

**THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, AND PROMOTION
ON THE PURCHASE DECISION OF INDOMILK PRODUCTS IN BATAM CITY****Angeline¹, Nora Pitri Nainggolan²**

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Abstract: This study aims to analyze the influence of brand image, product quality, and promotion on purchasing decisions for Indomilk products in Batam City. This study uses a quantitative approach with a survey method. Data were obtained by distributing questionnaires to Indomilk consumers domiciled in Batam City with a total of 119 respondents. The sampling technique used purposive sampling with the criteria that respondents had purchased Indomilk products and were at least 17 years old. Data analysis was conducted using descriptive statistics and multiple linear regression with the help of SPSS version 26. The results showed that partially brand image, product quality, and promotion had a positive and significant effect on purchasing decisions for Indomilk products in Batam City. Simultaneously, the three independent variables also had a significant effect on purchasing decisions. These findings indicate that consumer purchasing decisions are not only influenced by one factor, but are a combination of positive brand perceptions, good product quality, and effective promotional strategies. Findings study This give implications strategic for company in formulate marketing strategies use increase decision purchase consumers

Keywords: brand image, quality product, promotion, decision purchase

1. INTRODUCTION

Growth industry milk processing in Indonesia continues increase along with increase awareness public to importance nutrition and lifestyle life healthy . Milk now viewed as part from pattern consumption daily support health and productivity . In condition increasing market competition strict , consumer No only consider price , but also image brand , quality products and activities promotion . Therefore that , brand with strong image own opportunity more big build trust and loyalty , even though old brands like Indomilk still face pressure from player new aggressive .

Brand image reflect perception and belief consumer to something brand . Strong image can influence method consumer recognize and assess something brand so that push they For choose it compared to brand other .(Wijaya & Hami Pahar, 2022)

Quality product become factor main Because consumer expect product capable fulfil needs and wants they . Perceived level of quality determine success product , although his assessment nature subjective Because every consumer own different standards and preferences .(Milano et al., 2021)

Promotion is part important in marketing strategy Because functioning convey information and building interest as well as trust consumers . Through effective promotion , company can interesting consumer new , maintain customers , strengthening image brand , as well as increase sale in term short and term long .(Rozi, 2021)

2.1 Brand Image

Brand image is perception consumer to something the brand that is formed from experiences , information , and associations held . Perception This influence attitudes and preferences consumers , so that positive image can increase trend For do purchase .(Damayanti et al., 2024)

2.2 Quality Product

Quality product is overall characteristics that indicate ability product in fulfil needs and expectations consumer . Aspect this is very important Because influential to satisfaction customer as well as reflect values and efforts company in provide suitable product with market expectations . (Tukidi & Aprilia, 2021)

2.3 Promotion

Promotion is activity communication between sellers and consumers For give information , influence , and convince in the purchasing process . Besides convey products , promotions also aim build connection positive and sustainable between companies and consumers .(Syafitri et al., 2024)

2.4 Buying decision

Buying decision is part from behavior consumers who demonstrate individual processes or group in select and use product or service For fulfil his needs and desires .(Siregar & Saragih, 2023)

Research Methods

This study used a quantitative approach with a survey method. The population was all Indomilk consumers residing in Batam City. Purposive sampling was used, with 119 respondents being selected.

Data collection was conducted through an online questionnaire using a five-point Likert scale. Data analysis included validity testing, reliability testing, classical assumption testing, descriptive statistical analysis, and multiple linear regression analysis.

