

The Influence of Brand Image, Promotional Attractiveness, and Halal Awareness on Purchasing Decisions through Purchase Interest in Bread Product

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Article Info	Abstract
<p>Keywords: <i>Brand Image, Promotional Attraction, Halal Awareness, Purchase Decision, Buying Interest</i></p> <p>Paper type: <i>Research Paper</i></p> <p><i>Received: 27 Maret 2024</i> <i>Revised: 5 Mei 2024</i> <i>Accepted: 23 Agustus 2024</i> <i>Available online: 1 Oktober 2024</i></p> <p>*Corresponding author: rizaladitia_pratama@gmail.com</p>	<p>Along with the growth of technology that affects science, culture, and technology, consumers also receive various information that affects consumer lifestyles, one of which is the development of food consumption. Currently, most people prefer fast food and convenience food, so the average food consumption in Indonesia is relatively high. This study was conducted to analyze the influence of <i>brand image</i>, promotional attractiveness and halal awareness on purchasing decisions with purchase interest as <i>an intervening</i> variable and using respondents of Aoka Bread consumers in Semarang Regency. This study used quantitative research using multiple linear regression analysis. The sampling technique uses <i>purposive sampling</i> with a total of 100 respondents. The results of the T-test showed that <i>brand image</i> does not have a positive and significant effect on purchasing decisions, promotional attractiveness has a positive and significant effect on purchasing decisions, halal awareness does not have a positive or significant effect on purchasing decisions, and buying interest has a positive and significant effect on purchasing decisions. The results of the F test showed that simultaneously, <i>brand image</i>, promotional attractiveness, and halal awareness affect purchasing decisions, and simultaneously, <i>brand image</i>, promotional attractiveness, and halal awareness affect consumer buying interest. For future research, it is recommended to choose a different case study and includes additional variables. This will strengthen understanding and provide deeper insight into how consumers know the product and so that interest in buying again.</p>

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Abstrak

Seiring dengan pertumbuhan teknologi yang mempengaruhi ilmu pengetahuan, budaya, dan teknologi, konsumen juga menerima berbagai informasi yang mempengaruhi gaya hidup konsumen, salah satunya adalah perkembangan konsumsi pangan. Saat ini, kebanyakan

masyarakat lebih menyukai makanan cepat saji dan makanan ringan, sehingga rata-rata konsumsi makanan di Indonesia relatif tinggi. Penelitian ini dilakukan untuk menganalisis pengaruh citra merek, daya tarik promosi dan kesadaran halal terhadap keputusan pembelian dengan minat pembelian sebagai variabel intervensi dan menggunakan responden konsumen Roti Aoka di Kabupaten Semarang. Penelitian ini menggunakan penelitian kuantitatif menggunakan analisis regresi linier berganda. Teknik pengambilan sampel menggunakan purposive sampling dengan total 100 responden. Hasil uji-T menunjukkan bahwa citra merek tidak memiliki efek positif dan signifikan terhadap keputusan pembelian, daya tarik promosi memiliki efek positif dan signifikan pada keputusan pembelian, kesadaran halal tidak memiliki efek positif atau signifikan pada keputusan pembelian, dan minat beli memiliki efek positif dan signifikan pada keputusan pembelian. Hasil uji F menunjukkan bahwa secara bersamaan, citra merek, daya tarik promosi, dan kesadaran halal mempengaruhi keputusan pembelian, dan secara bersamaan, citra merek, daya tarik promosi, dan kesadaran halal mempengaruhi minat beli konsumen. Untuk penelitian di masa depan, disarankan untuk memilih studi kasus yang berbeda dan menyertakan variabel tambahan. Hal ini akan memperkuat pemahaman dan memberikan wawasan yang lebih dalam tentang bagaimana konsumen mengetahui produk tersebut dan sehingga minat untuk membeli lagi

Kata kunci: *Citra Merek, Daya Tarik Promosi, Kesadaran Halal, Keputusan Pembelian, Minat Beli.*

INTRODUCTION

Along with the growth of technology that affects science, culture, and technology, consumers also receive various information that affects consumer lifestyles, one of which is the development of food consumption. One of the basic needs of human life and the most important need for the survival of every human being is food. Nowadays, most people prefer fast food and *convenience food*, and the average food consumption in Indonesia is relatively high (Febrianti et al., 2021).

The bakery industry is part of the food industry, namely processed wheat flour. If at first, bakery products were not only in demand by the middle class, now in Indonesia, bread is widely consumed by people from various circles. Aoka is one of the bread products that has recently been very popular with many people because of its good taste with various variants and low prices. As reported by sorotindonesia.com (accessed November 30, 2023), Aoka bread is a product produced by PT. Indonesia Bakery Family was established in 2017 and became popular in 2021.

