
THE INFLUENCE OF BRAND IMAGE AND SALES PROMOTION ON BUYERS' DECISIONS IN USING MYPERTAMINA AS A TRANSACTION TOOL

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Abstract

This research aims to determine the influence of brand image and sales promotion on purchasing decisions in using MyPertamina as a means of payment transactions in the city of Palembang. The population in this study is all consumers who make purchases using the MyPertamina application as a means of payment transactions in the city of Palembang in 2023. The sample in this study was 100 respondents using several criteria in determining the sample. The results of multiple linear analysis show that brand image and sales promotion have a positive and significant effect on buyer decisions. Brand image is expected by PT Pertamina Patra Niaga to provide a variety of payment options. Where consumers, especially those over 40 years old, are rather difficult if they need to top up. Sales promotion is expected PT Pertamina Patra Niaga to increase sales promotion by giving discounts / discounts to consumers who make purchases by making payments through the MyPertamina application.

Keywords: brand image; sales promotion; purchase decision

INTRODUCTION

Business development in the current era is growing very rapidly and experiencing continuous metamorphosis. Every business actor in every business category is required to have sensitivity to every change that occurs and put orientation to consumer decisions and consumer satisfaction as the main goals that will have an impact on consumer loyalty (Kotler, 2016). The influence of globalization in the industrial world today has caused competition between companies to become increasingly fierce and competitive. Based on that, the company is required to continue to be able to develop so that it can face existing competition.

PT Pertamina Patra Niaga makes it easier for consumers to purchase fuel, presenting MyPertamina while marketing all products sold by PT Pertamina Patra Niaga. According to Kotler; 2015, the definition of marketing is a social activity and an arrangement carried out by individuals or groups of people with their goals by making products and exchanging them with a certain nominal amount to other parties.

MyPertamina is here as a form of appreciation to all loyal customers of PT Pertamina Patra Niaga products. In supporting the payment system to make it easier for customers when transacting. MyPertamina is an easily accessible application with many benefits and means for customers to get points that can be exchanged for various rewards through the MyPertamina application. MyPertamina is an electronic e-payment payment that is currently trending for payments using QR-Code, My Pertamina uses an integrated system with just a link but currently can also synchronize with OVO, Gopay and Debit Cards that consumers have. In the

MyPertamina application, there is also the right subsidy choice because PT Pertamina Patra Niaga was appointed by the Government to suppress the purchase of subsidized fuel and monitor buyers of subsidized fuel. In order for subsidized fuel to be right on target, strict rules need to be made in regulating the purchase of subsidized fuel so that it is right on target, one of the efforts made by the government and Pertamina is the use of the My Pertamina Application for the purchase of fuel (Pertalite and Bio Solar).

MyPertamina is a digital application for purchasing Pertamina's products at all gas stations such as:

1. Fuel (Fuel Oil): Pertamina Turbo, Pertamina, Pertamina Dex, Dexlite, Pertalite, Premium and Vi-gas.
2. LPG: Brightgas 12 kg, brightgas 5.5 kg, bright gas can
3. Lubricants: Dr. Lube, Enduro Matic and Fastron

Table 1. Use of MyPertamina Application May – July 2022

	Number of Transactions		
	May	June	July
Biosolar	12.352	14.421	116
Dexlite	417	365	483
Pertalite	791	946	2.143
Firstx	824	1.086	2.095
Pertamax Turbo	198	197	248
Pertamina Dex	237	217	262
Premium	11	18	-
Total	14.830	17.250	5.347

Data Source: PT Pertamina Patra Niaga's Retail Function in 2022

Based on the data in Table 1. judging from the table above, the use of the MyPertamina application has only been used by consumers to purchase fuel and there is a decrease in the use of MyPertamina transactions. This happened because of the relevant Government's plan to use the MyPertamina application to make subsidized purchases. This leads to a decrease *Brand Image* on the MyPertamina application and the lack of sales promotion that needs to be done by PT Pertamina Patra Niaga in the city of Palembang to further improve brand image among the general public.

