 respondents answered that they had consumed Mie Gacoan products. This can be visualized through the following chart.

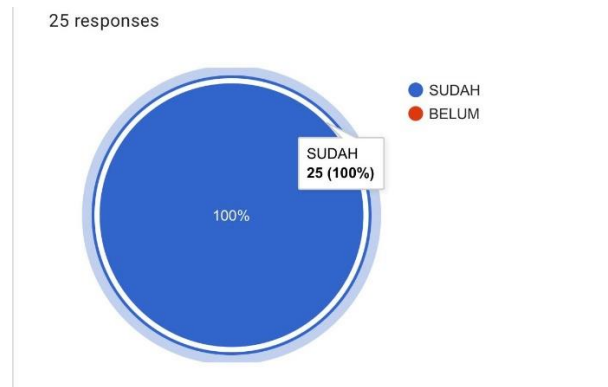


Figure 8: Mie Gacoa Consumer Chart

2. Do you know the location of Mie Gacoan Solo branch? From the question, it was found that 19 respondents answered that they knew, and 6 respondents answered that they did not know. This can be visualized through the following chart.

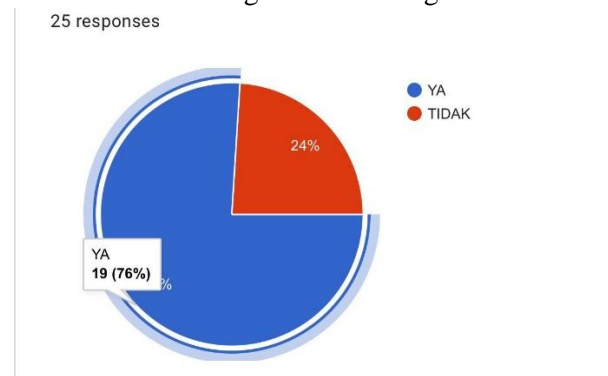


Figure 9: Mie Gacoan Solo Branch Location Knowledge Chart

3. Do you know what products are offered by Mie Gacoan? From the question, it was found that 23 respondents answered that they knew, and 2 respondents answered that they did not know. This can be visualized through the following chart.

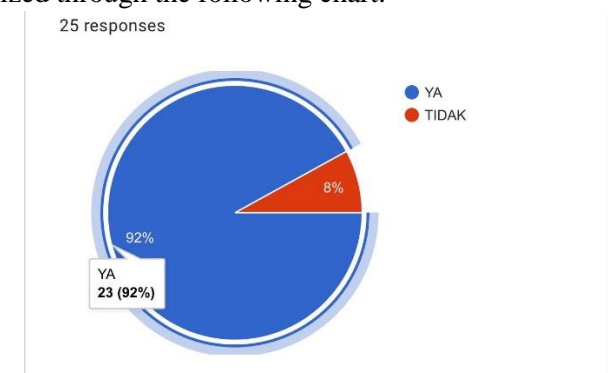


Figure 10: Pie Chart that Understands the Products Offered

## B. Reputation

1. In your opinion, what is the quality of the products at Mie Gacoan Solo branch? From the question, it was found that all 25 respondents answered that the quality of the products offered is good. This can be visualized through the following chart.

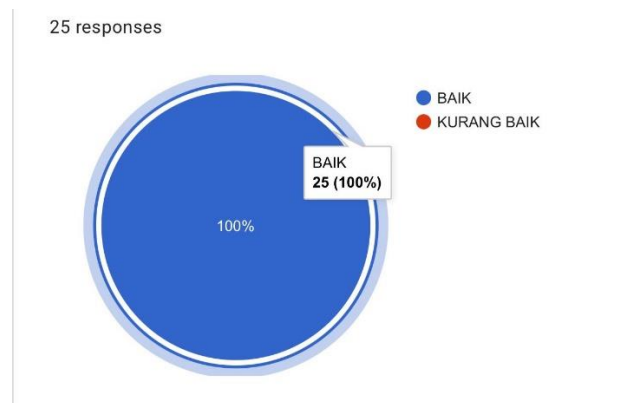


Figure 11: Mie Gacoan Product Quality Chart

2. Have you ever been disappointed with Mie Gacoan Solo branch?

From the question, it was found that 13 respondents answered that they had been disappointed, and 12 respondents answered no. This can be visualized through the following chart.

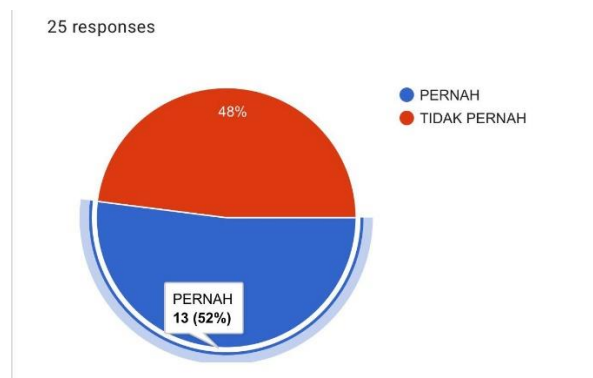


Figure 12: Mie Gacoan Customer Disappointment Chart

3. Have you ever filed a complaint against Mie Gacoan? From the question, it was found that all 25 respondents answered that they had never complained. This can be visualized through the following chart.