In this study, researchers surveyed Semarang Regency to find out about Aoka Bread consumers in Semarang Regency, Central Java Province. Semarang Regency is one of the regencies in Central Java. Its capital is Ungaran. Semarang City borders this regency to the north, Demak Regency and Grobogan Regency to the east, and to the east and south bordering Boyorari Regency. Similarly, Magelang Regency, Temangun Regency, and Kendal Regency are in the west. In addition, there are the cities of Salatiga and Lake Rawa Pening in the middle of Semarang Regency. Semarang Regency is geographically very close to Semarang City and Salatiga City.

Brand image is one of the essential things when making purchasing decisions. As Kotler and Keller point out (Kurniawan et al., 2021), brand image refers to the impression that a brand creates in the minds of consumers. The second factor is the existence of halal awareness, which is defined as knowledge, understanding, and information of Muslim consumers regarding their obligations to buy and eat halal products in accordance with Islamic law. The third aspect that plays an important role is the attractiveness of promotion. Promotions include various actions carried out

by companies to build effective communication between their product values and encourage potential customers to make purchases (Crystallography, 2019).

Differences in research gaps in *Brand Image*, promotional appeal, and halal awareness were found based on the research of the *Reviewer* Previously, such as research that exposed the significant positive impact of brand image on buying interest (Purwati, 2022). Furthermore, other studies also explain that brand image does not have a positive impact on purchase interest, (Wilyan et al., 2022). Furthermore, other studies have shown that promotional attractiveness has a significant positive influence on buying interest, (Hidayat Fahrul, 2023). Besides In addition, other studies also explain that promotional attractiveness does not have a positive impact on buying interest (Hidayah, 2019). Furthermore, other studies have shown that halal awareness has a significant positive impact on purchase intent (Hendradewi et al., 2021). Furthermore, other studies also explain that halal awareness does not have a significant positive impact on buying interest (Sri Ernawati, 2023).

METHOD

Quantitative research is used in this study, where statistical data analysis is carried out to test hypotheses and then draw conclusions (Susanti, 2020). This study focuses on Aoka Bread consumers in Semarang Regency when the study was carried out in February 2024-finished by distributing questionnaires offline.

Population is a general area divided into objects/subjects that have certain traits and traits that researchers apply in their research, and then conclusions are drawn (Paramita et al., 2022). The population used in this writing is Auka Bread consumers in Semarang Regency, with a total of 115,221 people.

This study uses the method of *Non-probability sampling* by the way *purposive sampling*. *Purposive sampling* is a technique of conducting specific reviews in which members of the population are sorted according to the research problem (Salfina, 2018). The sample criteria used are:

Table 3.1 Number of Elementary, Middle, and High School Students in Semarang Regency

Source: <https://semarangkab.bps.go.id/>

Classification	Sum
Elementary School	70.187
Junior High School	35.833
Senior High School	9.201

The sample size in this study is determined according to the Slovin formula, so it can be calculated as follows:

$$n = \frac{N}{1 + N(e^2)}$$

$$n = \frac{115.221}{1 + 115.221(0,1^2)}$$

$$n = \frac{115.221}{1 + 115.221(0.01)}$$

$$n = 99,91 = 100$$

The analysis method used in this study is linear regression analysis, with the following model:

Equation 1 $Z = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$

Equation 2 $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4Z + e$

This analysis is used to clearly determine the relationship between the independent variable (X) and the dependent variable (Y).

RESULTS AND DISCUSSION

Research results

Table 4.1 Validity Test

Variable	Question Item	R Calculate	R Table	Information
<i>Brand Image</i> (X1)	Point 1	0,817	0,196	Valid
	Point 2	0,710		Valid
	Point 3	0,746		Valid
Promotional Appeal (X2)	Point 1	0,700	0,196	Valid
	Point 2	0,684		Valid
	Point 3	0,643		Valid
	Point 4	0,638		Valid
Halal Awareness (X3)	Point 5	0,663	0,196	Valid
	Point 1	0,742		Valid
	Point 2	0,652		Valid
	Point 3	0,634		Valid

Purchase Decision (Y)	Point 4	0,655	0,196	Valid
	Point 5	0,733		Valid
	Point 1	0,700		Valid
	Point 2	0,667		Valid
	Point 3	0,721		Valid
Buying Interest (Z)	Point 4	0,736	0,196	Valid
	Point 5	0,560		Valid
	Point 1	0,808		Valid
	Point 2	0,661		Valid
	Point 3	0,676		Valid
	Point 4	0,651		Valid

It can be concluded that all questions are valid, judging from the r count $>$ r table, which is 0.196 with a significant value of 5%. Thus, all questions can be used to test the model as a whole.

