

UDC 332

THE ROLE OF BRAND IMAGE IN MEDIATING THE INFLUENCE OF PLACE AND PROMOTION ON PURCHASE DECISIONS: A STUDY ON BALI KITA KITA ADVERTISING

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ABSTRACT

The increase of digital experience in advertising media is significantly influenced by the development of technology, which is considered superior to conventional advertising media. Consequently, traditional advertising firms are compelled to assess their marketing strategies in order to enhance customer purchasing decisions. The objective of this study is to elucidate the mediating function of brand image in the influence of place and promotion on purchase decisions. The study was carried out in Bali, focusing on the clientele of Bali Kita Kita, a company specializing in advertising services. A total of 140 respondents were selected using non-probability purposive selection technique. The data was collected via sending surveys in the form of a Google Form. The present study involves conducting data analysis on research findings. This study employs a Partial Least Squares (PLS) approach to Structural Equation Modelling (SEM). This study demonstrates that the factors of place and promotion have a considerable and favorable impact on purchasing decisions. The influence of place and promotion on a brand's image is both considerable and favorable. A positive brand image, in turn, has a major impact on consumers' purchasing decisions. Furthermore, the brand image has the ability to partially mediate the influence of place and promotion on consumers' purchasing decisions. This study aims to make an empirical addition to the field of marketing by examining the relationship between variables such as place, promotion, brand image, and purchasing decisions. The findings of this research will enhance our understanding of marketing concepts and practices. The anticipated outcomes of this study are intended to serve as a valuable resource for companies in formulating their business strategies. Specifically, these findings are expected to assist in enhancing brand image and facilitating informed decision-making processes regarding customer purchases.

KEY WORDS

Place, promotion, brand image, purchase decision.

The current state of the market is marked by unpredictability, which has led to a dynamic expansion of the advertising business in both traditional and digital media. Nevertheless, the developments in the field of advertising witnessed in the year 2021 are inherently interconnected with the forthcoming trends anticipated to manifest in 2022. According to Janoe Arijanto, the Chairperson of the Association of Indonesian Advertising Companies (P3I), this information was conveyed to the audience during the Marketers' event in 2022.

The revenues earned by traditional media through advertising are increasingly approaching parity or perhaps being surpassed by the revenue generated by digital media, and this trajectory is anticipated to persist. The research titled "Global Advertising Revenue in 2021" issued by Omdia (katadata.co.id) in December 2021 provides an analysis of nine distinct advertising media kinds and their respective income values. The advertising media encompass several platforms, such as television (amounting to \$171 billion), Google search (\$146 billion), Meta (\$115 billion), outdoor advertising or out-of-home (OOH) advertising (\$34.3 billion), Amazon (\$31.4 billion), Google network (\$31.1 billion), and newspapers. In 2021, the advertising revenue generated by Google Search amounted to approximately US\$146 billion, a figure that closely rivals the global revenue generated by television

advertising, which stood at US\$171 billion. Furthermore, Google Search's advertising revenue far surpasses that of traditional media platforms such as out-of-home advertising, newspapers, and radio. Considering the comprehensive range of services offered by Google, it is projected that the company's advertising revenue will attain a staggering sum of 207 billion US dollars, thereby surpassing the cumulative revenue gained through television advertising. The evidence suggests that advertising via digital media is exhibiting robust growth as compared to advertising through traditional media.

It is expected that in the foreseeable future, there will be a further widening of the financial disparity between traditional media and digital media. This phenomenon can be attributed to the fact that digital media yields higher advertising money. Based on the findings of Pahlevi's (2022) study on Global Ad Spend Forecasts, Dentsu's analysis suggests that the digital space has emerged as the predominant and versatile advertising medium. It can effectively serve several purposes, including brand image development, product sales, and diverse other objectives. The decline in revenue experienced by traditional media due to the advancements in digital media technology presents a fascinating dilemma.

Bali Kita Kita Advertising, an enterprise operating in the field of conventional advertising, was created in 2006 as one of the micro, small, and medium-sized enterprises (MSMEs). The company, situated in Badung Regency on the island of Bali, initially commenced its operations by offering installation services for promotional media, including banners and signage, for various events. Over a period of time, the company underwent a process of development and growth, broadening its range of products and services to encompass the production and installation of diverse advertising media such as signboards, neonboxes, embossed lettering, OOH (Out of Home) media, as well as supplying services related to the administration of advertising licenses, among other offers. The company first limited its operations to the Bali region, but in response to consumer demand, it subsequently expanded its services to the NTB region. Presently, the company has successfully completed installations in Kupang.

The company has recently undergone a rebranding process, changing its name from Bali Kita Kita Advertising to Kita Kita Advertising. This strategic decision was made with the aim of enhancing the brand's value and increasing its recognition in the market. The company's office and workshop being located on a residential street can be seen as a strategic disadvantage compared to the positioning of the business site. This suggests that the company's marketing mix plan, particularly in terms of the place element, has not been effectively executed. The advertising agency has assumed responsibility for managing the company's operations on social media platforms and the internet, specifically at the website www.balikitakita.com, which serves as a platform for its continuous promotional campaigns. The utilization of signboards and banners positioned in front of the workshop, along with the strategic placement of billboards at various locations, exemplify offline promotional media strategies.

