International Journal of Economic, Finance and Business Statistics (IJEFBS)
Vol. 4, No. 5, 2026: 657-668

Brand Image, Promotional Activities, And Consumer Purchase Decisions: Evidence From J&C Cookies Bober Bandung

Anita Ruslianti[1*], Ine Aprianti[2], Agri Wahyudi Kharisman[3], Eva Rachmawati[4]
Faculty of Economics, Sangga Buana YPKP University
Corresponding Author: Anita Ruslianti anitaruslianti130@gmail.com

A R T I C L E I N F O
Keywords: Brand Image, Purchase Decisions, Promotion

Received : 15, August
Revised : 22, September
Accepted: 25, October

©2026 Ruslianti, Aprianti, Kharisman, Rachmawati: This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0 Internasional.

A B S T R A C T
The fluctuation in sales and a 5.05% decrease in turnover in the January–June 2025 period at J&C Cookies Bober Bandung are suspected to be influenced by an unstable brand image and suboptimal promotional strategies. This study aims to analyze and describe brand image, promotion, and consumer purchasing decisions, and to measure the influence of both on purchasing decisions. The research method uses a quantitative approach by distributing Likert scale questionnaires to 98 consumer respondents. The data were tested for validity and reliability, then analyzed using multiple linear regression, t-test, F-test, correlation, and coefficient of determination (R^2). The results of the descriptive analysis show that the average brand image score (3.92) is in the good category, promotion (3.38) is in the fairly good category, and purchasing decisions (3.76) are in the good category. The F test shows that brand image and promotion simultaneously have a significant effect on purchasing decisions (F-count > F-table; sig. < 0.05) with a contribution of 34.4% (R^2), while 65.6% is influenced by other factors outside the study. Partially, brand image has a more dominant influence than promotion. This finding underscores the importance of strengthening brand image and developing creative, varied, and sustainable promotional strategies to increase loyalty and purchase stability.

DOI: https://doi.org/10.59890/ijefbs.v4i5.38
ISSSN-E: 3025-9959
http://journalijefbs.my.id/index.php/ijefbs

INTRODUCTION

Local food retailers compete not only through product taste but also through the meaning that customers attach to the brand. Consumers use brand cues to simplify choice, reduce uncertainty, and recall prior experiences. Packaging, logo, store identity, product variety, and word-of-mouth impressions can therefore become part of the purchasing decision. Promotion complements these cues by maintaining visibility, communicating offers, and creating reasons to purchase at a particular time. J&C Cookies Bober Bandung experienced fluctuating sales and a 5.05% decline in turnover during January-June 2025. The source study associated this condition with a brand image that had not yet been fully strengthened and promotional activity that remained inconsistent. Preliminary responses also suggested that some consumers did not regard the packaging as sufficiently attractive and considered the promotional program less varied than expected.

The problem is managerially relevant because cookies are frequently purchased for family consumption, gifts, holidays, and social events. Demand may be seasonal, and customers can easily compare alternatives. A local retailer must therefore remain memorable between purchase occasions and communicate value without relying exclusively on price discounts. This study examines brand image and promotion as two related but distinct marketing resources. Brand image represents the accumulated set of ideas, feelings, and associations held by customers. Promotion represents deliberate communication designed to inform, persuade, remind, and stimulate action. The research asks whether both variables contribute to purchase decisions and which one has the stronger role in the J&C Cookies context.

Conceptual Background and Hypotheses

Brand image is the mental representation that emerges when customers connect a name or symbol with product attributes, experiences, and perceived personality. A strong image supports recognition and differentiation, particularly when functional differences among competing food products are relatively easy to imitate. In the source instrument, brand image was represented through brand identity, brand personality, brand associations, and brand attitudes or behavior. Promotion refers to coordinated communication through advertising, sales promotion, personal selling, and public relations. Effective promotion does more than announce a discount. It provides understandable information, presents a consistent message, creates engagement, and gives customers a timely reason to visit or purchase. The value of promotion depends on relevance, frequency, creativity, and continuity.