Table 4.2 Reliability Tests

Variable	Cronbach's alpha	Information
<i>Brand Image</i> (X1)	0,620	Reliable
Promotional Appeal (X2)	0,681	Reliable
Halal Awareness (X3)	0,710	Reliable
Purchase Decision (Y)	0,705	Reliable
Buying Interest (Z)	0,652	Reliable

It can be concluded that the variables of brand image, promotional attractiveness, halal awareness, and buying desire are reliable, as seen from the results showing that the value of Cronbach's alpha in each variable is $>$ 0.60.

Table 4.3 Test T (Precision test)

Equation 1

Type	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	6,931	2,247		3,085	0,003
Brand Image	0,222	0,167	0,146	1,331	0,187
Promotional Appeal	-0,002	0,114	-0,002	-0,018	0,986
Halal Awareness	0,186	0,105	0,201	1,769	0,080

T table = $t(\alpha/2; n-k-1)$
 = $t(0.025; 100-3-1)$
 = 1,985

Brand *image* variables, t values are calculated $1.331 < 1.985$ and sig values $0.187 > 0.05$ so that *brand image* has no influence on buying interest. The variable of promotional attractiveness, t value calculated $-0.018 < 1.985$ and sig value $0.986 > 0.05$ so that promotional attractiveness peril has no impact on buying desire. Halal awareness variables, t values are calculated at $1.769 > 1.985$, and sig values are $0.080 > 0.05$ so that the attractiveness of promotions technically does not have an impact on buying intentions.

Equation 2

Type	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	3,306	2,256		1,466	0,146
Brand Image	0,324	0,161	0,201	2,008	0,047
Promotional Appeal	0,195	0,109	0,200	1,789	0,077
Halal Awareness	0,117	0,102	0,119	1,139	0,257
Buying Interest	0,228	0,098	0,215	2,330	0,022

T table = $t(\alpha/2; n-k-1)$

$$= t(0.025; 100-3-1)$$

$$= 1,985$$

Brand image, t results calculated $2,008 > 1,985$ and sig values $0,047 < 0,05$ until *the brand image* has a definite influence on purchasing decisions. Promotional attractiveness, t results calculated $1,789 < 1,985$ and sig values $0,077 > 0,05$ until the attractiveness of the promotion does not influence purchasing decisions. Halal awareness, t results calculated $1,139 < 1,985$ and sig values $0,257 > 0,05$ until halal awareness does not influence purchasing decisions. Buying interest, t-result calculated $2,330 > 1,985$ and sig value $0,022 < 0,05$ so that the desire to buy Persial has an impact on purchasing decisions.

Table 4.4 Test F (Simultaneous test)

Equation 1

Type	Sum of Squares	Df	Mean Square	F	Sig
Regression	57,551	3	19,184	4,082	0,009
Residuals	451,199	96	4,700		
Total	508,750	99			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Halal Awareness, Brand Image, Promotional Appeal

F table = F(k; n-k)

$$= F(3; 100-3)$$

$$= 2.70$$

It can be seen that the results of signifikan $0,009 < 0,05$ and the results of F calculate $4,082 > 2,70$ so that all independent variables, namely brand image, promotional attractiveness, and halal awareness, simultaneously have a significant impact on buying interest.

Equation 2

Type	Sum of Squares	Df	Mean Square	F	Sig
Regression	318,552	4	79,638	8,038	<0.001
Residuals	941,208	95	9,907		
Total	1259,760	99			

a. Dependent Variable: Purchasing Decision

- b. Predictors: (Constant), Buying Interest, Promotional Attraction, Brand Image, Halal Awareness

$$\begin{aligned} F \text{ table} &= F(k; n-k) \\ &= F(3; 100-3) \\ &= 2.70 \end{aligned}$$

It can be seen that the results of signifikan $0.001 < 0.05$ and the results of F calculate $8.038 > 2.70$ so that all independent variables are *Brand Image*, promotional attractiveness, halal awareness, and buying interest simultaneously have a significant impact on purchasing decisions.

Table 4.5 Test R2

Equation 1

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,271	0,074	0,045	3,28659

- a. Predictors: (Constant), Halal Awareness, Brand Image, Promotional Appeal
b. Dependent Variable: Buying Interest

It is concluded that the value *adjusted R Square* = 0.045 or 4.5% means that simultaneously, *Brand Image*, promotional attractiveness, and halal awareness influenced buying interest by 4.5%, and the remaining 95.5% was due to other variables.