Due to intensifying rivalry, firms are compelled to engage in research and gain a more comprehensive comprehension of the behaviours exhibited by their target market's clients. Kotler and Keller (2016: 161) define "consumer behaviour" as the process by which individual consumers utilize their available resources to make purchase decisions, afterwards exchanging those decisions for goods or services in order to derive benefits from them. Consumer purchasing behaviour is influenced by a combination of personal, cultural, and social variables. In relation to certain facets, it is noteworthy to acknowledge the substantial influence of underlying psychological processes in comprehending the actual mechanisms by which customers arrive at their purchasing decisions.

Suryantari and Respati (2022) propose that the utilization of a concept known as the "marketing mix" might serve as an effective marketing strategy in achieving both organisational and customer objectives. The marketing mix model prioritizes various elements that are commonly known as the "4 Ps," namely product, price, place, and promotion. The adaptability and flexibility of the marketing mix are essential, as it must not only respond to external factors but also to the internal dynamics within the organization. External effects encompass a range of factors that might impact an entity's operations and

outcomes. These influences may include competitors, emerging technology, regulatory changes imposed by the government, prevailing economic conditions, and the socio-cultural context in which the entity operates. The control of these aspects lies outside the purview of the organization. Internal factors refer to the constituent components of the marketing mix, encompassing elements such as product, pricing, promotion, and place or distribution channel. The corporation has the ability to exert control over internal elements. The marketing mix, also referred to as the 4Ps of marketing, encompasses two main components: the offering, which includes product and pricing strategies, and the access, which involves location and promotion strategies.

According to the findings of the study that Wongleedee (2015) carried out, a substantial link has been noticed between the attitudes of customers towards the decisions that are made regarding the marketing mix, more especially in relation to the place element and its influence on the amount of times that customers make purchases. This conclusion was reached after conducting research into the amount of times consumers make purchases. Additional findings that were gained from the experiment that was carried out by Septiana et al. (2019) demonstrated that the promotional variable has a favourable and statistically significant impact on the decisions that consumers make regarding their purchases. On the other hand, it was discovered that the location variable had a favourable influence on purchase decisions, albeit one that was statistically insignificant. Notably, the distribution variable was shown to be the element that had the most influence in determining the purchasing decisions of customers. The investigation that was carried out by Wulandari (2018) resulted in a number of discoveries, one of which suggested that promotional activities did not have a substantial influence on the purchasing decisions made by customers. According to the findings of the investigation that Dwinanda and Yuswari (2020) carried out, it was found that consumers' purchase decisions were not greatly impacted by neither the promotions offered, nor the locations of the store. Because of the impact that the site variable has on the overall quality and effectiveness of distribution in the advertising service business, it is necessary to investigate the relationship between this variable and the other two aspects that play a role in consumer purchasing decisions.

The many actions taken by a company to ensure the availability of its wares to its clientele and to forestall the occurrence of stockouts are together referred to as the "place" idea. In order to effectively operate in a highly competitive market climate that is typified by fierce corporate rivalry, having a business site that is strategically positioned and enables quick accessibility to customers is of the utmost significance. The selection of a location for a business is an important issue that should be given some thought while operating in a market that is fraught with intense competition. The choice of a physical location is one of the most important factors that determines a company's level of success.

According to the findings of the study that was carried out by Marina et al. (2016), it has been established that there are three different independent variables that have a substantial influence on the decisions that consumers make regarding their purchases. Product, promotion, and place are the variables that are being considered, and promotion has been determined to be the most important element in terms of the influence it has on consumer choice over whether or not to make a purchase. Learn more and expand your horizons. The research that was carried out by Sopiani and colleagues (2022) demonstrates that promotional activities have a favourable and statistically significant impact on the buying behaviour of customers. It is possible to draw the following conclusion from the findings of this research: the variable representing promotions is the one that has the most significant impact on the decisions that customers make regarding their purchases.

According to Susantiningrum et al. (2021), the viability of businesses in the culinary, non-culinary, and service industries is dependent on the efficiency of the procedures used to run those businesses. There is evidence of the different features of the success determinants for each of the three firm categories in the fact that certain components share characteristics, but not all of the components share characteristics. As a consequence of this, the impact that each component of the marketing mix has on the effect that customers have on the decisions that they make regarding their purchases will vary according to the type of business that is

engaged in the process of selling a certain product or providing a specific service. Previous studies have produced data that suggest elements such as promotion and place exert a greater degree of influence on purchasing decisions made by businesses that offer both products and services. The analysis of these different factors at the Bali Kita Kita Advertising company is intriguing, which is why these factors deserve to be examined.

The loyalty of consumers is significantly influenced by promotion and brand image, as indicated by the research conducted by Simanjuntak and Ardani (2018). This finding illustrates that the existence of a brand image exerts a significant impact on consumer loyalty, leading to a subsequent decision to make a purchase. Based on the results of prior study, there exists a notable research void pertaining to the relationship between the place variable and the promotion variable in influencing customer purchase decisions. Therefore, it is imperative to incorporate the brand image variable as a mediating factor to ascertain the magnitude of its impact on customer purchase decisions within advertising firms. A study was conducted to examine the mediating effect of brand image on the relationship between place and promotion factors and purchasing decisions. The specific focus of the study was on the advertising campaign of Bali Kita Kita. The aim was to get insights into this phenomenon. The impact of social media marketing and brand personality on consumer loyalty is examined in the context of purchasers of Emina cosmetics in Denpasar.

