# The Effect of Promotion , Brand Image and Social Media on Customer Purchase Decision at Fritto Chicken Sumarsono

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## Article Info

### ABSTRACT

*The promotion activity carried out during the year 2023 at Fritto Chicken Sumarsono Branch in Medan were found to be quite a lot, but the promotions conducted on social media platforms through Fritto chicken accounts show a limited reach to customers, resulting in a lack of awareness and participation in purchase decision. Does Promotion have partially effect on customer purchase decision at Fritto Chicken Sumarsono branch, does brand image have partially effect on customer purchase decision at Fritto Chicken Sumarsono branch, does social media have partially effect on customer purchase decision at Fritto Chicken Sumarsono branch, do promotion, brand image and social media have simultaneous effect on customer purchase decision at Fritto Chicken Sumarsono branch. This research uses quantitative research. The sample in this study was 97 respondents with the criteria: costumers who are above 18 years old, gender male and female, customers who have made purchases at least once at Fritto Chicken Sumarsono. The basic data for this study was collected through interviews with the supervisor and surveys administered to customers of the Fritto Chicken Sumarsono branch in Medan. The research and analysis conducted with validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, coefficient of determination test, the multiple linear regression. The research results show that Promotion has partial effect on the consumer purchase decision. Brand image has partial effect on the consumer purchase decision. Social media has partial effect on the consumer purchase decision. Promotion, brand image, and social media effect customer purchase decision simultaneously at Fritto Chicken Sumarsono branch.*

## INTRODUCTION

The food and beverage (F&B) industry is intricately associated with a high level of competition. The heightened competition arises from the proliferation of new market entrants and the advent of novel marketing strategies that confer competitive advantages to enterprises. Food and drink are widely recognized as fundamental need for all individuals. Intriguingly, in order to thrive amidst the competitive landscape, businesses must embrace creativity and innovation to extend their operations and develop products that can effectively compete with others.

Brand image is the initial face of a business in the form of characteristics, perceptions according to what they have interacted with or experienced, so that it can cause people to switch brand or attract customers to make a purchase decision. The object of this research is fritto chicken. Fritto Chicken is a fast food restaurant that has been established for 3 years in Medan since January 2020, where this company is a family-based fast food restaurant and has now opened a total of 16 branches, which are 14 branches in Medan (including 2 branches in the Deli Serdang sub-district), and 2 branches in Tangerang Jakarta.

PT Fritto Chicken has not yet ventured into franchising, despite its establishment of 16 locations in Medan. It is claimed that this decision stems from the company's desire to further cultivate and enhance the recognition of the Fritto Chicken brand among the local community.

Based on the interview with Fritto Chicken Sumarsono Supervisor, it is evident that Fritto Chicken has come to the realization that just offering food and beverages is insufficient in meeting consumer satisfaction and effecting their purchase decisions. The effect of brand image, social media involvement, and promotional can significantly effect consumer purchasing decisions for Fritto Chicken. As a result of the growing presence of business competitors within the food and beverage industry, customers are provided with a wider range of product possibilities. Consequently, customers prefer to evaluate various aspects such as how people see the brand image, social media, prices, promotional offers, and other relevant considerations in order to determine the optimal value proposition.

A bad brand image, coupled with limited promotional efforts and minimal engagement on social media platforms, can lead to customer dissatisfaction. This dissatisfaction may prompt customers to share their negative experiences with others, resulting in potential customers choosing competitors over the brand in question. Consequently, this can lead to a decline in purchasing decisions. Simamora & Islami, (2023) define customer behavior as encompassing the diverse actions and decisions undertaken by people or groups while selecting, acquiring, utilizing, and evaluating items or services to meet their requirements and preferences.

Consumer behaviour is a complex and contentious area of study that encompasses the actions and decision-making processes of consumers in relation to their purchasing behaviours, as well as the underlying motivations and mechanisms that drive these behaviours. Additionally, it involves the examination of marketing strategies and the composition of the marketing mix within the marketplace (Horner, 2020). The complex decision-making process encompasses the first stages of problem identification, information gathering, and evaluation of alternatives, as well as subsequent stages involving purchase and post-purchase behaviour. The present marketplace is shaped by various influential aspects, including brand image, promotion, and social media, which significantly effect client buying decisions (Solangi & Pitafi, 2022). Consumer purchasing decisions encompass the activities undertaken by individuals to directly engage in the process of selecting and acquiring products from sellers (Hidayat, 2021). The

primary determinant for a corporation in executing its business operations is the substantial purchasing inclination exhibited by consumers towards a specific good or service.