Purchase decisions occur after consumers recognize a need, search for information, evaluate available brands, and select an alternative. For cookies and bakery products, the choice may also involve reputation, suitability for a specific occasion, willingness to recommend, and intention to repurchase. Previous studies generally report positive relationships between brand image, promotion, and purchase decisions, although their relative importance varies across products and retail contexts (Alamsyah & Cahyono, 2021; Anggraeni et al., 2023; Waruwu et al., 2023; Wijaya et al., 2022). The present study contributes evidence

from a local cookie retailer and tests the following expectations: brand image positively affects purchase decisions; promotion positively affects purchase decisions; and both variables jointly affect purchase decisions.

LITERATURE REVIEW

To provide a firm theoretical foundation for understanding consumer behavior in relation to brand image and promotional stimuli, this study incorporates five fundamental theories in marketing and consumer decision-making:

Theory of Consumer Decision-Making (Kotler & Keller, 2016)

According to Kotler and Keller (2016), the consumer decision process involves five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In food retail environments, strong marketing stimuli—such as brand identity and promotional messages—act as primary inputs that streamline these stages and reduce cognitive effort during alternative evaluation.

Customer-Based Brand Equity Theory (Keller, 2013)

Keller (2013) posits that brand equity occurs when consumers hold favorable, strong, and unique brand associations in memory. Brand image represents the consumer's perceptual set of these associations. A well-established brand image minimizes perceived risk and increases the buyer's confidence, thereby positively driving the ultimate purchase decision.

Integrated Marketing Communications (IMC) Theory (Belch & Belch, 2018)

Belch and Belch (2018) emphasize that integrated promotional activities—including advertising, sales promotions, personal selling, and public relations—deliver a clear, consistent, and compelling message about an organization and its products. When promotional efforts are continuous and creative, they persuade target audiences, increase brand recall, and trigger timely buying action.

Theory of Reasoned Action (Fishbein & Ajzen, 1975)

Fishbein and Ajzen (1975) propose that behavioral intentions—such as purchase intentions and actual decisions—are driven by individual attitudes toward the behavior and subjective norms. A positive consumer attitude shaped by a strong brand reputation and favorable promotional cues enhances the likelihood of executing the purchase action.

Signaling Theory (Spence, 1973)

Originally introduced in economics, Spence (1973) explains how market participants resolve information asymmetry through signaling. In retail marketing, brand image, premium packaging, and strategic promotional campaigns serve as quality signals to consumers, conveying product credibility and value when intrinsic attributes (such as taste prior to consumption) cannot be fully assessed in advance.

METHODOLOGY

The research applied a quantitative approach with descriptive and verificative objectives. The descriptive stage was used to portray consumer assessments of brand image, promotion, and purchase decisions. The verificative stage tested the proposed relationships statistically. The research object was the influence of brand image and promotion on purchase decisions at J&C Cookies Bober Bandung. The sample comprised 98 consumers. Primary data were collected through a structured questionnaire using a five-point Likert scale. Secondary information was obtained from sales records, company information, books, journal articles, and supporting material contained in the thesis. The study employed the Method of Successive Interval before inferential analysis, as specified in the original research.

Brand image (X1) was measured through brand identity, personality, associations, and attitudes or behavior. Promotion (X2) was measured through advertising, sales promotion, personal selling, and public relations. Purchase decision (Y) was measured through confidence in the product, need fit, recommendation, and repeat-purchase tendencies. Instrument quality was assessed using Pearson product-moment validity and Cronbach's alpha reliability. The verificative analysis included the Kolmogorov-Smirnov normality test, tolerance and variance inflation factor for multicollinearity, a scatterplot assessment of heteroskedasticity, multiple linear regression, Pearson correlation, simultaneous and partial coefficients of determination, the F-test, and partial t-tests. A 0.05 significance threshold was used. The statistical tables presented below reproduce the source values, variable labels, decimal notation, and SPSS content without recalculation.