Drawing upon the background information and comprehensive analysis of existing literature, the hypotheses that have been formulated are as follows:

- H1: Place has a positive and significant effect on purchase decision;
- H2: Promotion has a positive and significant effect on purchase decision;
- H3: Place has a positive and significant effect on brand image;
- H4: Promotion has a positive and significant effect on brand image;
- H5: Brand image has a positive and significant effect on purchase decision;
- H6: Places with mediated brand image have a positive and significant effect on purchase decision;
- H7: Promotion through brand image mediation has a significant positive effect on purchase decision.

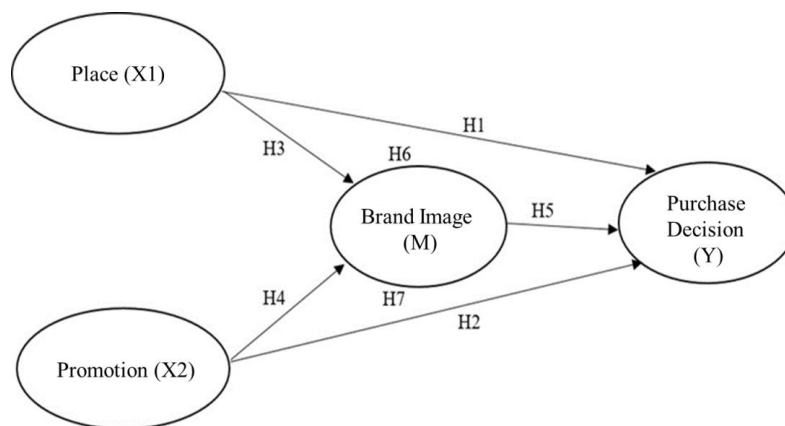


Figure 1 – Research Model

METHODS OF RESEARCH

This research employs a quantitative methodology, especially an associative technique, to investigate the correlation between two exogenous variables, namely the place variable and the promotion variable, on brand image and purchase decision as endogenous. The analysis also takes into account the mediating variable of brand image. The rationale behind this decision stems from the selection of a quantitative approach, namely an associative approach. The investigation was conducted at the Bali Kita Kita Advertising firm, located at Jl. Sahadewa No. 1 Kerobokan, North Kuta, Badung Bali. The geographical region under investigation was Badung, located in Bali. The firm selected this location because to its

concentration of production and installation activities throughout Bali. A population, in the context of this discussion, is defined as a collection of individuals, events, or any other entities that possess a common set of characteristics. The constituents comprising a population are commonly denoted as population elements (Population Element). The participants in this study were individuals who had interacted with the internal departments of Bali Kita Kita Advertising and engaged in business transactions within the past 12 months. The exact number of participants in this study is either undeterminable or cannot be estimated with absolute accuracy. The study utilized a non-probability sampling technique for selecting the research participants. A non-probability sampling method is a sampling approach that does not provide equal probabilities for the selection of each element or participant in the population as a sample. The methodology utilised in this research adopts purposive sampling, a technique that involves the deliberate selection of a sample based on predetermined variables that are carefully considered. The participants eligible for inclusion in this study are those who reside in Bali and have engaged in purchasing activities from Bali Kita Kita Advertising. As stated by Sugiyono (2020: 127), it is advisable to ascertain an optimal sample size by multiplying the overall number of indicators by a factor that falls within the range of five to ten. The present study included a total of 14 distinct indicators, with the sample size varying between 70 and 140 respondents. The study included a sample size of 140 individuals who participated. To obtain the requisite data for this study, a questionnaire was employed. The present study was conducted by distributing questionnaires to the clientele of Bali Kita Kita Advertising via a Google form. The researchers employed the Likert scale to assess the participants' survey responses and analyze the obtained data. Prior to being made accessible to the general public, the questionnaires underwent a process of verification involving validity and reliability testing. This study employed statistical analysis to provide a comprehensive understanding of the attributes of the participants included in the research. The variables encompassed in the study comprised age, gender, educational attainment, and employment type. Descriptive analysis can be employed to characterize the perceptions of respondents regarding the indicators encompassed within each study variable. This analysis considers the patterns that arise from the responses provided by participants to the enquiries included in the research instrument. This study utilised inferential statistical analysis approaches. Inferential statistical analysis is a statistical methodology employed to make inferences and draw generalizations about a larger population based on the study conducted on a smaller sample (Rahyuda, 2020:345). Partial least squares (PLS) is a variant-based approach to structural equation analysis (SEM) that enables the simultaneous testing of measurement models and structural models. PLS is preferred due to its ability to handle data of various scales, its independence from the assumption of multivariate normal distribution in the data, and its suitability for smaller sample sizes.

RESULTS AND DISCUSSION

When they filled out the questionnaire for this study, the respondents had a variety of identities and traits that were employed for the research. In the following, you will find a presentation of the characteristics of the respondents in Table 1.