Table 2 MyPertamina Ratings in Application Store

No	Application	Ratings
1	Playstore	3
2	Apple Store	2.1

Sources : 2023 App Store Data

Based on Table 2 above, it can be seen that consumer responses related to the MyPertamina application are still with low ratings. Brand image (*Brand Image*) describe the extrinsic nature of a product or service including the way in which they seek to meet the psychological or social needs of customers (Kotler & Keller, 2016). When a brand image (*Brand Image*) has been able to build the character of the product and deliver *Value Proposition*, then conveying the character of the product to its customers in a unique, emotional

way more than the rational power that the product has. This will make the customer associate positive things in his mind when thinking about it *Brand* aforementioned.

Based on the table above, PT Pertamina Patra Niaga Palembang Area carries out sales promotions through Instagram @pertaminasumbagsel media, and every month there are always promotions related to MyPertamina both coupons, points, and prizes. So based on the background of the problems described above, the formulation of research problems, namely brand image and sales promotion, was obtained on the buyer's decision to use the MyPertamina Application as a means of payment transactions in the city of Palembang. This is shown from the findings regarding the difference in the influence of brand image and sales promotion on purchasing decisions

METHOD RESEARCH

The population in this study is all consumers who make purchases using the MyPertamina application as a means of payment transactions in the city of Palembang in 2023. Elements of population members to be selected into the sample. The sample in this study is consumers who make purchases using the MyPertamina application as a means of payment transactions in the city of Palembang in 2023. The samples taken in this study have the following criteria.

The population in this study is all consumers who make purchases using the MyPertamina application as a means of payment transactions in the city of Palembang in 2023. Elements of population members to be selected into the sample. The sample in this study is consumers who make purchases using the MyPertamina application as a means of payment transactions in the city of Palembang in 2023. The samples taken Sample measurement guidelines according to (Hair, 2010), can be determined as follows:

1. Depending on the number of parameters estimated. The guideline is 5-10 times the estimated number of parameters.
2. The number of statements used is as many as items. So that the number of samples used in this study with a minimum limit of respondents amounted to $15 \text{ items} \times 5 = 75$, while the maximum limit was $15 \text{ items} \times 10 = 150$. Thus, the respondents to be taken as many as 100 respondents. This number is considered to be sufficient to represent the population to be studied because it has met the maximum limit of the research sample.

The data collection method in this study using questionnaires as research instruments must meet two criteria, namely valid and reliable. For this reason, before the questionnaire is distributed, in a study it is necessary to test the validity and reliability of the questionnaire. All independent and dependent variables will be analyzed using the IBM SPSS Version 25 SPSS Application Program (*statistical package for the social scienceskala*). Variable measurements are performed using the Likert scale. The research method used in this study used multiple linear regression analysis.

RESULT AND DISCUSSION

The constant value indicates a positive value with a value of 0.537. This shows that the buyer's decision is considered without the influence of brand image and sales promotion, then the magnitude of the buyer's decision variable is 0.537.

The value of the regression coefficient of the brand image variable of 0.647 with a value of 8.110 states that brand image has a positive effect on buyer decisions. This shows that the higher the brand image, the higher the buyer's decision to use My Pertamina as a means of payment transactions in the city of Palembang. t_{hitung}

The value of the regression coefficient of the sales promotion variable of 0.207 with a value of 2.595 states that sales promotion has a positive effect on buyer decisions. This shows that the higher the sales promotion given, the higher the buyer's decision to use MyPertamina as a means of payment transactions in the city of Palembang. t_{hitung}

The Influence of Brand Image on Buyers' Decisions in Using MyPertamina as a Payment Transaction Tool in Palembang City

Brand image has a positive and significant influence on purchasing decisions. These results are in line with the results of the study from (Wu, 2022); (Ahmad., Zachariah, W., Marlina, W. 2021) (Kebkole, 2021); (Ernawati, 2021); (Tyas & Hartelina, 2021); (Fransiska & Madiawati, 2021); (Haqiqi & Khuzaini, 2020); (Anwar & Andrean, 2020); (Amalia, 2019); (Hakim & Saragih, 2019); (Foster, 2018); (Novansa & Ali, 2018); (Hendro & Hidayat, 2018); (Utomo & Waluyo, 2018); (Pratama & Santoso, 2018); (Mahanani, 2018) shows the results that brand image has a positive and significant influence on purchasing decisions.