RESULTS AND DISCUSSION

Instrument Validity and Reliability

All questionnaire items had calculated correlation coefficients above the r-table criterion of 0.1986 and were retained as valid measures of the constructs.

Table 1. Validity Test For Brand Image

BRAND IMAGE (X1)			
No Item	**R hitung**	**R Tabel**	**Explanation**
1	**0,804**	**0,1986**	**Valid**
2	0,612	0,1986	Valid
3	0,816	0,1986	Valid
4	0,839	0,1986	Valid
5	0,758	0,1986	Valid
6	0,848	0,1986	Valid
7	0,823	0,1986	Valid

Table 2. Validity Test for Promotion

PROMOTION (X2)			
No Item	**R hitung**	**R Tabel**	**Explanation**
1	**0,777**	**0,1986**	**Valid**

2	0,811	0,1986	Valid
3	0,745	0,1986	Valid
4	0,796	0,1986	Valid
5	0,752	0,1986	Valid
6	0,702	0,1986	Valid
7	0,758	0,1986	Valid

Table 3. Validity Test for Purchase Decisions

PURCHASE DECISIONS (X2)			
No Item	**R hitung**	**R Tabel**	**Explanation**
1	**0,602**	**0,1986**	**Valid**
2	0,805	0,1986	Valid
3	0,842	0,1986	Valid
4	0,812	0,1986	Valid
5	0,733	0,1986	Valid
6	0,766	0,1986	Valid

Table 4. Reliability Results - Original Values from The Thesis

Variabel	Cronbach's Alpha	Nilai Kritis	Explanation
Brand Image (X1)	**0,894**	**0,70**	**Reliabel**
Promotion (X2)	**0,876**	**0,70**	**Reliabel**
Purchase Decisions (Y)	0,855	0,70	Reliabel

Descriptive Findings

Cronbach's alpha was 0.894 for brand image, 0.876 for promotion, and 0.855 for purchase decisions. Each value exceeded the 0.70 criterion used in the thesis, indicating satisfactory internal consistency. The descriptive results placed brand image in the good category with a mean of 3.92, promotion in the fairly good category with a mean of 3.38, and purchase decisions in the good category. The detailed response patterns show that the logo and store identity were recognizable, but packaging was considered less attractive. Promotional activity existed, yet social-media advertising and discount variety were not consistently strong. Purchase decisions were supported by product relevance, brand recall, recommendation, and interest in special promotions or events.

These results reveal a meaningful imbalance. Consumers already recognized the brand, but the visual packaging and the continuity of promotion had not reached the same level. This explains why brand image could be evaluated positively while promotion remained only moderately effective. The respondent profile also supports the market context. Most respondents were women, the largest age group was above 40 years, and housewives formed the largest occupational category. Almost half reported income above IDR 3,000,000. These consumers are relevant to household purchasing, gifting, and family-event demand for cookies.

Classical Assumption Tests

Table 5. One-Sample Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	3,30377407
Most Extreme Differences	Absolute	,077
	Positive	,077
	Negative	-,049
Test Statistic		,077
Asymp. Sig. (2-tailed)		,174[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The asymptotic significance value was 0.174, above 0.05. The residuals were therefore treated as normally distributed under the decision rule used in the study.

Table 6. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	10,039	2,518		3,987	,000		
	Citra Merek	,401	,071	,490	5,631	,000	,914	1,095
	Promosi	,181	,075	,209	2,409	,018	,914	1,095

a. Dependent Variable: Keputusan Pembelian

Tolerance was 0.914 and VIF was 1.095 for both independent variables. These values indicate that brand image and promotion could be included in the same regression model without problematic multicollinearity. The source scatterplot also showed residual points distributed randomly around the zero line, supporting the absence of a clear heteroskedasticity pattern.