The characteristics of the respondents, including their gender, age, and level of education at their most recent institution, are detailed in Table 1, which can be summarized in the following manner:

1. Based on the gender distribution of the respondents, it was observed that male respondents constituted 77.1 percent of the entire sample, whilst female respondents constituted 22.9 percent. This finding illustrates that the demographic of male consumers significantly outweighs that of female consumers in their purchasing of Bali Kita Kita products;
2. According to the data, it was found that 20% of the participants fell within the age range of 17 to 25 years, while 27.9% of the participants were aged between 26 and 35 years. Additionally, 32.9% of the respondents were found to be between the ages of 36 and 45 years, but 19.2% of the participants were identified as being above the

- age of 45. Based on the results obtained, it can be observed that a significant proportion of the survey respondents fell within the age range of 36 to 45 years;
- Upon examination of Table 1, it becomes evident that the distribution of respondents who have successfully finished their most recent educational attainment can be observed as follows: According to the data provided, 15.7% of individuals have successfully attained a high school diploma, while 2.1% have completed vocational education. Additionally, 15% of the population has achieved the milestone of obtaining a diploma, while a majority of 62.1% has successfully completed a bachelor's degree. Lastly, a small proportion of 5% have accomplished postgraduate studies. Based on the provided data, it can be inferred that a significant proportion of the individuals involved in the study possess an undergraduate degree.

Table 1 – Characteristics Respondents

No	Characteristics Respondents	Amount (person)	Percentage (%)
1	Based on Gender		
	Man	108	77,1
	Woman	32	22,9
	Total	140	100
2	Based on Age		
	17-25 years old	28	20
	26-35 years old	39	27,9
	36-45 years old	46	32,9
	>45 years old	27	19,2
	Total	140	100
3	Based on Education		
	High School	25	17,8
	Diploma	21	15
	Bachelor	87	62,1
	Postgraduate	7	5
	Total	140	100

Source: Data processed, 2023.

Composite reliability, convergent validity of the indicators, and discriminant validity are used to assess the outer model measurement model. Additionally, the outer model measurement model is evaluated based on its overall consistency. In addition to that, we take into account the dependability of the complete composite as a whole. The assessment of the measurement model that was utilized in this investigation can be observed in the figure that is presented below (Figure 2).

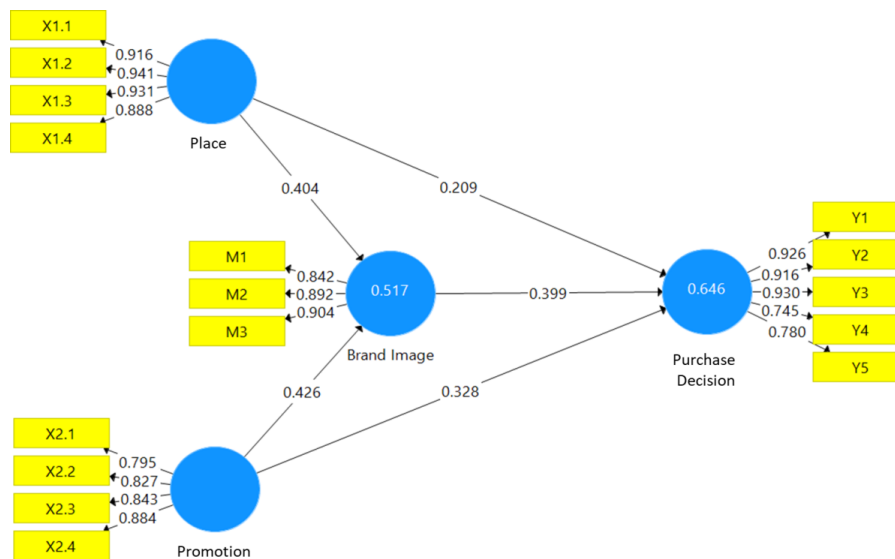


Figure 2 – Outer Model Measurement (Source: Processed data, 2023)

The loading factor of the indicators that measure the concept is used as the basis for determining whether or not the measurement model that makes use of reflective indicators possesses convergent validity. In this case, an individual indicator is regarded legitimate if it has a correlation value that is more than or equal to 0.70. On the other hand, according to scale development studies (Ghozali and Latan, 2014: 37), loading between 0.50 and 0.60 is still acceptable.

According to the findings in Table 2 of the convergent validity test, there are a total of four constructs in this investigation, and the number of indicators that correspond to each variable ranges from three to five on a Likert scale that ranges from one to five. The following explanations are possible in light of the findings of the model testing that was carried out:

- The measurement of the place construct is assessed through the utilization of indicators X 1.1 -X 1.4. It is noteworthy that all indicators exhibit a loading factor exceeding 0.7;
- The measurement of the promotion construct is assessed through the utilization of indicators X 2.1 - X 2.4. It is noteworthy that all of these indicators exhibit a loading factor exceeding 0.7;
- The measurement of the brand image construct is conducted through the utilization of indicators M 1 -M 3. It is worth noting that all of these indicators exhibit a loading factor exceeding 0.7;
- The construct of buying choice is assessed through the utilization of indicators Y1- Y5. It is worth noting that all of these indicators exhibit a loading factor exceeding 0.7.

Table 2 – Convergent Validity Test Results

	Place	Promotion	Brand Image	Purchase decision
X1.1	0.916			
X1.2	0.941			
X1.3	0.931			
X1.4	0.888			
X2.1		0.795		
X2.2		0.827		
X2.3		0.843		
X2.4		0.884		
M ₁			0.842	
M ₂			0.892	
M ₃			0.904	
Y ₁				0.926
Y ₂				0.916
Y ₃				0.930
Y ₄				0.745
Y ₅				0.780

Source: Processed data, 2023.

