The Influence of Marketing Communication and Brand Image on Purchase Decisions at Indomaret Modern Retail Outlets in Bekasi

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ABSTRACT: This research is motivated by the decline in the value of Indomaret's Top Brand Index which indicates that there are problems in marketing communication and brand image that have an impact on consumer purchase decisions, besides that there are problems in Indomaret's marketing communication that need special attention carried out through personal selling in outlets and also the frequency of salespeople in promoting loyalty programs is still lacking so that consumers are less attractive to join. This study aims to determine the influence of marketing communication and brand image on product purchase decisions at Indomaret's modern retail outlet in Bekasi. The research method used is descriptive quantitative using validity, reliability, classical assumption test, and multiple linear regression test. The study results showed that marketing communication and brand image positively and significantly affected purchase decisions, partially and simultaneously, with a contribution of 76.3% to the variation in consumer purchase decisions at Indomaret's modern retail outlet in Bekasi.

Keywords: Marketing Communications, Brand Image, Purchase Decisions.

INTRODUCTION

The retail industry is very important in the Indonesian economy, providing more than 10% of the GDP and creating millions of jobs. This sector also plays a role in meeting the community's needs. However, the condition of the retail industry continues to develop in line with economic progress and changes in people's living habits, especially among millennials and the Z generation, resulting in increasingly fierce competition.

Indonesia's total number of retail stores reached 3.98 million in 2022 (Euromonitor Universal via Goodstats, 2023). Despite a small decline, the contemporary retail sector continues to grow following the increasing consumer interest in convenience and product variety. With a population of 270 million and increased purchasing power, the retail industry in Indonesia offers enormous potential.

The fierce competition in the retail sector forces businesses to create a solid brand identity.

Firmansyah (2018:97) defines brand identity as the overall picture *customers* have about the brand, information formed from the experience obtained. A profitable brand identity creates trust and loyalty and stimulates repeat purchases.

Marketing communication is crucial in shaping brand identity and influencing buyers' choices. Panuju (2019:9) stated that innovation in marketing communication strategies is indispensable in fierce business competition. A sure way to communicate Marketing, i.e. advertising, promotion, public relations, sales, and direct marketing, can be applied to create a good and consistent brand image.

This study reviews the difficulties faced by PT. Indomarco Prismatama (Indomaret) in maintaining and developing its brand reputation in the competitive minimarket market in Indonesia. Data from the Top Brand Index shows that Indomaret's value fell below 40% in 2023, informing the need to improve marketing communication strategies and strengthen brand image.

Based on the context's explanation, this research aims to find out and analyze the influence of marketing communication and brand image on product purchase decisions at Indomaret's modern retail outlets in Bekasi. This research is expected to provide in-depth insights into the success of marketing communication strategies and brand image in the modern retail sector.

The retail industry is vital in the Indonesian economy, contributing over 10% to the national Gross Domestic Product (GDP) and generating employment for millions of individuals. Beyond its economic significance, the retail sector functions as a key intermediary in meeting the population's daily needs. In recent years, the dynamics of this industry have continued to evolve in response to broader economic development and shifting consumer lifestyles, particularly among millennials and Generation Z. These generational shifts have intensified market competition, requiring firms to adapt swiftly to changing consumer expectations. As Euromonitor (via Goodstats, 2023) reported, the total number of retail stores in Indonesia reached 3.98 million in 2022. Although the industry experienced a marginal decline in outlet numbers, it remains expansive and continues to grow in line with increasing consumer interest in convenience, product variety, and enhanced purchasing experiences. With a population exceeding 270 million and rising purchasing power, the Indonesian retail market presents considerable potential for sustained growth and investment.

Amid this competitive landscape, businesses must develop a strong and recognizable brand identity as a strategic asset for survival and differentiation. Firmansyah (2018) defines brand identity as the collective image held by consumers, constructed through their cumulative experiences with the brand. A well-developed brand identity cultivates consumer trust, fosters loyalty, and encourages repeat purchasing behavior. Marketing communication is fundamental in shaping brand identity and influencing consumer decision-making. Panuju (2019) noted that strategic innovation in marketing communication is imperative in an environment characterized by intense business rivalry. Through tools such as advertising, sales promotion, public relations, personal selling, and direct marketing, companies can construct a consistent and persuasive brand image that resonates with target audiences.

