

## ***The Influence of Brand Image, Product Quality, Promotion and Physical Evidence toward Purchasing Decisions For Fituno Products at Apotek Kimia FarmaSAMRAT***

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**Annotation:** *Health is the most valuable asset in life, serving as the primary foundation for all human activities. The main focus of this research is to analyze the trend changes in the sales of Fituno from 2019 to 2022, taking into account the influence of brand image, product quality, promotion, and physical evidence factors. The study will delve into the motivations behind purchasing decisions and identify obstacles faced by consumers in making those decisions. Data collection for this research will span one month (between November-December 2023), with a random sampling process. The population for this study consists of all customers who purchased products at Apotek Kimia Farma SAMRAT from December 2023 to January 2024, with the population size unknown. The sample for this study includes customers of Apotek Kimia Farma SAMRAT who purchased Fituno products from November to December 2023, with the stipulation that the sample size is greater than or equal to 30 respondents and less than or equal to 500 respondents, or  $30 \geq n \leq 500$ . The analysis methods used include validity testing, reliability testing, classical assumptions, hypothesis testing, and multiple linear regression analysis using SPSS version 25. Based on the test results, it can be concluded that the brand image variable (X1) and physical evidence (X4) partially significantly influence the purchasing decision of Fituno products at Apotek Kimia Farma SAMRAT. However, the variables of product quality (X2) and promotion (X3), partially do not significantly influence the purchasing decision of Fituno products at Apotek Kimia Farma SAMRAT. Simultaneously, the variables of brand image (X1), product quality (X2), promotion (X3), and physical evidence factors (X4) significantly influence the purchasing decision of Fituno products at Apotek Kimia Farma SAMRAT.*

## INTRODUCTION

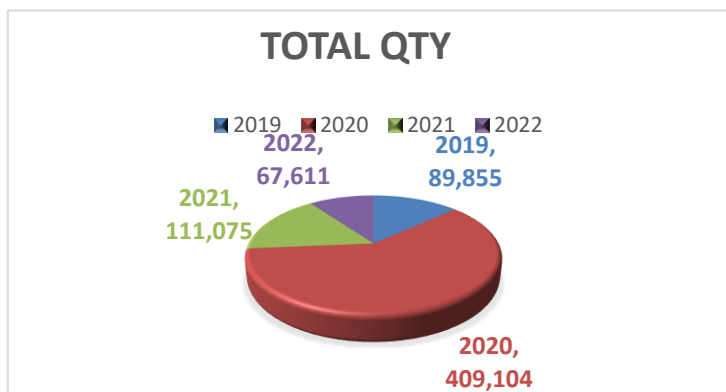
### Background

Health is the most valuable asset in life which is the main foundation for all human activities. Without it, we cannot live our daily lives optimally. However, in this increasingly sophisticated modern era, we have become vulnerable to unhealthy lifestyles. The convenience of everything such as instant food, daily activities using private vehicles thereby reducing the intensity of physical activity, the use of electronic devices which are at risk of exposure to radiation and exposure to a polluted environment has caused our bodies to be exposed to various toxins.

The combination of these factors can result in the body being easily exposed to toxins and viruses, which if left untreated can cause various health problems. Moreover, the COVID-19 pandemic which has shaken the world since the end of 2019, which has claimed so many lives in the world and even in Indonesia, reminds us of the importance of maintaining health and endurance to avoid exposure to viruses and disease. Currently, after the COVID-19 pandemic, people are still encouraged to always increase the urgency in maintaining their health, because the strength of the immune system is very important to fight disease and infection. Therefore, people must be smarter in maintaining their health through various means, such as exercising regularly, avoiding instant food, maintaining their diet, giving the body time to rest, and taking other positive actions. In reality, some people find it difficult to do because it requires time and effort, so many people look for practical alternative solutions such as vaccinations and taking health supplements to keep their bodies in a healthy condition.

To meet consumer needs for health products, especially health supplements, Kimia Farma Pharmacy, especially Kimia Farma SAMRAT Pharmacy Manado, which is one of the largest and most visited pharmacy outlets by consumers, also provides a variety of medicines, health supplements, health drinks, beauty care products, health care products, and various other reliable products. Kimia Farma Apotek tries to offer products with the best quality compared to its competitors, one of the products offered is Fituno.

Fituno is a supplement product produced by the company PT. Kimia Farma Tbk. Fituno is a supplement that can help increase the body's endurance so that the body is not easily attacked by disease. Fituno is a food supplement product that contains three natural ingredient extracts which function to improve the body's immune system, keep the body healthy and fit, and help speed up the healing process. The reason researchers chose the Fituno product as the research object is because compared to similar supplement products, this product is more popular in society, especially in the last four years in the face of the COVID-19 pandemic and changes in modern lifestyles. Fituno's sales trends experienced significant fluctuations from 2019 to 2022 compared to similar supplement products such as Imunos and Imboost. Where total sales of Imunos Imboost products at Kimia Farma SAMRAT Pharmacy from 2019-2022 were only 15,117 products (BM KFA, 2023).



