

PRODUCT QUALITY, BRAND IMAGE, PRICE AND PROMOTION INFLUENCE PURCHASE INTENTION FOR CARL'S JR

Krido Eko Cahyono¹

¹Universitas Pembangunan Nasional Veteran Jawa Timur
Email: krido_eko.ma@upnjatim.ac.id

ABSTRACT

This research aimed to determine the effect of brand image, product quality, price and promotion on consumers' purchase intention regarding the Carl's Jr fast-food restaurant in Surabaya. The research was quantitative in nature; the population comprised consumers who had made a purchase at the Carl's Jr restaurant on Mayjend Sungkono Street, Surabaya. Furthermore, the data collection technique employed purposive sampling. Accordingly, there were 96 respondents in the sample. Additionally, SPSS 25 for Windows was used for data analysis. Furthermore, based on hypothesis testing, it was concluded that product quality influenced consumers' purchase intention regarding the Carl's Jr Fast Food restaurant on Mayjend Sungkono Street, Surabaya. Likewise, price had a significant effect on consumers' purchasing decisions regarding the Carl's Jr fast-food restaurant on Mayjend Sungkono Street, Surabaya. Similarly, promotion had a significant effect on consumers' purchase intention regarding the Carl's Jr fast-food restaurant on Mayjend Sungkono Street, Surabaya. Correspondingly, brand image had a significant effect on consumers' purchase intention regarding the Carl's Jr fast-food restaurant on Mayjend Sungkono Street, Surabaya.

Keywords: brand image, product quality, price, promotion, purchase intention

INTRODUCTION

Competition between companies is becoming increasingly fierce in this modern era, so companies must identify what customers want and need. Fast-food restaurants are popular with everyone from children to the elderly because the food is delicious, convenient and quick to prepare, meaning customers do not have to wait long for their orders. Carl's Jr is one of the fast-food chains frequently found in Surabaya, but it is not the only one; there are many other fast-food chains that compete with it, such as McDonald's, KFC, Burger King, Hoka Hoka Bento, Yoshinoya, Pizza Hut, Richeese Factory, Domino's Pizza and others.

Carl's Jr is a fast-food restaurant that was first established in 1954 in Miami, Florida, United States, by James Mc Lamort and David Edgerton. Fierce competition and the large number of similar businesses mean that consumers are faced with a range of alternatives in terms of *price*, product and quality, making them more selective when choosing which product to buy. Consequently, consumers will choose a company whose products offer greater value. Therefore, product quality must be strictly maintained to ensure consumers are not disappointed with the company.

Given the large number of competitors in the same business sector, the company must determine the right strategy to tackle this high level of competition, and find ways to attract consumers to purchase the products it sells. It must also provide the best possible service and understand what consumers need and want. The researcher therefore examined and identified several factors that could influence the intention to purchase Carl's Jr. products. These factors are *product quality*, *price*, *promotion* and *brand image*. These factors influence *purchase intention*: *product quality* refers to the satisfaction consumers derive

from the performance of the product they have purchased, which indicates the likelihood that consumers will buy or use that service or product. *Price* is the amount of money charged to consumers for a product or the monetary value exchanged for the use of a product or service to meet consumer needs. *Promotion* is a form of communication that explains and convinces prospective consumers about goods and services with the aim of attracting attention, educating, reminding and persuading them. *Brand image* is the perception and belief that consumers hold regarding the company, as reflected in the associations formed in their minds.

This study examines the phenomenon of why Carl's Jr. is losing ground to other well-known *fast-food* chains such as KFC, McDonald's and others. Therefore, based on the above background, product quality, *price*, *promotion* and *brand image* are important factors in determining consumers' *purchase intention*. Consequently, the researcher was motivated to conduct this study by examining a research problem entitled 'The Influence of *Product Quality, Price, Promotion* and *Brand Image* on *Purchase Intention* for Carl's Jr Products at Mayjend Sungkono'.

THEORETICAL FRAMEWORK

Product Quality

According to Kotler and Keller (2009:143), *product quality* is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Product quality refers to the satisfaction obtained by consumers from the performance of the product they have purchased; consequently, it indicates the likelihood that consumers will purchase or use that product or service again.

