

The Influence of Brand Image and Promotion on Consumer Purchase Decisions at Sirempah in Jambi City

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ABSTRACT

This study aims to analyze the influence of brand image and promotion on consumer purchasing decisions at the Sirempah MSME in Jambi City. Sirempah is a modern herbal medicine business facing challenges in building an effective brand image and promotional strategies, especially among the younger generation. A total of 150 respondents who are Sirempah customers were given a questionnaire as part of the quantitative survey methodology of this study. Sampling was carried out using a simple random sampling method. Multiple linear regression analysis was used to test the partial and simultaneous impact of the independent variables (promotion and brand image) on the dependent variable (purchase choice). The study findings indicate that, both partially and simultaneously, customer purchasing decisions are positively and significantly influenced by brand image and marketing. These results imply that to increase consumer appeal and loyalty in an increasingly competitive market, Sirempah must strengthen its brand strategy and improve the quality of its promotions.

Keywords: Brand Image, Promotion, Purchase Decision, Consume

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SDGs: Good Health and Well-being (3); Decent Work and Economic Growth (8); Industry, Innovation, and Infrastructure (9); Responsible Consumption and Production (12)

INTRODUCTION

Background

The COVID-19 pandemic has increased public awareness of the importance of maintaining the immune system. Traditional herbal drinks, or jamu, have regained popularity as a natural method to enhance immunity amid limited access to modern medicine. Jamu, an Indonesian traditional herbal beverage, presents excellent health and commercial prospects for small and medium enterprises (SMEs) such as Sirempah in Jambi City. Although demand for jamu has grown, many SMEs face challenges such as a lack of product innovation, unattractive packaging, and ineffective promotion, especially on social media. To enable SMEs to thrive in the post-pandemic era, understanding how these characteristics influence consumer purchasing decisions is essential (Kusumo et al., 2020).

Jambi City is one of the regions in Indonesia known for its wide variety of SME products. According to the Central Statistics Agency (Badan Pusat Statistik, BPS), in 2023 the Province of Jambi recorded 176,051 registered SMEs. These businesses are spread across 12 regencies and cities: Jambi City, Tebo, Bungo, Kerinci, Merangin, Sarolangun, Batanghari, Muaro Jambi, Tanjung Jabung Timur, Tanjung Jabung Barat, and Sungai Penuh City (BPS.go.id, 2023). In the current era, before making a purchase, consumers tend to be more cautious and selective. The increasing variety of products available on the market, aligned with changing trends, compels consumers to make thoughtful choices. In this process, they pay attention not only to product quality but also to the brand's reputation and image.

In Indonesia, jamu has long been recognized as a traditional herbal drink made from natural ingredients that are easily available. Indonesians have consumed jamu for centuries, using recipes passed down through generations. Herbal remedies are used as an alternative form of medicine and are believed to help protect the body from various diseases and enhance overall health. Different types of jamu provide distinct benefits depending on the ingredients used in their preparation (Azizuddin, 2021).

Sirempah is one of the SMEs located in Jambi City, specifically in the Mayang area, engaged in the production of traditional herbal drinks (jamu). Established in 2022, this SME focuses on producing liquid jamu packaged in

bottles and cups. To market its products, Sirempah utilizes social media platforms such as Instagram, TikTok, and WhatsApp, as well as endorsements by local influencers (selebgram) to attract potential buyers. Promotional activities typically include product posts on social media accompanied by explanations of the benefits and properties of the jamu offered.

Observations conducted by the author involving 30 respondents revealed that 10 respondents were aware of Sirempah Herbal Shop as a modern-style jamu producer, while 20 respondents had never heard of or were unaware of the shop's existence. This indicates that public awareness of Sirempah remains relatively low. The presence of Sirempah demonstrates that innovation in traditional herbal medicine can be well received by society, particularly among younger generations who tend to be more selective in choosing health products. However, Sirempah's brand image remains weak, especially among both younger and older consumers in Jambi City. Negative perceptions arise due to impersonal service, slow response times, and limited emotional engagement with customers. These issues hinder the development of loyalty and long-term relationships, thereby restricting Sirempah's business growth and competitiveness (Widyanto & Albetris, 2021).