**Figure 1. Number of Fituno walkers  
At Kimia Farma SAMRAT Pharmacy in 2019-2022**

Consumer purchasing decisions for Fituno products from 2019 to 2022 reflect the significant influence of the COVID-19 pandemic situation and changes in government policy regarding public health. In 2019, sales of Fituno products were relatively low with a total of only 89,855 units.

However, 2020 marked a marked turning point in sales trends. Total sales jumped drastically to 409,104 units. The peak of this sales increase coincided with the outbreak of the COVID-19 pandemic at the end of 2019 and reached its peak in 2020. This significant increase can be interpreted as a consumer response to the very uncertain health situation and pandemic uncertainty. People are looking for supplements to increase their immune system and maintain their health.

Then, in 2021, there was a sharp decline in sales of Fituno products, with total sales only reaching 111,075 units. This decline can be caused by changes in situations that occur over time. The Indonesian government has begun requiring COVID-19 vaccination and implementing Large-Scale Social Restrictions (PPKM) as an effort to control the pandemic. People may feel more confident in maintaining their health through vaccinations and other preventive measures, so interest in health supplements such as Fituno decreases.

In 2022, Fituno sales will continue to decline, with total sales of 67,611 units. This could be an indication that the COVID-19 pandemic situation is more under control and the number of cases has decreased significantly. Thus, public interest in health supplements is decreasing as the public health situation improves.

Overall, sales trends for Fituno products during this period reflect the close relationship between public health conditions and consumer purchasing decisions. Sales spikes occur when the health situation is most uncertain, while declines occur when people feel more confident in maintaining their health through preventive measures. Apart from that, purchasing decisions are also influenced by Brand Image, Quality of Promotional Products and Physical Evidence carried out by Kimia Farma Pharmacy.

The main focus of this research is analyzing changes in Fituno sales trends from 2019 to 2022, taking into account the influence of brand image, product quality, promotions and physical factors (physical evidence). The research will explore the motivations behind purchasing decisions, as well as identify barriers consumers face, such as price and competition from similar products. This analysis is expected to provide more comprehensive insight into market dynamics and factors that influence consumer preferences in the context of health and immune system, along with Kimia Farma Pharmacy's role as a Fituno distributor amidst the complexity of the current public health situation.

From the above background, and because no similar research has been conducted at Kimia Farma SAMRAT pharmacies, the author is interested in conducting research related to the influence of brand image, product quality, promotion and physical evidence on purchasing decisions for Fituno products at Kimia Farma SAMRAT.

### **Research purposes**

The purpose of writing this research is to:

1. Analyzing the influence of brand image partially has a significant effect on purchasing decisions for Fituno products at Kimia Farma SAMRAT.
2. Analyzing the influence of Product Quality partially has a significant effect on purchasing decisions for Fituno products at Kimia Farma SAMRAT.
3. Analyzing the influence of promotion partially has a significant effect on purchasing decisions for Fituno products at Kimia Farma SAMRAT.
4. Analyzing the influence of Physical Evidence partially has a significant effect on purchasing decisions for Fituno products at Kimia Farma SAMRAT.
5. Analyzing the influence of brand image, product quality, promotion and physical evidence together on purchasing decisions for Fituno products at Kimia Farma SAMRAT.

### **LITERATURE REVIEW**

## **Marketing Management Theory**

Marketing management is an important aspect in achieving the goals of business actors. According to Hery (2019), marketing management is defined as an art and science in selecting target markets and obtaining, maintaining, and producing superior customer value. Production results will not produce optimal income if business actors ignore marketing management. Marketing is more broadly defined as a social process, where individuals and groups get what they need and want by creating and maintaining products and value with other individuals or groups (Kotler, 2021).

From the opinion above, the author can conclude that, Marketing management, as the art and science of selecting target markets as well as creating, maintaining and quality producing customer value, plays a crucial role in achieving the goals of business actors. Hery (2019) and Kotler (2021) agree that awareness and implementation of good marketing management is needed so that production results can generate optimal income and ensure business success. Therefore, awareness and implementation of good marketing management is the key to ensuring that production results can generate optimal income, while ignoring it can result in not maximizing business potential.

## **Buyer's Decisionan**

According to Kotler & Armstrong (2018) consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchasing intentions and purchasing decisions. Meanwhile, according to Firmansyah (2019), purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process.

## **Brand Image**

According to Firmansyah (2019) brand image is a representation of the overall perception of a brand and a form of information and past experiences with that brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. While Chalil et al. (2020) stated that brand image can be defined as a representation of the overall perception of a brand which is formed from information and consumers' past experiences with a particular brand.

Brand image is related to attitudes, beliefs and preferences for a particular brand. According to Sutiyono & Brata, (2020) brand image is a form of brand identity for a product offered to customers which can differentiate a product from competitors' products. Brand development is based on product uniqueness and distinctive characteristics, which are relevant to users, as well as choosing the appropriate container, shape, color, brand name, brand character and so on (Isoraite, 2018).

## **Product quality**

Quality is the advantage that the product has. According to Kotler and Armstrong (2018) product quality is how the product has value that can satisfy consumers both physically and psychologically which shows the attributes or characteristics contained in an item or result. The quality of a product is the degree or level of good or bad something that consists of all the factors attached to the goods or services, so that the product has the ability to be used as desired by consumers.