Price

Price is the amount of money charged to the consumer for a product or the monetary value exchanged for the use of a product or service to meet consumer needs (Kotler and Armstrong, 2012:345). According to Tjiptono and Diana (2016:218), *price* is the only element of the marketing mix that generates revenue for the company, whilst the other three elements (product, distribution and *promotion*) incur costs (expenditure).

Promotion

Promotion is carried out with the aim of stimulating demand for the products or services offered by a company. Kotler and Armstrong (2012:76) define *promotion* as activities that communicate the benefits of a product and persuade potential consumers to purchase that product. Meanwhile, according to Swastha (2000:222), *promotion* is viewed as one-way information or persuasion aimed at influencing individuals or organisations to take action to purchase the product or service in question.

Brand image

Kotler and Keller (2009:403) define *brand image* as the perceptions and beliefs held by consumers, as reflected in the associations embedded in customers' memories, which are always the first to come to mind when hearing a slogan and are ingrained in the minds of Furthermore, according to Tjiptono (2015:49), *brand image* is a description of consumers' associations and beliefs regarding a particular brand.

Purchase intention

Kotler and Armstrong (2012:149) state that *purchase intention* is the stage of the

decision-making process at which consumers actually make a purchase. Meanwhile, according to Swastha and Handoko (2008:118), *purchase intention* is a process of determining whether or not a consumer will actually make a purchase.

RESEARCH METHODOLOGY

Type of Research and Description of the Population (Subjects)

The type of research in this study is *causal-comparative research*. The research conducted by the researcher is a causal-comparative study using a quantitative approach, characterised by a cause-and-effect relationship between two or more variables. The reason the researcher has employed this type of causal-comparative research is that it allows the researcher to identify the facts or events in question as dependent variables and to examine the independent variables.

Sampling Technique

In this study, the population is very large and unlimited. Furthermore, the exact size of the population cannot be determined with certainty. To determine the sample size, the Slovin formula was used (Sugiyono, 2016:81). The use of this formula assumes that the population is normally distributed, with a margin of error of 10 per cent.

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

n = Sample size
 N = Population size
 e = Estimated error

Therefore, the sample size is calculated as follows:

$$N: \frac{2,958}{1 + 2.958(0.1)^2} = 96$$

The results of this study required 96 respondents.

Data Collection Techniques

The type of data used in this study is subject data (*self-reported data*). Subject data is a type of data in research that takes the form of opinions, experiences, attitudes or characteristics of an individual, a group of people or an organisation that are the subjects of the study (respondents) in this research.

Data Sources

The data source used in this study is primary data. This primary data was obtained from respondents' answers to questionnaires that had been distributed, with the researcher briefly explaining the purpose of completing the questionnaire. The respondents for this study were all customers who had made a purchase at a Carl's Jr outlet in Surabaya.

Data Collection Techniques

Based on the primary data sources used in this study, the data collection technique involved the use of a questionnaire, whereby a list of questions or questionnaire prepared by the researcher was administered to the respondents. The questionnaire was designed to obtain information and data regarding the influence of *product quality*, *price*, *promotion* and *brand image* on the *purchase intention* for Carl's Jr products in Surabaya. The measurement scale used in this study was the *Likert* scale. The *Likert* scale is a measurement scale comprising categories or levels, each of which carries a relative value (Sugiyono, 2019:199).

Data Analysis Techniques

Data analysis techniques involve grouping data according to variables and respondent types, tabulating data based on variables from all respondents, presenting data for each variable under investigation, and performing calculations to test the proposed hypotheses (Sugiyono, 2014:238).

RESEARCH FINDINGS AND DISCUSSION

Validation

In this study, validation can be defined as the researcher's measure of the actual content or meaning being assessed. Validation serves as a process for testing the questions in the questionnaire to determine whether they are valid or invalid. Once a question has been deemed valid, it can be used to measure the relevant factor (Ghozali, 2016:53). Validation refers to the accuracy of data in representing the research subject as a phenomenon that can be reported by the researcher. Thus, good or valid data is data that does not differ from the data reported to the researcher, and data that actually occurs in the research subject in order to obtain valid results. If the coefficient between items has the following values: (1) If the significance is below 0.05, the item is declared valid; (2) If the significance value is above 0.05, the item is declared invalid.

