

# Evaluating the Determinants of Consumer Purchase Intention for Health Supplement Products: The Interplay of Brand Image, Product Quality, and Promotional Initiatives

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**Abstract:-** Health is the most valuable asset in human life today and is the main foundation to support all activities. After the covid-19 pandemic changed the healthy lifestyle of the Indonesian people towards prevention by increasing the body's immune system in an easier way, namely by consuming health supplements. This phenomenon encourages the development of the circulation and use of health supplement products. Kimia Farma is the first pharmaceutical industry company in Indonesia with Fituno and Citamin as health supplement products produced by PT Kimia Farma, Tbk. Sales of fituno and citamin products at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta in April were higher than several other products. This study was conducted to determine the effect of brand image, product quality and promotion on purchasing decisions for health supplement products at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta (case study on Kimia Farma health supplement products). Data was collected through distributing questionnaires (google Form) with non-probability sampling techniques in the form of purposive sampling of 75 respondents. The data analysis technique in this study is multiple linear analysis techniques processed using the SPSS 26.0 for Windows application. The results of the analysis show that, 1) brand image has a partial effect on purchasing decisions for health supplement products (farma chemical products) at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta. 2) Product quality has a partial effect on purchasing decisions for health supplement products (farma chemical products) at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta. 3) Promotion has a partial effect on purchasing decisions for health supplement products (farma chemical products) at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta. 4) Brand Image, Product Quality, and Promotion simultaneously influence the decision to purchase health supplement products (farma

**chemical products) at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta.**

**Keywords:-** Brand Image; Product Quality; Promotion; Purchase Decision.

## I. INTRODUCTION

Health is the most valuable asset in human life today and is the main foundation to support all activities. However, in this fast-paced and sophisticated modern era, we are vulnerable to unhealthy lifestyles such as lack of physical activity intensity, radiation risk, and toxin exposure due to polluted environments. Health is a condition of complete physical, mental and social well-being, and not just freedom from disease or infirmity/disability [6]. After the 2019 novel coronavirus (2019-nCoV) outbreak that spread around the world, people are more concerned about health conditions and choose an easier way to maintain health, namely by consuming health supplements. The demand for health supplements has encouraged companies to offer products that are acceptable to the public. Purchasing decisions for supplement products are influenced by many factors including product quality, brand image, and promotion. Customers' perceptions of the quality of a business product are closely related to service quality and consumer buying interest [24].

Kimia Farma is the first pharmaceutical industry company in Indonesia established by the Dutch East Indies Government in 1817 which was later converted into a Limited Liability Company, so that the company name changed to PT Kimia Farma (Persero). PT Kimia Farma Apotek (KFA) is a subsidiary of the Company established based on the deed of establishment dated January 4, 2003. Since 2011 KFA has provided integrated health services including health clinics, clinical laboratories and optics, with the concept of One Stop Health Care Solution (OSHcS), as well as pharmaceutical

services (pharmacies) spread throughout Indonesia making it easier for people to get quality health services, one of which is Kimia Farma Pharmacy No. 01 Kemayoran located in Central Jakarta City [15]. The growth of supplement sales has led to the emergence of many health supplement brands including from PT Kimia Farma Tbk. one of which is Fituno and Citamin which are examined in this research.

Fituno is a food supplement product that contains three natural extracts that function to increase the body's immune system, keep the body healthy and fit, help speed up the healing

process. Citamin is also a health supplement product produced by PT Kimia Farma Tbk. which was developed specifically for the community. The reason the researchers chose Kimia Farma health supplement products (Fituno and Citamin) is because these products are produced by PT Kimia Farma Tbk which also has a good sales trend compared to similar supplement products such as Imboost, CDR and redoxon at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta. Where the total sales of supplements at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta in April 2024 can be seen in the following table:

Table 1. Total Sales of Supplements at Kimia Farma Pharmacy No. 01 Kemayoran, April 2024