According to Arinawati (2021), product quality is a totality that has the characteristics of a product or service that can have the ability to fulfill needs that will be expressed implicitly. Meanwhile, according to Tjiptono (2020) product quality is the quality of a product demonstrated by a company so that it can compete in the market. According to Sinulingga, (2023) product quality is a business element that consumers or customers need to pay attention to, but especially for consumers or customers who want to maintain the quality of our products that we want to market.

## **Promotion**

The important role of promotion in marketing strategy cannot be ignored. As stated by Shaid (2022), promotion or advertising is a crucial action in introducing products or services to the public and attracting buyers' interest. If promotions are not done well, even quality products may not get the

attention they deserve. Therefore, companies must first provide quality products that suit consumer desires and set prices that match the value of the product. Next, it is necessary to arrange an effective sales location to make it easier for buyers to access the product. According to Kotler & Armstrong (2018) sales promotion is the shortest short-term promotional mix tool. Sales promotions provide short-term incentives to encourage the purchase or sale of products or services. According to Zahara & Sembiring (2020) promotion is an activity to provide information to the public about the products that will be offered so that consumers are interested in buying the products or services offered.

### **Physical Evidence**

*Physical Evidence*, according to Yandra (2021), is a factor that has a significant influence on purchasing decisions and using products or services offered by a company. This definition underlines the importance of the "physical evidence" element in the marketing mix as a means of creating a positive impression on consumers. In the perspective of Sadiyah et al (2018), the concept of "physical evidence" refers to the physical environment in which companies provide their services, including the space where interactions between companies and customers occur, as well as various related visual elements. This creates a valuable opportunity for companies to deliver strong, consistent messages related to their goals, direct marketing efforts to the appropriate market share, and product quality messages related to the features they offer.

### **Previous Research**

Hidayati et al (2023). Research title; The influence of brand image, price, product quality and lifestyle on Tupperware purchasing decisions in Cilacap City. The type of research carried out is quantitative research. The research results show that brand image, price, product quality and lifestyle simultaneously have a significant influence on purchasing decisions. Partially, brand image, product quality and lifestyle have a positive and significant effect on purchasing decisions.

Chaniago (2023). Research title; The Influence of Product Quality and Brand Image on Asus Smartphone Purchase Decisions through Purchase Intention as an Intervening Variable (Study on Diponegoro University Students). This research uses quantitative methods and a non-probability sampling approach. The product quality and brand image variables have a positive and significant effect on purchasing decisions.

Wicaksono et al (2023). Research title; The Influence of Price, Product Quality, and Brand Image on Indomie Purchasing Decisions in Semarang. Quantitative research methods. There is a positive and significant influence of the product quality variable on the decision to purchase Indomie instant noodles. There is a positive and significant influence of the brand image variable on the decision to purchase Indomie instant noodles.

Nurhaliza (2023). Research title; The influence of product quality and brand image on purchasing decisions for ABC batteries at PT. Everbright Medan. The method in this research uses a quantitative approach. Product Quality and Brand Image Partially or Simultaneously Have a Significant Influence on Purchasing Decisions.

Yandra Rivaldo, Edi Yusman and Supardi (2023). Research title; The Influence of Physical Evidence, Promotion and Location on Sanford Purchase Decisions at Indomaret Sungai Harapan Batam. The population of this research is Sanford consumers at Indomaret Sungai Harapan Batam, totaling 410 people. The sample consisted of 81 respondents, taken using the accidental sampling method. Data analysis used multiple regression and hypothesis testing and used SPSS version 23. The results of this research concluded that physical evidence had a significant effect on purchasing decisions. Promotions have a significant effect on purchasing decisions. Location has a significant influence on purchasing decisions. Physical evidence, promotions and location simultaneously have a significant influence on purchasing decisions.

Ridwan Hamidi (2023). Research title; The influence of people, process, and physical evidence on consumer satisfaction at the Asia Farm tourist attraction in Pekanbaru City. The population of this study were consumers who visited the Asia Farm tourist attraction in Pekanbaru on 6 and 7 August 2022, while the sample was 100 samples using the accidental sampling method. Data analysis: multiple linear regression. The analysis tool uses the SPSS version 23.0 (statistical product



and service solution) application. The results of research that has been carried out partially include the people, process and physical evidence variables which have a significant influence on the consumer satisfaction variable. Meanwhile, simultaneously the variables people, process, and physical evidence have a significant influence on the consumer satisfaction variable at the Asia Farm tourist attraction in Pekanbaru.

### **Relationships Between Concepts/Variables**

#### **The Relationship of Brand Image to Purchasing Decisions**

Brand image is an important thing in influencing consumer behavior, in this case namely purchasing decisions, the better the image of a brand, the more customers will decide to buy products with that brand. In research conducted by Nurhaliza et al (2023), brand image partially has a significant influence on purchasing decisions. Likewise, in research conducted by Wicaksono et al (2023), there is a positive and significant influence of the brand image variable on the decision to purchase Indomie instant noodles. This means that the better the image of a brand that is shown, the higher the customer's decision to make a purchase from that brand. Brand image also has a positive influence on purchasing decisions for Miniso Yogyakarta products (Subhanallah, 2019).