This study examines the challenges currently faced by PT. Indomarco Prismatama (Indomaret), one of Indonesia's largest minimarket chains, in sustaining and enhancing its brand reputation within a highly competitive market. According to the Top Brand Index (2023), Indomaret's brand performance declined to below 40%, indicating potential shortcomings in its marketing communication practices and signaling the need for strategic revitalization. In response to this context, the present study aims to investigate and analyze the influence of marketing communication and brand image on consumers' purchasing decisions at Indomaret outlets in Bekasi.

The novelty of this research lies in its integrative approach, which bridges communication management theory with practical marketing models—namely, the AIDA model, McCarthy's Four Ps, and Keller's brand image dimensions—to holistically assess their combined impact on consumer behavior in the minimarket sector. This multidimensional framework enables a more comprehensive understanding of how marketing efforts translate into purchase decisions. As such, this study offers theoretical contributions to the discourse on strategic marketing communication in emerging economies and provides actionable insights for practitioners. The findings are expected to inform the development of more targeted, coherent, and effective marketing communication strategies, enhancing brand perception, strengthening consumer loyalty, and improving competitive positioning within Indonesia's dynamic retail landscape.

METHODS

In this research, a quantitative method using descriptive statistics describes the profile of Indomaret consumers in Bandung. Sujalweni (2020) said that quantitative research produces results achieved using statistical procedures and other quantification methods. On the other hand, Ghozali's opinion (Sudirman et al., 2020:165) is that descriptive statistics explain a general picture of characteristics.

This study uses primary and secondary data. Sugiyono (2022:219) stated that primary data is a source that provides data directly to data collectors, while secondary data is data obtained from other sources, such as documents or other people, to complete the research.

Data collection through questionnaires to respondents. The questionnaire was assessed using the Likert scale, which measures the assigned variables. Sugiyono's (2018:93) opinion is that the Likert scale measures respondents' attitudes, opinions, and perceptions regarding social phenomena. Data was obtained for quantitative analysis to determine the percentage of responses on each choice. The highest percentage will be the basis for the conclusion. The interrelated variables are selected.

Table 1. Likert scale

No.	Code	Answer Criteria	Positive Values
1.	SS	Strongly Agree	5
2.	S	Agree	4
3.	KS	Disagree	3
4.	TS	Disagree	2
5.	STS	Strongly disagree	1

Sugiyono (2019: 126) said that the population consists of all individuals who are the object of research and have certain characteristics. Hendryadi's (2019: 162-163) opinion is that there are two types of population: a limited population, which is a group whose number can be counted, but if the number is very large, it can be considered unlimited for statistical analysis, and an unlimited population, which the researcher cannot calculate the number of its members.

Following Siregar's view (Toryanto, 2019), an unlimited population is a very large group and difficult to accurately calculate. This study uses an infinite population because the number of Indomaret Nakula Raya consumers is large and constantly changing. This is due to the possibility of anyone becoming a consumer of Indomaret Nakula Raya, both from the surrounding area and outside the area.

Opinion (Sugiyono, 2018) is a sample of a part of the population with certain characteristics considered representative of the population being studied. Meanwhile, Handayani (2020) stated that because the number of people in the study is very large, it cannot be calculated with the needed true and determined sum sample.

The opinion of Hair et al. (2020), in a study involving a very large population and not having a specific number, such as Indomaret Nakula Raya consumers, is that using a sample size of 5x to 10x the number of indicators studied is recommended. Some researchers also recommend that the ideal sample range is 100 to 200 respondents. The formula of Hair et.al.. (2020) is used as follows:

$$n = \text{Number of Indicators} \times 5 \quad n = 31 \times 5 = 155 \text{ respondents}$$

In this research, 155 respondents are customers of Indomaret Nakula Raya, where the criteria set are Age over 17 years, assuming that the respondents can provide an objective assessment of the questions in the questionnaire; and Purchase Status which shows that they are Indomaret Nakula Raya consumers who have made   transaction Min2x. Non-probability is the method used in this study. The sample is taken by purposive sampling because the population is infinite and cannot be determined with certainty.