Table 3 – Convergent validity test results using average variance extracted (AVE)

	Average Variances Extracted (AVE)
Brand Image	0.774
Purchase decision	0.745
Promotion	0.702
Place	0.845

Source: Processed data, 2023.

It is possible to explain, in light of the results of the factor loading that were presented earlier, that the construct possesses strong convergent validity. Examining the value of the average variance extracted (AVE) for each latent variable is another method for verifying the convergent validity of the research. If the latent variable's average variance extracted (AVE) is greater than 0.5, then we can say that the variable has good convergent validity. The findings of the convergent validity test carried out with the assistance of AVE are shown

down below in Table 3. In this particular investigation, the AVE value was higher than 0.50 across the board for all indicators; hence, all constructs can be said to have satisfactory convergent validity.

It demonstrates a lack of tolerance and attitudes that are biased against a certain group. The validity of a particular research study can be evaluated through the utilization of cross loading measures, which entail the inclusion of constructs or values derived from the Fornell-Larcker criterion. This is done as a means to determine whether or not the research study in question is valid. One school of thought maintains that the cross loading value of an indicator and the Fornell-Larcker criterion need to be higher than those of other variables for the same variable in question in order for that indicator to be regarded as legitimate.

Table 4 – Discriminant Validity Test using Cross –Loading

	Place	Promotion	Brand Image	Purchase decision
X1.1	0.916	0.474	0.656	0.625
X1.2	0.941	0.446	0.546	0.525
X1.3	0.931	0.465	0.531	0.575
X1.4	0.888	0.443	0.516	0.536
X2.1	0.447	0.795	0.503	0.545
X2.2	0.423	0.827	0.444	0.531
X2.3	0.481	0.843	0.579	0.661
X2.4	0.313	0.884	0.561	0.533
M ₁	0.516	0.514	0.842	0.590
M ₂	0.485	0.513	0.892	0.568
M ₃	0.610	0.615	0.904	0.753
Y ₁	0.540	0.588	0.664	0.926
Y ₂	0.617	0.545	0.754	0.916
Y ₃	0.635	0.609	0.726	0.930
Y ₄	0.368	0.617	0.492	0.745
Y ₅	0.472	0.611	0.486	0.780

Source: Processed data, 2023.

Table 5 – Validity test using the Fornell Larscker Validity Test

	Place	Promotion	Brand Image	Purchase decision
Place	0.919			
Promotion	0.498	0.838		
Brand Image	0.616	0.628	0.880	
Purchase decision	0.618	0.682	0.734	0.863

Source: Processed data, 2023.

The discriminant validity coefficient surpasses the established threshold of 0.50, indicating that the latent variable is a viable construct for comparative analysis within the model. The findings suggest that the cross loading and Cornell-Larcker criterion values for each indication of the variables being examined are higher compared to the values of other variables, above the minimum threshold of 0.50. Hence, it may be inferred that the data exhibits discriminant validity, given the validity of the cross loading and Cornell-Larcker criterion utilized in this work. The strength of discriminant validity is evident from the data reported in Table 4 and Table 5. The significance of the root square of the average variance extracted (RSAVE) in evaluating the discriminant validity of the study is apparent. The aforementioned measure is calculated for every construct and takes into account the correlation among its components. This deduction can be inferred from the observation that the absolute value of the square root of AVE, denoted as bolded \sqrt{AVE} , displays a larger magnitude in comparison to the correlation between the constructs.

The evaluation of reliability in this study involved the utilization of Cronbach Alpha coefficients in conjunction with composite reliability. The findings derived from the reliability assessments, namely Cronbach's alpha and composite reliability, indicate that the values of all constructs above the minimum threshold recommended for Cronbach's alpha (0.70 or higher) and composite reliability (0.70 or higher). Following the administration of a reliability

assessment utilizing Cronbach Alpha and composite reliability measures (Table 6), it was ascertained that all parameter values associated with the constructs surpassed the threshold of 0.7. Therefore, the use of Cronbach's alpha and composite reliability as reliability assessment methods for all constructs in this model test is considered reasonable due to their significant internal consistency.

Table 6 – Construct Reliability Test Results

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Place	0.939	0.956
Promotion	0.858	0.904
<i>Brand Image</i>	0.854	0.911
Purchase decision	0.912	0.935

Source: Processed data, 2023.

If a construct is to be considered reliable, its composite reliability value must be exceeding 0.70, and its Cronbach's alpha must be greater than 0.60. These two metrics must both be met. In the output findings produced by the SmartPLS model, the composite reliability values are greater than 0.70, and the cronbach's alpha values are greater than 0.60. Both of these values are important in their own right. It is conceivable to make the conclusion that the construct has a high degree of reliability based on this.

One method for evaluating the inner model is by the analysis of the R-square value, often known as the goodness of fit model test. The utility of the R-square for the variable model lies in its predictive relevance, as it allows for the evaluation of the correctness of the R-square estimate of the PLS model. The coefficient of determination, also known as R-square, is a statistical measure utilized to evaluate the level of agreement between the estimated parameter values and the observed data produced by the model. The graphic depicted in Figure 3 illustrates the trajectory of the image within the structural model, commonly known as the inner model.

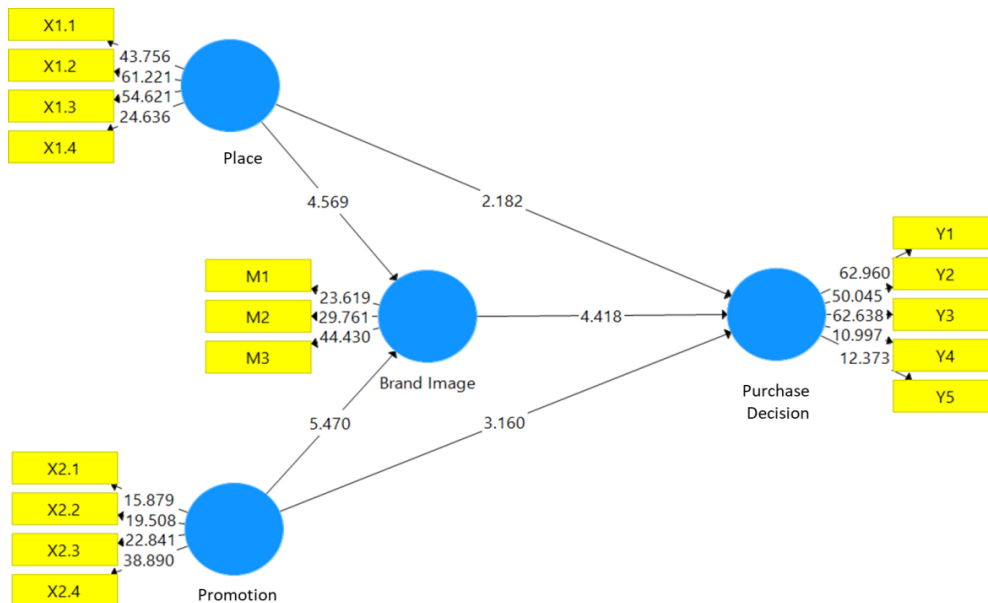


Figure 3 – Measurement of the Inner Model (Source: Processed data, 2023)

Examining the R-square value, which is a measure of how well the model fits the data, is one of the steps involved in determining whether or not the inner model testing was successful. To determine the extent to which the impact of the endogenous construct is influenced by the impact of the exogenous construct, the coefficient of determination, or R², is utilized as an evaluation tool. According to Sarstedt et al. (2017), a model is regarded to be robust if it has an R-square value of 0.75, whereas a model with an R-square value of 0.50 is

considered to be moderate. On the other hand, if a model's R-square value is 0.25, it suggests that the model is not very accurate. When the value of R-square becomes close to 0, it means that the influence of exogenous variables on endogenous variables is getting smaller and smaller. On the other hand, a rather robust influence of exogenous variables on endogenous variables is indicated when the R-square value approaches unity. The values of R-square can range from 0 to 1, with higher values indicating that exogenous variables have a higher influence on endogenous variables.

When the direct effect hypothesis is tested using the Partial Least Square (PLS) method, six hypotheses will be revealed. The purpose of the hypothesis test is to establish the level of influence that the independent variables have on the variable that is being tested. The bootstrapping method was created by Geisser and Stone. It is possible to acquire significance values by utilizing this method. The hypothesis is put through its paces by using a statistical test known as the t test. If the p-value is less than or equal to 5%, then the alternative hypothesis is accepted. The direct effect, as shown by bootstrapping, is presented in Table 7 of the PLS analysis.

Table 7 – Direct Effect Test Results

	Original Sample (O)	Sample Means (M)	Standard Deviations (STDEV)	T Statistics ((O/STDEV))	P Values
Place → Purchase Decision	0.209	0.206	0.090	2,312	0.021
Promotion → Purchase Decision	0.328	0.316	0.104	3,152	0.002
Place → Brand Image	0.404	0.399	0.091	4,415	0.000
Promotion → Brand Image	0.426	0.431	0.081	5,274	0.000
Brand Image → Purchase Decision	0.399	0.412	0.092	4,327	0.000

Source: Processed data, 2023.

The following is an explanation of the direct effect between variables that can be derived from Table 7:

- Based on the original sample value of 0.209 (positive), a t-statistics value of 2.312, and a p-value of 0.021, it can be inferred that locale has a significant and positive impact on purchase choice. Consequently, the hypothesis proposed in this study, asserting that location exerts an impact on consumer purchase decisions, is deemed valid;
- Based on the obtained results, it can be inferred that promotion significantly and positively impacts purchasing decisions, as evidenced by the original sample value of 0.328 (positive), a t-statistics value of 3.152, and a p-value of 0.002. Consequently, the hypothesis H2 can be substantiated within the confines of this research;
- The influence of location on brand image is found to have a significant and positive effect, as evidenced by a t-statistics value of 4.415, a p-value of 0.000, and an original sample value of 0.404 (positive). Consequently, the study accepts hypothesis H3. The initial observed value had a positive trend, whereas the corresponding p-value was determined to be 0.000;
- The impact of promotional activities on brand image is demonstrated to have a significant and favourable effect, as evidenced by the original sample value of 0.426 (indicating a positive relationship), a t-statistics value of 5.274, and a p-value of 0.000. Consequently, the acceptance of hypothesis H4 is found to be appropriate to the outcomes of this study;
- The findings of this study demonstrate that brand image has a significant and positive impact on purchase decisions. This conclusion is supported by the original sample value of 0.399 (positive), a t-statistics value of 4.327, and a p-value of 0.000. Therefore, the hypothesis H5, which posits the influence of brand image on purchase decisions, is accepted. This is evidenced by the observation that the initial sample value exhibited a positive value, the t-statistics value yielded a positive result, and the p-value was determined to be 0.000.