When making purchasing decisions, people often take into account promotional activities. Moreover, there has been a significant amount of study conducted on the effect of promotional activities on consumer purchase decisions within the realm of online shopping. The effect of discounts and free delivery services on customers' perceptions of product value and brand loyalty has been demonstrated in previous research (Prasetyo et al., 2021). The effect of brand image on consumer purchase decisions has been well recognized, as evidenced by empirical studies indicating its significant effect on customer buying behaviour (Saputra, 2022). The maintenance of a robust and favourable brand image is of utmost importance as it can significantly effect client buying behaviour.

The promotion activity carried out during the year 2023 at Fritto Chicken Sumarsono Branch in Medan were found to be quite a lot, as evidenced by interviews conducted with of Fritto chicken Sumarsono Supervisor, Mr. Riki Dwi Riansyah. digital marketing strategies employed by Fritto Chicken, but the promotions conducted on social media platforms through Fritto chicken accounts show a limited reach to customers, resulting in a lack of awareness and participation in purchase decision (Agbi et al., 2019). Khalida et al., (2022) asserts that the effect of promotional activities on consumer purchasing decisions holds considerable importance, hence compelling firms to carefully consider their sales promotion techniques in order to successfully attract and retain customers. This is primarily due to the requirement of a minimum number of posts and interactions with customers on social media platforms such as TikTok, YouTube, and Instagram. In general, Fritto employs promotional strategies such as offering a "hujan ayam" or buy 1 package of 5 chicken, 3 milkshake, and 3 rice, or "the whole chicken package" deal for select chicken menu items. These promotions are promoted through various social media platforms, including TikTok, YouTube, and Instagram, utilizing short-form videos and posts (Semuel & Setiawan, 2018). The writer chose to run a pre survey involving a sample of 35 randomly selected consumers in order to get data on the perception of the company's brand image.

Social media has emerged as a significant commercial tool in the present digital era, and much study has been conducted to examine its effect on consumer buying behaviour. According to Altintas And Imamoglu, (2023), social media platforms play a crucial role in enabling interactions between brands and customers, as well as fostering communication among customers themselves. These interactions have the potential to shape customer preferences and the perceived value of brands (Anwar & Andrean, 2021). Consequently, the utilization of social media platforms for brand promotion and consumer engagement holds the capacity to effect clients' purchasing decision (Sun & Wang, 2020).

Social media platforms have emerged as important tools for the promotion of brands and engagement with customers. According to Koay et al., (2021) social media platforms provide brands with the opportunity to engage in direct customer interaction, facilitate the dissemination of information, and cultivate brand experiences. Moreover, it empowers customers to offer comments, evaluations, and suggestions to their social network, so exerting effect on the purchasing decision of others (Tien et al., 2019). The study conducted by Prasad et al., (2019) investigated the buying decision-making process of individuals belonging to Generation Y in an online context. The study's results suggest that the effect of using social media and participating

in electronic word-of-mouth (EWOM) on the decision-making process for purchasing is effected by the level of conviction.

Based on the background of the study, the question to be answered in this research are as follows: Does Promotion have partially effect on customer purchase decision at Fritto Chicken Sumarsono branch, Does brand image have partially effect on customer purchase decision at Fritto Chicken Sumarsono branch, Does social media have partially effect on customer purchase decision at Fritto Chicken Sumarsono branch, Do Promotion, brand image and social media have simultaneous effect on customer purchase decision at Fritto Chicken Sumarsono branch.

The objective of this research are as follows: To analyze how Promotion has partially effect on customer purchase decision at Fritto Chicken Sumarsono branch To analyze how Brand Image has partially effect on customer purchase decision at Fritto Chicken Sumarsono branch. To analyze how Social Media has partially effect on customer purchase decision at Fritto Chicken Sumarsono branch. To analyze how Promotion, Brand Image, and Social media have simultaneous effects on customer purchase decision at Fritto Chicken Sumarsono branch.