RESULTS AND DISCUSSION

In marketing communication (X1), there are four aspects according to McCharty (Tjiptono, 2020:11) which are analyzed through Products; Price; Promotion; & Place. Meanwhile, the brand image (X2) has five aspects according to Keller (Sari et al., 2019): Brand Identity, Brand Personality, Brand Association, Brand Attitudes & Behaviors, and Brand Benefits & Competencies. On the other hand, the purchase decision (Y) has six aspects according to Kotler & Armstrong (2016:188): Product Choice; Brand Choice; Choice of distribution channels; Time of Purchase, Sum Purchase; and Method of Payment.

This research was carried out among Indomaret Nakula Raya consumers, involving 155 respondents as a sample. Furthermore, the questionnaire distributed to the respondents was successfully collected according to the number of samples that have been determined.

Determination Coefficient (R2)

Table 2. Coefficient of Determination (R2) Marketing Communication Variable (X1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811[a]	.657	.655	4.868

a. Predictors: (Constant), Total X1

Source: Results of Primary Data Processing and Research (2024)

Referring to Table 1, it appears that the determination coefficient (R2) number reaches 0.657, which shows that the independent variable of Marketing Communication (X1) contributes 65.7% to the Purchase Decision (Y) in this study.

Table 3. Coefficient of Determination (R2) Brand Image Variable (X2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857[a]	.734	.732	4.290

a. Predictors: (Constant), Total X2

Source: Results of Primary Data Processing and Research (2024)

Through Table 3, it can be seen that the value of the determination coefficient (R2) is 0.734%, so the contribution of the influence of the independent variable Brand Image (X2) on Purchase Selection (Y) in this study is 73.4%.

Table 4. Coefficient of Determination (R2) Purchase Decision Variable (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873[a]	.763	.760	4.064

a. Predictors: (Constant), Total X2, Total X1

Source: Results of Primary Data Processing and Research (2024)

Based on Table 4, it can be seen that the value of the determination coefficient (R2) reaches 0.763, which is equivalent to 76.3%. This shows that the independent variables of Marketing

Communication (X1) and brand image (X2) play a role together in influencing the bound variable of Purchase Decision (Y) with a contribution of 76.3% or 0.763. In other words, 76.3% of the changes in purchasing decisions can be explained through marketing communications and brand image. At the same time, the remaining 23.7% was influenced by other elements not covered in this study.

Partial Test (T)

Table 5. Results of the t-test of marketing communication variables (X1)

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	10.903	2.423		4.499	<,001		
	Total X1	1.288	.075	.811	17.136	<,001	1.000	1.000

a. Dependent Variable: Total Y

Source: Results of Primary Data Processing and Research (2024)

Referring to Table 5, it can be seen that the Marketing Communication variable (X1) shows a significance level of less than 0.001, which is also less than 0.05. This indicates that the significance of the t-test is below 0.05 ($p<0.05$) with a Tcount value of 4.499, which is greater than Ttable 1.975 (the result of one-way calculations and tests), so Ho1 is rejected, and Ha1 is accepted. In addition, the regression coefficient value showed a positive number of 1.288. Based on these findings, the hypothesis claiming "Marketing communication (X1) influences Purchase Decision (Y) partially" was accepted.

Table 6. Results of Brand Image *Variable T Test* (X2)

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	8.827	2.124		4.156	<,001		
	Total X2	1.094	.053	.857	20.545	<,001	1.000	1.000

a. Dependent Variable: Total Y

Source: Results of Primary Data Processing and Research (2024)

Based on Table 6, the brand image variable (X2) shows a significance level of 0.000 which is smaller than 0.05. From the analysis of the t-test for the brand image variable, it was revealed that the significance level of the t-test was below 0.05 ($p<0.05$) and the tcount value of 4.156 was higher than the ttable 1.975, so the null hypothesis (Ho2) was rejected and the alternative hypothesis (Ha2) was accepted. In addition, the regression coefficient value was recorded as positive at 1.094. Thus, the results support the hypothesis that brand image (X2) significantly influences purchase decisions (Y) individually.