#### **The Relationship of Product Quality to Purchasing Decisions**

One important factor that can result in product purchasing decisions is product quality. This statement is supported by several previous studies. This research, including by Buds, et al (2018), states that product quality has been proven to significantly influence purchasing decisions. This is supported by research conducted by Hidayati et al, (2023) which states that partially product quality has a positive and significant effect on purchasing decisions. Product quality has a positive influence on purchasing decisions for Miniso Yogyakarta products (Subhanallah, 2019). So it can be said that the better the quality of a product, the better and better the purchasing decisions made by consumers for that product.

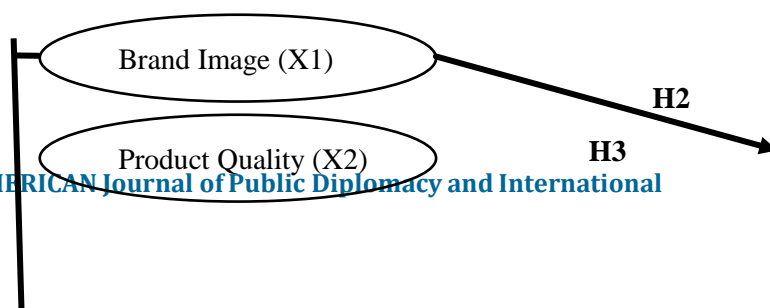
### **Promotion Relationship with Purchasing Decisions**

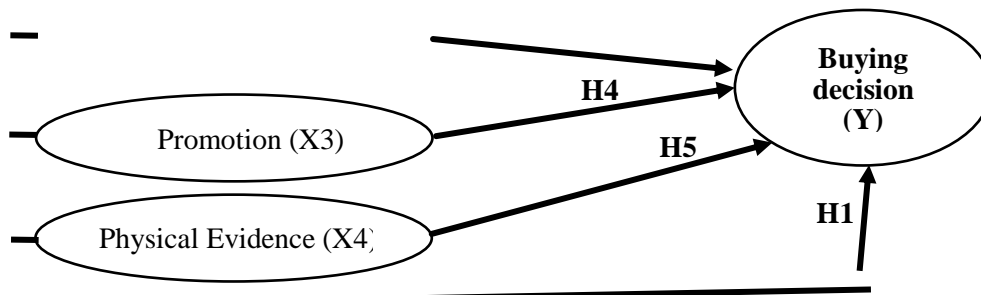
Promotions encourage purchasing actions by offering incentives or special offers that encourage consumers to immediately make a purchase. In addition, through effective promotions, companies can reduce consumers' risk perceptions related to purchasing, thereby increasing the level of consumer trust and confidence in making purchasing decisions. Previous research conducted by Subhanallah (2019) found that promotions had a positive effect on purchasing decisions for Miniso Yogyakarta products. Research conducted by Marhamah (2023) found that there was a positive and significant influence of promotion on purchasing decisions.

### **The relationship between physical evidence and purchasing decisions.**

Physical evidence, in a marketing context, plays a key role in influencing consumer purchasing decisions. This is because physical elements that consumers can see and feel, such as product design, packaging, physical stores, or websites, contribute to shaping their perception of the product or service. When consumers see physical evidence that is professional, attractive, and convincing, they tend to trust more and are more likely to choose the product or service. Apart from that, physical evidence can also differentiate products from competitors, influence price perceptions, and make a significant contribution to the overall consumer experience. Research conducted by Rivai (2019) found that partial variables influence service quality, physical evidence and promotions on purchasing decisions at Matahari department stores in Makassar. This is in line with research by Syahri & Rizal (2023) that there is an influence of physical evidence on consumer decisions in using BusTrans Metro Deli in Belawan.

### **Research Model and Hypothesis**





**Picture 1. Research Model**

Source: Literature Review, 2023

### Hypothesis

According to Sugiyono (2019), a hypothesis is a temporary answer to the formulation of a research problem and is based on empirical facts obtained through data collection. It is said to be temporary because the answer given is only based on relevant theory, previously based on empirical facts obtained through data collection.

Based on the theoretical review, empirical review and the relationship between variables in the conceptual framework of this research, the author raised the hypothesis in this research as follows:

- H1 : Brand image is thought to partially have a significant influence on purchasing decisions for Fituno products at Kimia Farma SAMRAT
- H2 : Product quality is thought to partially have a significant influence on purchasing decisions for Fituno products at Kimia Farma SAMRAT
- H3 : Promotion is suspected to partially have a significant effect on purchasing decisions for Fituno products at Kimia Farma SAMRAT
- H4 : Physical Evidence is suspected to partially have a significant influence on the decision to purchase Fituno products at Kimia Farma SAMRAT
- H5 : Brand image, product quality, promotion and physical evidence are thought to influence each other simultaneously, thus having an impact on purchasing decisions for Fituno products at Kimia Farma SAMRAT

## RESEARCH METHODS

### Types of research

The type of research used is quantitative, Metode research is a scientific way to obtain data with specific purposes and uses (Sugiyono, 2019). Quantitative methods are called traditional methods, because this method has been used for a long time so that it has become a tradition as a method for research (Sugiyono, 2019). This research uses a quantitative research approach. This is because this research will look at the influence of brand image, product quality, promotion and physical evidence on the decision to purchase Fituno products at Kimia Farma SAMRAT Pharmacy.