Results and Discussion

4.1. Validity and Reliability Test

Table 1. Test Results Validity

Variables	Item	r Count	r Table	Information
Brand Image (X1)	X1.1	0.631	0.180	Valid
	X1.2	0.785	0.180	
	X1.3	0.783	0.180	
	X1.4	0.746	0.180	
	X1.5	0.674	0.180	
	X1.6	0.827	0.180	
Quality Product (X2)	X2.1	0.759	0.180	Valid
	X2.2	0.714	0.180	
	X2.3	0.736	0.180	
	X2.4	0.784	0.180	
	X2.5	0.694	0.180	
	X2.6	0.782	0.180	
	X2.7	0.752	0.180	
	X2.8	0.760	0.180	
Promotion (X3)	X3.1	0.739	0.180	Valid
	X3.2	0.750	0.180	
	X3.3	0.771	0.180	
	X3.4	0.755	0.180	
	X3.5	0.741	0.180	

	X3.6	0.695	0.180	
	X3.7	0.670	0.180	
	X3.8	0.688	0.180	
Purchase Decision (Y)	Y1	0.736	0.180	Valid
	Y2	0.799	0.180	
	Y3	0.722	0.180	
	Y4	0.761	0.180	
	Y5	0.558	0.180	
	Y6	0.744	0.180	
	Y7	0.785	0.180	
	Y8	0.721	0.180	

Source : Processed Data Results SPSS ver 26, Year 2025

Based on results testing validity displayed in the validity test table , can concluded that all statement items on each variables study fulfil criteria validity . This is indicated by the value *r* count each item more big compared to with mark *r* table of 0.180.

In the Brand Image variable (X1), all statement items consist of from X1.1 to X1.6 have mark *r* count which is in the range of 0.631 to 0.827, so that All items are declared valid. Furthermore , in the variable Quality Product (X2), statement items X2.1 to X2.8 indicate mark *r* count between 0.694 to 0.784, which is all exceed mark *r* table and fulfill condition validity .

Variables Promotion (X3) also shows the same result , where all the statement items own mark *r* count range between 0.670 to 0.771, so declared valid. Meanwhile that , in the Purchase Decision variable (Y), statement items Y1 to Y8 have mark *r* count in range 0.558 to 0.799 and all more big from mark *r* table .

With thus , it can concluded that all statement items in questionnaire study This capable measure variables studied in a way proper and appropriate used as instrument data collection for stage analysis furthermore .

4.2. Reliability Test Results

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Alpha Value	Information
Brand Image (X1)	0.838	0.70	Reliable
Quality Product (X2)	0.885	0.70	Reliable
Promotion (X3)	0.871	0.70	Reliable
Purchase Decision (Y)	0.873	0.70	Reliable

Source : Processed Data Results SPSS ver 26, Year 2025

Based on the results of the reliability test are presented in the reliability test table , can be known that all over variables in study This stated reliable . This is proven with mark Cronbach's Alpha on each variable is more big from minimum alpha value of 0.70 . Variables Brand Image (X1) own Cronbach's Alpha value of 0.838 , variables Quality Product (X2) as big as 0.885 , variables Promotion (X3) as big as 0.871 , as well as variables Purchase Decision (Y) as big as 0.873 . Values the show level high internal consistency in each instrument measurement . With thus , it can concluded that all statement items in questionnaire own level good and decent reliability used as tool measuring in study This as well as can trusted For data analysis at the stage furthermore

4.3. *Multicollinearity Test Results*

Table 3. Multicollinearity Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		119
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.05505439
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.073
Test Statistic		.081
Asymp. Sig. (2-tailed)		.054 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source : Processed Data Results SPSS ver 26, Year 2025

Test results multicollinearity show that mark Variance Inflation Factor (VIF) on variables image brand , quality products and promotions all of it be under limit the established tolerance , namely 10 . Besides that , value Tolerance each variable also shows the numbers above 0.10 . This result indicates that No there is high correlation between variables independent in the regression model . With thus , it can concluded that the regression model free from symptom multicollinearity and has fulfill one of the assumptions classic . Therefore that , the regression model used stated worthy and able used For analysis more carry on in test influence variables image brand , quality products and promotions to decision purchase .