Simultaneous Test (F)

Table 7. Test Results F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8073.907	2	4036.953	244.469	<,001[b]
	Residual	2510.003	152	16.513		
	Total	10583.910	154			

a. Dependent Variable: Total Y
b. Predictors: (Constant), Total X2, Total X1

Source: Results of Primary Data Processing and Research (2024)

Based on Table 7, it shows that the significance value for Marketing Communication (X1) and brand image (X2) simultaneously to Purchase Decision (Y) is <0.001 (p<0.05) and Fcal 244.469 > Ftable 3.06. This proves that Ho3 was rejected and Ha3 was accepted. This means that Marketing Communication (X1) and brand image (X2) have a significant and positive effect on Purchase Decisions (Y) simultaneously.

Communication Management

Communication management is an area that studies the application of management principles in the world of communication. The main focus is to maximize communication resources, such as manpower, technology, and information, to achieve organizational goals. This discipline is cross-disciplinary, combining theories from communication, management, and various other fields of science to achieve effective communication goals.
Irwin (2020) highlights communication management as a process of managing communication-related resources, while Kaye (in Riinawati, 2019) emphasizes human efforts in regulating communication interactions.

Based on the various definitions, communication management is a set of planned and directed activities carried out by an organization. These activities include planning (determination of communication goals and strategies), organizing (structuring communication structures and resources), implementation (reallocating communication strategies), and evaluation (measuring communication effectiveness) to achieve predetermined targets.

Marketing Communications

The definition of marketing communication is a combination of marketing and communication. Communication is a way to convey information, while marketing is concerned with value exchange activities. Marketing communication is also a company's effort to inform consumers of the value of a product or service, to influence their purchase choices (Firmansyah, 2020:2). Egan (2020:04) stated that marketing communication includes all efforts made by companies to build good communication *with customers*. This business is realized through promotions that aim to introduce products or services and instill company values to consumers. Priansa (2017:94) added that marketing communication aims to provide information to the target market. Tjiptono (Priansa, 2017: 96) also revealed that marketing communication aims to influence consumers' buying choices. Therefore, successful marketing communication can capture consumers' attention and increase brand loyalty. The key to achieving this lies in the company's ability to convey a clear, relevant, and engaging message to its intended audience (Priansa, 2017:93).

According to Kotler and Armstrong (Priansa, 2017:32), they stated that communication in marketing involves various influential elements in marketing activities, which is very helpful in understanding the essence of marketing such as Segments & Target Markets; Markets, Market Spaces, & Metamarkets; Marketers & Prospects; Needs, Wants, & Demands; Products, Offers, & Brands; Value & Satisfaction; Exchange & Transaction; Relationships & Networking; Marketing Channels; Supply Chain; Competition; Marketing Environment; & Marketing Program..

The AIDA (Awareness, Interest, Desire, Action) model details consumers' journey from the moment they first realize to when they do purchase. Kotler & Keller (2016:581) explained that AIDA is a communication model that needs to attract attention, generate interest, and influence decisions to act. Chaffey and Chadwick (2016:448) agree that AIDA is measures that attract attention, arouses interest, and encourages consumers to purchase. On the other hand, Yunus (2017:28) states that AIDA is a general model used to describe consumer reactions to an advertisement. This opinion is reinforced by Setyaningrum et.al. (2015:226), who state that AIDA is a process consumers go through when responding to marketing information based on the order of thought.

Egan (2020) stated that it is important to have certain communication tools and varied approaches to succeed in marketing communication, namely Advertising, Sales Promotion, Private Sales, and & Public Relations.

This study uses four aspects of marketing communication that serve as benchmarks to assess how effective the communication is according to McCarthy (Tjiptono, 2020:11), which consists of Products, Price, Promotion, and Place.

Brand Image

Brand image is shaped by how people perceive a brand. The company can actively form and maintain a good image. Kotler and Keller (2020: 76) argue that Brand image is a complex customer perception of a brand influenced by various factors, such as experience, information, and emotions. Kotler and Keller (2020: 272) say that branding is a visual symbol representing a brand, including its logo, design, and other visual elements that distinguish it from other brands. Furthermore, Firmansyah (2018:87) stated that brand image is a representation of what is in the customer's mind/perception of the brand, while Tijptono's opinion (2016:49) is that the brand image is the customer's mental construction of the brand which is influenced by various factors, namely brand awareness, brand recognition and brand association.

According to Aaker (Sitorus, et.al, 2002: 109), he identified three main factors that affect how consumers perceive a brand, namely (1) supporting brand associations, related to consumers' positive perception of the benefits of the brand. product. ; (2) The strength of brand association reflects the strength and depth of consumers' memory of the brand; and (3) The uniqueness of brand associations, making the brand different from its competitors.

Several elements form a brand image according to Kotler and Armstrong (2018:254): attributes, Advantage, Value, Culture, Character, and User. Meanwhile, Caputo (Sitorus, et.al., 2022:106) states that a brand includes three elements, namely the company's image; User Image; & Product Pictures

This study uses the dimension of brand image as an indicator in brand image formation. Keller (Sari et al., 2019) states that branding includes brand identity, Brand Personality, Brand association, Brand attitudes and behaviors, and Brand benefits and capabilities.

Purchase Decision

Every company needs to understand various factors affecting consumers' buying choices. Kotler and Keller (2019:168) believe the purchase decision involves several stages, ranging from awareness of a need to shopping. Tjiptono's (2016:193) opinion is that the purchase decision is when the customer is right to purchase the product. Furthermore, Alma's opinion (2016:96) is that choice is influenced by the product itself, the price offered, the location of sales, and the promotion carried out. Complementing the statement, Kotler and Keller (2019:251) argue that product appraisal allows consumers to compare various options until finally choosing the product they want the most.

Kotler and Armstrong revealed that several elements influence buying decisions, including Culture, social, personal, and psychological. Kotler and Armstrong (2019:179) add that the purchasing decision-making process goes through several phases that are useful for building effective marketing strategies: problem Identification, Information Search, Alternative Assessment, decision, and post-purchase Assessment.

In this research, the purchase decision dimension is used as an indicator in purchasing, following what Kotler and Keller conveyed (2016:188). This dimension includes Product Selection, Brand Selection, selection of Distribution Channels, time of purchase, Purchase Quantity, and payment Method.

CONCLUSION

This study concludes that marketing communication and brand image significantly and positively influence consumer purchase decisions at Indomaret outlets in Bekasi. The findings indicate that marketing communication (X1) significantly affects purchase decisions (Y), as evidenced by a t-test significance value of $p < 0.001$, a t-count of 4.499 exceeding the t-table value of 1.975, and a positive regression coefficient of 1.288. Similarly, brand image (X2) also shows a significant effect on purchase decisions (Y), supported by a p-value of < 0.001, a t-count of 4.156 surpassing the t-table value, and a positive regression coefficient of 1.094. These results confirm that both variables individually (partially) influence consumer decisions.

Furthermore, the simultaneous effect of marketing communication and brand image on purchase decisions was also confirmed through the F-test, with a significance level of < 0.001 and an F-count of 244.469, substantially higher than the F-table value of 3.06. This suggests that these two variables' combined influence is statistically significant and positively correlated with consumer purchase behavior. The regression model explains 76.3% of the variance in purchase decisions, while the remaining 23.7% may be attributed to other factors beyond the scope of this study.

Theoretically, these findings reinforce the relevance of integrated marketing communication and strong brand image in shaping consumer behavior, particularly in the modern retail sector. Practically, this research provides valuable insights for retail businesses, emphasizing the need to invest in effective, consistent, and consumer-oriented communication strategies to strengthen

brand positioning and enhance customer loyalty. From a policy perspective, the results may guide retail stakeholders in developing frameworks that support sustainable brand competitiveness in an increasingly saturated market.

For future research, it is recommended to include additional independent variables—such as customer experience, digital engagement, or pricing strategies—to enrich the model and provide a more comprehensive understanding of the determinants of purchase decisions. This would further enhance the research findings' applicability in academic and practical domains.

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