Table 1: Validity Test Results

Indikator	Sig.	Nilai kritis	Keterangan
<i>Product quality (KPr)</i>			
KPr.1	0,000	0,05	Valid
KPr.2	0,000	0,05	Valid
KPr.3	0,000	0,05	Valid
KPr.4	0,000	0,05	Valid
<i>Price (Hr)</i>			
Hr.1	0,000	0,05	Valid
Hr.2	0,000	0,05	Valid
Hr.3	0,000	0,05	Valid
Hr.4	0,000	0,05	Valid
<i>Promotion (Pr)</i>			
Pr.1	0,000	0,05	Valid
Pr.2	0,000	0,05	Valid

Pr.3	0,000	0,05	
<i>Brand image</i> (CM)			Valid
CM.1	0,000	0,05	
CM.2	0,000	0,05	Valid
CM.3	0,000	0,05	Valid
<i>Purchase intention</i> (KP)			Valid
KP.1	0,000	0,05	
KP.2	0,000	0,05	Valid
KP.3	0,000	0,05	Valid

Source: Secondary Data, Processed by the
Researcher, 2021

The table above shows that the validity test results were obtained after performing calculations using SPSS version 25.0. The results indicate that all items in each statement have significance levels below 0.05; therefore, the items in the questionnaire constitute a strong *construct*, and it can be concluded that all items are deemed valid.

Reliability Test

A questionnaire is considered reliable if a person's responses to the statements are consistent or stable over time. The reliability test, using Cronbach's alpha, indicates that the instrument has a high reliability value if Cronbach's alpha is greater than 0.6. The analysis yielded the following *reliability* coefficients:

Table 2
Reliability Test Results

Variabel	Hasil	Nilai kritis	Keterangan
<i>Product quality</i> (KPr)	0,938	0,6	Reliabel
<i>Price</i> (Hr)	0,953	0,6	Reliabel
<i>Promotion</i> (Pr)	0,887	0,6	Reliabel
<i>Brand image</i> (CM)	0,962	0,6	Reliabel
<i>Purchase intention</i> (KP)	0,910	0,6	Reliabel

Source: Secondary data, processed by the researcher, 2021

From Table 2 above, the Cronbach's alpha *reliability* coefficients were found to be 0.938 for the *Product quality* (KPr) variable, 0.953 for the *Price* (Hr) variable, 0.887 for the *Promotion* (Pr) variable, 0.962 for the *Brand image* (CM) variable, and 0.910 for the *Purchase intention* for Carl's Jr (KP) variable. For all variables, the Cronbach's alpha *reliability* coefficient was greater than 0.6. It can therefore be concluded that the instrument or questionnaire used is reliable.

Multiple Linear Regression Analysis

This study utilised hypothesis testing via multiple linear regression analysis. Regression analysis is a study of the dependence of a dependent variable on one or more independent variables, aimed at estimating or predicting the population mean or the values of the dependent variable based on known values of the independent variables (Ghozali, 2016). The results of the multiple linear regression analysis, conducted using the *SPSS 25 for Windows* software, yielded the following regression equation:

Table 3 Results of Multiple Linear Regression

Coefficients					
	Model	Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4.395	1.645		2.672
	<i>Product quality</i>	.250	.111	.358	2.256
	<i>Price</i>	-.021	.109	-.031	2.194
	<i>Promotion</i>	.194	.101	.182	2.003
	<i>Brand image</i>	.156	.074	.196	2.092

a. Dependent Variable: *Purchase intention*

Source: Secondary data, processed by the researcher, 2021

Based on Table 3, which presents the results of the analysis, the resulting regression equation is as follows:

$$KP = 4.395 + 0.250 KPr - 0.021 Hr + 0.194 Pr + 0.156 CM$$

Classical Assumpt Normality

The normality test aims to determine whether the sample used follows a normal distribution or not. In a linear regression model, this assumption is indicated by the *error* terms following a normal distribution. The normality of the data was tested using the *Kolmogorov-Smirnov Test of Normality* in SPSS. Based on the probability:

- if the probability is > 0.05 , then the distribution of the regression model is normal.
- if the probability is < 0.05 , then the distribution of the regression model is not normal.