Multiple Regression and Correlation

Table 7. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	10,039	2,518		3,987	,000		
	Citra Merek	,401	,071	,490	5,631	,000	,914	1,095
	Promosi	,181	,075	,209	2,409	,018	,914	1,095

a. Dependent Variable: Keputusan Pembelian

The regression equation was Y = 10.039 + 0.401X1 + 0.181X2. Holding promotion constant, a one-unit improvement in brand image was associated with a 0.401-unit increase in purchase decisions. Holding brand image constant, a one-unit increase in promotion was associated with a 0.181-unit increase.

Table 8. Correlation Matrix

Correlations

		Citra Merek	Promosi	Keputusan Pembelian
Citra Merek	Pearson Correlation	1	,294**	,551**
	Sig. (2-tailed)		,003	,000
	N	98	98	98
Promosi	Pearson Correlation	,294**	1	,353**
	Sig. (2-tailed)	,003		,000
	N	98	98	98
Keputusan Pembelian	Pearson Correlation	,551**	,353**	1
	Sig. (2-tailed)	,000	,000	
	N	98	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

Brand image had a positive correlation of 0.551 with purchase decisions, while promotion had a positive correlation of 0.353. Brand image and promotion were correlated at 0.294. All reported relationships were statistically significant.

Explanatory Power and Partial Contribution

Table 9. Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,586[a]	,344	,330	3,338370

a. Predictors: (Constant), Promosi, Citra Merek

b. Dependent Variable: Keputusan Pembelian

The multiple correlation coefficient was 0.586. R Square was 0.344 and adjusted R Square was 0.330, indicating that brand image and promotion jointly explained 34.4% of purchase-decision variation. The remaining 65.6% may be associated with price, product quality, taste, convenience, service, location, digital reviews, seasonal demand, and other variables outside the model.

Table 10. Partial Coefficients

Coefficientsa

Model				Standardized Coefficients	t	Sig.	Correlations		
Model				**Beta**			**Zero-order**	**Partial**	**Part**
1	(Constant)	10,039	2,518		3,987	0,000			
	CitraMerek	0,401	0,071	0,490	5,631	0,000	0,551	0,500	0,468
	Promosi	0,181	0,075	0,209	2,409	0,018	0,353	0,240	0,200

a. Dependent Variable: Keputusan Pembelian

Table 11. Partial Determination Calculation

Pengaruh Pengaruh	Beta a	Zero Order b	Nilai KD Parsial (a x b) x 100%
Citra Merek	0,490	0,551	27%
Promosi	0,209	0,353	7,4%

The partial contribution calculation assigned 27.0% to brand image and 7.4% to promotion. Brand image was therefore the dominant explanatory variable in the model.

Hypothesis Testing

Table 12. Simultaneous F

ANOVAa						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	**554,815**	**2**	**277,408**	**24,891**	**,000b**
	Residual	1058,748	95	11,145		
	Total	1613,563	97			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi, Citra Merek

The simultaneous test produced F = 24.891 with p < 0.001. Brand image and promotion therefore had a statistically significant joint effect on purchase decisions.

Table 13. Partial t-test

Coefficientsa								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	10,039	2,518		3,987	0,000		
	Citra Merek	0,401	0,071	0,490	5,631	0,000	0,914	1,095
	Promosi	0,181	0,075	0,209	2,409	0,018	0,914	1,095

a. Dependent Variable: Keputusan Pembelian

Brand image was positive and significant (B = 0.401; beta = 0.490; t = 5.631; p < 0.001). Promotion was also positive and significant (B = 0.181; beta = 0.209; t = 2.409; p = 0.018). Both partial hypotheses were supported, although brand image had the larger standardized effect.

Discussion: The Strategic Role of Brand Image

The dominance of brand image indicates that customers relied strongly on what J&C Cookies represented in their minds. A familiar logo, a known store identity, recognizable product characteristics, and prior experience reduced the effort required to choose among cookie retailers. This is particularly relevant for products purchased intermittently, because customers may not compare every attribute each time. Memory and confidence can guide the choice.