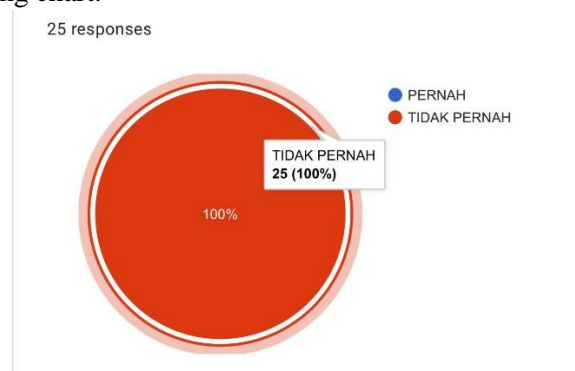


Figure 13: Mie Gacoan Complaint Chart

### C. Affinity (Attractiveness)

1. Is the price set in line with the quality of Mie Gacoan?

From the question, it was found that all 25 respondents answered yes. This can be visualized through the following chart.

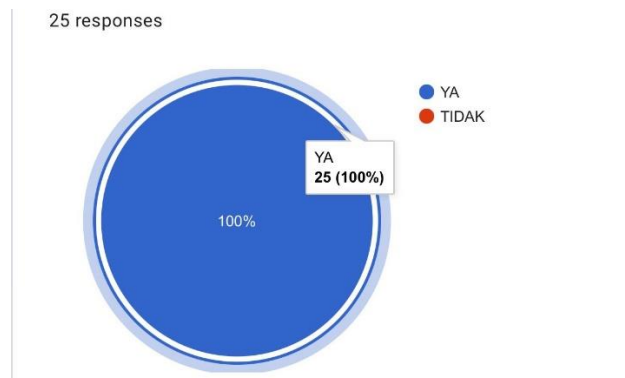


Figure 14: Mie Gacoan Price and Quality Chart

2. In your opinion, are the facilities provided by Mie Gacoan good? From the question, the results showed that 22 respondents answered that the facilities provided were good, and 3 respondents answered that the facilities were still lacking. This can be visualized through the following chart.

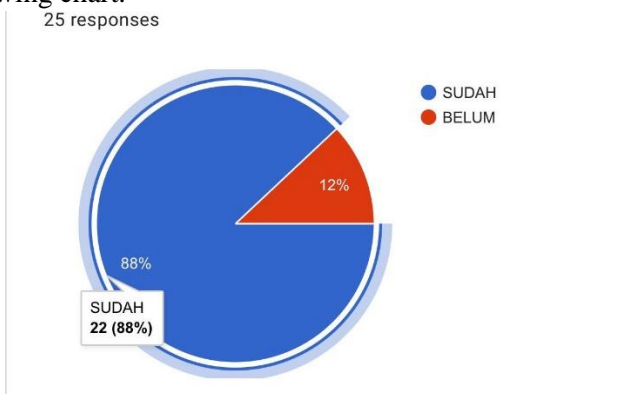


Figure 15: Mie Gacoan Facility Chart

#### D. Loyalty

1. Do you make repeat purchases at Mie Gacoan Solo branch?

From the question, the results showed that 22 respondents answered yes, and 3 respondents answered no. This can be visualized through the following chart.

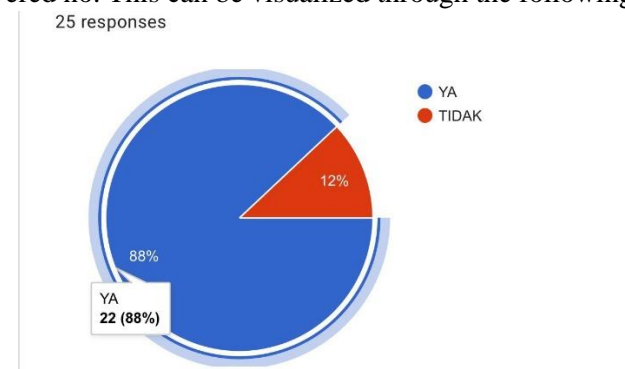


Figure 16: Mie Gacoan Repeat Purchase Chart

2. Do you want to recommend Mie Gacoan to your friends, family, or people closest to you?

From the question, the results showed that 24 respondents answered yes of course, and 1 respondent answered no. This can be visualized through the following chart.

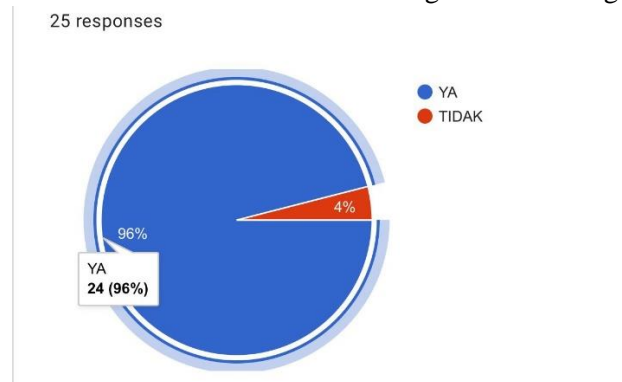


Figure 17: Mie Gacoan Repeat Purchase Chart

## CONCLUSION

Based on the observation findings above, it can be concluded that promotion and brand image have a significant influence on consumer purchasing decisions for Mie Gacoan products in the Solo branch. This can be seen from the respondents' answers, which stated that the brand was able to provide a positive image to buyers, because it met four indicators of brand image: recognition, reputation, attractiveness, and loyalty. In addition, respondents also stated that Mie Gacoan's promotion was effective because it met four promotion indicators: advertising, sales promotion, personal selling, and direct marketing. With a good brand image and promotion, this also increased public interest in buying Mie Gacoan products.

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