

ABSTRAK

Pengaruh Citra Merek dan Promosi Terhadap Keputusan Pembelian J&C

Cookies Bober Bandung

Adanya fluktuasi penjualan dan penurunan omzet sebesar 5,05% pada periode Januari–Juni 2025 di J&C *Cookies* Bober Bandung diduga dipengaruhi oleh citra merek yang belum kuat dan strategi promosi yang kurang optimal. Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan citra merek, promosi, dan keputusan pembelian konsumen, serta mengukur pengaruh keduanya terhadap keputusan pembelian. Metode penelitian menggunakan pendekatan kuantitatif dengan penyebaran kuesioner skala Likert kepada 98 responden konsumen. Data diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan regresi linier berganda, uji t, uji F, korelasi, dan koefisien determinasi (R^2). Hasil analisis deskriptif menunjukkan rata-rata skor citra merek (3,92) berada pada kategori baik, promosi (3,38) pada kategori cukup baik, dan keputusan pembelian (3,76) pada kategori baik. Uji F menunjukkan citra merek dan promosi secara simultan berpengaruh signifikan terhadap keputusan pembelian ($F_{\text{hitung}} > F_{\text{tabel}}$; sig. $< 0,05$) dengan kontribusi sebesar 34,4% (R^2), sedangkan 65,6% dipengaruhi faktor lain di luar penelitian. Secara parsial, citra merek berpengaruh lebih dominan dibandingkan promosi. Temuan ini menegaskan pentingnya memperkuat citra merek dan mengembangkan strategi promosi yang kreatif, variatif, dan berkesinambungan untuk meningkatkan loyalitas dan kestabilan pembelian.

Kata Kunci : Citra Merek, Keputusan Pembelian, dan Promosi

ABSTRACT

The Influence of Brand Image and Promotion on Purchase Decisions at J&C Cookies Bober Bandung

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 ($F\text{-count} > F\text{-table}$; $\text{sig.} < 0.05$) 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.

Keywords: Brand Image, Purchase Decisions, and Promotion