The Effect of Promotion, Product Quality and Brand Image towards Purchase Intention of Fiesta Chicken Meat in West Jakarta

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Abstract:- **This study aims to analyze the effect of promotion, product quality, and brand image on purchase intention in Fiesta chicken meat in West Jakarta, Indonesia. This study uses Non Probability Sampling and purposive sampling methods with a total of 100 respondents. Data analysis of this study is carried out by multiple linear regression analysis using SPSS 25.0.**

The finding show that each independent variable namely promotion, product quality, and brand image has a positive and significant effect on purchase intention as a dependent variable. The product quality variable has the biggest effect among the three independent variables on purchase intention. Besides, promotion, product quality, and brand image simultaneously affect on purchase intention. It is recommended that companies should focus on increasing the value of product quality and promotion to increase consumer purchase intention and companies should pay more attention to brand image and company reputation. Further research by researching other variables is also recommended.

Keywords:- *Promotion, Product Quality, Brand Image, Purchase Intention, Fiesta Chicken Meat.*

I. INTRODUCTION

Chicken meat is one source of animal protein that is easily obtained at affordable prices. Chicken meat consumption in Indonesia increases every year. Jakarta is one of the cities in Indonesia with a very high amount of chicken meat consumption, which is around 1 million chicken meat every day, while according to BPS data that the race chicken population in Jakarta has not existed since 2013-2017.

Charoen Pokhphand is one of the largest chicken supplier companies in Indonesia that has released a variety of food products. Charoen Pokhphand controls 51% of the chicken business market share in Indonesia. PT Charoen Pokhphand is the largest feedmil company in Indonesia that releases various types of products such as animal feed, chicken meat, frozen food, nuggets, and various other processed foods.

One way to dominate the market is to have a dominant brand. Fiesta is a brand that is already known by the public so that Fiesta is a Top Brand. However, in 2014-2017, the Fiesta brand experienced a decline in the Top Brand index. But in 2018, the Fiesta brand index increased again. It contrast to the Top Brand index, Fiesta chicken sales had decreased in 2015, but in 2016 increased again and in 2017 experienced a drastic increase. In 2018, when the value of Fiesta's top brand increase, Fiesta chicken meat sales did not increase, not even reaching sales targets. Since 2016, Fiesta has held Fiesta chicken events at several malls and supermarkets in Jakarta. In addition to introducing Fiesta chicken products, this event can support sales of Fiesta chicken meat.

In determining the factors that affect intention in buying Fiesta chicken meat, the authors conducted a pre-survey of 23 respondents. According to respondents, the most influential factor on purchase intention in Fiesta chicken meat are Product Quality, Promotion, and Brand Image. Therefore, the authors examine **"The Effect of Promotion, Product Quality and Brand Image Towards Purchase Intention of Fiesta Chicken Meat in West Jakarta.**

II. LITERATURE REVIEW

Marketing is a concept to understand and respond to consumer needs by providing products or services needed by consumers. The reliable marketing concept can be obtained from market research carried out by jumping directly into the field and see what is really needed and desired by consumers.

A. Promotion
Promotion is one of the right ways to attract consumers. The promotion aims to introduce a product and communicate the benefits and advantages of the product to consumers. According to Kotler and Armstrong, "Promotion means activities that communicate the merits of the product and persuade the target customers to buy it." A company uses promotion to introduce products to the wider community to increase brand awareness of a product.

B. Product Quality

According to Kotler and Armstrong (2012: 283), product quality is "The ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation, and product repairs, as well as other product attributes". Product quality is the value expected by consumers from a product, how the product can satisfy consumers.
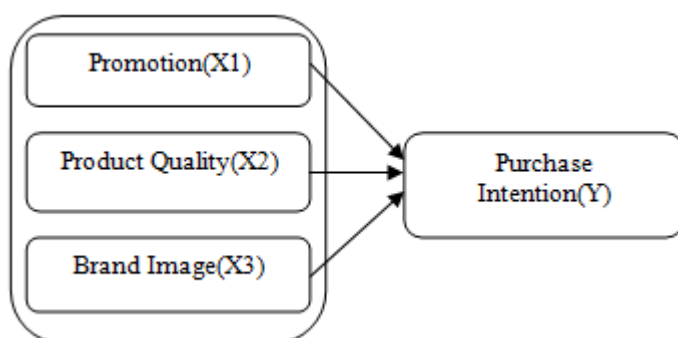
C. Brand Image