The results of this study show that brand image is associated with several indicators such as *brand identity, brand association, brand benefit and competence*. There is an indicator that I feel many benefits when using the MyPertamina Application shows the lowest value. It is suspected that not all consumers always use the MyPertamina application in making purchases of either fuel or other PT Pertamina (Persero) products. Based on direct interviews with several respondents aged >40 years, they said that making payments through the MyPertamina application is still troublesome because consumers need to top up, where not all consumers can top up on available e-wallets. In contrast to consumers who are under the age of <40 years said that the MyPertamina application makes it easier to make payments and is felt to be more effective and efficient in reducing queues.

In the indicator, I feel safe and responsive in the process of the service provided if making payments through the MyPertamina application shows the highest score. This shows that consumers feel that making payments through the MyPertamina application provides a special line, where the queue is not too long when compared to payment by cash. Based on interviews with several respondents, said that by making cashless payments through the MyPertamina application, consumers can control the amount of fuel expenditure which can be seen through the purchase history on the application. Consumers who are at the age of <40 years feel that the payment method through this application is easier and does not need to queue because of the special lane.

The Effect of Sales Promotion on Buyers' Decisions in Using MyPertamina as a Payment Transaction Tool in Palembang City

Sales promotion has a positive and significant effect on purchasing decisions. These results are in line with the results of the study from Ernawati et al., 2021; Fransiska & Madiawati, 2021; Gusrita & Rahmidani, 2018; Islam, 2020; Mishra, 2018; Nasution et al.,

2019; Rafdinal & Rafdinal, 2019; Saputra et al., 2020; Tulanggow et al., 2019; Tyas & Hartelina, 2021; Utomo & Waluyo, 2018; Wangarry et al., (2018) shows the results that promotions have a positive and significant effect on purchase decisions.

The results of this study show that sales promotion is linked to several indicators such as discounts and points. In the indicator, Pertamina often gives discounts if transactions using the MyPertamina application show the lowest value. It is suspected that this discount is given if it meets the applicable terms and conditions, one of which is by purchasing a minimum liter of fuel and can only get a discount. This is very unfortunate for two-wheeled vehicle (motorcycle) users where, if you fill up fuel, you don't get a point. Some respondents in the field said that there needs to be an evaluation in providing discounts to consumers who make payments through the MyPertamina application to provide discounts with no minimum purchase. Because with the large number of two-wheeled vehicles, it will provide an attraction to consumers to always use the MyPertamina application in addition to being given a special lane if making transactions on the MyPertamina application.

The MyPertamina application indicator always provides additional points for all MyPertamina users showing the highest value. This shows that purchases with payments using the MyPertamina application, consumers get points. Based on direct interviews with respondents who are consumers who purchase fuel using 4-wheeled vehicles, respondents said that the provision of this point is given with a minimum purchase, where this is only obtained for 4-wheeled vehicles that purchase fuel in much greater quantities when compared to 2-wheeled vehicles. Meanwhile, based on interviews with respondents who use 2-wheeled vehicles, said the point given was never given because 2-wheeled consumers make an average purchase of fuel under 5 liters.

CONCLUSION

Brand image has a positive and significant influence on buyers' decisions in using MyPertamina as a means of payment transactions in the city of Palembang. Sales promotion has a positive and significant effect on buyers' decisions in using MyPertamina as a means of payment transactions in the city of Palembang.

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