4.4. *Heteroscedasticity Test Results*

Table 4. Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.901	.990		3.940	.000
	CITRA MEREK	-.061	.073	-.135	-.840	.403
	KUALITAS PRODUK	-.028	.061	-.086	-.455	.650
	PROMOSI	.020	.058	.060	.352	.726

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : Processed Data Results SPSS ver 26, Year 2025

Based on the results of the heteroscedasticity test were obtained that the regression model No show existence symptom heteroscedasticity . This shown by the pattern residual spread spread in a way random and not form pattern certain , both above or below zero axis . With thus , it can concluded that residual variance in the regression model nature constant (homoscedasticity), so that assumptions classic heteroscedasticity has fulfilled . Therefore that , the regression model used stated worthy and able used For analysis more carry on in test influence image brand , quality products and promotions to decision purchase .

4.5. *Multiple Linear Regression Results*

Table 5. Multiple Linear Regression Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.534	1.569		1.615	.109
	CITRA MEREK	.289	.115	.205	2.513	.013
	KUALITAS PRODUK	.285	.096	.285	2.971	.004
	PROMOSI	.453	.091	.435	4.973	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : Processed Data Results SPSS ver 26, Year 2025

Based on results analysis multiple linear regression on tables coefficient , known that image brand , quality products and promotions influential to decision purchase . Equation regression obtained is $Y = 2.534 + 0.289X_1 + 0.285X_2 + 0.453X_3$. Constant value of 2,534 shows that when all over variables independent worth constant , decision purchase be on the numbers the coefficient regression image brand of 0.289 and quality product of 0.285 indicates that second variables the influential positive to decision purchase . Meanwhile that , promotion own coefficient regression the largest , namely 0.453, which indicates that promotion is most dominant variable in influence decision purchase . With Thus , the increase image brand , quality products and promotions in a way together can increase decision purchase consumers .

4.6. *Coefficient Results Determination (R²)*

Table 6. Coefficient Results Determination (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.864 ^a	.747	.741	3.09465

a. Predictors: (Constant), PROMOTION, BRAND IMAGE, PRODUCT QUALITY

Source : Processed Data Results SPSS ver 26, Year 2025

Based on results testing on tables *Model Summary* , obtained mark R Square (R²) as big as 0.747 , which shows that variables promotion , image brand and quality product capable explain 74.7% variation decision purchase , while 25.3% the rest influenced by other variables outside the research model . Adjusted R Square value as big as 0.741 indicates that the regression model still own ability strong explanation after customized with amount variables independent . With Thus , the regression model used assessed good and worthy For explain decision purchase .

4.7. T-Test Results
Table 7. T-Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.534	1.569		1.615	.109
	CITRA MEREK	.289	.115	.205	2.513	.013
	KUALITAS PRODUK	.285	.096	.285	2.971	.004
	PROMOSI	.453	.091	.435	4.973	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : Processed Data Results SPSS ver 26, Year 2025

Based on the *t* - test results obtained from data processing using SPSS, can concluded that all over variables independent influential significant to decision purchase . Variable image brand own mark *t count* as big as 2,513 with level significance 0.013 , which shows influence significant to decision purchase . Variable quality product get mark *t count* as big as 2,971 with significance 0.004 , so that proven influential significant to decision purchase . Meanwhile that , variable promotion show mark *t count* the highest , namely 4,973 with significance 0.000 , which indicates that promotion own influence significant to decision purchase . With Thus , all the proposed hypothesis in study This stated accepted .

4.8. F test
Table 8. F-Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3255.302	3	1085.101	113.305	.000 ^b
	Residual	1101.336	115	9.577		
	Total	4356.639	118			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), PROMOSI, CITRA MEREK, KUALITAS PRODUK

Source : Processed Data Results SPSS ver 26, Year 2025

Based on the results of the *F* test in the ANOVA table , obtained mark F count amounting to 113,305 with level significance 0.000 . The value more small from 0.05 , which indicates that variables image brand , quality products and promotions in a way simultaneous influential significant to decision purchase . With Thus , H_0 is rejected and H_a is accepted , so that the regression model used stated worthy For explain influence variables independent to variables dependent .

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