## METHODS

A research model functions as a conceptual framework that offers direction for the design and implementation of a research inquiry. Research models are of great importance in aiding researchers in the development of their research questions, identification of variables, and establishment of relationships between such factors (Ghozali, 2018). Sample size of 30 in the event that the sample is to be partitioned into subgroups. The research completed by Bougie & Sekaran, (2018) can be employed to ascertain the suitable sample size. Initially, it is deemed suitable to employ sample sizes that surpass 30 and fall below 500 for the purpose of doing additional study. The sample in this study was 97 respondents with the criteria: Customers who are above 18 years old, Gender Male and Female, Customers who have made purchases at least once at Fritto Chicken Sumarsono. The basic data for this study was collected through interviews with the supervisor and surveys administered to customers of the Fritto Chicken Sumarsono branch in Medan. The research and analysis conducted with validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, coefficient of determination test, the multiple linear regression.

## RESULTS AND DISCUSSION

### Descriptive Analysis

Table 1
Demographic

| Aspect | | frequency | Percentage |
|---|---|---|---|
| Gender | Female | 42 | 43.3% |
| | Male | 55 | 56.7% |
| Age | 18-25 Years Old | 37 | 38.1 |
| | 26-35 Years Old | 30 | 30.9 |
| | >36 Years Old | 30 | 30.9 |

*Source: Data processed, (2023)*

The table above shows the profile of participating respondents based on demographics. Based on gender, it is dominated by female, namely 42 respondents (43,3%) and male, namely 55 respondents (56,7%). Meanwhile, age is dominated by 37 out of the total respondents, which is 38.1%, are within the age range of 18 to 25 years. Out of the total sample size, 30 participants or 30.9% of the participants are into the age range of 26 to 35 years. Out of the total number of responses, 30 individuals or 30.9% of the sample population are above 36 years old.

**Descriptive Statistics Result**

Table 2
Descriptive Statistics Result

|  |  | **P1** | **P2** | **P3** | **P4** | **P5** | **P6** | **P7** | **TOTAL_P** |
|---|---|---|---|---|---|---|---|---|---|
| N | Valid | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
|  | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean |  | 3.11 | 3.19 | 3.19 | 3.24 | 3.12 | 3.21 | 3.21 | 22.26 |
| Median |  | 3.00 | 3.00 | 3.00 | 4.00 | 3.00 | 3.00 | 3.00 | 22.00 |
| Mode |  | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 32 |
| Std. Deviation |  | 1.249 | 1.294 | 1.277 | 1.297 | 1.301 | 1.290 | 1.249 | 7.567 |
| Variance |  | 1.560 | 1.674 | 1.632 | 1.683 | 1.693 | 1.665 | 1.561 | 57.256 |
| Range |  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 25 |

*Source: Prepared by the Writer (SPSS 29,2023)*

According to the result of the table above, it can be concluded as follows: The Mean of Promotion resulted in a value of 22.26, indicating a neutral range. Therefore, it can be concluded that the level of Promotion at the Fritto Chicken Sumarsono Branch in Medan is neutral. The median value for the Promotion analysis is 22, indicating a neutral range. Hence, based on the median value of the respondents' result, it can be concluded that the customers of Fritto Chicken Sumarsono Branch in Medan had a neutral perception of the Promotion. The Mode of Promotion get a result of 32, fall into the range of Strongly Agree. This implies that a majority of customers at the Fritto Chicken Sumarsono Branch in Medan show a high level of agreement with regards to the Promotion. The standard deviation of Promotion is 7.567, while the variance of Promotion is 57.256.