Picture 1. Sirempah Social Media Accounts



Sirempah's business has faced difficulties in gaining followers on its Instagram and TikTok accounts. One of the main problems is the lack of understanding of how to use social media effectively—such as irregular posting schedules, unappealing content, and underutilization of features like stories, reels, or live sessions. Sirempah still relies on traditional promotional strategies, such as banners, which have a more limited reach compared to social media. Furthermore, the business rarely collaborates with local influencers, even though such partnerships could help introduce the brand to a wider audience. As a result, although these accounts are active, it remains challenging for Sirempah to attract new followers and expand its market. Overall, the business lacks a well-structured promotional strategy. Consequently, Sirempah struggles to gain followers on social media and enhance its brand awareness (Julian Andriani Putri et al., 2022).

Various factors, including marketing and brand perception, influence consumers' decision-making processes when determining whether or not to purchase a product. In Sirempah, Jambi City, consumer purchase decisions are

strongly influenced by their perception of the brand. Companies with a positive image, solid reputation, and consistent quality are more likely to be chosen. Additionally, promotional activities such as sales, advertising, or free gifts play a vital role in generating interest in a product and motivating customers to make immediate purchases. Therefore, a combination of a strong brand image and an effective promotional strategy can have a significant impact on customers' purchasing decisions at Sirempah.

This study aims to identify how brand image and promotion influence consumer purchasing decisions at Sirempah in Jambi City. Although Sirempah's jamu products offer numerous health benefits, their commercial appeal is hindered by low brand recognition and negative public perception. The purpose of this research is to examine how these two factors affect consumers and to provide recommendations for improving brand perception and refining marketing strategies to attract more customers. These issues reveal that inefficient marketing efforts and a weak brand image serve as obstacles to consumer purchasing decisions.

Research purposes

Based on the problems raised in the research, the objectives of this research are:

1. To determine the influence of brand image on purchase decisions at Sirempah in Jambi City.
2. To determine the influence of promotion on purchase decisions at Sirempah in Jambi City.
3. To determine the simultaneous influence of brand image and promotion on purchase decisions at Sirempah in Jambi City.

LITERATURE REVIEW

Brand Image

Brand image plays a crucial role in the consumer decision-making process, especially when consumers face uncertainty regarding product information. Buyers tend to choose familiar brands because a strong brand image provides a sense of trust and confidence in product quality (Azhari & Fachry, 2020). Brands that are frequently exposed, recommended, or have a positive usage history are perceived as safer choices. Therefore, a positive brand image not only serves as an important reference point in consumer evaluation but also enhances comfort and confidence in making purchasing decisions (Azhari & Fachry, 2020).

The formation of brand image is influenced by a variety of supporting elements that collectively shape consumer perceptions. According to Wisatawan et al. (2020), the main factors include: Product Quality (durability and alignment with expectations), Trust/Reliability (consistency in service and fulfillment of commitments), and Product Benefits or Usefulness (providing real solutions to consumer needs). Another crucial factor is Customer Service (quick, good, and friendly responses), which plays a key role in shaping consumer impressions. In addition, Product Usage Risk (safety assurance and loss minimization), Product Price (the balance between cost and perceived value or quality), Existing Brand Image (perceptions formed from experience and environmental influences), and Promotion (informative, engaging, and consistent activities) are also significant determinants in strengthening positive perceptions and fostering consumer loyalty in the market.

There are several key indicators that reflect the strength and quality of a brand image. According to Hartono and Tjiptodjojo (2024), these indicators include: Product Superiority (excellence in quality, design, or distinctive features that assure consumers their expectations will be met); Product Strength (the extent to which brand information is embedded in customers' memory, measured by the frequency and depth of brand associations in their minds); and Product Uniqueness (differentiating factors that make the brand a top choice for consumers, whether in terms of products, services, or experiences). Collectively, these three dimensions determine the level of consumer recognition, trust, and loyalty toward a brand (Hartono & Tjiptodjojo, 2024).

Promotion

Promotion is defined as a strategic effort designed by a company to communicate specific messages to consumers, offering products or services with the primary goal of generating interest and encouraging transactions (Yudiawan, 2022). This activity serves as a fundamental communication tool for companies to understand consumer behavior and interest toward existing offerings. Essentially, promotion is a business initiative aimed at persuading and convincing customers to purchase the products or services being offered. It represents a crucial component of marketing strategy, encompassing the dissemination of information, persuasion, and influence. The entire range of these persuasive efforts is oriented toward increasing sales (Yudiawan, 2022).