### Research Objects and Time

This research was carried out at all Kimia Farma pharmacies located on Jln SAMRATulangi Manado. This research will be carried out between November and December 2023.

### Population and Sample

#### Population

According to Sugiyono (2019), population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population is all subjects to be studied with characteristics that can be said to be the same so that the results of research conducted on that population can be generalized. Based on the definition above, the general population in this study is all consumers who purchased products at Kimia Farma SAMRAT Pharmacy from December 2023 to January 2024, the number of members of the general population is unknown.

## Sample

According to Sugiyono (2019:127) the sample is part of the number and characteristics of the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from the population. This research uses non-probability sampling and accidental sampling techniques because the number of members of the population is unknown, and purposive sampling as the sample determination technique. After distributing the research questionnaire link during December 2023, 200 respondents were obtained as samples in this research.

## RESULTS AND DISCUSSION

### Data Analysis Results

#### Validity Test Results

The results of the validity test of research instruments using the software in Statistical Program for Social Science (SPSS 25) are summarized in table 1 below:

**Table1. Validity Test Results**

Variable	Statement	<i>Person Correlation</i>	Sig	Alpha	Status
Brand image (X1)	X1.1	0.628	0,000	0.05	Valid
	X1.2	0.649	0,000	0.05	Valid
	X1.3	0.704	0,000	0.05	Valid
	X1.4	0.745	0,000	0.05	Valid
	X1.5	0.777	0,000	0.05	Valid
	X1.6	0.745	0,000	0.05	Valid
Product quality (X2)	X2.1	0.859	0,000	0.05	Valid
	X2.2	0.754	0,000	0.05	Valid
	X2.3	0.886	0,000	0.05	Valid
	X2.4	0.904	0,000	0.05	Valid
	X2.5	0.933	0,000	0.05	Valid
	X2.6	0.832	0,000	0.05	Valid
	X2.7	0.783	0,000	0.05	Valid
	X2.8	0.910	0,000	0.05	Valid
Promotion(X3)	X3.1	0.855	0,000	0.05	Valid
	X3.2	0.957	0,000	0.05	Valid
	X3.3	0.914	0,000	0.05	Valid
	X3.4	0.854	0,000	0.05	Valid
Physical Evidence (X4)	X4.1	0.908	0,000	0.05	Valid
	X4.2	0.936	0,000	0.05	Valid
	X4.3	0.959	0,000	0.05	Valid
	X4.4	0.959	0,000	0.05	Valid
	X4.5	0.964	0,000	0.05	Valid
Purchase decision(Y)	Y.1	0.869	0,000	0.05	Valid
	Y.2	0.867	0,000	0.05	Valid
	Y.3	0.853	0,000	0.05	Valid
	Y.4	0.763	0,000	0.05	Valid
	Y.5	0.488	0,000	0.05	Valid
	Y.6	0.902	0,000	0.05	Valid
	Y.7	0.840	0,000	0.05	Valid
	Y.8	0.959	0,000	0.05	Valid
	Y.9	0.952	0,000	0.05	Valid
	Y.10	0.933	0,000	0.05	Valid

Source: Data processed by SPSS25 (2024)



Based on table 1, the results of the questionnaire validity test on 200 respondents are explained as follows:

1. The brand image variable (X1) from 6 statement items (X1.1 – X1.6) obtained the lowest correlation value for item X1.1 = 0.628 with significance value = 0.000.
2. The product quality variable (X2) from 8 statement items (X2.1 – X2.8) obtained the lowest correlation value for item X2.2 = 0.754 with significance value = 0.000.
3. Promotion variable (X3) from 4 statement items (X3.1 – X3.4) obtained the lowest correlation value for item X3.1 = 0.855 with significance value = 0.000.
4. The Physical Evidence variable (X4) from 5 statement items (X4.1 – X4.5) obtained the lowest correlation value for item X4.1 = 0.908 with a significance value = 0.000
5. The purchasing decision variable (Y) from 10 question items (Y1.1 – Y1.10) obtained the lowest correlation value for item Y.5 = 0.488 with significance value = 0.000.

Based on these results, it can be concluded that all question items for each variable in the questionnaire are valid because the correlation value is  $> 0.339$  in the r table and the significance value is  $< 0.05$ .