Equation 2

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,503	0,253	0,221	3,14761

- a. Predictors: (Constant), Buying Interest, Halal Awareness, Brand Image, Promotional Appeal

It was concluded that the value of *Adjusted R Square* = 0.221, or 22.1%, which means that *brand image*, promotional attractiveness, halal awareness, and buying interest influenced the purchase decision as much as 22.1% simultaneously, and other variants caused the remaining 77.9%.

Table 4.6 Test Normalits

Unstandardized Residuals	
N	100

Normal Parameters	Mean		,00000
Most Extreme Differences	Std. Deviation		3,23641065
	Absolute		0,061
	Positive		0,046
	Negative		-0,061
Test Statistics			0,061
Asymp. Sig. (2-tailed)			0,200
Monte Carlo Sig. (2-Tailed)	Sig		0,470
	99% Confidence	Lower Bound	0,457
	Interval	Upper Bound	0,483

It is concluded that if the value of Asymp. Sig. (2-tailed) $0.200 > 0.05$, then it can be said that all variables are normally distributed.

Table 4.7 Summary of Hypothesis Testing

No	Research Hypothesis	Result
H1	<i>The brand image</i> has a negative impact on buying interest.	Rejected
H2	The attractiveness of the promotion has a negative impact on buying interest.	Rejected
H3	Halal awareness has a negative impact on buying interest.	Rejected
H4	<i>Brand image</i> has a positive and significant impact on purchase certainty.	Accepted
H5	The attractiveness of promotions has a negative impact on purchasing decisions.	Rejected
H6	Halal awareness has a small impact on purchasing decisions.	Rejected

H7	Buying interest has a positive and significant impact on purchase certainty.	Accepted
H8	<i>Brand image</i> does not have a positive and significant impact on purchase certainty through purchase interest as a mediating variable.	Rejected
H9	Promotional attractiveness does not have a positive and significant impact on purchase certainty when purchase interest is used as a mediation variable.	Rejected
H10	Halal awareness has a positive and significant impact on purchase certainty through purchase interest as a mediation variable.	Accepted

Discussion

The results of this research showed that brand image did not affect buying interest (H1 rejected) This shows that customers are less concerned about paying attention to brand image in choosing products. So that consumers are more price-raising than the image brand; therefore, there is no desire to buy aoka bread by consumers. This research is supported by (Marliana, 2021) that brand image does not have a positive influence on buying interest. However, the results of this study do not support the research (Aziz, 2020) that brand image has a positive and significant impact on buying intent.

The results of this research showed that promotional attractiveness did not have a positive and significant impact on buying interest (H2 was rejected). In this study, promotional attractiveness is less important in increasing consumer buying interest; promotion should refer to various activities carried out by companies to try to create a relationship between the goodness of their products and to attract customers and target consumers to buy the product. So that consumers are greatly affected by the attractiveness of promotion; with the appeal of promotion, consumers are more confident to buy Aoka bread products. This research turned around with the research done (Susanti, 2022) that the attractiveness of the promotion has a positive and significant impact on buying interest. Research, according to (Prihartini et al., 2022), Also explained that the attractiveness of the promotion also has a positive and significant influence on buying interest.

The results of this research showed that halal awareness did not have a significant positive impact on buying interest (H3 was rejected). So, consumers do not attach too much importance to halal awareness to choosing bread products. The results of this study are supported by (Sri, 2022) that halal awareness does not have a positive and significant impact on buying interest. However, research according to (Sara et al., 2022) explained that halal awareness has a positive and significant impact on buying interest.

This research showed that *Brand Image* has a significant positive impact on purchasing decisions (H4 Accepted). So, the conclusion of this study shows that consumers make the brand

image an important reference before buying a product; the brand image owned by Aoka Bread influences consumer purchasing decisions. The results of this research are not supported by research (Febriyanti, 2018). That brand image does not have a direct impact either significantly or positively on purchasing decisions. However, the results of this study do not support the research (Huda, 2020) That brand image has a significant and positive impact on the decision to make a difference.

This research showed that The attractiveness of the promotion does not have a positive and significant influence on the purchase decision (H5 is rejected). Until conclusions can be drawn, this study shows that promotional attractiveness cannot make consumers interested in buying aoka bread, so it cannot influence purchasing decisions. The results of this research are in line with (Farhat Marnas, 2022) that there is in positive and significant promotional appeal over purchasing decisions.