Promotion plays a vital role in introducing products to the public, such as Sirempah's traditional jamu products in Jambi City. Through activities like discounts, free samples (testers), or social media advertisements, promotions attract attention, generate purchase interest, and convert hesitant consumers into confident buyers. Furthermore, promotion functions as a strategic communication tool to raise awareness, stimulate interest, and influence customers' purchasing decisions. In addition to building strong connections, promotions help customers remember the company and its products. The ultimate goal is to transform consumer attitudes and purchasing patterns—from being unaware to becoming aware, interested, purchasing, and remaining loyal—making promotion a key component that continuously enhances product appeal and purchase probability.

The effectiveness of a promotional strategy can be measured through five key indicators that ensure promotional activities achieve their objectives—capturing consumer attention and driving purchasing decisions (Fitri et al., 2022). These indicators include: Promotion Frequency (the regularity of promotional activities to prevent customers from forgetting or waiting for discounts); Promotion Quality (visual appeal, message clarity, and appropriateness of media used); Quantity of Promotions Conducted (the balance of campaign volume and channels without overwhelming consumers); Timing of Promotions (alignment with the right moment and consumer shopping habits); and Target Accuracy (delivering promotions to relevant and interested audiences to avoid resource inefficiency) (Fitri et al., 2022).

Purchase Decision

A purchase decision refers to the process or action in which individuals actively evaluate and determine their choice to acquire goods or services from a seller (Witjaksono, 2023). This process involves a series of stages, starting from the identification of needs, information search, evaluation of alternatives, and ending with the final choice based on preferences and well-considered judgments. When faced with various options, consumers are required to possess adequate knowledge and decisiveness in making their selections. Therefore, the purchase decision is a crucial aspect for companies in formulating marketing strategies, as customers continuously assess offers based on their needs and desires, while also being influenced by market trends (Selviani et al., 2024). Essentially, consumers make purchasing decisions when they are faced with the necessity to choose among various needs and wants they seek to fulfill (Witjaksono, 2023).

The maturity level of the consumer purchase decision-making process can be measured through four key indicators (Selviani et al., 2024). These indicators include: Confidence in the Product (the level of trust and assurance consumers have in the chosen product); Consistent Purchase Patterns (the habit of repeatedly purchasing the same product as a reflection of satisfaction); Trust and Satisfaction Level Reflected in Willingness to Recommend the Product to Others (word-of-mouth promotion); and Repeat Purchases (repurchasing behavior that indicates the product has met or exceeded customer expectations) (Selviani et al., 2024).

Hypothesis

The perception customers hold toward a brand is known as its image, shaped both by personal experiences and external sources such as advertisements, reviews, and recommendations from others. Brand image is formed by how consistently a brand communicates its values, quality, and identity to consumers. When consumers have a positive perception of a brand, it is more likely to be seen as trustworthy, high-quality, and aligned with their needs. Customers tend to prioritize brand image when making purchasing decisions because it fosters trust and confidence in the products being offered (Hartono & Tjiptodjojo, 2024).

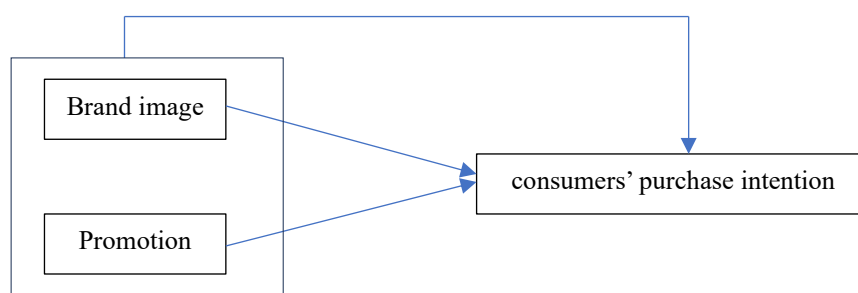
Promotion is designed to build a positive image and foster trust, thereby convincing customers that the product is worth purchasing and meets their needs and desires. In other words, promotion serves as an essential tool in shaping perception and encouraging consumer purchasing behavior (Hartono & Tjiptodjojo, 2024). Based on the preceding discussion, this study proposes the following hypothesis: Advertising and brand image have a positive influence on consumers' purchase intention toward Sirempah products in Jambi City. This indicates that when customers have a positive perception of the Sirempah brand, they are more likely to be interested in purchasing the product, particularly when the promotional content is engaging and well-targeted. The hypotheses and conceptual framework of this research are as follows:

H1: Brand image has a significant influence on consumers' purchase intention at Sirempah in Jambi City.