1. Results of the normality test using the Kolmogorov-Smirnov test:

**Table 4 Results of the Normality Test
One-Sample Kolmogorov-Smirnov Test**

Unstandardized Residual		
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.73634241
Most Extreme Differences	Absolute	.066
	Positive	.062
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

Source: Secondary data, processed by the researcher, 2021

A normality test to determine whether, in a regression model, the independent variable, the dependent variable, or both follow a normal distribution. To simplify the calculations using SPSS Version 24, where N is the sample size, if the p-value is > 0.05 , the data is considered to be normally distributed. Based on the results in Table 4, the *Asymp. Sig.* value

of 0.200 is > 0.05 ; therefore, the data is considered to be normally distributed.

2. The results of the normality test using a graphical approach can be seen in Figure 2 below:

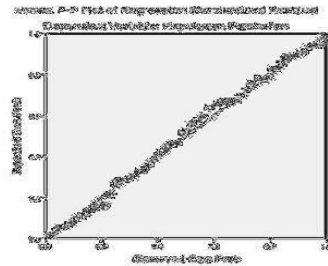


Figure 2 Results of the Normality Test Plot
 Source: Secondary Data, Processed by the Researcher, 2021

Based on the results of the scatter plot in Figure 2, it can be seen that the plotted points follow a diagonal line, which means that, in the scatter plot test, the variables are normally distributed.

Multicollinearity Test

The multicollinearity test is used to determine whether or not there is correlation between the independent variables in the regression model. If correlation is present, this is referred to as *a multicollinearity problem*. The presence or absence of multicollinearity can be detected by examining the *variance inflation factor* (VIF). A guideline for a regression model free from multicollinearity is that the *tolerance* value should be close to 1. The VIF threshold is 10; if the VIF value is below 10, there is no evidence of multicollinearity.

Table 5: Results of the Multicollinearity Test

Variabel	Tolerance	Varince Influence Factor VIF	Keterangan
<i>Product quality</i> (KPr)	0,331	3,023	Bebas Multikolinieritas
<i>Price</i> (Hr) <i>Promotion</i>	0,334	2,997	Bebas Multikolinieritas
(Pr)	0,919	1,088	Bebas Multikolinieritas
<i>Brand image</i> (CM)	0,948	1,055	Bebas Multikolinieritas

Source: Secondary data, processed by the researcher, 2021

Table 5 shows that all VIF values are less than 10: *Product quality* (KPr) is 3.023 (< 10), *Price* (Hr) is 2.997, *Promotion* (Pr) is 1.088 (< 10), and *Brand image* (CM) is 1.055. It can therefore be concluded that the multiple linear regression used in this study is free from multicollinearity.

Heteroscedasticity Test

In a regression model, if the variance of the residuals is the same from one observation to another, this is called homoscedasticity; if the variance differs, it is called heteroscedasticity. The results of the heteroscedasticity test are as follows:

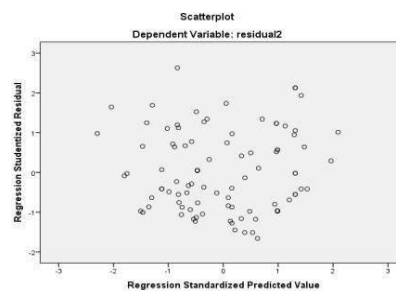


Figure 3. Scatter Plot

Source: Secondary Data, Processed by the Researcher, 2021

Based on the results of the scatter plot in Figure 3, it can be seen that the plot does not exhibit a clear pattern and the points are scattered above and below the value of 0 on the Y-axis; therefore, it can be concluded that there is no heteroscedasticity.

Model Suitability

F-Test

In this study, the F-test can be used to assess the fit of the multiple linear regression model in order to determine the relationship between the independent variables and the dependent variable. In this test, the study uses a significance level of $\alpha = 0.05$. The acceptance and rejection criteria are as follows:

- If the significance value of the F-test indicates $\alpha > 0.05$, then the model is not suitable for use.
- If the significance value of the F-test indicates $\alpha \leq 0.05$, then the model is suitable for use.