Brand image is a guideline used by consumers to evaluate products when they do not have enough knowledge about a product. There is a tendency that consumers will choose products that are well known through their experience using products and based on information obtained through various sources. According to Kotler and Keller (2016), brand image is consumer perception about a brand as a reflection of the association that exists in the mind of the consumer.

D. Purchase Intention

Intention that appear to buy a product as a result of a process of observation and learning of consumers or individuals for a product is called purchase intention. Durianto (2013: 58) revealed that purchase intention is the desire to own a product, purchase intention will appear if a consumer has been affected by the quality of a product, information about the product, such as price, how to buy, weaknesses and advantages of the product compared to other brands. Purchase intention is affected by the level of trust in a product. The purchase intention is related to the consumer's plan to buy a certain product at a certain time.

E. Conceptual Framework

Hypothesis :
H1: Promotion (X1) has a positive and significant effect on Purchase Intention(Y)
H2: Product Quality (X2) has a positive and significant effect on Purchase Intention(Y)
H3: Brand Image (X3) has a positive and significant effect on Purchase Intention(Y)
H4: Promotion(X1), Product Quality(X2) and Brand Image (X3) simultaneously have a positive and significant effect on Purchase Intention (Y).

III. RESEARCH METHODOLOGY

The type of research used in this study is a quantitative survey with a Likert measurement scale.

A. Population and Sampling

The population in this study are people who have the potential age to buy foodstuffs, which is around 21-60 years old in West Jakarta. The sample amount is determined using the Slovin formula (Umar, 2004) with the results of 100 samples. The sampling technique in this study uses Non-Probability Sampling and purposive sampling method.

B. Method of Collecting Data

This study uses a questionnaire data collection method. Questionnaires in the form of questions were distributed to respondents following the problems studied to obtain data in the form of respondents' statements.

C. Method of Data Analysis

The data analysis method is a process of data processing that has been collected. The choice of data analysis method must be correct to get accurate results. Testing data is processed using SPSS 25.0 for windows.

D. Data Analysis Techniques

Multiple linear regression model was used to test how consumers' ratings of promotion, product quality and brand image towards purchase intention in Fiesta chicken meat in West Jakarta. The general form of multiple regression equations used in this study are as follows:

$Y = a + b1X1 + b2\,X2 + e$
Y = Purchase Intention
A = Constanta
X1 = Promotion
X2 = Product Quality
X3 = Brand Image
b1, b2, b3 = Estimated Regression Coefficients Each Variable
e = error

IV. RESULT AND DISCUSSION

A. Sample Characteristic

In this study, among the 100 valid samples, the percentage of men is 33% and women are 67%. In terms of age, the subject of the largest age group is between 21-30 years old, which is 75%, 31-40 years old about 20%, 41-50 about 3% and 51-60 only 2 %. The largest group in terms of educational background is a bachelor degree about 47%, a senior high school about 40%, an associate's degree about 10%, elementary school about 2% and 1% from a post-graduate. Based on income, the largest group earns 3-5 million for a month which is 57%.

B. Analysis of Multiple Linear Regression
➢ *R Square*

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.926[a]	0.857	0.853	0.108	2.236
a. Predictors: (Constant), Promosi, Product Quality, Brand image					
b. Dependent Variable: Purchase Intention					

Table 1:- The Results Coefficient of Determination *R-Square* of Purchase Intention

According to table 1, the amount of R Square is 0,857. This shows that 85.7% Purchase intention (Y) is effected by Promotion variables (X1), Product Quality (X2), and Brand Image (X3) while the rest (100% - 85.7%) is 14.3% Purchase Intention (Y) is effected by other factors outside of this study.

