

THE EFFECT OF PROMOTION AND BRAND IMAGE ON CONSUMER BUYING INTEREST IN AYUITHAFRESHMARKET

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ABSTRACT

This study aims to examine the effects of promotion and brand image on consumers' purchase intention at AyuithaFreshMarket. Increasing competition among retail and fresh-goods stores requires AyuithaFreshMarket to implement appropriate strategies to keep consumers interested in buying. Promotion functions as a communication tool to convey product information, while brand image shapes consumers' perceptions and trust in the store. The research used a quantitative method with a causal-associative approach. Data were collected via questionnaires distributed to 77 consumer respondents of AyuithaFreshMarket, using purposive sampling. Data analysis included validity and reliability tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination using SPSS. The results show that promotion and brand image, both partially and simultaneously, have a positive and significant effect on consumers' purchase intention at AyuithaFreshMarket. The brand image variable has the most dominant influence compared with promotion, indicating that consumers' positive perceptions of the AyuithaFreshMarket brand are a key factor driving purchase decisions. It is recommended that AyuithaFreshMarket continue to increase the intensity of informative and attractive promotions and strengthen its brand image through consistent product quality and service so that consumers' purchase intention continues to rise.

Keywords: promotion; brand image; purchase intention; ayuithafreshmarket.

INTRODUCTION

Marketing is required and is demonstrated through the process of creating, providing, and exchanging valuable products on behalf of others, covering all distribution activities of products or services from producers to consumers. The role of marketing greatly influences the success of a company in maintaining its position in the market, because it is a core activity that ensures survival, development, and profitability.

Achieving business objectives is determined not only by production and financial factors, but also by the ability to implement an effective marketing strategy, considering that marketing is the primary link between the company and customers. The right marketing strategy makes it easier for prospective consumers to accept the product, thereby stimulating purchase decisions; on the other hand, understanding the product's position is essential for comparing market share and

the growth rate of similar competitor products (Simatupang & Adam, 2025).

According to Kumillaella et al. (2025), consumers' purchase intention toward a Brand is influenced by the quality of the promotions carried out by the company and the level of consumers' perceptions of the Brand being marketed. This purchase intention refers to the desire of prospective buyers to decide which product or brand they will choose for consumption. Such purchase intention reflects a person's drive and tendency to acquire a particular product. Matthew (2026) states that when consumers' purchase intention toward a company's product is low due to factors such as quality, durability, and a Brand Image that is inferior to that of competitors, consumers tend to ignore the product and switch to alternatives offered by competitors. Consumers' purchase intention is the main indicator that shows how successful a product is in the market. Purchase intention can be understood as consumers' desire or interest in buying a particular product or service after going through an evaluation process of various factors (Andarista et al., 2022) in (Wiraguna et al., 2025).

According to Kotler (2021) in (Simatupang & Adam, 2025), promotion

is an instrument or activity used by companies to deliver value to customers. Kumillaella et al. (2025) state that promotion is an effort arranged to introduce the company's products to consumers in order to attract their attention, so that buying interest arises. Promotion activities include conveying information about product quality, and the benefits consumers obtain from using the product, publicizing the offered products, and building positive relationships with the community through focused promotion activities. Lestari et al. (2023) companies must carry out promotion in order to convey product information to consumers, where promotion essentially involves efforts in the realm of information, appeals (persuasion), and communication. These three aspects are interrelated because the delivery of information is persuasive and will be effective through communication with the recipient. Promotion functions as a means to differentiate products, attract buyers' attention, and provide information during the purchasing decision process.

Brand Image is one of the crucial factors that shapes consumers' perceptions. According to Lestari and Nugroho (2022:89) in (Nugraha et al., 2025), brand image that is positive can

build trust, increase purchase interest, and strengthen consumers' loyalty to a particular brand. According to Pratama (2024) Brand image has a role that is no less vital in influencing consumers' purchase intention because brand image is a collection of perceptions related to a brand that is embedded in people's minds. Overall, brand image reflects consumers' perceptions of a product used to meet their needs, so it remains strongly embedded in their memories. Brand image functions to form loyalty and consumers' responses to that brand. A brand is considered to have Image that is positive when consumers give more favorable responses to a branded product than to a similar product without an image.