PRODUCT NAME	Σ Trx	Σ Selling Qty
FITUNO SALUTARY TAB (BLISTER 3X10 TABS)-BJN	307	1.450
IMBOOST FORCE TAB	27	292
IMBOOST TAB@50	21	200
IMUNOS KPL@20	1	4
CITAMIN C PLUS 1000MG EFF (BOX OF 10 TABS)	93	98
REDOXON ZINC EFF@10 ORANGE	17	17

Source: Kimia Farma No 01, Kemayoran

From the table above, it can be seen that Fituno sales reached 1,450 tabs with 307 transactions, and Citamin C Plus eff 98 btl with 93 transactions beating Imboost Force (292 tabs), Imunos (200 tabs), and redoxon (17 btl). Fituno and Citamin at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta are the choice of consumers with the highest sales because they are well-known brands and the herbal content of Fituno and Citamin is proven by consumers to have no side effects. The price of Fituno and Citamin is also cheaper than Imboost, Imunos and Redoxon, as well as the selling skills of employees at the pharmacy in offering Fituno and Citamin to consumers at the pharmacy.

Large consumer purchasing decisions are based on their satisfaction with the products and services provided by the company. Satisfaction is also one of the main assets for companies, both services and goods, to be able to reach the market which can be built by several factors, one of which is brand image [13]. The brand image of Fituno and Citamin, which are supplement products from PT Kimia Farma Tbk, is well known by consumers at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta, especially for patients who have felt the effects and benefits, this has a positive effect on subsequent purchasing decisions. Brand image according to

[10] is a name, term, sign, symbol, design or combination of elements designed to recognize products or services from a particular individual or group of sellers, as well as to distinguish them from products and services offered by competitors in the market. From several interviews with consumers who bought fituno and citamin at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta, they conveyed the reasons they bought fituno and citamin because of the efficacy of the product after they consumed it so they bought it again, the content and composition of the product consists of herbal ingredients so that they do not feel the side effects they usually feel when consuming similar products, as well as

testimonials from family / relatives who have tried and felt the efficacy of fituno and citamin.

Product quality according to [2], is the ability of a product to perform its functions, which include durability, reliability, the level of accuracy produced, ease of operation and repair and other attributes that add value to the product as a whole. This statement is supported by [4], stating that product quality is proven to significantly influence purchasing decision dependents. Meanwhile, according to [6], product quality variables have no effect on product purchasing decisions through social media in Yogyakarta. Another factor that also influences the high sales of Fituno and Citamin at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta is Promotion, where the promotions carried out are the installation of Fituno and Citamin banners, banners and posters both in front of the entrance and in front of the counter, through advertisements on Metro TV (fituno) in the period September 2023, Event Run Global Water For Sumba 2023 and Fituno Run 10K 2024 in Jakarta, Branding Sticker on TransJakarta Buses (2023), influencer endorsements, as well as 10%-30% discount promotions and personal selling.

Promotion is the main means for companies to convey information about products to consumers, allowing consumers to know the advantages of these products and stimulate their interest in buying them [5]. Previous research conducted [2] found that promotion can influence consumer purchasing decisions for a product. Thus, researchers want to know how promotion plays a role in shaping consumer preferences and can be an important trigger in purchasing decisions for health supplement products at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta. Based on the above phenomenon, this study takes the research title, namely: the influence of brand image, product quality and promotion on purchasing decisions for health supplement products at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta (case study on Kimia Farma health supplement products) ".

## II. LITERATURE REVIEW

Marketing management is an important aspect in achieving business goals, as an art and science in selecting target markets and obtaining, maintaining, and communicating superior customer value [11]. Effective marketing management is to assess and develop an optimal set of marketing strategies used by a company, often called the marketing mix. Marketing mix instruments consist of product, price, place, and promotion [19]: a) Product, a combination of goods and services the company offers to the target market; b) Price, the amount of money customers have to pay to get the product; c) Place, company activities that make products available to target consumers; d) Promotion, activities that communicate product benefits and persuade target customers to buy them.

According to [14] the concept of decision making is the process of drawing conclusions from problem identification, starting from the background of the problem, and from recommendations that are used as basic guidelines in the decision-making process. [17] further states that there are six stages of purchasing decisions made by consumers, namely: a) Product Selection, b) Brand Selection, c) Purchase Channel Selection, d) Purchase Amount, and e) Purchase Time. Indicators of purchasing decisions according to [18] consist of five indicators, namely problem recognition, information search, buyer decisions, and post-purchase behavior.

A brand is a sign, name, or term that marketers use on their goods or services in order to differentiate them from competitors to identify these products and are designed to satisfy consumer needs such as conveying specific properties, benefits and services consistently to consumers [31]. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with that brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand, it will be more likely to make a purchase. Brand image is what consumers think and feel when they hear or see a brand name [9]. The indicators of brand image according to Ratri (2007) in [25] are as follows: 1) Product attributes, such as packaging, taste, price, and others, 2) Consumer benefits, the usefulness of the product from the brand, and 3) Brand personality, associations regarding the personality of a brand.

Basically, someone makes a purchase to meet their needs by considering only the external appearance, but also the benefits of the product obtained. Therefore, companies are required to produce a good quality product. According to [29] quality is influenced by 6M: Market, Money, Management, Men, Motivation, Material. Product quality is related to product attributes that are considered important by consumers and are used as the basis for making purchasing decisions. These attributes are:

- Brand is a name, term, sign, symbol, design, color, motion or combination of attributes and which distinguishes it from competitors' products
- Packaging Packaging is a process related to the planning and manufacture of containers or wrappers for a product
- Warranty A warranty is a promise that is the manufacturer's obligation if the product does not function as expected or promised.
- Complementary services Any product cannot be separated from the element of service or service, be it service as a core product or complementary service.

The importance of the role of promotion in marketing strategy cannot be ignored. If promotion is not done well, even quality products may not get the attention they deserve. Effective promotion helps companies create a market that is likely to accept, buy, and retain the products they offer through a well-designed marketing strategy. Promotion, in the context of marketing, is a vital communication tool to spread information, influence, and also remind the market about the products or services offered by a company. The ultimate goal is for consumers to accept the offer and make a purchase. Promotion appears in two forms, namely personal selling and non-personal selling. According to [18] in [28] promotion indicators consists of:

- Promotional Messages
- Promotion Media
- Promotion Time
- Promotion Frequency

## III. METHODOLOGY

This research uses a quantitative association approach. Associative research is research that looks for the relationship or influence of the independent variable (X) on the dependent variable (Y). This study looks for a cause-and-effect relationship or influence, between the independent variables (X1) Brand Image (X2) Product Quality, (X3) Promotion, on the dependent variable (Y) Purchase Decision. This research was conducted at all Kimia Farma Pharmacies located at Garuda street No. 47, Gn Sahari Kec. Kemayoran, Central Jakarta. This research was conducted using an instrument in the form of an online questionnaire via Google form with an ordinal scale questionnaire data measurement technique using a Likert scale, at intervals of 1-5. The population chosen in this research is consumers of health supplement products (Fituno and Citamin) at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta in April 2024, totaling 300 people. Respondents who contributed to this study were 75 people selected by purposive sampling technique through the Slovin Formula.

The indicators of this study are described in detail as follows:

Table 2. Research Variable and Indicator

No	Variable	Indicator
1	Brand Image (X1)	a. Product attribute b. Consumer benefits c. Brand personality
2	Product Quality (X2)	a. Performance b. Feature c. Conformance to Specifications d. Durability e. Reliability f. Serviceability g. Aesthetics h. Perceived Quality
3	Promotion (X3)	a. Promotion Message b. Promotion Media c. Promotion Time d. Promotion Frequency
4	Purchase Decision (Y)	a. Need recognition b. Information search c. Evaluation of alternatives d. Purchase decision e. Post-purchase behavior

Source: Various articles, processed (2024)

Based on this framework, the hypotheses in this study are:

- H1: Brand Image has a positive and significant effect on Consumer Purchasing Decisions.
- H2: Product quality has a significant and partial effect on consumer purchasing decisions.
- H3: Promotion has a positive and significant effect on Consumer Purchasing Decisions.
- H4: Brand Image, Product Quality and Promotion have a positive and significant effect on Consumer Purchasing Decisions.

#### IV. RESULTS AND DISCUSSION

##### ❖ Results

##### A. Respondent Identification

Respondent Description The description of respondents in this study consists of gender, age, occupation, income, nominal purchases, and frequency of purchase. The results are as follows:

Table 3. Respondent Description

Gender		
Description	Frequency	Percentage
Male	27	36%
Female	48	64%
<b>Total</b>	<b>75</b>	<b>100%</b>
Age		
18-25 years old	26	34.7%
26-35 years old	29	38.7%
36-50 years old	13	17.3%
> 50 Years	7	9.3%
<b>Total</b>	<b>75</b>	<b>100%</b>
Occupation		
Student	7	9.3%
Self-employed	6	8.0%
Civil Servants / State-Owned Enterprises	41	54.7%

Private Employee	13	17.3%
More	8	10.7%
<b>Total</b>	<b>75</b>	<b>100%</b>
<b>Income</b>		
1.5 to 3 Million Rupiah	10	13.3%
4 to 6 Million Rupiah	47	62.7%
6 to 10 Million Rupiah	12	16%
above 10 Million Rupiah	6	8%
<b>Total</b>	<b>75</b>	<b>100%</b>
<b>Purchase Amount</b>		
<Rp100.000	22	29.3%
Rp100.001 – Rp 300.000	42	56%
Rp 300.001 – Rp 500.000	9	12%
>Rp 500.000	2	2.7%
<b>Total</b>	<b>75</b>	<b>100%</b>
<b>Purchase Frequency</b>		
Once a month	42	56%
Once in 2 months	18	24%
Once in 3 months	6	8%
Once in 4 months	9	12%
<b>Total</b>	<b>42</b>	<b>56%</b>

Source: Primary data, processed (2024)

**B. Validity and Reliability Test**

Based on the calculation results, it is found that the rTable of this study is 0.227 significant at the 5% point or 0.05. The results of statistical analysis show that each statement item in each indicator of this study has a value of rCount greater than rTable 0.227 significant at  $0.00 < 0.05$ . These results indicate that all questionnaire statement items are valid. In addition, reliability testing of questionnaire items is measured based on the Cronbach's Alpha value. The results of statistical analysis show that all independent variables; brand image (0.797), product quality (0.790), promotion (0.832), and the dependent variable purchasing decisions (0.784) have a

Cronbach's Alpha value  $> 0.6$  which concludes that all variables studied in the following research are declared reliable.

**C. Hypothesis Test**

Multiple linear analysis is used to test the effect of independent variables on one dependent variable under study. This analysis is carried out to determine the direction and magnitude of the influence of the independent variables on the dependent variable. The results of multiple linear regression output in this study are presented in table 4 below:

Table 4. Results of SPSS Analysis of Multiple Linear Regression Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.342	.129	.213	2.648	.010
Brand Image	1.006	.113	.810	8.893	.000
Product Quality	.229	.140	.114	2.134	.017
Promotion	.342	.129	.213	2.648	.010

a. Dependent Variable: Purchase Decision  
Source: Primary data, processed (2024)

With a t-table of 1.996, it can be concluded that:

- The Brand Image variable (X1) has a calculated t value of 2.648 > t Table 1.996 significant at 0.010 < 0.05, so it can be concluded that the brand image variable (X1) partially has a significant effect on the purchasing decision variable (Y).
- The product quality variable (X2) has a calculated t value of 8.893 > t table 1.996 significant at 0.00 < 0.05, so it can be concluded that the product quality variable (X2) partially has a significant effect on the purchasing decision variable (Y).

- The promotion variable (X3) has a calculated t value of 2.134 > t table 1.996 and a significance of 0.017 < 0.05, so it can be concluded that the promotion variable (X3) partially has a significant effect on the purchasing decision variable (Y).

In short, the variables of brand image, product quality, and promotion have a significant positive effect on purchasing decisions and the hypothesis is statistically proven.

Table 5. F Test Results

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	984.981	3	328.327	113.334	.000b
1 Residual	205.685	71	2.897		
Total	1190.667	74			

a. Dependent Variable: Purchase decision  
 b. Predictors: (Constant), Brand Image, Product Quality, Promotion  
 Source: Primary data, proceed (2024)

In order to test the 4th hypothesis, the F test was used. The results of statistical analysis found that F Count 113.334 is greater than F Table 2.732 significant at point 0.00 < 0.05. This value indicates that the independent variables (X1,2,3 ) together (simultaneously) affect the dependent variable (Y).

❖ Discussion

A. *The Effect of Brand Image on Purchasing Decisions for Health Supplements (Fituno and Citamin) at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta*

The research results referring to the results of data processing carried out in this research are in line with previous theories which state that brand image influences consumer purchasing decisions. Citing Table 5.16, it can be concluded that partially brand image (X1) has an effect on purchasing decisions (Y) for Fituno and Citamin health supplement products at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta.

Brand image has an important role in consumer purchasing decisions. Brand image includes the perceptions and associations that consumers have towards a brand (Fituno and Citamin), including reputation, product quality, product attributes, and previous user experience. Consumers' positive experience with a product's brand image will provide greater trust and loyalty to the product. Conversely, a poor brand image or not meeting expectations can reduce consumer interest and desire to buy the product. Based on the results of the interviews, it is known that consumers have positive experiences such as the absence of side effects that they usually feel when consuming similar products. They also received recommendations from family/relatives who had previously

consumed Fituno and Citamin products, so they were more confident in making purchases. Therefore, building and maintaining a strong brand image is an important strategy for companies to influence consumer purchasing decisions and build long-term customer loyalty.

The results of this research support the theory found in previous studies by [20], [26], [3], [27], [30], and [23] which state that the brand image variable partially has a positive effect on consumer purchasing decisions. This also means that the results of this study contradict research by [21] and [1] which state that the brand image variable has no influence on consumer purchasing decisions.

B. *The Effect of Product Quality on Purchasing Decisions for Health Supplements (Fituno and Citamin) at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta*

As stated in Table 4, it is known that partially product quality (X2) has an effect on purchasing decisions (Y) for Fituno and Citamin health supplement products at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta. Regarding product quality, the frequency distribution results show that the highest indicator is in the statement that Fituno / Vitamin supplement products have an attractive aesthetic appearance. Followed by statement X2.2 which states that the content of Fituno / Vitamin products is very suitable for the needs of consumers in order to maintain a healthy body. Furthermore, in item number X2.6 where the majority of respondents agreed that supplement products are easy to consume. The lowest value in this variable measurement instrument is item X2.8, which is a statement that the overall Fituno / Vitamin supplement product is very good at maintaining body health.

Product quality plays a crucial role in consumer purchasing decisions. Product quality covers various aspects such as reliability, durability, performance, and features provided. Consumers tend to look for products that not only meet but also exceed their expectations of quality. When consumers feel confident that the product has good quality, they tend to be more satisfied and confident in choosing the product. This not only affects current purchasing decisions but can also build long-term loyalty if their experience is positive. As the results of interviews with consumers regarding the reasons for purchasing these products are the efficacy of the product, as well as the content and composition of the product consisting of herbal ingredients so that there are no side effects that they usually feel when consuming similar products.

The results of this study are in line with and support the theories of previous research by [21], [20], [26], [27], [30], and [23]. Where these studies state that product quality variables have a positive and significant influence on consumer purchasing decisions.

*C. The Effect of Promotion on Purchasing Decisions on Purchasing Decisions for Health Supplements (Fituno and Citamin) at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta*

AS the Table 4 presented, it is known that partially promotion (X3) has an effect on purchasing decisions (Y) for Fituno and Citamin health supplement products at the Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta. The highest indicator states that the average respondent agrees with the statement (X3.1) that the promotional message for Fituno / Vitamin supplement products is easy to understand and in accordance with consumer needs. Furthermore, the majority of respondents agreed that the promotional activities for Fituno / Vitamin supplement products had been carried out at the right time, namely during the health needs shopping schedule (X3.3). With the lowest score, but more than 50% of respondents also agreed that the promotional media for Fituno / Vitamin supplement products used were effective in reaching consumers.