The results of the F-test for the regression model can be seen in Table 6 below:

Table 6 Results of the ANOVA F-test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	90.544	4	22.636	7.192	.000 ^b
	Residual	286.414	91	3.147		
	Total	376.958	95			

a. Dependent Variable: *Purchase intention*

b. Predictors: (Constant), *Brand image*, *Product quality*, *Promotion*, *Price*

Source: Secondary data, processed by the researcher, 2021

Based on Table 6 above, it can be seen that the significance value is 0.000. As this study was conducted at a significance level of 0.05 ($\alpha = 0.05$), the significance value of 0.000 is less than 0.05 (i.e. $0.000 < 0.05$). It can therefore be stated that the four independent variables (*product quality*, *price*, *promotion* and *brand image*) listed above have an effect on the dependent variable (*purchase intention*). This indicates that the multiple linear regression model used in this study is suitable for research purposes; the test results confirm that the independent variables have a significant effect on the dependent variable

Coefficient of Determination

The coefficient of determination (R^2) describes the strength of the relationship between the variables *product quality*, *price*, *promotion* and *brand image* and *purchase intention* for Carl's Jr. The value of the coefficient of determination ranges from zero to one; a small value indicates the extent to which the independent variables explain the variation in the dependent variable. The values of the independent variables provide the information required to predict the variation in the dependent variable (Ghozali, 2016:96). The results of the coefficient of determination test for the regression model can be seen in Table 7:

Table 7 Results of the Coefficient of Determination
Calculation (R^2)

Model	Model Summary ^a	R Square	Adjusted R Square	Durbin-Watson
1	.700 ^a	.550	.417	1.571

a. Predictors: (Constant), *Brand image*, *Product quality*, *Promotion*, *Price* b.

Dependent Variable: Keputusan_Pembelian

Source: Secondary data, processed by the researcher, 2021 Table

7 shows that the *R-squared* coefficient is .550, or 55 per cent; when this value is consulted against Table 16, it indicates a 'Fairly Strong' level of influence. This means that there is a fairly strong influence from the variables of *product quality*, *price*, *promotion* and *brand image*—which were tested simultaneously—on *purchase intention* for Carl's Jr. The remaining 45 per cent is influenced by other variables.

Hypothesis Testing (t-test)

In hypothesis testing, the t-test can be used to determine the magnitude of the influence of the dependent variable. Research conducted by Suliyanto (2011:62) states that a t-test is essentially used to test whether an independent variable has a significant effect; in this study, a *significance level of $\alpha = 0.05$* was employed. The criteria for acceptance and rejection are as follows:

- If the t-test significance value indicates $\alpha > 0.05$, this means that the independent variable does not have a significant effect on the dependent variable.
- If the t-significance value indicates $\alpha \leq 0.05$, this means that the independent variable has a significant effect on the dependent variable. The results of the hypothesis test (t-test) for the regression model can be seen in Table 8 below:

Tabel 8
Hasil pengujian Hipotesis (uji t)

Standardized Coefficients	Sig.	Keterangan
(Constant)	0,009	Signifikan
<i>Product quality</i>	0,026	Signifikan
<i>Price</i>	0,027	Signifikan
<i>Promotion</i>	0,049	Signifikan
<i>Brand image</i>	0,039	Signifikan

Sumber: Data sekunder diolah, 2021

Based on the results in Table 8 above, it can be seen that:

- The *product quality* variable has a positive and significant effect on *purchase intention* for Carl's Jr, as indicated by a p-value of $0.026 < 0.05$. This means that the *product quality* variable supports *purchase intention* for Carl's Jr, and the test results indicate that the *product quality* variable has a significant effect on *purchase intention*.

2. The *price* variable has a negative and significant effect on *purchase intention* for Carl's Jr, as indicated by the significance level of $0.027 < 0.05$. This means that the *price* variable supports *purchase intention* for Carl's Jr, and the test results confirm that the *price* variable has a significant effect on *purchase intention*.
3. The '*promotion*' variable has a positive and significant influence on purchase intention for Carl's Jr, as indicated by a significance level of $0.049 < 0.05$. This means that the '*promotion*' variable supports *purchase intention* for Carl's Jr, and the test results indicate that the '*promotion*' variable has a significant influence on *purchase intention*.
4. The brand image variable has a positive and significant influence on *purchase intention* for Carl's Jr, as indicated by the significance level of $0.039 < 0.05$. This means that the *brand image* variable supports *purchase intention* for Carl's Jr, and the test results indicate that *brand image* has a significant influence on *purchase intention*.