H2: Promotion has a significant influence on consumers' purchase intention at Sirempah in Jambi City.

H3: Brand image and promotion simultaneously have a significant influence on consumers' purchase intention at Sirempah in Jambi City.

Figure 2. Conceptual Framework



RESEARCH METHODOLOGY

By examining the correlation among variables, this study employs a quantitative research approach grounded in positivism as the technique to assess objective hypotheses. This method views reality as something observable and measurable objectively. Typically, the structure of quantitative research includes literature and theoretical reviews, results, methodology, and discussion sections. The fundamental assumptions of quantitative research involve deductive reasoning, bias analysis, control over alternative or transactional explanations, and the ability to generalize and replicate findings (Subhaktiyasa, 2024).

Population and Sample

The population is defined as the entire set of units or elements that are the main focus of the study and possess uniform characteristics, which may consist of individuals, events, or other items relevant to the research topic (Kurnia & Krisnawati, 2023). For example, in the context of Jambi City, the population includes all residents who share relevant attributes according to the research criteria (e.g., age, gender, or consumption patterns). Establishing clear criteria is crucial to ensure that the collected data accurately represent the social conditions of the study area. Thus, the population not only refers to the total number of elements but also encompasses all relevant attributes possessed by those elements related to the research issue (Kurnia & Krisnawati, 2023).

A sample is defined as a subset of the population selected to reflect the characteristics of the overall population, particularly when studying every member of the population is impractical due to resource limitations (Nurdin et al., 2018). In this study, the sampling technique employed is simple random sampling, where each member of the population has an equal chance of being selected (Nurdin et al., 2018). The research population consists of all consumers of Sirempah products in Jambi City, with an unknown total number. Therefore, the determination of the sample size refers to the guidelines of Hair et al. (as cited in Pasaribu & Purba, 2020), which recommend a sample size of five to ten times the number of research indicators. With a total of fifteen questionnaire indicators, applying the maximum limit results in a required sample size of 150 respondents (10×15), which serves as the number of samples used in this study.

Data Collection Technique

The data collection technique utilized in this research is the questionnaire method. A questionnaire is a data collection tool in which participants are provided with a set of statements or questions to answer. Both open-ended and closed-ended survey forms can be used; however, closed-ended forms are more commonly applied as they facilitate easier data analysis. This method is considered efficient because it allows data to be gathered from a large number of respondents in a relatively short period. The success of a questionnaire largely depends on the clarity of the content and the relevance of the questions to the research objectives.

Data Analysis Method

The data analysis procedure begins with Data Quality Tests, consisting of Validity and Reliability Tests. The Validity Test ensures that the instrument truly measures the intended concept, with the criterion that the questionnaire is valid if the calculated correlation value (r-count) is greater than the critical value (r-table) (Rosita

et al., 2021). Meanwhile, the Reliability Test ensures that the instrument consistently produces stable results if the measurement is repeated (Selfiyah et al., 2024).

Subsequently, the Classical Assumption Tests for the regression model are performed. The Normality Test is crucial to verify that residual values are normally distributed, which is a prerequisite for using parametric tests such as linear regression (Ahadi & Zain, 2023). The Multicollinearity Test ensures that there is no high correlation among independent variables, where a good model is indicated by Tolerance > 0.1 and VIF < 10 (Nafiudin et al., 2021). The Heteroscedasticity Test checks whether the variance of the residuals is constant, identified through a scatterplot in which the residual points are randomly dispersed without a discernible pattern (Amelia et al., 2020).

Once the classical assumptions are satisfied, Multiple Linear Regression Analysis is conducted to determine the degree of influence of independent variables on the dependent variable. This method enables researchers to estimate the contribution of each independent variable and to predict the dependent variable (Dyah et al., 2024). The final step is Hypothesis Testing, where hypotheses represent initial assumptions or temporary solutions to the research problem. These hypotheses require systematic data collection and analytical procedures to evaluate their validity. The results of hypothesis testing determine whether the proposed hypotheses are accepted or rejected, thus maintaining the research focus on addressing the identified problem (Andries et al., 2020).