Fresh market is one of the supermarkets or modern stores located in Bima City, West Nusa Tenggara Province. Fresh market is widely known as a shopping center that provides a variety of essential goods and household needs for everyday life in the community. Its presence has become a top option for residents of Bima City when shopping, thanks to a practical and comfortable shopping concept, along with a complete selection of products. Freshmarket emerges as a form of the evolution of modern retail in Bima City,

in line with changes in people's consumption patterns. Today, people are more inclined to choose shopping locations that combine various needs in one place, thereby optimizing time and effort. Thus, Freshmarket offers many categories of goods, ranging from food, beverages, kitchen spices, various types of fresh vegetables, snacks, bottled drinks, frozen food, to other daily necessities. From the development of modern supermarket businesses in Bima City, Ayuithafreshmarket is one of the stores that is in demand by the public. Ayuithafreshmarket is located at Datuk Dibanta No. 99 St, Jatiwangi, Asakota District, Bima City. Ayuithafreshmarket sells a wide variety of household necessities, especially in the kitchen seasonings section, fresh vegetables, various frozen foods, as well as fruits. In addition, Ayuithafreshmarket has a diverse customer bases such as housewives, students, civil servants (ASN), and MBG partners. Ayuithafreshmarket also has social media to promote its products, such as: Facebook (@hayyu), Instagram (@ayuithafreshmarket), and WhatsApp. The next promotional strategy is offering discounts or price reductions on certain products. Ayuithafreshmarket often

offers promotional prices on some everyday necessities to attract consumers' attention. Discounts are usually given at certain times, such as weekends, major religious holidays, or when there is stock of products in large quantities. With price reductions, consumers are more interested in shopping because they can obtain goods at lower prices. In addition to discounts, Ayuithafreshmarket also applies a promotional strategy in the form of attractive product displays inside the store. Certain products are placed in locations that are easy for consumers to see, so they can increase purchasing interest. Neat and attractive product arrangement helps consumers find the products they need more easily while also encouraging spontaneous purchases.

Based on the initial observation results, there are several things the researcher sees, such as the less-than-optimal application of the marketing strategy at Ayuithafreshmarket, which may be due to several factors, including promotions that are still not very active, the use of social media that has not been maximized, and a lack of innovation in introducing products to the public. In addition, the shop has not fully developed a *Brand Image* or *Image* that is strong in

the eyes of consumers, so many people still do not know the advantages of Ayuithafreshmarket compared with other shops. Inadequate promotions cause information about products, discounts, and the store's advantages not to be conveyed well to consumers. As a result, people become less interested in coming to shop because of the limited information they receive. A lack of promotional activities also makes it difficult for the shop to reach new consumers and puts it at a disadvantage compared with other businesses that market more actively. Furthermore, a brand image that is not yet strong can affect consumers' perceptions of the shop. If the shop image is less attractive or not widely recognized, then the level of consumer trust and interest also becomes low. Consumers usually prefer shops that already have a good reputation, well-known service, and product quality that is trusted by the public. The lack of optimal promotion and *brand image* ultimately affects consumer purchase intention. Consumers become less interested in buying products at Ayuithafreshmarket due to the lack of marketing appeal provided. Another impact is that the number of customers does not increase significantly, and product sales become less than optimal.

Based on the presentation above, the researcher is interested in conducting research with the title

“The Effect of Promotion and *Brand Image* on Consumer Purchase Intention at Ayuithafreshmarket.”

LITERATUR REVIEW

Promotion

Promotion plays a crucial role for companies because its purpose is to introduce the company to consumers so that they become aware of its existence. According to (Siswanto, et al., 2023) Promotion is one element of the marketing mix that has the function of conveying information about the benefits and usefulness of a product, as well as to persuade and convince consumers so that they are interested in buying the product offered by the company. Armando & Siregar (2024) state that Promotion is one component of the marketing mix that has an important role, namely introducing or delivering the product to the public or consumers in order to encourage them to buy it. Archie & Eriyanti (2021) emphasize that promotion is essential for introducing products while also attracting consumers' interest in buying them, so that consumers become more familiar with the products produced by the company.

Promotion Indicator

According to Kotler and Keller in Risma et al. (2025) there are four promotion indicators that must be considered, namely: (1) Promotional Message: An assessment of the quality of the message delivered to the market; (2) Promotional Media: Facilities used by the company in carrying out promotional activities; (3) Promotion Time: The period of time during which the promotion is carried out; (4) Promotion Frequency: The number of promotional activities carried out within a specific time period.

Brand Image

However, if consumers already have trust in a particular brand, this will make the product purchasing process easier, as mentioned by Andrian et al. (2022) in (Sodik et al., 2024). Brand Image is defined as consumers' perceptions formed through experience, communication, and interactions with Brand skincare. Its elements include visual aspects such as logos and packaging, core values, and emotional associations. A strong brand image can increase recall and purchase intention in the long term (Visioner, 2023) (Irwan, et al., 2026) According to Ramadhani and Maskur (2020) in Listiara et al. (2023) the definition of Brand Image refers to the overall perce

ption of a brand formed based on information and past experiences with the brand.

Indicator Brand Image

According to Astuti et al. (2021) In (Faiz & Chasanah, 2024), the indicators that form *Brand Image* include: (1) Manufacturer image, namely a set of associations perceived by consumers regarding the company that produces a product or service. Its elements include popularity, credibility, the company network, and users of the product; (2) Product image, namely a set of associations perceived by consumers of a product or service." Its elements include product attributes, benefits to consumers, as well as quality assurance; (3) User image, namely a set of associations perceived by consumers toward the user of a good or service. Its elements include a profile of the user themselves and their social status.

Buying Interest

According to Komariah et al. (2026) Buying interest is an impulse or A person's tendency to make a product purchase within close range after evaluating various information, perceptions of the brand, as well as stimuli from marketing activities. This variable is often used as an indicator or predictor of actual purchasing decisions in marketing studies. Therefore, buying interest can be interpreted as consumer

action driven by impulse of desire and the wish to carry out an activity of purchasing a product. (Bonde et al., 2024). Purchase intention arises when consumers assess and evaluate the information they receive. When entering a store, a feeling usually appears of being interested, curiosity, the urge to try, until finally the desire to buy the product. Firmansyah et al. (2023) Purchase intention of consumers refers to the process undertaken by consumers in buying goods or services based on various considerations. This is the stage in which consumers arrange their choices among the various brands available within a set of options before finally purchasing the most preferred alternative. Therefore, purchase intention can be understood as a consumer action that is driven by a strong desire and willingness to make a purchase of a product. According to Firmansyah et al. (2023), consumer purchase intention refers to the process the consumer goes through to buy goods or services, which is based on various considerations.

Purchase Intention Indicators

According to Ferdinand and Septyadi et al. (2022) (Umam et al., 2025), purchase intention can be identified through the following indicators: (1) transactional intention, namely an individual's tendency to

buy a product; (2) referential intention, namely an individual's tendency to recommend the product to others; (3) preferential interest, namely an interest that reflects an individual's behavior with a primary preference for that product, which can only be replaced if there is a change in the main chosen product; (4) exploratory interest, namely an interest that describes an individual's behavior that actively seeks information about the product they are interested in and gathers supporting data to strengthen the product's positive aspects.

The Effect of Promotion on Purchase Intention

Promotion is one of the crucial elements in the marketing mix designed to increase awareness and consumers' interest in a product. A well-targeted promotional strategy can help SMEs reach the target market more effectively, especially amid increasingly intense competition (Pongratte et al., 2023) in Wiraguna et al. (2025). These findings align with research by Cahya and Khoir (2024) as well as Sofiah and Nurmulya (2024) in Khofia et al. (2024), which states that promotion has a positive and significant effect on purchase intention.

Relationship Between Brand Image and Purchase Intention

Theoretically, a positive brand image can shape consumers' perceptions of the brand and its products. In addition, a strong and distinctive brand image allows a brand to stand out among competitors. With a different and attention-grabbing image, consumers are more likely to choose a brand over other alternatives. Research by Medinna and Hasbi (2020) in (Cahyani et al., 2024) consistently found that brand image has a positive and significant effect on purchase intention.

The Relationship Between Promotion and Brand Image on Purchase Intention

The effect of promotion and *Brand Image* on purchase intention is significant and complementary. Promotion provides short-term stimulus through direct communication, whereas *Brand Image* fosters long-term loyalty. Combining the two can strengthen marketing strategies to overcome increasingly intense competition. (Hidayat, et al., 2024) in (Khofia et al., 2024).

RESEARCH METHOD

This type of research is associative research. It is a research method aimed at determining the relationship between two or more variables, namely variables (X)

and (Y). (Albar et al., 2022). In this case, how much is the relationship or influence between promotion (X1) and brand image (X2) on consumers' purchase intention (Y) among consumers at Ayuithafreshmarket?

As for the research instrument used to collect data, it is a questionnaire using a Likert scale. Respondents are given a series of questions by choosing one of the alternative answers that is considered the most appropriate.

According to Sugiyono (2020), a population is a collection of units of objects or subjects that have certain qualities and characteristics, which are determined by the researcher to serve as the basis for drawing conclusions. The population in this study consists of all consumers who have ever purchased Pada Ayuithafreshmarket, the number of which cannot be known with certainty.

A sample is defined as a part of the population that reflects similar properties and characteristics, so that it can represent the entire population being studied (Sugiyono, 2020). The determination of the sample size is adjusted by looking at the number of indicators multiplied by 5–10 (Locke, 2019). In this study, the number of samples is $11 \times 7 = 77$, so the result is 77 samples. The determination in the sample in this research is the

researcher's use of a purposive sampling technique. Purposive sampling is a sampling determination technique with certain considerations in Sugiyono (2020). Based on these considerations, the researcher made the sample in this study 77 respondents, with criteria such as being above 17 years old because they can understand the questions in the questionnaire, residing in Bima City, and having purchased products at Ayuithafreshmarket.

The data collection techniques used are observation, questionnaires, and literature study. The data analysis techniques used are validity tests, reliability tests, the Test of Classical Assumptions (Normality Test, Test for Multicollinearity, Heteroskedasticity Test, Autocorrelation Test), Multiple Linear Regression, the Multiple Correlation Coefficient, the Multiple Coefficient of Determination, Significance Test (T test and F test).

RESULT AND DISCUSSION

Validity Test

Table 1. Validity Test

No	Variables - Indicators	R calculation	R table	Description
1.	Promotion			
	Indicator X1.1	0.657	0.300	Valid
	Indicator X1.2	0.495	0.300	Valid
	Indicator X1.3	0.697	0.300	Valid
	Indicator X1.4	0.767	0.300	Valid
	Indicator X1.5	0.470	0.300	Valid
	Indicator X1.6	0.626	0.300	Valid
	Indicator X1.7	0.470	0.300	Valid
	Indicator X1.8	0.391	0.300	Valid
	Indicator X1.9	0.492	0.300	Valid
	Indicator X1.10	0.318	0.300	Valid
	Indicator X1.11	0.869	0.300	Valid
	Indicator X1.12	0.657	0.300	Valid
2.	Brand Image			
	Indicator X2.1	0.538	0.300	Valid
	Indicator X2.2	0.671	0.300	Valid
	Indicator X2.3	0.404	0.300	Valid
	Indicator X2.4	0.533	0.300	Valid
	Indicator X2.5	0.354	0.300	Valid
	Indicator X2.6	0.401	0.300	Valid
	Indicator X2.7	0.604	0.300	Valid
	Indicator X2.8	0.518	0.300	Valid
	Indicator X2.9	0.627	0.300	Valid
3.	Buying Interest Consumer			
	Indicator Y.1	0.399	0.300	Valid
	Indicator Y.2	0.677	0.300	Valid
	Indicator Y.3	0.759	0.300	Valid
	Indicator Y.4	0.759	0.300	Valid
	Indicator Y.5	0.759	0.300	Valid
	Indicator Y.6	0.496	0.300	Valid
	Indicator Y.7	0.443	0.300	Valid
	Indicator Y.8	0.759	0.300	Valid
	Indicator Y.9	0.759	0.300	Valid
	Indicator Y.10	0.677	0.300	Valid
	Indicator Y.11	0.759	0.300	Valid
	Indicator Y.12	0.759	0.300	Valid

Based on Table 1 above, the validity test results for the Promotion (X1), Brand Image (X2), and Buying Interest Consumer (Y) variables each show a calculated r value > 0.300 . Therefore, the questionnaire statements in this study are valid and can proceed with the next data analysis.

Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha	Description
Promotion (X1)	0.731	Reliability
Brand Image (X2)	0.662	Reliability

Consumer Purchase Interest (Y)

0.831

Reliability

The results of the reliability test on the statement items for the Promotion variable (X1), Brand Image (X2), and Consumer Purchase Interest (Y) can be considered reliable because the Cronbach's Alpha value obtained has already reached or exceeded the established standard of 0.60

Test of Classical Assumptions

Normality Test

Table 3. Normality Test

Model	Sig
Regression	0.104

From the table 3 above using the *One Sample Kolmogorov-Smimov Test*, the value of Asymp. Sig. (2-tailed) = 0.104 was obtained. Because the significance probability is greater than the research test level ($0.104 > 0.05$), the residual regression value is normally distributed.

Test for Multicollinearity

Table 4. Multicollinearity Test

Tolerance	VIF
0.964	1.038
0.964	1.038

From Table 4. above, it can be seen that each independent variable has a VIF value. For the Promotion variable (X1) it

is 1.038, Brand Image (X2) is 1.038. Therefore, these results show the VIF values for the variables above. If the VIF value is less than 10 ($1.038, 1.038 < 10$), it can be concluded that there is no multicollinearity symptom in the regression model.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether, in the regression model, there is inequality of the variance of the residuals from one observation to

Model R	Durbin-watson
0.828	1.779

another. This study uses a scatterplot test, which can be seen in the figure below.

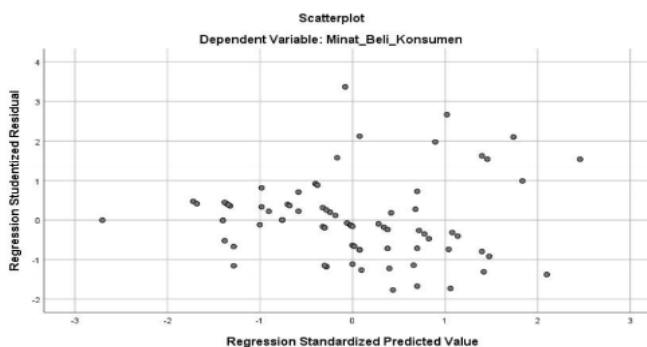


Figure 1. Heteroscedasticity test

From the results of the heteroscedasticity test above, it was found that there is no heteroscedasticity in the data in this study. This can be seen in the scatterplot where the distribution of points does not form a specific pattern and spreads above and below the value of 0 on

the Y- axis, it is concluded that there is no heteroscedasticity.

Autocorrelation Test

The autocorrelation test is intended to determine whether, in a linear regression model, there is a correlation between the disturbance errors at period t and the errors at period $t-1$ (the previous period). One way to detect whether autocorrelation exists is to use the Durbin Watson test. In the Durbin Watson test, the following criteria must be met.

Table 5. Autocorrelation Test

Model Summary

Based on the SPSS output in Table 5 above, it is known that the Durbin-Watson value is 1.779 with a total sample of 77 (n) and the number of independent variables is 2 (k), which is greater than the upper bound (du) of 1.6733 and less than ($4 - du$), $4 - 1.6733 = 2.3267$, where ($1.6733 < 1.779 < 2.3267$). Therefore, it can be concluded that there is no autocorrelation in this regression model.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test

Model		Coefficients ^a		Beta	t
		Unstandardized Coefficients	Std. Error		
1	(Constant)	5.434	3.706		1.466
	Promotion	.060	.076	.053	.795
	Brand_Image	1.048	.085	.817	12.319

Based on Table 6 of the multiple linear regression analysis results above, the following equation can be obtained:

$$Y = 5.434 + - 0.060 + 1.048 + e$$

Based on the regression equation above, the following can be explained: (1) The constant value is 5.434, which indicates that if the independent variable is considered constant, then Consumer Purchase Intention (Y) increases by 5.434; (2) The value of the coefficient $\beta_1 = 0.060$ indicates that if Promotion (X1) increases by 1%, then consumer purchase intention (Y) will increase by 0.060, assuming the other independent variables remain constant; (3) The value of the coefficient $\beta_2 = 1.048$ indicates that *Brand Image* (X2) increases by 1%, then consumer purchase intention (Y) will increase by 1.048 with the other independent variables remaining constant.

Test of the Multiple Correlation Coefficient

Based on Table 6 above, it can be seen that the value of the multiple correlation coefficient is 0.828, meaning the degree of closeness of the relationship between Promotion, Brand Image, and Consumer Purchase Intention is very strong, with a relationship level of 0.828.

Table 7. Level of Relationship of the Correlation Coefficient

Correlation Coefficient Interval	Relationship Level
0,00-0,199	Very Low
0,20-0,399	Low
0,40-0,599	Moderate
0,60-0,799	Strong
0,80-1,000	Very Strong

Promotion and *Brand Image* on Consumer Purchase Intention of 0.828 fall within the interval 0.80 – 1.000 with a level of **very strong**. Therefore, it can be concluded that the correlation value of 0.828, which indicates the level of the relationship between the Promotion and *Brand Image* variables on Consumer Purchase Intention at Ayuithafreshmarket, is at a very strong level.