DISCUSSION

The Effect of *Product Quality* on *Purchase Intention*

The *product quality* variable has a significant and positive influence on consumers' *purchase intention* at Carl's Jr Mayjend Sungkono. These results indicate that *product quality* has a significant and positive influence on *purchase intention*, with a regression coefficient of 0.025 and a significance level of 0.026. The higher the level of *product quality* provided by Carl's Jr Mayjend Sungkono to its customers, the greater the increase in customers' *purchase intention*.

According to Kotler (2012:228), *product quality* refers to the satisfaction derived by consumers from the performance of the product they have purchased; this indicates a greater likelihood that consumers will purchase or use that service or product. Where Carl's Jr performs in line with expectations, every consumer will feel satisfied, which is, in essence, the objective of marketing activities.

The results of the questionnaire responses indicate that the majority of respondents gave high ratings for the durability indicator within the *product quality* variable. If a product possesses good *product quality* and has competitive advantages that make it superior to competitors' products, consumers will have no hesitation in purchasing it, thereby increasing their *purchase intention*. This research is consistent with the findings of studies conducted by Yustiawan (2016), Lesmana and Ayu (2019), Mahmudah and Tiarawati (2018), Supriyadi and Wiyani (2017) and Ristanti and Iriani (2020), which state that *product quality* has a significant effect on *purchase intention*. However, there are also studies whose findings differ from those mentioned above; for instance, the study conducted by Supriyadi and Wiyani (2017) states that *product quality* does not have a significant effect on *purchase intention*.

The Effect of *Product Price* on *Purchase Intention*

The *price* variable has a significant and negative (opposite) effect on consumers' *purchase intention* at Carl's Jr Mayjend Sungkono. These results indicate that *price* has a significant and negative effect on *purchase intention* at , with a regression coefficient of -0.021 and a significance level of 0.027. The higher the *price* charged by Carl's Jr Mayjend Sungkono to its customers, the lower their *purchase intention* will be. Conversely, the lower the *price* charged by Carl's Jr, the higher the customers' *purchase intention* will be.

The results of the questionnaire responses indicate that the majority of respondents gave high ratings to the *price* list indicator within the *price* variable. *Price* is one of the reasons consumers make a purchase. If a company or restaurant implements a *pricing* strategy that is appropriate for its products, this will increase customers' *purchase intention*.

This study is consistent with research conducted by Amilia and Oloan (2017), Yustiawan (2016), and Lestari *et al.* (2019), which states that *price* has a significant effect on *purchase intention*. However, there are also research findings that contradict the above statement; for instance, research conducted by Nurhayati (2017) suggests that *price* does not have a significant effect on *purchase intention*.

The Effect of Product Promotion on Purchase Intention

The 'Promotion' variable has a significant and positive influence on consumers' *purchase intention* at Carl's Jr Mayjend Sungkono. These results indicate that *promotion* has a significant and positive effect on *purchase intention*, with a regression coefficient of 0.194 and a significance level of 0.049. The more *promotion* carried out by Carl's Jr Mayjend Sungkono, the greater the increase in customers' *purchase intention*. *Promotions* at Carl's Jr are essential to ensure that *purchase intention* for good service is met. In this study, the *promotion* most favoured by respondents was 'social media marketing'. This indicates that Carl's Jr's *purchase intention* falls into the 'moderate' category. This is because *purchase intention* reflects an individual's level of feeling after comparing the product with their perceived outcomes. *Purchase intention* is one of the factors that must be considered in service provision. The better the *promotion*, the more interested consumers will be in purchasing Carl's Jr products. In line with research conducted by Nurhayati (2017) and Lestari *et al.* (2019), it is stated that *promotion* has a significant effect on *purchase intention*.