➢ *Significance Simultaneous Test Result (Test - F)*

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.796	3	2.265	192.533	.000[b]
	Residual	1.129	96	0.012		
	Total	7.925	99			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Brand Image, Product Quality, Promotion						

Table 2:- The result *f* Test

Based on table 2 above, the result of F test is 192,553, and Sig. 0,000, while the F table with df (3.96) is 2.7. Assessment based on the F test: if F test > F table then Ho has rejected means significant, from the calculation results of the analysis above is 192,533> 2.72 then Ho is rejected means significant. Based on the probability: if <0.05 then Ho is rejected, the results of the analysis obtained 0.000 <0.05 means Ho is rejected and Ha is accepted. Thus, overall the Promotion variables (X1), Product Quality (X2), and Brand Image (X3) variables simultaneously have a significant and positive effect on Purchase intention (Y) variables.

➢ *Hypothesis Test Result*

Coefficients[a]						
Model		Unstandardized Coefficients		t	Sig.	Description
		B	Std. Error			
1	(Constant)	1.650	0.092	18.015	0.000	
	Promotion	0.220	0.020	11.077	0.000	Positive Significant
	Product Quality	0.234	0.024	9.562	0.000	Positive Significant
	Brand Image	0.153	0.019	7.932	0.000	Positive Significant
a. Dependent Variable: Purchase Intention						

Table 3:- The Result of T-test

The interpretation and testing of the hypothesis (H) in table 3 is as follows:

Y = a + b1X1 + b2 X 2 + e
Y = 1,650 + 0,220 X1 + 0,234 X2 + 0,153 X3 + *e*;

- Hypothesis (H1) is accepted, because the result of t-test 11.077 which is bigger than the table (df = 96) = 1.98) and the Sig. 0,000 with a coefficient 0.220. It means that Promotion has a significant and positive effect on purchase intention. These results are in line with research by Hulu et al. (2018) and Widyaningrum (2017). The current promotion carried out by Fiesta chicken meat can increase prospective customers' purchase intention by 22%.

- Hypothesis (H2) is accepted because the result of t-test which is 9.562 bigger than the table (df = 96) = 1.98) and the Sig. 0,000 with a coefficient 0.234. It means that Product Quality has a significant and positive effect on purchase intention. These results are in line with

research by Satria and Sidharta (2017). The current improvement in product quality by Fiesta's chicken meat can attract prospective customers' purchase intention by 23%.

- Hypothesis (H3) is accepted, because the result of t-test is 7.952. It is bigger than the table (df = 96) = 1.98) and the Sig. 0,000 with a coefficient 0.153 means that Brand Image has a significant and positive effect on purchase intention. These results are in line with research by Kwandy (2017) and Randi (2016). The existence of a good Fiesta's Brand Image today can attract prospective customers' purchase intention by 15%.

- Hypothesis (H4) is accepted, because the result of f-test is 192.553 (F-test > F-table (n = 96, and k = 3 = 2.7) and Sig 0.000 with a coefficient 1.650. It means Promotion variable (X1), Product Quality variable (X2), and Brand Image variable (X3) simultaneously have a positive and significant effect on Purchase Intention (Y).

C. Discussion

Coefficients[a]		
Model		**Unstandardized Coefficients**
		B
1	(Constant)	1,650
	Promotion	0,220
	Product Quality	0,234
	Brand Image	0,153
a. Dependent Variable: Purchase Intention		

Table 4:- Multiple Linear Regression of Purchase Intention(Y)

Hypothesis results show that three independent variables namely Promotion, Product Quality and Brand Image which have the strongest effect on the Purchase intention of Fiesta chicken meat is the Product Quality variable. This means that consumers pay more attention to the quality of instant and hygienic food product such as the products offered by Fiesta.

The indicators that must be considered from the Product Quality variable are seen from the highest r test result. The company must maintain the quality value of Fiesta products offered to consumers by making products from high quality raw material. Consumers know the difference in the quality of various products. Consumers always pay attention to the composition and quality of various products before they buy. Therefore, companies must make products that can be trusted by consumers including the compositions on the product packaging, so the company can get trust from customers. And the Fiesta's company must be able to issue products that fit the needs of consumers according to the current millennial generation era.