### Reliability Test Results

Next, reliability testing was carried out using the SPSS program based on the Cronbach's Alpha value. A questionnaire can be said to be reliable if it has a Cronbach's Alpha reliability coefficient of 0.6 or more. The results of reliability testing for all variable items are shown in table 2 below:

**Table 2. Reliability Test Results**

Variable	Cronbach' Alpha	Information
Brand image (X1)	0.898	Reliable
Product quality (X2)	0.929	Reliable
Promotion (X3)	0.915	Reliable
Physical Evidence (X4)	0.969	Reliable
Purchase decision (Y)	0.947	Reliable

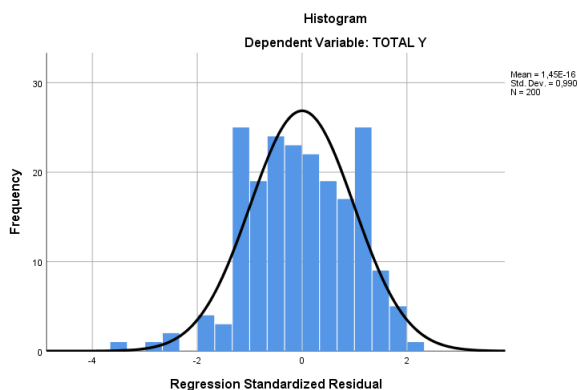
Source: Data processed by SPSS 25 (2023)

Based on the results of reliability testing in table 2, it is known that all instrument items have a Cronbach's Alpha value of more than 0.6. This means all items are reliable. In this way, the entire statement (questionnaire) can be used as an instrument in research.

### Classic assumption test

#### Normality Test Results

The normality test aims to test whether in the regression model, the dependent and independent variables have a normal distribution or not. In this research, the normality tests used are histogram graphs, one-sample Kolmogorov-Smirnov Test, and Normal Probability Plot which in this research can be seen in Figure 5.8 as follows:



**Figure 3. Graph of Histogram Normality Test Results**

Source: Data processed by SPSS 25 (2024)

Picture 3 shows that the graph is bell-shaped and does not lean to the left or skew to the right, so

it means that the data with a bell-like pattern shows that the data in this study is normally distributed.

### Multicollinearity Test Results

Ghozali (2018) explains that there are no symptoms of multicollinearity if the tolerance value is  $< 1.00$  and the VIF value is  $< 10.00$ . The higher the VIF value, the more serious the multicollinearity problem is.

**Table 3. Multicollinearity Test Results**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand image (X1)	,929	1,076
	Product quality (X2)	,896	1,116
	Promotion(X3)	,955	1,047
	Physical Evidence (X4)	,935	1,070

a. Dependent Variable: Purchase decision (Y)

Source: Data processed by SPSS 25(2024)

The results in table 3 show that the multicollinearity test is as follows:

1. The Brand Image variable (X1) has a Tolerance value of 0, 929 and a VIF value of 1.076, which means a Tolerance value  $< 1.00$  and a VIF value  $< 10.00$ , so it is stated that there are no symptoms of multicollinearity.
2. The product quality variable (X2) has a Tolerance value of 0, 896 and a VIF value of 1,116, which means a Tolerance value  $< 1.00$  and a VIF value  $< 10.00$ , so it is stated that there are no symptoms of multicollinearity.
3. The Promotion Variable (X3) has a Tolerance value of 0, 955 and a VIF value of 1,047, which means a Tolerance value  $< 1.00$  and a VIF value  $< 10.00$ , so it is stated that there are no symptoms of multicollinearity.
4. The Promotion Variable (X3) has a Tolerance value of 0, 935 and a VIF value of 1,070, which means a Tolerance value  $< 1.00$  and a VIF value  $< 10.00$ , so it is stated that there are no symptoms of multicollinearity.

### Multiple Linear Regression Analysis

Based on the regression results of data processed using the SPSS version 25 program, the following results were obtained:

**Table 4. Results of Multiple Linear Regression Analysis**

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	13,915	5,124
	Brand image(X1)	,368	,102
	Product quality (X2)	,114	,110
	Promotion(X3)	-.012	,160
	Physical Evidence (X4)	,732	,143

a. Dependent Variable: Purchase decision (Y)

Source: Data processed by SPSS25 (2024)

Based on the results of the table above, it can be seen that the regression equation formed is:

$$Y = 13.915 + 0.368 X1 + 0.114 X2 - 0.012 X3 + 0.732 X4 + e$$

1. The constant value ( $\alpha$ ) is 13.915, meaning that if the independent variables, namely Brand Image, Product Quality, Promotion and Physical Evidence have a value of 0 (zero), they are considered non-existent or have no influence, then the purchasing decision at Kimia Farma SAMRAT Pharmacy is worth 13.915.
2. The regression coefficient value for the Brand Image variable (X1) is 0. 368 which means that for every increase in brand image by 1, there will be an increase in purchasing decisions at Kimia Farma SAMRAT Pharmacy with a value of 0. 368, assuming other variables are constant.

- The regression coefficient value of the product quality variable (X2) is 0.114 which means that for every increase in product quality by 1, there will be an increase in purchasing decisions at Kimia Farma SAMRAT Pharmacy with a value of 0, 114, assuming other variables are constant.
- The regression coefficient value for the Promotion variable (X3) is -0.012, which means that for every promotion reduction of 1, there will be a reduction in purchasing decisions at Kimia Farma SAMRAT Pharmacy with a value of -0.012, assuming the other variables are constant.
- The regression coefficient value for the Physical Evidence variable (X4) is 0.732, which means that for every increase in Physical Evidence by 1, there will be an increase in purchasing decisions at Kimia Farma SAMRAT Pharmacy with a value of 0.732, assuming the other variables are constant.

