

THE EFFECT OF BRAND IMAGE, PRICE PERCEPTION, AND PROMOTION ON PURCHASE DECISION AT PIZZA HUT IN MANADO*PENGARUH DARI CITRA MEREK, PERSEPSI HARGA, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN DI PIZZA HUT MANADO*

By:

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Abstract: Changes in people's consumption patterns and the prospects for the fast-food restaurant industry can cause companies that appear in the food industry to become more competitive. The cultural shift of Indonesian society is increasingly modern, especially in urban areas that like practical and instant food. Changes in the culture of Indonesian society are usually marked by changes in lifestyle. The increasingly modern lifestyle of urban communities makes it difficult for people to avoid fast food types. Pizza Hut is a company engaged in fast food in the form of Italian-American cuisine with the main product being Pizza. Brand image is a very important thing that must be considered by companies as producers because a good brand image will create emotional value in consumers. Products sold by a company or producer must consider the price sold to the market, including discount prices offered to consumers, because consumers will judge the price of a product based on perceived benefits. The purpose of this study was to determine whether the influence of Brand Image, Price Perception, and Promotion on Purchase Decisions at Pizza Hut. This study uses quantitative methods. To achieve this goal, the researcher distributed questionnaires and the sample used was 99 respondents. The results of this study indicate that brand image, price perception, and promotion have a significant positive effect on purchase decisions.

Keywords: brand image, price perception, promotion, purchase decision

Abstrak: Perubahan pola konsumsi masyarakat dan prospek industri restoran cepat saji dapat menyebabkan perusahaan-perusahaan yang muncul di industri makanan menjadi lebih kompetitif. Pergeseran budaya masyarakat Indonesia yang semakin modern terutama di perkotaan yang menyukai makanan praktis dan instan. Perubahan budaya masyarakat Indonesia biasanya ditandai dengan perubahan gaya hidup. Gaya hidup masyarakat perkotaan yang semakin modern membuat masyarakat sulit untuk menghindari jenis makanan cepat saji. Pizza Hut merupakan perusahaan yang bergerak di bidang fast food berupa masakan Italia-Amerika dengan produk utama Pizza. Citra merek merupakan hal yang sangat penting yang harus diperhatikan oleh perusahaan sebagai produsen karena citra merek yang baik akan menciptakan nilai emosional pada konsumen. Produk yang dijual oleh suatu perusahaan atau produsen harus mempertimbangkan harga yang dijual ke pasar, termasuk harga diskon yang ditawarkan kepada konsumen, karena konsumen akan menilai harga suatu produk berdasarkan manfaat yang dirasakan. Tujuan dari penelitian ini adalah untuk mengetahui apakah pengaruh Citra Merek, Persepsi Harga, dan Promosi terhadap Keputusan Pembelian pada Pizza Hut. Penelitian ini menggunakan metode kuantitatif. Untuk mencapai tujuan tersebut, peneliti menyebarkan kuesioner dan sampel yang digunakan adalah 99 responden. Hasil penelitian ini menunjukkan bahwa citra merek, persepsi harga, dan promosi berpengaruh positif signifikan terhadap keputusan pembelian.

Kata Kunci: citra merek, persepsi harga, promosi, keputusan pembelian

INTRODUCTION

Research Background

Consumer behavior is a process or activity when someone searches, chooses, purchases use, and evaluates a product to meet the needs or desires of the consumer itself. According to Tjiptono (2012), purchasing decision is a process in which consumers recognize the problem, seek information about a particular product or brand, and evaluate properly each of these alternatives can solve the problem, which then leads to a purchase decision. Along with the development of increasingly advanced technology in today's modern era, it can bring influence or consumer habits both in lifestyle and consumption patterns that always want to follow trends.

Companies must have a special marketing strategy to face this competition. One of the important assets in a company is a brand. Kotler and Armstrong (2016) stated that brand image is more than just name and symbols, they are a key element in the company's relationship with consumers. Perception of price is also a factor that becomes a consideration for consumers to make purchasing decisions for a product. Peter and Olson (2008) state that price perception is related to how the overall price information is understood by consumers and creates a deep perception for them.