The Influence of Product Brand Image on Purchase Intention

The *brand image* variable has a significant and positive influence on consumers' *purchase intention* at Carl's Jr Mayjend Sungkono. These results indicate that brand image has a significant and positive influence on purchasing decisions, with a regression coefficient of 0.156 and a significance level of 0.039. The better the *brand image* that Carl's Jr Mayjend Sungkono has amongst its customers, the greater the increase in customers' *purchase intention*. The results of the questionnaire responses indicate that the three indicators—strength, uniqueness and superiority—of the *brand image* variable received similar responses. A company must have a good *brand image* to increase customer trust, hereby ensuring customers have no hesitation in purchasing or using the company's products. If a company has a poor brand image, it will reduce customers' interest in purchasing, which in turn will lead to a decline in purchasing decisions. s from the questionnaire revealed that the majority of respondents agreed with the *brand image* statement that "Carl's Jr products are in line with their *price* and quality". This indicates that Carl's Jr's good reputation provides customers with a sense of comfort and assurance of satisfaction when making a purchase. Consequently, customers are able to place their trust in Carl's Jr to make repeat transactions. In this regard, in line with research conducted by Amilia and Oloan (2017), Yustiawan (2016), Lesmana and Ayu (2019), Mahmudah and Tiarawati (2018), and Ristanti and Iriani (2020), it is stated that *brand image* has a significant influence on purchasing decisions. In line with existing theory and research, it is evident that a *brand image* is essential for a product in order to retain customers. However, there are also research findings that suggest the opposite; for instance, the study by Nurhayati (2017) found that *brand image* does not have a significant effect on *purchase intention*.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the results of the data analysis in the previous chapter, it can be concluded that:

1. The test results show that the variable '*product quality*' has a significant and positive (direct) influence on the decision to purchase from Carl's Jr. The better the *product quality* provided by Carl's Jr Mayjend Sungkono, the greater the customers' *purchase*

intention will be.

2. The test results show that *the 'price' variable* has a significant and negative (inverse) effect on *purchase intention* for Carl's Jr. If *the price* increases, consumers' *purchase intention* will decrease, and vice versa. If the *price* offered by Carl's Jr Mayjend Sungkono is lower, customers' *purchase intention* will increase.
3. The test results show that the *'promotion' variable* has a significant and positive (direct) influence on the purchase decision for Carl's Jr. The better *the promotions* carried out by Carl's Jr at Mayjend Sungkono, the more customers' *purchase intention* will increase. (4) The test results show that the *brand image* variable has a significant and positive (direct) influence on *purchase intention* for Carl's Jr. The better the *brand image* of Carl's Jr Mayjend Sungkono, the greater *the customers' purchase intention* will be.

Recommendations

1. Carl's Jr Mayjend Sungkono in Surabaya is advised to maintain and improve the *product quality* offered to consumers so that *purchase intention* remains high.
2. It is recommended that Carl's Jr Mayjend Sungkono in Surabaya ensure that the *prices* offered remain constant and commensurate with *product quality* so that *purchase intention* is also consistently maintained.
3. It is hoped that Carl's Jr at Mayjend Sungkono in Surabaya will improve the quality of its *promotional activities* to make them more appealing, thereby stimulating consumer interest and boosting sales volumes at Carl's Jr.
4. It is hoped that Carl's Jr at Mayjend Sungkono in Surabaya will always make a good impression and be able to develop products that consumers will remember.

REFERENCES

- Alma, B. 2006. *Marketing and Services Marketing*, Alfabeta, Bandung.
- Amilia, S. and M. Oloan. 2017. The Influence of Brand Image, Price, and Product Quality on *Purchase Intention* for Xiaomi Mobile Phones in Langsa City. *Journal of Management and Finance*. 6(1): 680–689.
- Ghozali, I. 2016. *Application of Multivariate Analysis using SPSS*. Eighth Edition. Diponegoro University, Semarang.
- _____. 2016. *Applications Multivariate Analysis with IBM Programme SPSS* 25. Ninth Edition. Diponegoro University. Semarang.
- Kotler, P. and K. L. Keller. 2009. *Marketing Management*, 13th Edition. Erlangga. Jakarta.
- _____. and G. Armstrong. 2012. *Principles of Marketing*. 12th edition. