Customer Value, Brand Image And Promotion; Analysis Of Purchasing Decisions (Case Of Silk Fabrication)

Andi Faisal Bahari¹, Jafar Basalamah², Moh. Zulkifli Murfat³, Adnan Hasan⁴, Abdurrahman Basalamah⁵

Abstract: Silk cloth is one of the Indonesian cultural heritages that has a variety of motives which contain meaning that is full of Bugis culture. To find out the purchase decision of Sengkang Silk, it is necessary to do research on customer value, brand image and promotion through a quantitative approach by means of questionnaire distribution. This study is expected to contribute to the government and craftsmen and producers to be able to evaluate sengkang silk products that relate to consumers in taking a purchase decision. Based on the results of the study it can be concluded that the influence of customer value, brand image and promotion of purchasing decisions shows good results even though it must be improved again.

Keywords: Customer Value, Brand Image, Promotion and Purchasing Decision

1 INTRODUCTION
The development of economic life is very rapid in the current era of globalization, human needs are increasingly increasing, so that each company wants to maintain its survival in order to provide very complex needs. So for that companies are required to be able to compete with other companies so that they can maintain the survival of the company itself. Both in manufacturing, trade and other fields. Indonesia is very well known for its rich culture. Some Indonesian cultures include woven fabric which is one of Indonesia's characteristics in terms of cultural heritage, from many cultural heritages, one of the weaving centers is South Sulawesi. Woven fabric itself is one part of Indonesian culture and part of Indonesian fashion. South Sulawesi's weaving as one of its ancestral heritage is still maintained until now, craftsmen in rural Sulawesi, especially in the Sengkang area of Wajo Regency, are still producing weaving, both for everyday clothes, traditional ceremonies or for sale. Sutra itself is one of South Sulawesi's unique weaving handicrafts that has a variety and different beautiful motifs with very good quality. In Sulawesi itself, the fabric weaving culture began to develop in 1400 with vertical and horizontal stripes. Then in 1600 a lot of squares developed along with the heyday of Islam in South Sulawesi. Silk sarongs are one of the mainstay regional handicrafts from South Sulawesi, many of which are found in the Sengkang area of Wajo Regency. The manufacturing generally still uses traditional materials and tools. To be able to compete, a solution is needed that can improve the company's performance to produce a product so that the company can win the competition, then the company must have a strategy. One of the strategies used to deal with competition is paying attention to Customer Values, building a Brand Image and the last being Promotions. The three variables are combinations that have the same role and are a single unit to support the success of the company. and all of this is shown to give satisfaction to selected market segments or consumers. By paying attention to Customer Values, building a Brand and Promotion Image can be used by the company concerned to develop a corporate strategy that can be a reference for the preparation of an effective marketing strategy. Through the above variables also companies can influence consumers so that consumers can know, happy and buy the products they offer and finally consumers become satisfied so consumers will always buy the company's products. Based on the background review of the problem and the marketing mix for purchasing decisions in a business, the authors choose the title "The Influence of Customer Value, Brand Image, and Promotion of Purchasing Decisions (Sengkang Silk Case Study)".

2 LITERATURE REVIEW
2.1 Customer
Value is the difference in value total customers and total customer costs, the total customer value is a set of benefits expected by the customer of a particular product or service and total customer costs is a set of costs expected by consumers to evaluate, obtain, use and dispose of products or services (Kotler, 2007) Customer value as a comprehensive assessment of the benefits of a product, based on customer perceptions of what is obtained when buying a product.
2.2 Brand Image
Image is a series of associations (perceptions) that exist in the minds of consumers towards a brand, usually organized into a meaning. The relationship to a brand will be stronger if it is based on experience and gets a lot of information. According to Kotler (2007: 346) brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory.

2.3 Promotion
Promotion is any form of communication that is used to inform (to inform), persuade (to persuade), or remind people about products produced by the organization or individually (Simamora, 2003: 285). Promotion is one of the important marketing activities for private companies (profit oriented) in an effort to maintain the survival of a company and increase the quality of sales to increase marketing activities in terms of marketing goods or services from a company.

2.4 Purchase Decision
Decisions A purchase decision is a decision of a person where he chooses one of several alternative choices and an integration process that combines the attitude of knowledge to evaluate two or more alternative behaviors and choose one of them. Purchasing decisions can also be said as an integration process that combines the knowledge attitude to evaluate two or more alternative behaviors, and chooses one of them (Nugroho, 2003)

3. RESEARCH METHODOLOGY

3.1 Research Design
The research location where is a study is held, to obtain valid, accurate and truly needed data in research. Research is also expected to be able to capture the true state of the object under study as well as all activities contained within it. The location of this study was conducted on Jalan Somba Opu Makassar because it is considered the center of exclusion by Makassar This research began in October 2019.

3.2 Population and Sample
This population is heterogeneous which can be seen from a variety of ages, sexes, and education. In this study, not all members of the population were taken, but only a portion of the population was 100 respondents.

3.3 Data Analysis
The research methodology used in this study is to use a quantitative approach. Data obtained through the main instrument in the form of a questionnaire. The analysis used is multiple regression which is processed through SPSS.

4 RESULT

4.1 MULTIPLE REGRESSION ANALYSIS
The model is used to determine the effect of customer value, brand image, and promotion on the decision to purchase sengkang silk partially and simultaneously. Based on the results of data analysis using SPSS, the regression results were obtained as follows:

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Unstandardized Coefficients</th>
<th>Standardized</th>
<th>t</th>
<th>Sig.</th>
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<tbody>
<tr>
<td>(Constant)</td>
<td></td>
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</tr>
<tr>
<td>Value of</td>
<td>Subscribers,285</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand,</td>
<td>370</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Promotion,</td>
<td>567</td>
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</table>

From the results of calculation analysis using SPSS the regression equation is obtained as follows:

Purchase Decision = -0.847 + 0.285X1 + 0.370X2 + 0.567X3

The equation has the following meanings:

a. Constants b0 = -0.847
   Constants of -0.847 state that if there is no increase in value from variables X1, X2, and X3, then the value of Y is -0.847
b. Coefficient X1 = 0.285
   The multiple regression coefficient X1 is 0.285 and is positive. This means that if the customer value variable (X1) increases, the variable decision to purchase Sengkang Silk (Y) will increase. So the more value the consumer gets, the purchasing decision will increase. The effect of X1 on Y is 21.3%.
c. Coefficient X2 = 0.370
   The multiple regression coefficient X2 is 0.370 and is positive. This means that if the Brand Image variable (X2) increases, the variable decision to purchase Sengkang Silk (Y) will increase. So the better the brand image on sengkang silk products, the consumers will not hesitate to make a purchasing decision and of course the purchase of Sengkang silk will increase. The effect of X2 on Y is 30.6%.
d. Coefficient X3 = 0.567
   The multiple regression coefficient X3 is 0.567 and is positive. This means that if the Promotion variable (X3) increases, the variable decision to purchase Sengkang Silk (Y) will increase. So the more easily consumers get information about Sengkang silk products and the more Promotions carried out by Sengkang Sutra through events or exhibitions, the decision to Purchase Sengkang Silk will increase. The X3 effect on Y is 38.8%. All Variables have significance that is smaller than 0.05, so partially variable X significant effect on Y.
4.2 Effect of Customer Value ($X_1$) on purchasing decisions ($Y$)

Variable customer value is the difference between the benefits obtained by the customer of a product with the effort and sacrifice he made to obtain and use the product. Of course a company must be able to create quality products to provide value higher for consumers. Before consumers decide to buy, consumers first set a value that must be fulfilled by the product that will be used if the entrepreneur succeeds in fulfilling the values set by the customer as a manifestation of customer expectations, the consumer will quickly make a purchasing decision. Barnes (2001) states that the concept of customer value is very important for achieving success in marketing. The Customer Value Variable is represented by six indicators, which are good quality, convenience when used, products that have value, stores that are easily accessible and affordable prices. See the table below:

<table>
<thead>
<tr>
<th>Items</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
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<tbody>
<tr>
<td>X.1</td>
<td>0%</td>
<td>1%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
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<tr>
<td>X.2</td>
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<td>5%</td>
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<td>5%</td>
<td>2%</td>
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<td>X.3</td>
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<td>3%</td>
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<td>5%</td>
<td>1%</td>
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<tr>
<td>X.4</td>
<td>0%</td>
<td>5%</td>
<td>6%</td>
<td>1%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>X.5</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>4%</td>
<td>6%</td>
<td>1%</td>
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<tr>
<td>X.6</td>
<td>0%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
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</tr>
</tbody>
</table>

Source: primary data (processed)

Of the six indicators, good product quality indicators that make a dominant contribution of 4.29 indicate that product quality is one of the criteria sought on a product of course a consumer will not make a purchase products that do not have quality, followed by an affordable price indicator of 3.98 indicate that prices are also important things that are considered by consumers when making purchases on a product, followed by indicators of comfort when used which will this be 3.93, indicating that the comfort aspect is important to consumers because when consumers feel comfortable using the product, consumers will not hesitate when they will repurchase, then the indicators value found in sengkang silk are 3.88, and price indicators that match the quality the product is 3.88, the indicators that have the least contribution are store indicators that are easily reached by 3.87.

The amount of contribution given by good product quality indicators shows that the quality of Sengkang silk products influences purchasing decisions. Meanwhile, infrastructure support is the indicator that provides the smallest contribution because it is considered still difficult to reach by some consumers. The results of the analysis of the data indicate that there is a significant influence between the value of customers on the purchase decision of Sengkang Sutra.

4.3 The Influence of Brand Image ($X_2$) on the purchase decision ($Y$)

Discussing the brand certainly cannot be separated from the product brand itself, all companies certainly crave brand to their product be the main consumer mind because the brand is a magnet that attracts consumers to a product. A brand is very important for the success of a company, whether it is a small company or a large-scale company because the presence of a brand of consumers will be able to differentiate one product from other competing products and with the presence of brands is also useful in terms of advertising and promotion. Image Variables This brand is represented by five indicators, which are introduction, easy to remember, different characteristics, emotional relationships, and priorities when choosing silk products. See the table below:

<table>
<thead>
<tr>
<th>Item</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>X.2.1</td>
<td>0%</td>
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<td>3%</td>
<td>3%</td>
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<tr>
<td>X.2.2</td>
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<td>8%</td>
<td>3%</td>
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<tr>
<td>X.2.3</td>
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<td>3%</td>
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<tr>
<td>X.2.4</td>
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<td>4%</td>
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<tr>
<td>X.2.5</td>
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</table>

Source: primary data (processed)

Indicators of emotional relationships that indirectly make love of Indonesian products that make a dominant contribution of 4.09 this indicates when using domestic products will foster a sense of love and pride in the homeland, followed by characteristic indicators that are different from the others by 4.06, followed by priority indicators when choosing silk as big as 3.95 this indicates that sengkang silk has advantages that make consumers keep making silk priority when making purchases of silk products, and the indicator the amount of 3.93 The indicator which has the least contribution is the easy
5 CONCLUSION
Customer value, brand image and promotion are closely related to purchasing decisions. So that a company is required to have all three of these variables. The results of the study on purchasing decisions made by consumers have 3 indicators, namely customer value categorized both in product quality, brand image that is categorized as good in emotional relationships that indirectly obtained from the purchase / use of products and promotions which are also categorized as good information ease obtained. Based on the findings during the study of the influence of customer value, brand image, and promotion of purchasing decisions (sengkang silk), the researcher proposed a suggestion that the Sengkang Sutra must be able to spread its products not only in certain areas but more evenly so that consumers, by holding exhibitions to attract more consumers to make purchases.

REFERENCES

Table 1.4
Distribution Frequency Variable Promotional Items (X3)

<table>
<thead>
<tr>
<th>Item</th>
<th>Alternative Answers</th>
<th>Mean</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>1</td>
</tr>
<tr>
<td>X3.1</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>X3.2</td>
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<tr>
<td>X3.3</td>
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<tr>
<td>X3.4</td>
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<tr>
<td>X3.5</td>
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</tbody>
</table>

The five indicators, are easily available which make a dominant contribution of 4.00, indicating that information about sengkang silk is easily obtained not only from sellers but also from users / consumers of sengkang silk, followed by word of mouth promotion indicators of 3.95, followed by indicators direct promotion of 3.94, this emphasizes the satisfaction gained from the use of sengkang silk, and an indicator of interest awaiting the latest exhibition of sengkang silk by 3.93. The indicators that have the least contribution are promotion indicators through government exhibitions by 2.98. The magnitude of the contribution provided by the information indicator regarding sengkang silk products that are easily obtained greatly influences purchasing decisions. Meanwhile, government promotion is the indicator that gives the smallest contribution because it is still considered to be less attractive to consumers to make purchases.

to remember indicator of 3.62. The amount of contribution given by the indicator of emotional connection indirectly by buying / using sengkang silk makes the love of Indonesian products influence purchasing decisions. Meanwhile, it is easy to remember to be the indicator that makes the smallest contribution because the Sengkang silk brand is still considered less known to consumers who do not live in Makassar (South Sulawesi). The results of the analysis of the data show that there is a significant influence between the brand image of the decision to purchase Sengkang Silk.

4.4 Influence of Promotion (X3) on purchasing decisions of Sengkang Sutra (Y)
Promotion is one of the important aspects in sales because with the promotion of making products marketed known to the public so that those who are initially not interested in buying a product will become interested and try the product so consumers make purchasing decisions. In line with the notion of promotion according to Tjiptono (2008: 546) sales promotion is all forms of short-term offers or incentives aimed at buyers, retailers or wholesalers and are designed to obtain a specific and immediate response. This Promotion Variable is represented by five indicators, which are easy to get, word of mouth promotion, government promotions, waiting interests event, and direct sales. Table below;

<table>
<thead>
<tr>
<th>Item</th>
<th>Alternative Answers</th>
<th>Mean</th>
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<tbody>
<tr>
<td></td>
<td>F</td>
<td>1</td>
</tr>
<tr>
<td>X3.1</td>
<td>0</td>
<td>0%</td>
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<td>X3.2</td>
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<tr>
<td>X3.3</td>
<td>0</td>
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<tr>
<td>X3.4</td>
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<tr>
<td>X3.5</td>
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</table>

The results of the analysis of the influence of customer value, brand image, and promotion are closely related to purchasing decisions. So that a company is required to have all three of these variables. The results of the study on purchasing decisions made by consumers have 3 indicators, namely customer value categorized both in product quality, brand image that is categorized as good in emotional relationships that indirectly obtained from the purchase / use of products and promotions which are also categorized as good information ease obtained. Based on the findings during the study of the influence of customer value, brand image, and promotion of purchasing decisions (sengkang silk), the researcher proposed a suggestion that the Sengkang Sutra must be able to spread its products not only in certain areas but more evenly so that consumers, by holding exhibitions to attract more consumers to make purchases.

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