**Result of Data Quality Testing**

1. Normality Test
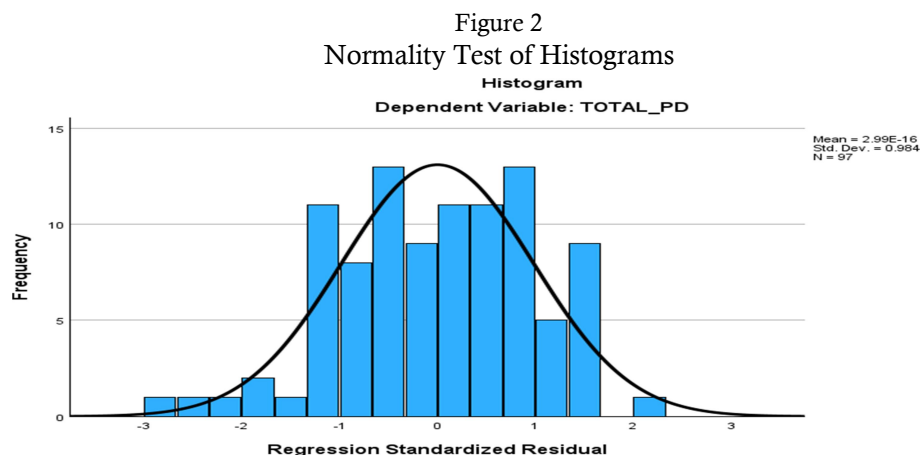
Figure 2
Normality Test of Histograms

Based on the histogram depicted in Figure 1. it can be inferred that the data exhibits a normal distribution. The histogram graph illustrates symmetrical data that exhibits a bell-shaped distribution. The normal distribution is a probability distribution that is widely used in statistics and probability theory. It is characterised by a symmetric bell-shaped curve and is often referred to as the Gaussian the P-plot exhibits a diagonal straight line representing the normal residual data, with the line representing the actual data following this diagonal line. Typically, the assessment of normality can be conducted by examining the dispersion of data points along the diagonal axis of a graph or the histogram of the residuals.

2.  Multicollinearity Test

Tabel 3
Multicollinearity Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | -1.579 | 1.027 | | -1.538 | .128 | | |
| Promotion (X1) | .708 | .090 | .621 | 7.867 | <,001 | .144 | 6.940 |
| Brand Image (X2) | .429 | .109 | .260 | 3.943 | <,001 | .206 | 4.864 |
| Social Media (X3) | .155 | .104 | .107 | 1.491 | .139 | .172 | 5.800 |

Dependent Variable: TOTAL_PD (Y)

The findings of the multicollinearity test indicate that the variables Promotion, Brand Image, and Social Media in the regression model of this study exhibit a tolerance value more than 0.10 and a VIF statistic value lower than 10. Hence, it can be inferred that there exists no multicollinearity among the three independent variables within the linear regression model.

3.  Heteroscedasticity Test

Table 4
Heteroscedasticity Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 2.044 | .573 | | 3.566 | <,001 |
| Promotion(X1) | -.083 | .050 | -.445 | -1.655 | .101 |
| Brand Image (X2) | .034 | .061 | .128 | .567 | .572 |
| Social Media (X3) | .057 | .058 | .242 | .985 | .327 |

a. Dependent Variable: Abs_Res

Based on the provided table, it can be observed that the significance value for Promotion is 0.101, for Brand image is 0.572, and for Social media is 0.327. Notably, all the independent variables exhibit significance values greater than 0.05. Based on the analysis conducted, it can be inferred that the data under consideration exhibits no evidence of heteroscedasticity.

4. Multiple Linear Regression Model

Table 5
Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| (Constant) | -1.579 | 1.027 | | -1.538 | .128 | | |
| Promotion (P) | .708 | .090 | .621 | 7.867 | <,001 | .144 | 6.940 |
| Brand Image (B) | .429 | .109 | .260 | 3.943 | <,001 | .206 | 4.864 |
| Social Media (S) | .155 | .104 | .107 | 1.491 | .139 | .172 | 5.800 |

Source: Prepared by the writer (SPSS 29, 2023)

Based on the information presented in the table above, the multiple linear regression model can be expressed as follows:

$$y = -1.579 + 0.708P + 0.429B + 0.155S$$

The regression model presented above can be viewed in the following manner:

a. Constanta Value (a)

The aforementioned constant number signifies that when the independent factors, namely promotion, brand image, and social media, are held constant or set to zero, the average value of Customer Purchase Decision at Fritto Chicken Sumarsono Branch is -1.579.