RESULTS AND DISCUSSION

The Sirempah MSME, operating in Jambi City since 2022, focuses on the production of ready-to-drink liquid herbal beverages that are conveniently packaged. The business actively utilizes digital platforms such as Instagram, TikTok, and WhatsApp, and collaborates with local influencers for promotional and endorsement activities. Despite using various digital channels, Sirempah continues to face challenges in establishing a strong brand image and increasing customer engagement. Based on this background, this quantitative study aims to empirically examine the influence of social media promotion on consumer purchase decisions toward Sirempah products. Specifically, the study evaluates consumer perceptions of product quality and promotional effectiveness, and analyzes how both variables relate to consumers' decisions to purchase the product.

Data were collected using a structured questionnaire distributed through Google Forms, resulting in 150 respondents. The respondent profile in this study serves to provide a representative sample for analysis. Respondents were categorized into several groups based on occupation, hobbies, and gender. Data processing was conducted using responses from a questionnaire consisting of 15 items.

Table. 1. Respondent Characteristics

Gender	Responden	Percentage (%)
Male	52	34,7
Female	98	65,3
Total	150	100,00
Usia	Responden	Percentage (%)
12 – 19 years	15	10
20 – 30 years	113	75,3
31 – 39 years	12	8
40 – 53 years	10	6,67
Total	150	100,00
Pekerjaan	Responden	Percentage (%)
Student /College	85	56,7
Private Sector Employee	22	14,7
Entrepreneur	24	16
Civil Servants	6	4
Housewife	13	8,7
Total	150	100,00

Source: Data Processing, 2025

Based on the table above, the majority of Sirempah herbal drink consumers are students, totaling 85 respondents. The second-largest group consists of entrepreneurs, with 24 respondents, followed by private employees with 22 respondents, and housewives with 13 respondents. Meanwhile, civil servants (PNS) represent the smallest group, with only 6 respondents purchasing the product. These findings indicate that most consumers at Sirempah outlets in Jambi City are students. This trend is likely due to the product's alignment with their preferences and needs — offering affordable prices, practical packaging, and fitting well with the healthy lifestyle trend that is increasingly popular among young people.

Table 2. Validity Test Results

Variable	Items	r-count	r-table	Info
Brand Image (X1)	X1.1	0.600	0.1603	Valid
	X1.2	0.763		Valid
	X1.3	0.716		Valid
	X1.4	0.662		Valid
	X1.5	0.629		Valid
Promotion (X2)	X2.1	0.686	0.1603	Valid
	X2.2	0.688		Valid
	X2.3	0.700		Valid
	X2.4	0.717		Valid
	X2.5	0.757		Valid
Purchase Decision (Y)	Y1	0.644	0.1603	Valid
	Y2	0.664		Valid
	Y3	0.690		Valid
	Y4	0.725		Valid
	Y5	0.694		Valid

Source: Data Processing, 2025

Based on the data in the table above (Table 2), all research instruments are valid and can therefore be used for further testing.

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Alpha Value	Info
Brand Image (X1)	0,700	0.60	Reliabel
Promotion (X2)	0,751		Reliabel
Purchase Decision (Y)	0,712		Reliabel

Source: Data Processing, 2025

As shown in the table above, the Brand Image variable (X1) obtained a Cronbach's Alpha value of 0.700, which is higher than the reference Alpha value of 0.60. Therefore, the Brand Image instrument can be considered reliable. Similarly, the Promotion variable (X2) is also reliable, with a Cronbach's Alpha value of 0.751 compared to the reference value of 0.60. Likewise, the Purchase Decision variable (Y) is deemed credible, as it has a Cronbach's Alpha value of 0.712, exceeding the threshold value of 0.60.

Table 4. Normality Test Results

Unstandardized Residual		
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2.09748239
Most Extreme Differences	Absolute	,069

	Positive	,054
	Negative	-,069
Test Statistic		,069
Asymp. Sig. (2-tailed)		,078 ^{c,d}

Source: Data Processing, 2025

The results of the normality test presented in Table 4 indicate that the Kolmogorov–Smirnov significance value is less than 0.05, suggesting that the data are not normally distributed.