### Hypothesis Testing Results

The results of simultaneous hypothesis testing (F Test) can be seen in table 5 below:

**Table 5. Simultaneous Test Results (F Test)**

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	579,867	4	144,967	12,217	,000b
	Residual	2313,928	195	11,866		
	Total	2893,795	195			
a. Dependent Variable: Purchase decision (Y)						
b. Predictors: (Constant), Brand image (X1), Product quality (X2), Promotion (X3), Physical evidence (X4),						

Source: Data processed by SPSS25 (2024)

Based on the test results in table 5, it can be seen that the Fcount value is 12.217 with the Ftable value being 2.41 so that the Fcount > Ftable value or 12.217 > 2.41 and a significant level of 0.000 < 0.05, it can be concluded that the brand image variable (X1), Product quality (X2), Promotion (X3) and Physical Evidence (X4) simultaneously have a significant influence on purchasing decisions Kimia Farma SAMRAT Pharmacy, So Hypothesis H5 can be accepted.

The results of partial hypothesis testing (t test) can be seen in table 6 below:

**Table 6. Significance Test Results (t Test)**

Coefficientsa						
Model		Unstandardized Coefficients		Std. Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,915	5,124		2,715	,007
	Brand image (X1)	,368	,102	,239	3,600	,000
	Product quality (X2)	,114	,110	,070	1,036	,301
	Promotion (X3)	-.012	,160	-.005	-.077	,938
	Physical Evidence (X4)	,732	,143	,339	5,111	,000
a. Dependent Variable: Purchase decision (Y)						

Source: Data processed by SPSS25 (2024)

- The degree of freedom (df) value uses the formula ( $df = n - k$ ) where n is the number of respondents and k is the total number of dependent and independent variables. From the existing data, the value  $df = 200 - 5 = 195$  can be obtained. So the value.  $df = 195$ . In the coefficients table for the significant value of brand image (X1), the calculated t value is 3,600 > ttable 1,972, so it can be concluded that H1 is accepted, which means that partially, there is a positive and significant influence of brand image (X1) on purchasing decisions (Y) on Kimia Farma SAMRAT Pharmacy, So Hypothesis H1 can be accepted.

2. In the coefficients table for the significant value of product quality (X2), the calculated t value is  $1.036 < t_{table} 1.972$ , so it can be concluded that H2 is rejected, which means that partially, there is no positive and significant influence of product quality (X2) on purchasing decisions (Y) on Kimia Farma SAMRAT Pharmacy, So Hypothesis H2 is rejected.
3. In the coefficients table for the significant value of Promotion (X3), the tcount value is  $-0.077 < t_{table} 1.972$ , so it can be concluded that H3 is rejected, which means that partially, there is no positive and significant influence of Promotion (X2) on purchasing decisions (Y) on Kimia Farma SAMRAT Pharmacy, So Hypothesis H3 is rejected.
4. In the coefficients table for the significant value of Physical Evidence (X4), the tcount value is  $5.111 > t_{table} 1.972$ , so it can be concluded that H4 is accepted, which means that partially, there is a positive and significant influence of Physical Evidence (X4) on purchasing decisions (Y) at the Chemical Pharmacy. Farma SAMRAT, So Hypothesis H4 can be accepted.

## Discussion

### **The Influence of Brand Image on Purchasing Decisions at Kimia Farma SAMRAT Pharmacy**

Brand image has a very important role in influencing consumer purchasing decisions for products such as Fituno. Brand image includes the perception, reputation and positive associations associated with a brand in the minds of consumers. In the context of Fituno or health products, brand image can be a crucial factor that motivates or hinders consumers in making purchasing decisions. Based on the results of data processing, the calculated t for the brand image variable (X1) is 3.600, which is greater than the t table value of 1.972 with a sig value of  $0.000 < 0.05$ . This means that the brand image variable partially has a positive and significant effect on the purchasing decision variable. Based on these criteria, the hypothesis decision is that H1 is accepted. These results prove that the brand image variable has a positive and significant effect on the purchasing decision variable at Kimia Farma SAMRAT Pharmacy. This is in line with the results of research conducted by (Adjane & Sitorus, 2022), where there is an influence of brand image on purchasing decisions; "In his research presented at the national seminar on tourism and entrepreneurship, Fahrezy argued that the influence value of brand image on purchasing decisions was 26.7 percent, and the remaining 73.3 percent was influenced by other variables that were not researched" (Fahrezy and Sukaesih, 2022) ; This is in line with research conducted by Anjadi and Siregar (2021), where the partial influence of brand image on purchasing decisions was found to be 0.1834 or 18.34%. which shows that brand image has quite a positive and significant influence on purchasing decisions at the SAMRAT Kimia Farma Pharmacy.