Promotion is a company strategy to communicate product value to potential consumers through various media such as advertising, sales promotion, and other marketing activities. The media used to disseminate promotions also affect the way consumers receive information and form perceptions about products. When promotions are carried out effectively, for example by highlighting product advantages or providing attractive special offers, consumers tend to feel more interested and may be more likely to purchase the product. In addition, the media chosen can also influence the reach and impact of the promotion, thus affecting how widely potential consumers can be reached and how strongly the promotional message can be conveyed. Kimia Farma has conducted various promotional prospects such as through print media, through advertisements on television, sports activities, influencer endorsement services, and other special offers. Promotion that is carried out consistently and integrated through various media can build a strong brand image, thus encouraging consumers to choose the product or service.

The results of this study are in line with previous research conducted by [21], [26], Taufik Hidayat (2020), [1], [30], and [23] which state that promotion has a positive and significant effect on purchasing decisions. Unfortunately, the results of this study contradict previous research by [27] in his research on the effect of promotion, price, product quality, and brand image on purchasing decisions for household appliances which states that purchasing decisions by consumers are not influenced by promotions.

*D. The Effect of Brand Image, Product Quality, and Promotion on Purchasing Decisions for Health Supplements (Fituno and Citamin) at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta*

In the previous discussion, it was found that the three variables partially have an influence on purchasing decisions for Kimia Farma health supplement products. In addition to identifying partial effects, this study was also conducted to determine the simultaneous effect between the independent variables and the dependent variable. Referring to Table 5.17 indicates that together (simultaneously) the three independent variables (brand image, product quality, and promotion) have an effect on the dependent variable (purchase decision) of Health Supplement products (Kimia Farma products) at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta.

The highest influence is on the product quality variable (X2) in indicator X2.7 related to the aesthetic appearance of Fituno and Citamin products which are considered attractive by more than 60% of respondents. Followed by the influence of the brand image variable (X1) on indicator X1.4 which states that "In my opinion, Fituno / Vitamin supplements help meet the health or endurance needs of consumers.". The lowest influence among the three independent variables is on the promotion variable (X3) with the indicator that has the highest average value is X3.1 with the statement that the promotion of Fituno / Vitamin supplements is easy to understand and fits the needs.

The results of this study are in line with previous research by [21], [26], and [23] which state that the variables of brand image, product quality, and promotion have a simultaneous influence on consumer purchasing decision.

## V. CONCLUSION

Based on the discussion and discussion of the statistical test results presented above, it can be concluded that: 1) Brand image partially affects consumer purchasing decisions so that hypothesis 1 is proven and accepted, 2) Product quality partially affects consumer purchasing decisions for health supplements, so that hypothesis 2 is proven and accepted, 3) Promotion partially affects consumer purchasing decisions, so that hypothesis 3 is proven and accepted, and 4) Brand image, product quality, and promotion simultaneously influence purchasing decisions for Health Supplements (Kimia Farma Products) at Kimia Farma Pharmacy No. 01 Kemayoran, Central Jakarta. This indicates that the fourth hypothesis is accepted or accepted. In short, the four hypotheses proposed in this study are accepted.

Along with the results of this study, it is hoped that companies will be able to maintain consistent product quality, alter product attributes or designs to make them more attractive, conduct effective marketing communications to increase brand awareness, and create positive associations related to brands in the eyes of consumers. The findings emphasize the importance for companies to continuously improve and maintain the quality of their products through the process of product formula innovation, quality control through halal and BPOM certification, and consistent in gathering information on consumer experiences related to product effectiveness and work. Companies also need to identify consumer behavior in responding to promotions, such as the tendency to delay purchases until there is a promotion, or buy more when there is a promotion. This can help design promotions that are more in line with consumer behavior patterns. This process also helps companies allocate promotional budgets more optimally with the right target segmentation.

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