b. Promotion (X1)

The promotion variable has a regression coefficient of 0.708, which means that if the promotion variable increases by one unit, the Customer Purchase Decision at Fritto Chicken Sumarsono Branch will increase by 0.708 units assuming other variables remain.

c. Brand Image (X2)

The Brand Image variable has a regression coefficient of 0.429, which means that if the brand image variable increases by one unit, the Customer Purchase Decision at Fritto Chicken Sumarsono Branch will increase by 0.429 units assuming other variables remain.

d. Social Media (X3)

The Social Media variable has a regression coefficient of 0.155, which means that if the social media variable increases by one unit, the Customer Purchase Decision at Fritto Chicken Sumarsono Branch will increase by 0.155 units assuming other variables remain

5. Hypothesis Test
   a. Coefficient of Determination (Adjusted R-Square)

Table 6

Determination Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .957a | .917 | .914 | 2.534 | 2.030 |

Predictors: (Constant), TOTAL_S, TOTAL_B, TOTAL_P
Dependent Variable: TOTAL_PD
*Source: Prepared by the writer (SPSS 29, 2023)*

According to the data presented in the table, the Adjusted R-Square value in the multiple linear regression model is 0.914. The findings of this study suggest that a significant proportion of consumer purchase decisions, namely 91.4%, are strongly effected by the independent variables examined, which include promotion, brand image, and social media. The remaining 8.6% of the data is subject to the effect of additional variables that have not been incorporated into the multiple linear regression model utilised in the present study such as Service, Price, Location, Product Innovation, etc.

Table 7

Partial Test

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -1.579 | 1.027 | | -1.538 | .128 | | |
| | TOTAL_P | .708 | .090 | .621 | 7.867 | <,001 | .144 | 6.940 |
| | TOTAL_B | .429 | .109 | .260 | 3.943 | <,001 | .206 | 4.864 |
| | TOTAL_S | .155 | .104 | .107 | 1.491 | .139 | .172 | 5.800 |

a. Dependent Variable: TOTAL_PD
*Source: Prepared by the writer (SPSS 29, 2023)*

The X1 promotion variable in table 4. has a tcount value of 7.867 and a significance value of 0.000. The tcount > ttabel, which is 7.867 > 1.98580, and the significance value is <,001 < 0.05 with the positive B value, indicates that the promotion variable has significant effect on the consumer purchase decision. In conclusion, the hypothesis H1 put out in this study has been accepted.

The X2 brand image variable in table 4. has a tcount value of 3.943 and a significance value of 0.000. The tcount > ttabel, which is 3.943> 1.98580, and the significance value is <,001 < 0.05 with the positive B value, indicates that the brand image variable has significant effect on the consumer purchase decision. In conclusion, the hypothesis H2 put out in this study has been accepted.

The X3 social media variable in table 4. has a tcount value of 1.491 and a significance value of 0.000. The tcount < ttabel, which is 1.491< 1.98580, and the significance value is .139 < 0.05 with the positive B value, indicates that the social media variable does not has significant effect on the consumer purchase decision. In conclusion, the hypothesis H3 put out in this study has been rejected.

Table 8
Simultaneously Test

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|---|---|---|---|---|---|
| 1 | Regression | 6564.714 | 3 | 2188.238 | 340.765 | <,001b |
| | Residual | 597.203 | 93 | 6.422 | | |
| | Total | 7161.918 | 96 | | | |

Predictors: (Constant), TOTAL_S, TOTAL_B, TOTAL_P
Dependent Variable: TOTAL_PD
*Source: Prepared by the writer (SPSS 29, 2023)*

Based on the above equation, it can be observed that the linear regression model exhibits a significance value (Sig.) of <0.01 and an F- count of 340.765. Moreover, based on the statistical analysis, it can be inferred that the significance level (Sig.) of <0.01 is below the predetermined threshold of 0.05. Additionally, Fcount > Ftabel which is 340.765 > 2.70. Therefore, it is reasonable to conclude that the independent variable in the linear regression model employed in this study has a simultaneous effect on the dependent variable, namely the customer purchase decision. Therefore, H4 of this study is deemed to be supported.