### **The Influence of Product Quality on Purchasing Decisions at Kimia Farma SAMRAT Pharmacy**

In the coefficients table for the significant value of product quality (X2), the calculated t value is  $1.036 < t_{table} 1.972$ , so it can be concluded that H2 is rejected, which means that partially, there is no positive and significant influence of product quality (X2) on purchasing decisions (Y) at the pharmacy. Kimia Farma SAMRAT. The test results show that good or bad product quality cannot influence purchasing decisions. The majority of consumers purchase Fituno not based on the shape and composition of materials, product complements, product quality, perceived quality, durability, reliability, ease of product repair, product appearance and product design. The results of this research are in line with previous research conducted by Islamiyah and Adawiyah (2023), where it was found that product quality did not significantly influence consumer purchasing decisions.

### **The Influence of Promotions on Purchasing Decisions at Kimia Farma SAMRAT Pharmacy**

The results of the research on the coefficients table for the significant value of Promotion (X3) obtained a t value of  $-0.077 < t_{table} 1.972$ , so it can be concluded that H3 is rejected, which means that partially, there is no positive and significant influence of Promotion (X2) on purchasing decisions (Y) on Kimia Farma SAMRAT Pharmacy. These results prove that the Promotion variable does not have a positive and significant influence on the purchasing decision variable at Kimia Farma SAMRAT Pharmacy. The results of this research are in line with the results of research conducted by Febriana (2020) where it was found that promotions do not have a positive and significant influence

on consumer purchasing decisions, however, Febriana revealed that promotions are still a factor that is really needed by a company in increasing sales of its products.

### **The Influence of Physical Evidence on Purchasing Decisions at Kimia Farma SAMRAT Pharmacy**

Physical evidence influences purchasing decisions with an important role in providing services to consumers. Consumers, especially for abstract products or services, will have difficulty assessing the quality of service from producers. Therefore, they tend to look for physical evidence surrounding the service as an assessment of its quality. By providing adequate physical evidence, it is hoped that Fituno products at Kimia Farma SAMRATulangi pharmacies will be able to attract the interest of potential consumers and increase their purchasing decisions. In the coefficients table for the significant value of Physical Evidence (X4), the tcount value is  $5.111 > t_{table} 1.972$ , so it can be concluded that H4 is accepted, which means that partially, there is a positive and significant influence of Physical Evidence (X4) on purchasing decisions (Y) at the Chemical Pharmacy. SAMRAT Farma. In line with the results of this research, research conducted by Ibrahim and Kadafi (2022), found a positive and significant influence of physical evidence on purchasing decisions. Balqis and Saino (2022), in their research, revealed that there is a positive and significant influence of physical evidence on purchasing decisions. According to them, service is provided with a large role by the physical evidence of a company.

### **The Influence of Brand Image, Product Quality, Promotion and Physical Evidence on Purchasing Decisions at Kimia Farma SAMRAT Pharmacy**

Based on the test results, it can be seen that the Fcount value is 12.217 with the Ftable value being 2.41 so that the Fcount  $>$  Ftable value or  $12.217 > 2.41$  and a significant level of  $0.000 < 0.05$ , it can be concluded that the variables Brand image (X1), Product quality (X2), Promotion (X3) and Physical Evidence (X4) simultaneously have a positive and significant effect on purchasing decisions at Kimia Farma SAMRAT Pharmacy. The results of this research are in line with research conducted by Nugroho and Dirgantara (2021), Zamroni (2016), Rivai (2018), where simultaneously, the variables of brand image, product quality, promotion and physical evidence have a positive and significant effect on purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

1. Brand image partially has a significant influence on purchasing decisions for Fituno products at Kimia Farma SAMRAT
2. Product quality partially does not have a significant effect on purchasing decisions for Fituno products at Kimia Farma SAMRAT
3. Partial promotions do not have a significant effect on purchasing decisions for Fituno products at Kimia Farma SAMRAT
4. *Physical Evidence* partially has a significant effect on purchasing decisions for Fituno products at Kimia Farma SAMRAT
5. Brand image, product quality, promotion and physical evidence simultaneously or together influence the decision to purchase Fituno products at Kimia Farma SAMRAT

### **Suggestion**

1. Pharmacists can carry out better product quality measurements by identifying specific aspects of product quality that may not have been covered in the initial research. This can include aspects- innovation, effectiveness, and additional features that can increase the attractiveness of Fituno products at Kimia Farma SAMRAT.
2. Carrying out an in-depth evaluation of the promotional strategies implemented at Kimia Farma SAMRAT. Factors such as type of promotion, attractiveness, and integration with other marketing activities need to be identified to understand why promotions do not have a significant effect on purchasing decisions for Fituno products.



3. Development of a more effective physical evidence strategy by implementing specific elements of physical evidence that have a significant impact on purchasing decisions. Focus on aspects of store design, product placement, and packaging that can increase perceived quality and attract consumer interest.
1. Future researchers can conduct more comprehensive research by including external variables that might influence purchasing decisions, such as market trends, consumer preferences, or economic factors. This can provide a broader context and identify other elements that influence purchasing decisions to understand how the interaction between brand image, product quality, promotion, and physical evidence together influence purchasing decisions. Multivariate analysis can provide deep insight into the relationship and contribution of each variable

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