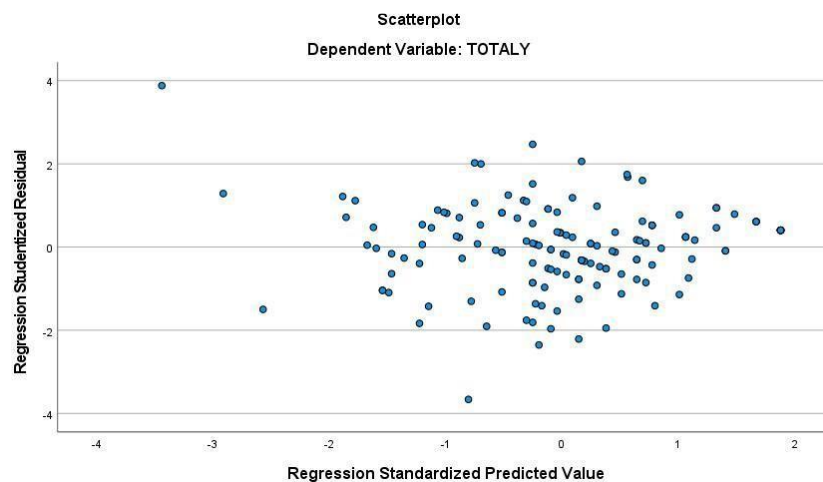
Table 5. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image (X1)	,714	1.401
Promotion (X2)	,714	1.401

Source: Data Processing, 2025

The tolerance value is 0.714 (> 0.1), and the Variance Inflation Factor (VIF) value is 1.401 (< 10), as shown in the table above presenting the Collinearity Statistics for Tolerance and VIF coefficients. Therefore, it can be concluded that the regression model does not exhibit symptoms of multicollinearity. This finding is consistent with the assumption that multicollinearity is absent in a regression model when the VIF value is less than 10 and the tolerance value exceeds 0.1.

Table 6. Heteroscedasticity Test Results



Source: Data Processing, 2025

The heteroscedasticity test was conducted to examine whether the regression model exhibits unequal variances from one residual observation to another. Based on the previous figure, it is clearly shown that the scatterplot does not display any specific pattern, and the data points are randomly distributed above and below the zero line. Therefore, it can be concluded that the regression model does not contain heteroscedasticity.

Table 7. Results of the Determination Coefficient Test

R Value	,698
R Square Value	,487
<i>Predictors: (Constant), Promotion, Brand Image</i>	

Source: Data Processing, 2025

Based on the results of the coefficient of determination test, the adjusted R-squared value is 0.480, or 48.0%, which is relatively close to one, as shown in the table above. This indicates that the two independent variables of brand image and promotion—account for 48% of the variance in the dependent variable, namely purchase

decision. Meanwhile, the remaining 52% is influenced by other factors not included in this regression model. In other words, the purchase decision variable can be adequately explained by the constructed regression model.

Table 8. Hypothesis Test Results

No	Variable	t-test Value	Significance Value	Hypothesis
1	Brand Image (X1)	4.138	,000	H1 Accepted
2	Promotion (X2)	7.125	,000	H2 Accepted

Source: Data Processing, 2025

Based on Table 8, the significance value for Brand Image is 0.000 (< 0.05), indicating that Brand Image has a partial and significant influence on Purchase Decision. Similarly, the significance value for Promotion is 0.000 (< 0.05), suggesting that Promotion also has a partial and significant influence on Purchase Decision.

Table 9. Simultaneous Test Results

Nilai Uji f	69.644
Nilai Signifikansi	,000
<i>Dependent Variable: Purchase Decision (Y)</i>	
<i>Predictors: (Constant), Brand Image, Promotion</i>	

Source: Data Processing, 2025

Based on Table 9, the significance value is 0.000 (< 0.05), indicating that Brand Image and Promotion have a simultaneous and significant effect on Purchase Decision. According to the test results presented in the table above, Brand Image and Promotion are considered to have a simultaneous influence on Purchase Decision when the significance value is less than 0.05; conversely, if the significance value is greater than 0.05, no simultaneous effect is present.

The Influence of Brand Image on Purchase Decision

The results of the hypothesis test show that Brand Image (X1) has a significant influence on Purchase Decision (Y). With a significance threshold of $0.000 < 0.05$, the calculated t-value for the Brand Image variable (X1) is 4.138, indicating that Brand Image has a significant effect on Purchase Decision. This finding supports the study by Upbatam & Saputra (2020) titled “The Effect of Brand Image and Promotion on the Purchase Decision of Indocafe Products at PT Prima Bintang Distribusindo.” The study revealed that Brand Image positively and significantly affects Purchase Decision. Similarly, in the context of Sirempah in Jambi City, consumers are more likely to purchase products when the company has a positive brand image, as they tend to prefer products from companies perceived as trustworthy and reputable.