This study examined the role of brand image traits as a mediating variable in the indirect relationship between place and promotion factors and consumers' purchasing decision-making. The examination of the indirect impact is evident in the elucidation of the findings derived from the analysis, as depicted in Table 8, which is supplied herewith.

Table 8 – Indirect Influence Test Results

<i>Original sample (O)</i>	<i>Sample Means (M)</i>	<i>standard Deviation (STDEV)</i>	<i>Q Statistics (O/STDEV)</i>	<i>P Values</i>
Place → <i>Brand Image</i> → Decision Purchase	0.161 0.164	0.052	3,114	0.002
Promotion → <i>Brands Image</i> → Decision Purchase	0.170 0.177	0.052	3,241	0.001

Source: Processed data, 2023.

Table 8, which displays the p-values for each variable, can be understood by considering the following.

(a) The p-value to test whether or not brand image plays a role in mediating the influence of a location on purchase decisions is 0.002, which is less than 0.5. The value of the t-statistic is 3.241, which is higher than the value of 1.96. According to these findings, a company's brand image is able to act as a moderator between location and consumer purchase decisions.

(b) The p-value to assess whether or not brand image acts as a mediator between promotions and purchase decision is 0.001, which is lower than 0.05. The value of the t-statistic is 3.114, which is higher than the value of 1.96. According to these findings, a company's brand image is able to act as a mediator between promotions and consumers' purchase decision.

The value of the variable called the VAF indicates the degree to which the mediating variable is able to absorb the direct effect that was previously important from the model when mediation was not present. According to the findings of these calculations, the value of the VAF for the influence model of promotion on purchase decision mediated by brand image is 34.00 percent, but the value of the VAF for the influence model of place on purchase decision mediated by brand image is 43.51 percent. It is possible to explain that these two models are examples of partial mediation due to the fact that the values of the VAF for both of these models fall within the range of 20 percent to 80 percent.

DISCUSSION OF RESULTS

According to the results of the hypothesis test, the p-value is 0.000, which is significantly lower than 0.05. Based on these findings, hypothesis 1 can be adopted. This demonstrates that when customers have a sense that a firm is good, where this improves the likelihood that they will purchase a product from that company. Research conducted by Rombon et al. (2021) and Amanda and Sukana (2021), which suggest that an accessible place is a core signal in improving buying decision, lend credence to these results. This is supported by the findings of studies carried out by Mamonto et al. (2021), Thoby and Wahyono (2021), and Pane (2018), who discovered that the location of a product or service has a beneficial and significant impact on the consumer's decision to make a purchase. The findings of Fernando and Aksari (2018) provide credence to the conclusion that the place variable does, in fact, have a positive and significant influence on consumer decision-making. This demonstrates that the company has access to better and easier distribution channels, which in turn encourages customers to make the decision to purchase products.

According to the results of the hypothesis test, the p-value is 0.002, which is a number that is significantly lower than 0.05. According to these results, hypothesis 2 should be adopted. This demonstrates that when consumers have the perception that a promotion being offered by a company is good, this improves the likelihood that they will purchase a

product being offered by that firm. This result is reinforced by the findings of research conducted by Solihin (2020), which show that the higher the quality of the promotion, the more likely the consumer is to make a purchase. Many people are persuaded to make purchases as a result of alluring marketing incentives, because commercials capture the attention of consumers, influencing those individuals to consider purchasing the goods offered by the organisation. This is supported by the findings of studies carried out by Rombon et al. (2021), Mamonto et al. (2021), Wahyono (2021), Intenia et al. (2021), Pane (2018), and Fernando and Aksari (2018), who discovered that promotions had a favourable and significant impact on consumers' decisions to make a purchase. This demonstrates that promotion has the potential to change the attitudes of consumers regarding their purchasing decisions.

The results of the test based on the hypothesis show that the p-value is 0.000, which is significantly smaller than 0.05. According to these results, hypothesis 3 should be adopted. According to the findings of the research, it has been established that in order to improve the image of the brand, the rating that customers give to the location where a company is located needs to be positive. This indicates that location has a beneficial and significant impact on the image of a brand. The findings of this study provide credence to the findings of Suryantari and Respati (2022), which demonstrate that a favourable location has the potential to boost a company's brand image. When it comes to the items they sell, businesses need to be able to convey to customers an impression of their brand that is superior to that of their rivals.

According to the results of the hypothesis test, the p-value is 0.000, which is significantly lower than 0.05. These results suggest that proposal H4 should be adopted. The findings of the study showed that the consumer perceptions related to promotions carried out by the company were able to boost the company's brand image. These findings were based on the findings of the analysis. The findings of this study lend credence to the assertion made by Anggraini et al. (2020), namely that advertising can have a beneficial impact on brand image. This assertion states that consumers have the perception that promotional activities, such as price discounts, discounts, and promotions through the media advertising, are able to increase the brand's level of recognition. According to the findings of a study that was conducted by Putri and Kusumadewi (2018), it was discovered that promotion has a beneficial impact on the image of a brand. Based on these findings, one may draw the conclusion that the product brand image improves together with the attractiveness of the campaign.