The result is consistent with studies that report a significant role for brand image in purchase decisions across food, retail, and e-commerce contexts (Ariani et al., 2021; Sofya & Purwanto, 2021; Waruwu et al., 2023). A favorable image

works as a cognitive shortcut and a risk-reduction mechanism. It also supports recommendation and repeat purchase when the actual product experience remains consistent.

However, the descriptive findings reveal that a generally good brand image does not mean that every visual element is strong. Packaging was evaluated critically. For a cookie retailer, packaging has functional and symbolic roles: it protects the product, communicates quality, and supports gifting. J&C Cookies should therefore align packaging design with the identity already recognized by consumers.

Discussion: Promotion as an Activation Mechanism

Promotion had a smaller but still significant effect. The result suggests that promotional activity encouraged purchase, yet its execution was not sufficiently strong to become the principal reason for choosing the brand. Social-media advertising and discount variety received only moderate evaluations, while employee explanations were assessed more positively. This pattern indicates greater strength in direct communication than in campaign planning.

The finding aligns with research showing that promotion can stimulate purchasing decisions when messages are relevant, visible, and consistent (Anggraeni et al., 2023; Kesuma & Tomahuw, 2023; Wijaya et al., 2022). Promotion is most useful when it translates brand meaning into a timely customer action. Random discounts may generate short-term transactions, but they do not automatically build long-term preference.

J&C Cookies should design an integrated promotional calendar around customer occasions such as religious holidays, family gatherings, gifts, and community events. Content can combine product stories, customer testimonials, limited seasonal packages, behind-the-scenes production, and reminder messages. Promotions should be tested through engagement, redemption, repeat-purchase, and customer-acquisition metrics rather than exposure alone.

Integrated Managerial Implications

Brand image and promotion should be managed as a sequence. The brand creates recognition and trust; promotion activates that recognition at the right moment. A campaign becomes more persuasive when its visual style, language, and offer are consistent with the identity consumers already know. The packaging weakness deserves priority because it connects product protection, retail visibility, and gifting value. A revised design should retain familiar brand elements while improving color consistency, typography, product information, and the perceived suitability of the package for special occasions.

Promotional planning should move from irregular offers toward a continuous program. Social-media posts can be organized into product education, customer stories, seasonal reminders, and limited offers. Employee communication should remain part of the strategy because personal selling was one of the more positively evaluated promotional dimensions.

The 34.4% explanatory power also shows that purchase decisions are influenced by factors beyond the model. Product taste, freshness, price, service,

access, store atmosphere, reviews, and seasonal needs should be examined alongside brand image and promotion in future managerial evaluations.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that brand image and promotion positively and significantly influence purchase decisions at J&C Cookies Bober Bandung. Brand image was the dominant predictor, while promotion provided a smaller but meaningful additional contribution. Together, the variables explained 34.4% of purchase-decision variation.

Managerial Implications

The business should protect the positive recognition it has already developed while addressing weak visual and promotional elements. Priority actions include redesigning packaging, standardizing brand presentation, strengthening social-media activity, varying promotional offers, using customer testimonials, and connecting campaigns to seasonal purchase occasions.

Limitations and Future Research

The research was limited to one outlet and 98 respondents, and it used cross-sectional self-reported perceptions. Future studies should include product quality, price, service, digital reviews, store atmosphere, customer satisfaction, and loyalty. Transaction data and repeated observations would help distinguish temporary promotional responses from stable repeat-purchase behavior.

REFERENCES

Abdillah, L. A., Mappanyompa, J., Sabtohadi, J., Isma, A., Effiyaldi, D., Mulyodiputro, D., et al. (2024). Metode penelitian kuantitatif. CV Mega Press Nusantara.