**Discussion**

Promotion variable has a tcount value of 7.867 and a significance value of 0.000. The tcount > ttabel, which is 7.867 > 1.98580, and the significance value is <,001 < 0.05 with the positive B value, indicates that the promotion variable has a significant effect on the consumer purchase decision. Empirical evidence substantiates the assertion that advertising, and sales promotion exert a substantial effect on brand image and client purchasing behavior. In accordance of the previous research of Fransiska and Madiawati (2021) Likewise, Fritto Chicken Sumarsono branch need to continue promoting the brand using effective promotional campaign, in order to growth in the overall market share and customer base.

Brand image variable has a tcount value of 3.943 and a significance value of 0.000. The tcount > ttabel, which is 3.943> 1.98580, and the significance value is <,001 < 0.05 with the positive B value, indicates that the brand image variable has a significant effect on the consumer purchase decision. This result is supported by previous research by (Isnaini et al., 2023). The establishment of a company's image is contingent upon the perception held by the public, which is developed inside the brains of its consumers. In order to cultivate a favorable corporate image, it is imperative for the firm to effectively communicate its message to both the internal and external stakeholders, including workers, customers suppliers, and anyone involved in the

company's ecosystem (Propheto et al., 2020). The corporation has the ability to cultivate a favourable perception of its brand in the minds of customers. Therefore, the perception of the firm image may be seen as a subjective mental representation that is shaped by individual preferences and biases. The perception of a company's attributes plays a significant role in developing its image among the community.

Social media variable has a tcount value of 1.491 and a significance value of 0.000. The tcount < ttabel, which is 1.491< 1.98580, and the significance value is 0.139 < 0.05 with the positive B value, indicates that the social media variable does not have significant effect on the consumer purchase decision. On the other hand, the research by Armawan et al., (2023) Although Fritto Chicken do post in photo and video in Instagram regularly, it can't be said that they also post regularly on other social media platform like YouTube and TikTok, it is shown by the number of post that Fritto Chicken Instagram have 1,252, TikTok only have 150, and YouTube 192 videos. The number of average views in last 10 post in Instagram is approximately 30,000 views, TikTok have approximately 350 viewers, and YouTube have approximately 1,000 views. Many of the comments on Fritto Chicken's social media are also unanswered and aren't fast respond, especially Fritto Chicken mostly only answers people's questions when the post is viral but doesn't answer questions on posts that are less frequently visited.

## CONCLUSION

This study was conducted to examine the effect of promotion, brand image, and social media on customer purchase decision at Fritto Chicken Sumarsono branch. This study used 97 questionnaires as a sample, which was gathered through supervisor interviews and questionnaires given to patrons of the Fritto Chicken Sumarsono location in Medan. This research used multiple linear regression models to examine the data since its goal is to ascertain the outcome of a single dependent variable using several independent variables. Descriptive statistical tests, F tests, R2 tests, and t tests were among the tests used in this study.

Promotion has partial effect on the consumer purchase decision. The tcount > ttabel, which is 7.867 > 1.98580, and the significance value is <,001 < 0.05. H1 is accepted. Brand image has partial effect on the consumer purchase decision. The tcount > ttabel, which is 3.943> 1.98580, and the significance value is <,001 < 0.05. H2 is accepted. Social media has partial effect on the consumer purchase decision. The tcount > ttabel, which is 1.491< 1.98580, and the significance value is .139 > 0.05 with. H3 is rejected. Promotion, brand image, and social media effect customer purchase decision simultaneously at Fritto Chicken Sumarsono branch. Sig. <0.01 is lower than 0.05 and Fcount > Ftabel which is 340.765> 2.70.

H4 is accepted.

Rekomendasi: The Promotion variable first question had a mean value of 3.11, which was the lowest among all the questionnaires of promotion (with the statement: My awareness of the company's products comes from the promotional ads provided). According to the writer's recommendation, the company should offer more promotional products. In order to successfully market the items offered to customers, it is recommended to do more promotional actions in the future. Furthermore, it is necessary to conduct promotional activities with regularly to establish a particular positioning of the product within the consumer's minds and awareness.

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