The results of the test based on the hypothesis show that the p-value is 0.000, which is significantly smaller than 0.05. According to these results, hypothesis 5 should be adopted. According to the findings of the investigation, it was found that the likelihood of a consumer making a purchase choice increased in proportion to the strength of the brand image as perceived by the consumer. This is reinforced by study that was carried out by Saraswati and Giantari (2022), research that was carried out by Hermiyenti and Wardi (2018), and research that was carried out by Cahyani and Aksari (2022); Asdiana and Yasa (2020); Gita et al. (2020); Kusuma et al. (2022), Wangsa et al. (2022); Wedari and Yasa (2022); Pratama and Yasa (2023), indicating that brand image has a favourable and significant effect on purchasing choice. Putri and Kusumadewi (2018) discovered that a good perception of a brand had a significant impact on a consumer's choice to make a purchase. According to the findings of the research, an improved brand image leads to a more confident consumer decision to make a purchase.

The results of the test based on the hypothesis demonstrate that the value of the VAF is 34.00, which is greater than 20% but lower than 80%. This demonstrates that the effect of the campaign on purchasing choice at Bali Kita is somewhat mediated by the brand image of the company. Based on these findings, hypothesis 6 should be adopted. According to the findings of the study, a person who considers a good location will have a positive perception of the company's image, which will lead to an increase in his likelihood of making a purchase. According to Gunawan and Sukaatmadja (2018), one of the things that attract customers to a product is the image of the brand associated with that product. Because of this, it is imperative for businesses to cultivate a favourable brand image in the minds of customers,

as this will encourage them to purchase the company's wares.

The results of the test based on the hypothesis demonstrate that the value of the VAF is 43.51, which is greater than 20% but lower than 80%. This demonstrates that a company's brand image somewhat mediates the effect of a promotion on a consumer's decision to buy Bali Kita Kita. According to these results, hypothesis 7 can be trusted. According to the findings of the study, it has been discovered that customers' perceptions of a company are enhanced when that company's promotion is taken into consideration. As a result, consumers are more likely to make a purchase as a result of this strengthening of the firm's image. This is corroborated by the research that was conducted by Narayana and Rahanatha (2020), which reveals that brand image is a variable that mediates the influence of promotions on purchase choice for Denara Bali consumers living in Denpasar City. This demonstrates that the utilization of marketing can have a significant impact on a consumer's propensity to make a purchase, provided that the consumer already possesses a favourable mental image of the brand in question. According to the findings of the research that was conducted by Putri and Kusumadewi (2018), which reveals that brand image mediates the influence of promotion on purchase choice. The conclusion that can be drawn from this finding is that the effect of promotion on purchase decision can be mediated by brand image.

IMPLICATIONS OF RESEARCH RESULTS

It appears from the research that has been carried out that the majority of this research lends its support, from a theoretical standpoint, to the theory of consumer behaviour that has been around in the past. For the advancement of marketing science, it is anticipated that this research will make an empirical contribution about the relationship between the factors of place, promotion, brand image, and purchase choice.

According to the findings of research indicating that place influences purchase decision and promotion influences purchase decision and that place influences brand image and promotion influences brand image and that brand image is capable of mediating the interaction of place and promotion on purchase decision. In light of these discoveries, the findings of this study have the potential to contribute to the advancement of marketing management science, specifically in relation to consumer behaviour in Bali Kita Kita Advertising, as well as support other empirical studies related to the influence of place and promotion on purchase decision mediated by brand image.

It is anticipated that the findings of this study will serve as a reference for advertising companies, in particular Bali Kita Kita Advertising, in their utilization of and efforts to create good places and promotions in order to cultivate a favourable brand image in the minds of consumers, which in turn has an effect on an increase in the frequency with which consumers make a decision to buy a product.

CONCLUSION

The purpose of this research is to investigate and provide an explanation for the effect that place and promotion have on purchasing decisions that are mediated by brand image. Following are some conclusions that can be drawn from the findings of the empirical testing and the subsequent discussion:

- Place has a positive and significant effect on purchase decision. The results of this study explain that the better the company's location, the higher a person's purchasing decision for Bali Kita Kita advertising products;
- Promotion has a positive and significant effect on purchase decision. The more promotions carried out by the company, the higher a person's purchasing decision for Bali Kita Kita advertising products;
- Place has a positive and significant effect on brand image. The results of this study explain that the better the choice of company location, the higher the brand image of Bali Kita Kita advertising;
- Promotion has a positive and significant effect on brand image. The results of this

study explain that the higher the level of promotion carried out by the company, the higher the brand image of Bali Kita Kita advertising;

- Brand image has a positive and significant effect on purchase decision. These results explain that the higher the company's brand image, the higher the consumer purchasing decision;
- Brand image is able to mediate the effect of place on purchase decision. The higher the brand image of Bali Kita Kita Advertising products, the higher the place's influence on consumer purchase decision;
- Brand image is able to mediate the effect of promotion on purchase decision. The results of this study explain that the higher the brand image of Bali Kita Kita Advertising products, the greater the effect of promotion on consumer purchase decision.

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