Alamsyah, M. R., & Cahyono, K. E. (2021). Pengaruh kualitas produk, harga, promosi dan citra merek terhadap keputusan pembelian pada Burger King Jemursari. Jurnal Ilmu dan Riset Manajemen.

Anggraeni, T. C., Widjayanti, W., & Puspita, A. B. I. (2023). Pengaruh promosi dan citra merek terhadap keputusan pembelian pelanggan Shopee. Jurnal Ekonomi dan Manajemen, 2(1), 40-51.

Ariani, A. P., & Arifin, K. (2021). Pengaruh citra merek dan kualitas produk terhadap keputusan pembelian produk roti di Arsila Bakery Tanjung. JAPB, 4(2), 750-761.

Bancin, J. B. (2021). Citra merek dan word of mouth. CV Jakad Media Publishing.

Gunawan, D. (2022). Keputusan pembelian konsumen marketplace Shopee berbasis social media marketing. PT Inovasi Pratama Internasional.

Hidayat, R., Menhard, & Yulita, R. (2023). Manajemen pemasaran. CV Azka Pustaka.

Indrajaya, S. (2024). Manajemen pemasaran. Kaizen Media Publishing.

Kesuma, C., & Tomahuw, R. (2023). Pengaruh promosi dan citra merek terhadap keputusan pembelian mobil Wuling di showroom PT Arista Jaya Lestari. Jurnal Penelitian Manajemen.

Kurniawan, P., Anwar, Y., & Jufri, A. (2023). Manajemen pemasaran. Selat Media Partners.

Murtiningsih, D., & Marlapa, E. (2025). Perilaku konsumen. CV Budi Utama.

Nugraha, B. (2021). Pengembangan uji statistik. CV Pradina Pustaka Group.

Rahmatika, A., & Indiani, N. L. P. (2024). Pengaruh promosi, citra merek, dan harga terhadap keputusan pembelian kembali produk UMKM, 21.

Reken, F., Erdawati, E., Rahayu, S., Apriansyah, R., Herman, H., Sulfitri, V., et al. (2024). Pengantar ilmu manajemen pemasaran. CV Gita Lentera.

Samsiyah, S., Latif, N., Aprilia, C. D., Auliansyah, A. R., Raditya, G., Zukar, M., & Adella, N. T. (2023). Perilaku konsumen. CV Mega Press Nusantara.

Shafira, D. T., Nasution, H. P., & Haro, J. (2021). Pengaruh citra merek, harga, dan promosi terhadap keputusan pembelian pada e-commerce Shopee.

Sofya, D. N., & Purwanto, S. (2021). Analisis pengaruh citra merek dan kualitas produk terhadap keputusan pembelian ulang Slai O'lai. Jurnal Disrupsi Bisnis, 4(6), 478.

Sugiyono. (2023). Metode penelitian kuantitatif, kualitatif, dan R&D. Alfabeta.

Surjono, W., & Saepudin, H. (2024). Manajemen pemasaran jasa. Cipta Media Nusantara.

Utami, D. F., Sutrisna, A., & Lestari, S. P. (2022). Pengaruh promosi dan citra merek terhadap keputusan pembelian: Survei pada konsumen produk Bolu CV Yaki Tiga Putri. Jurnal Ekonomi, Manajemen Pariwisata dan Perhotelan, 1(3), 289-295.

Waruwu, O., Ambarita, R., & Hasibuan, N. (2023). Pengaruh citra merek dan promosi terhadap keputusan pembelian konsumen pada Sehat Bakery Sibuluan Indah. Jurnal Ilmiah Manajemen, Bisnis dan Kewirausahaan, 3(2), 107-118.

Wijaya, L. A., Prasetyo, W., Maulana, M. A., & Kusnanto, D. (2022). Pengaruh promosi dan citra merek terhadap keputusan pembelian pada KFC Galuh Mas Karawang. Jurnal Sinar Manajemen, 9(1).