Promotional factors can also be a concern for companies because the coefficient value is the second largest effect on purchase intention in Fiesta products. The

indicators that must be considered from the Promotion variable are the indicators that have the highest r count value. Companies must recruit SPG / SPB who have good qualifications in offering Fiesta chicken meat products to consumers because good communication from SPG / SPB can affect potential customers to buy Fiesta chicken meat products. Companies must be able to maintain the events that have been carried out so far by making events more creative and expanding the marketing area to be able to attract consumer purchase intention. And companies can attract consumers by doing promotions such as price discounts on certain events. The discounted price carried out by the company is a form of promotion that can introduce Fiesta meat products to potential consumers.

While the third factor that has the smallest contribution to the purchase intention of Fiesta chicken meat is Brand Image. This means that potential customers are not necessarily interested in buying Fiesta chicken meat products because of the effect of the brand image owned by the Fiesta's company. In this case, companies must pay more attention to the brand image of Fiesta chicken meat products by making products that can last a long time, and companies should avoid things that can damage the reputation of Fiesta chicken meat products by using high quality raw material. A positive brand image in the minds

of consumers can encourage consumers to make purchases of the Fiesta brand, especially Fiesta chicken meat.

PT Charoen Pokhphand as the owner of the Fiesta brand must keep the company's reputation in the minds of consumers. One way to do that is put the company logo PT Charoen Pokhphand in all Fiesta's events and promotions. In addition to introducing PT Charoen Pokhphand as the owner of the Fiesta brand, this way also can enhance PT Charoen Pokhphand's reputation in the minds of consumers. So consumers will remember PT Charoen Pokhphand as a manufacturer of Fiesta products. Also, companies must intensify their Corporate Social Responsibility (CSR) activities on behalf of PT Charoen Pokhphand as the owner of the Fiesta brand. Also, companies can make Factory Visiting activities by building partnerships program with government, private organizations, school and community organizations to see how the Fiesta product is produced. Also, this could be a method for PT Charoen Pokhphand to introduce the company profile to the wider community.

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

From the results of data analysis and discussion in the previous chapter, it can be concluded as follows:

➤ Hypothesis (H1) is accepted because the result of t-test 11.077 is bigger than the table (df = 96) = 1.98) and the Sig. = 0,000. with a coefficient 0.220. It means that Promotion has a significant and positive effect on purchase intention.

➤ Hypothesis (H2) is accepted because the result of t-test 9.562 is bigger than the table (df = 96) = 1.98) and the Sig. = 0,000. with a coefficient 0.234 means that Product Quality has a significant and positive effect on purchase intention.

➤ Hypothesis (H3) is accepted because the t-test 7.952 is bigger than the table (df = 96) = 1.98) and the Sig. = 0,000. with a coefficient 0.153, it means that Brand Image has a significant and positive effect on purchase intention.

➤ Hypothesis (H4) is accepted because the result of f-test is 192.553 (F-test> F-table (n = 96, and k = 3 = 2.7) and Sig value = 0.000 with a coefficient 1.650. It means the promotion variable (X1), Product Quality variable (X2), and Brand Image variable (X3) simultaneously have a significant and positive effect on Purchase intention (Y) variables.

B. Suggestion

Based on the results of the study and the conclusions obtained, the authors will provide advice to related parties:

➤ The company must maintain the quality value of Fiesta products offered to consumers by making products from high quality raw material and maintaining the temperature of the product storage to keep it safe until it reaches the consumer.

➤ Companies must recruit SPG / SPB who have good qualifications, especially in terms of communication and the company continues to develop events that have been carried out so far.

➤ Companies must pay attention to the brand image of chicken meat products and avoid things which can damage the image of the product and the company by maintaining product quality, conducting promotional activities, intensifying the Corporate Social Responsibility and Visiting Factory.

➤ For further research, add other variable which is not examined in this study.

➤ The next researcher can use a larger sample and a wider area of questionnaire distribution.

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