The Influence of Promotion on Purchase Decision

Based on the t-test results, Promotion has a significance value of $0.000 < 0.05$, which means it has a partial and significant influence on Purchase Decision. To enhance consumer purchase intention, it is essential to implement promotional strategies through various approaches such as advertising, discounts, and attractive special offers. Well-designed and targeted promotional activities can build consumer trust, foster emotional connection, and encourage purchase decisions. Effective promotion also strengthens product competitiveness and drives optimal sales growth (Yudiawan, 2022).

This finding aligns with the study by Ningrum et al. (2023) titled “The Effect of Promotion on Purchase Decisions for Clothing at Qolsa Store Metro in 2022.” The results indicate that promotional activities by Sirempah have a substantial impact on customer purchase decisions. This implies that attractive, frequent, and well-targeted promotions can enhance consumer purchase interest, introduce products more effectively, and encourage trial purchases.

The Influence of Brand Image and Promotion on Purchase Decision

According to the results of the F-test, Purchase Decision is significantly influenced by Brand Image and Promotion simultaneously, as indicated by a significance value of $0.000 < 0.05$. Furthermore, the adjusted R-squared value of 0.480 suggests that the combination of Brand Image and Promotion accounts for 48% of the variance in Purchase Decision. These findings indicate that when brand image and promotional efforts are integrated, they work synergistically to shape consumer choice. A positive brand image creates favorable perceptions among consumers, while promotion serves as a means to reinforce and amplify those perceptions.

This study supports the findings of Putri & Rahmawati (2021) titled “The Effect of Brand Image and Promotion on the Purchase Decision of Nutrijell in Padang City.” Their research revealed that both Brand Image and Promotion have a simultaneous and significant impact on consumer Purchase Decision. Therefore, enhancing the quality of promotional strategies and strengthening brand image can serve as effective tactics to increase sales performance

CONCLUSION

Conclusion

This study concludes that brand image and promotion have a significant and simultaneous influence on consumer purchase decisions at the Sirempah Outlet in Jambi City. A strong and positive brand image—built through perceptions of product quality, company credibility, and positive customer experience—plays a crucial role in fostering consumer trust and confidence, which ultimately drives purchasing decisions. Likewise, strategically designed and effectively implemented promotional activities serve as a catalyst that stimulates consumer interest, builds emotional connection, and strengthens the intention to purchase. The combination of a credible brand image and persuasive promotion works synergistically to shape consumer preferences, enhance competitive positioning, and foster long-term customer loyalty toward the Sirempah brand

Implication

The findings of this research provide meaningful implications for business practitioners, particularly in the herbal and traditional beverage industry. A positive brand image supported by effective promotional strategies can serve as a key determinant of market success. Managers of Sirempah Outlet are encouraged to maintain consistent brand communication, highlight the authenticity and health benefits of their natural ingredients, and reinforce local identity to differentiate the brand from competitors. Furthermore, strategic promotions—such as discounts, digital campaigns, and customer loyalty programs—can enhance brand engagement and improve sales performance. For marketers, this study reinforces the importance of integrating branding and promotional efforts as complementary tools for influencing consumer purchase decisions.

Limitation

Despite its contributions, this study has several limitations. The research was conducted using a limited sample from a single outlet (Sirempah in Jambi City), which may not fully represent consumer behavior in other regions or similar industries. Additionally, the study focused only on two independent variables—brand image and promotion—while other potential factors such as customer satisfaction, product quality, price perception, or brand trust were not included. The use of cross-sectional data also limits the ability to observe changes in consumer perception over time.

Suggestion

Based on the findings, the management of Sirempah Outlet is advised to strengthen its brand image through consistent communication strategies, appealing packaging design, and excellent customer service to create a lasting impression. Promotional strategies should not merely focus on increasing short-term sales but also on building long-term brand equity. Integrating online marketing tools such as social media campaigns, influencer marketing, and storytelling about the brand’s authenticity can further enhance consumer engagement and trust.

Future Research

Future studies are encouraged to expand the scope by including additional variables such as customer satisfaction, trust, product innovation, or social media marketing, which may offer a more comprehensive understanding of the factors influencing purchase decisions. Comparative studies between different outlets or regions could also help identify cultural or demographic variations in consumer behavior. Moreover, employing longitudinal research designs would provide deeper insights into how brand image and promotional activities influence consumer loyalty and purchase behavior over time.

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