Coefficient of Determination

Table 8. Coefficient of Determination

Model Summary ^b		
Model	R Square	Durbin-Watson
1	.686	1.779
a. Predictors: (Constant), Brand_Image, Promotion		
b. Dependent Variable: Consumer_Buying Interest		

From Table 8 above, the R-squared value is 0.686 or 68.6%, while the remaining 31.4% means that changes in Consumer Purchase Intention can be explained by the independent variables Promotion (X1) and Brand Image (X2), while the rest is influenced by other variables not examined in this study.

T Test

H1: Promotion has a significant effect on Consumer Purchase Intention at Ayuithafreshmarket.

Based on the results of Table 6 above, it is shown that the significance value for promotion is 0.429, which is greater than the alpha value ($\alpha = 0.05$) ($0.429 > 0.05$), and the calculated t-value is 0.795, which is smaller than the t-table value of 1.665 ($0.795 < 1.665$). Thus, it can be concluded that promotion does not have a significant partial effect on consumers' purchase intention (H1 rejected). This shows that promotion not only functions as a communication tool but also as a means to

build relationships with consumers. It can be concluded that promotion does not always affect consumers' purchase intention because there are other factors that are more dominant, such as product quality, price, consumer needs, and trust in the brand.

The results of this research are in line with the research (Safitri, 2023) titled The Effect of Promotion on Consumers' Purchase Intention for Fashion Products with Lifestyle as a Moderating Variable (Consumer Survey on Social Media) which states that the effect of promotion on consumers' buying interest does not have a significant effect. This study also differs from the research (Fitriyana & Waruwu, 2022) titled the effect of promotion on consumers' buying interest among Wardah Cosmetics consumers in Bandung City, which states that there is a significant influence between promotion and consumers' buying interest.

H2: Brand Image Has a Significant Effect on Consumer Buying Interest in Ayuithafreshmarket.

Based on the results of the SPSS output, Table 6 above shows that the significance value for brand image is 0.000, which is smaller than the alpha value ($\alpha = 0.05$) ($0.000 > 0.05$), and the calculated t value is 12.319, which is

greater than the t-table value of 1.665 ($12.319 > 1.665$). Thus, it can be concluded that brand image has a significant partial influence on consumers' buying interest (H2 is accepted). Thus, it can be concluded that promotion has a positive effect on consumers' buying interest. The better the promotion strategy implemented by the company, the higher the likelihood that consumers will be interested in and make purchases of the products offered.

The results of this study are in line with the research (Rizkiana, 2024) entitled "The Effect of Promotion, Ease of Use, Brand Image, and Promotion Quality on Consumer Purchase Intention on the Bukalapak Site (among Students of Diponegoro University)," which states that there is a significant influence. The results of this study also support the research (Rusmawati, 2024) entitled "The Effect of Promotion and Brand Image on Consumer Purchase Intention among Wardah Cosmetics Consumers in Bandung," which states that the influence of promotion and brand image on purchase intention.

F Test

Table 9. F-test

ANOVA ^a		
Model	F	Sig.
1 Regression	80.987	.000 ^b
Residual		
Total		

a. Dependent Variable: Consumer Buying Interest
b. Predictors: (Constant), Brand_Image, Promotion

H4: Promotion and brand image have a Significant Effect on Consumers' Purchase Intention at Ayuithafreshmarket.

Based on Table 9 above, the calculated F value is 80.987 with the table F value of 3.12 ($80.987 > 3.12$) and a significance value of 0.000, which is less than the alpha value ($\alpha = 0.05$) ($0.000 < 0.05$). Thus, it can be concluded that promotion and brand image have a significant effect on consumers' purchase interest in ayuithafreshmarket; thus, (H3 is accepted.)

CONCLUSION

Based on the results of the research data analysis and discussion, several conclusions can be drawn as follows: (1) Promotion does not have a significant effect on consumers' purchase interest in AyuiThafreshmarket. (2) *Brand Image* has a significant effect on consumers' purchase interest in ayuithafreshmarket.

(3) Promotion and brand image both have a significant effect on consumers' purchase interest in Ayuithafreshmarket. The suggestions in this research are: (1) Future research is expected to be supplemented with additional variables that influence consumers' purchase interest, such as price, product quality, service quality, location, and the level of trust. (2) Further research is recommended to involve more respondents in order to produce more accurate and representative findings. (3) Future research may also target different objects so that the findings can be compared and further developed.

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