The changing consumption patterns of the people and the prospects for the fast-food restaurant industry can cause companies that appear in the food industry to become increasingly competitive. Pizza Hut is a company engaged in fast food in the form of Italian-American cuisine with the main product, namely Pizza. Currently, Pizza Hut already has more than 200 restaurants throughout Indonesia. Pizza Hut has been around for a long time in Manado, and now several branches have been opened in Manado such as Pizza Hut Manado Town Square, Pizza Hut Megamall, Pizza Hut Paal Dua, Pizza Hut Delivery Bahu, Pizza Hut Tikala Delivery and Pizza Hut Tomohon. Pizza Hut also provides discounts which they promote through leaflets or advertisements on social media, which make many people very interested and further raise the level of Pizza Hut's brand image, especially in Manado. According to Buchory and Saladin (2010), promotion is one of the elements in the marketing mix that is used to inform, persuade, and remind company products.

Research Objectives

The research objectives are:

1. To identify effect of brand image on purchase decision partially.
2. To identify effect of price perception on purchase decision partially.
3. To identify effect of promotion on purchase decision partially.
4. To identify simultaneously effect of brand image, price perception, and promotion on purchase decision.

THEORETICAL FRAMEWORK

Marketing

Marketing is the pith material for this research because marketing is related to service quality, since the researcher aimed to evaluate the service quality so, marketing has become the main for this research. Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. According to David (2011), marketing can be described as the process of defining, anticipating, creating, and meeting the needs and desires of consumers for products and services.

Brand Image

In today's business competition, organizations or companies are competing to be able to influence consumers to trust and have a good perception of products with their brands through brand image. Kotler and Armstrong (2016) state that brand image is a collection of consumer beliefs about various brands. Brand image or brand description is a description of the association of consumer beliefs about a particular brand. Kotler and Keller (2012) state that all companies strive to build a brand image with as many strong, favorable, and unique brand associations as possible. All companies are trying to create a good and strong brand image by creating a unique brand that can be profitable. According to Supranto and Limakrisna (2011), brand image is what consumers think and feel when they hear or see a brand and what consumers learn about brands. So it can be concluded that a brand image is a set of brand associations that consumers can feel and think about that are created and maintained by marketers to form in the minds of consumers.

Price Perception

Schiffman and Kanuk (2010) state that the perception of an individual in selecting, organizing, and translating the stimulus of information that comes into a comprehensive picture. Price perception is how consumers see prices as high, low, and fair prices. This has a strong influence on both purchase intention and satisfaction in purchasing. Price perception is related to how price information is fully understood and provides deep pressure by consumers. According to Chang and Wildt (1994), price perception is defined as a representation of consumer perceptions or subjective perceptions of the objective price of a product. In the condition of today's increasingly competitive competitors, the price difference is felt to be an important factor in purchasing decisions where generally consumers will choose the cheapest price for a product or service offered.

Promotion

Promotion is the most important activities play an active role in introducing, inform and recalls the benefits of a product being promoted. To hold a promotion, every company should be able to determine exactly which of promotional tools used in order to reach success in sales. According to Tjiptono (2012), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Meanwhile, according to Buchory and Saladin (2010), promotion is one of the elements in the marketing mix that is used to inform, persuade, and remind company products. Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product (Kotler and Armstrong, 2016).

Purchase Decision

Purchasing decisions are thoughts in which individuals evaluate various options and make choices on a product and so many choices. According to Kotler and Armstrong (2016), purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. According to Schiffman and Kanuk (2010), a purchase decision is defined as a choice of two or more alternative choices. Purchasing decision is a process in which consumers recognize the problem, seek information about a particular product or brand and evaluate properly each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2012).

Previous Studies

Muhammad Dody Darmawan (2018) aimed to determine the influence of price, product quality, promotion, social factor, and brand image on purchase decision of Loop products either partially or simultaneously. This research was conducted with quantitative research using explanative method. Sample method in this research used non-probability sampling with purposive sampling technique. The sample in this research is Telkomsel Loop customer located in Jabodetabek area as many as 400 respondents. The data in this study was obtained from the spread of questionnaires using google docs. From 400 questionnaires distributed 377 questionnaires that can be used to process statistically. Data analysis in this research used multiple linear regression analysis with SPSS program. The results of this study found that price, product quality, promotion, social factor, and brand image have significant effect on purchase decision of Loop product either partially or simultaneously. Then the results of this study also showed that the brand image is the most dominant variable influence on customer purchasing decisions to Loop Telkomsel products.

Angelina Rares and Rotinsulu Jopie Jorie (2015) aimed to know the influence of the price, promotion, location, brand image and the quality of products on the consumer purchase decision either simultaneously and partially. The type of resources used is associative. Determined based on the sample Slovin formula, as many as 98. Data analysis used multiple regression method to test, the hypothesis on F-test and T-test. The research results show simultaneously price, promotion, location, brands and image quality products significant influence on consumer purchase decision partially, evaluation prices and product quality have significant purchase influence of consumer decision while promotion, location and brand image do not have significant n influence on consumer purchase decision. Management of Bengkel Gael should more attention to promotion, location and brand image to increase consumer purchase decision.

Rafi Dimas Azhari and Mohammad Frisky Fachry (2020) aimed to determine the effect of brand image and promotion of batik purchasing decisions at Ramayana Mall, Karawang. The research method used is a qualitative research method with t test analysis and F test using SPSS software. The population in this study were all buyers who visited the Ramayana Mall, Karawang by using simple random sampling obtained a sample of 100. The first hypothesis there is the influence of brand image on purchasing decisions. The increasing brand

image of Karawang batik, the higher the purchase decision. The second hypothesis is the effect of promotion on purchasing decisions. The more promotion of Karawang batik, the better the purchase decision. The third hypothesis is the influence of brand image and promotion on purchasing decisions. The higher the brand image and promotion, the better the purchasing decision of Karawang batik.

Conceptual Framework

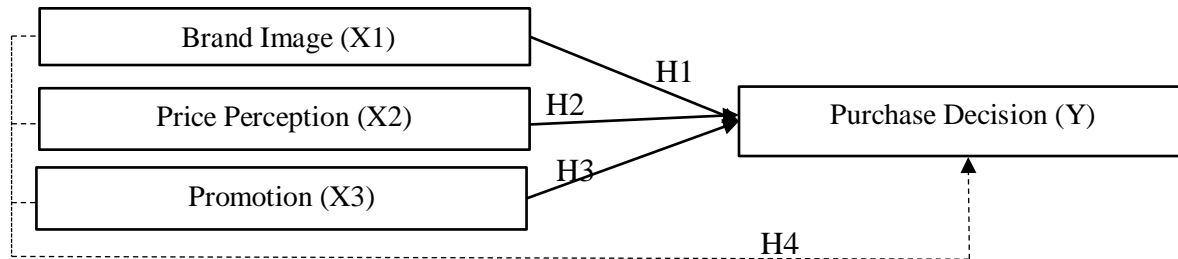


Figure 1. Conceptual Framework

Source: Data Processed 2021

Research Hypothesis

- H1: The effect of Brand Image on Purchase Decision Partially.
- H2: The effect of Price Perception on Purchase Decision Partially.
- H3: The effect of Promotion on Purchase Decision Partially.
- H4: The effect of Brand Image, Price Perception, and Promotion on Purchase Decision Simultaneously.

RESEARCH METHOD

Research Approach

This is a quantitative research that emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Survey method used as the source of primary data by distributing questionnaire to find out the influence of independent variables (X) which are Brand Image, Price Perception, Promotion and dependent variable (Y) which is Purchase Decision.

Population, Sample, and Sampling Technique

The population of this research is the people who have visited and become customers of Pizza Hut in Manado. The sample size of the research will be 99 respondents of customers that have visited Pizza Hut in Manado. Sample method that can be used for this research is purposive sampling. This sampling method limited to certain types of people who can provide the desired information, either because they are the only parties who have it, or those who meet some of the criteria used by the researcher.

Data Collection Method

To collect the research data, primary data collection was used through questionnaires. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definition of Research Variables

No.	Variable	Definition	Indicators
1	Brand Image	Brand Image or Brand Description, which is a description of the associations and beliefs of a particular brand. Brand Image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand that is associated with a brand (Tjiptono, 2005).	<ul style="list-style-type: none"> - Name / Logo - Trust in Brand - Product quality - Location - Interest

2	Price Perception	Price Perception, namely the perception of price regarding how price information is understood by consumers and made meaningful for them (Peter and Olson, 2014)	<ul style="list-style-type: none"> - Match price with product quality - Price competition - Affordability of prices - Discount
3	Promotion	Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product (Kotler and Armstrong, 2012)	<ul style="list-style-type: none"> - Sales promotion - Advertising - Sales Force - Direct Marketing
4	Purchase Decision	Purchase Decision is a purchasing decision-making process consisting of five stages: introduction, needs, information retrieval, alternative evaluation, purchase decisions, and post-purchase behavior (Kotler, 2000).	<ul style="list-style-type: none"> - Conformity with financial capability - The suitability of food to taste - Cleanliness in serving food - Convenience of the Pizza Hut Restaurant - Consumer convenience in purchasing PHD - Consumer satisfaction in purchasing Pizza Hut products

Source: Author's Note, 2021

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted. Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression

Multiple Linear Regression is used in this research. Multiple Regression is a correlation coefficient indicates the strength of relationship between two variables, it gives us no idea of how much of the variance in the dependent or criterion variable will be explained when several independent variables are theorized to simultaneously influence it. This analysis is adopted when the researcher has one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variable based on its covariance with all the concerned independent variables.

Result of Multiple Linear Regression

Table 2. Case Processing Summary

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.922	1.413	
	Brand Image (X1)	.386	.080	.398
	Price Perception (X2)	.301	.117	.245
	Promotion (X3)	.305	.113	.262

Source: Data Processed, 2021

RESULT AND DISCUSSION

Result

Validity and Reliability

The validity test of brand image (X1), price perception (X2), promotion (X3) and purchase decision (Y) are all valid. The variable is reliable because the value of Cronbach's Alpha is above 0.60.

Multiple Linear Regression Analysis

Form of a multiple linear regression equation as follows: $Y = 1.922 + 0.386 + 0.305 + e$. From the multiple linear regression equation, it can be concluded that:

- The constant of the multiple linear regression equation is 1.922 and positive. This explains that if Brand Image, Price Perception, and Promotion are 0 (zero), then the value of customer Purchase Decision is 1.922.
- The regression coefficient for the Brand Image variable is 0.386 and positive. This explains that each change

of one unit in Brand Image while Price Perception and Promotion is assumed to be constant, then the amount of Purchase Decision will experience a change in increase of 0.386.

- The regression coefficient for Price Perception is 0.301 and positive. This explains that each change of one unit in Price Perception while Brand Image and Promotion is assumed to be constant, then the amount of Purchase Decision will change in an increase of 0.301.
- The regression coefficient for the Promotion variable is 0.305 and positive. This explains that each change of one unit in Promotion while Brand Image and Price Perception is assumed to be constant, then the amount of Purchase Decision will experience a change in increase of 0.305.

Table 3. Table of R and R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.619	.607	2.069

Source: Data Processed, 2021

The coefficient correlation (R) is 0.787. It means there is a strong relationship between independent variables with dependent variable. In the other words that Brand Image, Price Perception and Promotion have very strong relationship with Purchase Decision.

Classical Assumptions Tests

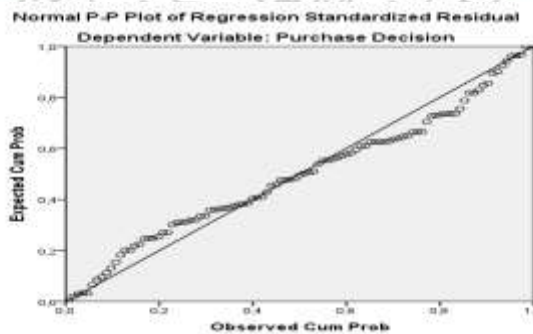


Figure 2. Normality Test
Source: Data Processed, 2021

Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

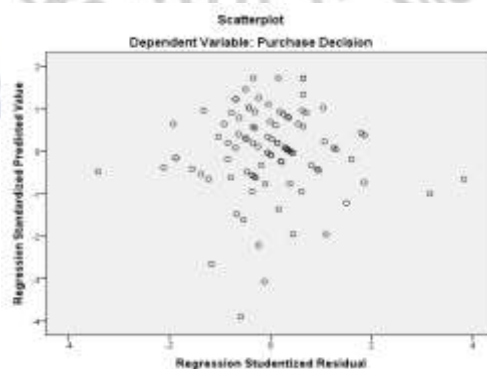


Figure 2. Heteroscedasticity Test
Source: Data Processed, 2021

Based on the results of the output image, it shows that the parameter coefficient for all independent variables used in the study does not occur heteroscedasticity seen from the spread that spreads and does not form a certain pattern.

Table 5. Multicollinearity Test

Model	(Constant)	Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image (X ₁)	.589	1.697
	Price Perception (X ₂)	.443	2.256
	Promotion (X ₃)	.425	2.355

Source: Processed Data, 2021

Table 5 shows that tolerance value of Brand Image is 0.589, the tolerance value of Price Perception is 0.443, and the tolerance value of Promotion is 0.425. This means that the tolerance value of each variable > 0.1 . And for the VIF value of Brand Image is 1.697, for Price Perception is 2.256, and for Promotion which is 2.355 which also means the value of each variable is less < 10 . So it can be concluded that the independent variable does not have a multicollinearity relationship and can be used to predict Brand Image, Price Perception, and Promotion on Purchase Decision.

Table 6. T-Test

Variable	Tcount	Sig
Brand Image	4.821	.000
Price Perception	2.579	.011
Promotion	2.697	.008

Based on the table above by observing rows and columns t and sig, it can be explained as follows:

1. The value of t-count Brand Image (X₁) is 4.821 with the level significant of 0.000. Since the value of $t_{\text{count}} = 4.821 > t_{\text{table}} = 1.66071$. Because the value of $t_{\text{count}} > t_{\text{table}}$ and the level of sig. < 0.05 , the result indicated that Brand Image (X₁) partially has positive and significant influence on Purchase Decision (Y).
2. The value t-count of Price Perception (X₂) is 2,579 with the level significant of 0.011. Since the value of $t_{\text{count}} = 2.579 > t_{\text{table}} = 1.66071$. Because the value of $t_{\text{count}} > t_{\text{table}}$ and the level of sig. < 0.05 , the result indicated that Price Perception (X₂) partially has positive and significant influence on Purchase Decision (Y).
3. The value t-count of Promotion (X₁) is 2.697 with the level significant of 0,008. Since the value of $t_{\text{count}} = 2.697 > t_{\text{table}} = 1.66071$. Because the value of $t_{\text{count}} > t_{\text{table}}$ and the level of sig. < 0.05 , the result indicated that Promotion (X₃) partially has positive and significant influence on Purchase Decision (Y).

Table 7. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	662.298	3	220.766	51.554	.000 ^b
	Residual	406.814	95	4.282		
	Total	1069.111	98			

Source: Data Processed, 2021

From the F-test, by using significant value of 0.05 ($\alpha=0.05$), because the significance level is less than 0.05 ($0.000 < 0.05$) and the calculate value of F_{count} is greater than F_{table} ($51.554 \geq 3.09$). Since the F_{count} is greater than F_{table} , it means that the independent variable significantly affect the dependent variable simultaneously. Therefore, the alternative hypothesis is accepted.

Discussion

Brand Image on Purchase Decision

According to Tjiptono (2012), Brand Image or Brand Description, which is a description of the associations and beliefs of a particular brand. Brand Image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand that is associated with a brand. In this study, 5 factors affect Brand Image, namely Name/Logo, Trust in Brand, Product Quality, Location, and Interest. In the first indicator, namely Name/Logo, most of the respondents answered agree because they felt that the name and logo owned by Pizza Hut were very well known in almost all regions in Indonesia, especially in Manado. The superiority of the Pizza Hut brand name and logo is what makes many consumers interested in repurchasing this

Pizza Hut product. Furthermore, the Trust in Brand indicator, most respondents answered agree because most of the respondents or Pizza Hut consumers believe in the products served because Pizza Hut can maintain the taste of its products, Pizza Hut also releases many new products which are of course very classy and have the desired taste of all consumers. Furthermore, the Product Quality indicator, most of the respondents answered agree because most of the respondents or Pizza Hut consumers were satisfied with the quality of the products served by Pizza Hut. Pizza Hut is also able to maintain the quality of the products served and even develop existing technology to develop the quality of its products. Furthermore, the Location indicator, most of the respondents answered agreed because they felt that all the locations of the Pizza Hut Restaurant were very strategic, making it easier for consumers to directly or even order Pizza Hut products by telephone or use online motorcycle taxis to order and buy Pizza Hut products. The layout of the Pizza Hut Restaurant is so strategic that it makes consumers interested and easily makes purchasing decisions for Pizza Hut products. Furthermore, the Interest indicator, most of the respondents answered agreed because they felt interested in the products that were issued and served by Pizza Hut. Pizza Hut has issued a lot of new products like now, namely Limo Pizza, the advantages of this new product are what attract consumers to make purchasing decisions for Pizza Hut products. From the results obtained from the questionnaires distributed to respondents, it appears that most of them agree with the statement given about Restaurant Pizza Hut. This means that Brand Image has a positive and significant effect on Purchase Decisions at Pizza Hut Restaurant.

Price Perception on Purchase Decision

According to Peter and Olson (2014), Price Perception, namely the perception of price regarding how price information is understood by consumers and made meaningful for them. In this study there are 4 factors that influence Price Perception, namely Match price with product quality, Price competition, Affordability of prices, Discount. In the first indicator, namely Match price with product quality, most answered agree because they felt that the price of Pizza Hut products offered was in accordance with the quality of the product. Pizza Hut serves products with premium quality raw materials, for example Pizza Hut serves pizza containing meat and cheese that is stored at an adjustable temperature. The raw materials from Pizza Hut are also strictly controlled before reaching Pizza Hut outlets. Furthermore, the Price Competition indicator, most of them agreed because they felt that the prices of the Pizza Hut products offered were able to compete with other Fast-Food foods. The prices offered by Pizza Hut also have the same price with other Fast-Food Restaurant competitor products and of course Pizza Hut has good product quality. Furthermore, the Affordability of Price indicator, most of them answered agree because the prices of Pizza Hut products are affordable with good product quality. The prices of Pizza Hut products can also be reached by all Pizza Hut consumers themselves. Furthermore, the Discount indicator, most of them agreed because they felt that Pizza Hut offered a lot of discount prices for consumers. Pizza Hut also offers discounted prices almost every month. To pamper consumers, Pizza Hut often holds price promos for their various menus. At the end of 2020, for example, Pizza Hut offers a year end promo with a discount of 50 percent plus 16 percent. With this promo, regular pizza with any topping. The results of this study found that Price Perception has a direct and significant effect on Purchasing Decisions. Through Price Perception from Pizza Hut Restaurant for customers, customers can easily make purchasing decisions.

Promotion on Purchase Decision

According to Kotler and Armstrong (2012), Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. In this study, 4 factors influence the Promotion, namely Sales promotion, Advertising, Salesforce, Direct Marketing. In the first indicator, namely Sales Promotion, most answered agree because they felt Pizza Hut was promoting its products and could attract consumer buying interest. The promo provided by Pizza Hut provides many package options that change every time the contents of the package are changed so that consumers can experience new products. In addition to promos in the form of packages, Pizza Hut also provides discounts on certain products on certain days. Furthermore, the Advertising indicator, most of them answered agreed because they felt that the advertisement from Pizza Hut was very interesting and attracted the attention of consumers such as the Pizza Hut Tagline broadcast on TV, namely "Together Sharing at Pizza Hut" This tagline invites consumers to eat together at Pizza Hut. Pizza Hut shows the atmosphere of family or friends gathering, it generates positive things for consumers to choose Pizza Hut as an option to spend quality time with family or friends. The way Pizza Hut products are shot in advertisements on TV is also very good. Pizza Hut also makes advertisements on social media such as Instagram, websites, and other social media. Furthermore, the Salesforce indicator, most of the agreed because they felt that Pizza Hut's sales force was very good. Pizza Hut implements a push strategy to encourage consumers

to buy products by providing interesting and profitable information and services and promoting their products in the field. Pizza Hut also provides the best service for consumers by always prioritizing comfort and safety. Pizza Hut ensures that all restaurants are cleaned at all times according to standard and routine procedures. A sanitation system is also implemented, starting from the storage and preparation of food ingredients, all surfaces in the restaurant, kitchen, and dining utensils, salad bars, door handles, to restrooms, which are carried out every day without exception. Furthermore, the Direct Marketing indicator, most of them answered agree because they felt Pizza Hut's Direct Marketing was very good and attracted consumers' buying interest. Pizza Hut has many sales strategies, one of which is selling Pizza Hut products directly on the roadside. The company innovates through various marketing methods to increase sales. These strategies include combining products, places, promotions, and prices so that Pizza Hut products can be reached by consumers. The results of this study found that Promotions had a direct and significant effect on Purchasing Decisions. With the various promotions, both direct promotions and promotions through social media, Pizza Hut can help improve consumer purchasing decisions for the products offered by Pizza Hut Restaurant.

Brand Image, Price Perception, and Promotion on Purchase Decision

The last discussion is how Brand Image, Price Perception, and Promotion affect Purchase Decision. In this discussion, we will discuss the influence of Brand Image, Price Perception, and Promotion variables on Purchase Decision at Pizza Hut Restaurant. And the results of the tests that have been carried out show that the Brand Image, Pricelist Perception, and Promotion variables have or have a positive and significant effect on Purchase Decision. This means that when viewed again simultaneously Brand Image, Price Perception, and Promotion affect Purchase Decision at Pizza Hut Restaurant.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The results show that Brand Image directly had a significant positive effect on Purchase Decision at Pizza Hut in Manado. Brand Image plays an important role in consumer purchasing decisions. The indicators for this variable are, name/logo, trust in brand, product quality, location, interest.
2. The results show that Price Perception directly had a significant positive effect on Purchase Decision at Pizza Hut in Manado. Price Perception plays an important role in consumer purchasing decisions. The indicators for this variable are match price with product quality, price competition, affordability of prices, discount.
3. The results show that Promotion directly had a significant positive effect on Purchase Decision at Pizza Hut in Manado. Promotion plays an important role in consumer purchasing decisions. Indicators for this variable are sales promotion, advertising, sales force, direct marketing.
4. The results shows that Brand Image, Price Perception, and Promotion together / simultaneously have a significant effect on purchase decision.

Recommendation

1. Pizza Hut restaurants can continue to monitor and improve product quality so that customers can continue to apply brand trust and consumers can quickly and be sensitive to brand awareness of Pizza Hut brands and products. It can also generate and increase trust so that it can improve consumer purchasing decisions for Pizza Hut products.
2. Pizza Hut restaurants can continue to maintain and develop creativity in offering prices to consumers so that they can remain relevant to the price of the quality of the product itself.
3. Pizza Hut restaurants can continue to maintain and develop performance in promoting and selling Pizza Hut products. With new and interesting promotions and discounts, it can improve the consumer buying process for Pizza Hut products.
4. Pizza Hut employees must always strive to maintain and even improve service to customers by further increasing sensitivity and courtesy in serving customers to maintain customer comfort and trust in Pizza Hut.

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