This research resulted in that halal awareness does not have a positive and significant impact on purchasing decisions (H6 rejected). Until conclusions can be drawn, this study shows that consumers do not make halal awareness an essential reference before buying a product, so halal awareness owned by Aoka Bread does not affect consumer purchasing decisions. Purchasing decisions are not influenced by halal awareness because, in fact, the majority of people who are Muslim are sure and believe in halal in the purchase decision process. The results of this research do not support the research (Paradise et al., 2022) That halal awareness has a positive and significant impact on purchasing decisions.

This research resulted in that purchase interest has a positive and significant impact on purchasing decisions (H7 accepted). These results show that the greater the buying interest in a product, the greater the level of consumer purchase decisions about the product. So, buying interest has a significant role in causing purchase decisions. The results of this research are supported by (Paramita et al., 2022). Buying interest has a positive and significant impact on purchasing decisions.

This research showed that indirectly, *Brand Image* does not have a positive and significant impact on buying interest and buying interest, nor does it have a positive and significant impact on purchasing decisions (H8 is rejected). It is known that buying interest is a mediating variable of *Brand Image* upon purchase decision. Therefore, buying interest does not mediate *Brand Image* upon purchase decision. There is another reason besides *Brand Image*, which is a reference in buying a product until it gets better. , Aoka Bread owns Brand Image, so it does not affect the increase in purchasing decisions and buying interest of consumers. The results of this research do not support the research (Primadani et al., 2021) that *Brand Image* Has a positive and significant impact on buying interest and buying interest has a positive and significant impact on purchasing decisions.

This research found that indirectly, the attractiveness of promotions did not have a positive and significant impact on buying interest and buying interest, nor did they have a positive and significant impact on purchasing decisions (H9 was rejected). It is known that buying interest is

a mediating variable of promotional attractiveness to purchase decisions. Therefore, buying interest does not mediate promotional appeal over purchase decisions. There are other reasons besides the attractiveness of promotions that become a reference in buying a product so that the better and more attractive the attractiveness of promotions is done to lure Aoka Bread to have an interested initiative does not affect the increase in purchasing decisions and consumer buying interest. The results of this research do not support the research (Periyadi et al., 2020) that promotional attractiveness has a positive and significant impact on buying interest, and buying interest has a positive and significant impact on purchasing decisions.

This research shows that indirectly, halal awareness has a positive and significant impact on buying interest, and buying interest also does not have a positive and significant impact on purchasing decisions (H10 received). It is known that buying interest is a mediating variable of halal awareness of purchasing decisions. Therefore, buying interest is able to mediate halal awareness of purchasing decisions. Other reasons besides halal awareness are a reference in buying a product so that people who are predominantly Muslim already believe the process of making Aoka Bread affects the increase in purchasing decisions and consumer buying interest. The results of this research do not support the research (Setyaningsih et al., 2019) that halal awareness has a positive and significant impact on buying interest, and buying interest has a positive and significant impact on purchasing decisions.

CONCLUSION

Brand image (X1) has no positive and significant impact on buying interest (Z). This means that the *brand image* of goods is independent of consumer buying interest. The attractiveness of the promotion (X2) has no positive and significant impact on buying interest (Z). This means that the attractiveness of promotions on goods can have an impact on buyer interest. Halal awareness (X3) does not have a positive and significant impact on buying interest (Z). shows that halal awareness of products does not affect consumer buying interest. Brand image (X1) has a positive and significant impact on purchase certainty (Y). This means that the brand image of the goods does not affect the certainty of purchase. The attractiveness of the promotion (X2) does not have a positive and significant impact on the certainty of purchase (Y). Shows that the attractiveness of the promotion of the product can influence the purchase decision. Halal awareness (X3) does not have a positive and significant impact on purchase certainty (Y). This means that halal awareness of goods does not affect purchasing decisions. Buying interest (Z) has a positive and significant impact on purchase certainty (Y). Showing that buying interest in the product can have an impact on purchase certainty. Brand image (X1) does not have a positive and significant impact on purchase certainty (Y) through purchase interest (Z). So, it is interpreted that buying interest is not able to mediate brand image variables on purchase certainty. Promotional attractiveness (X2) does not have a positive and significant impact on purchase certainty (Y) through purchase interest (Z). So, it is interpreted that the desire to buy is not able to mediate the variable of promotional attractiveness of the purchase decision. Halal awareness (X3) has a positive and

significant impact on purchase certainty (Y) through purchase desire (Z). So, it is interpreted that the desire to buy is not able to mediate the variable of halal awareness of purchase certainty.

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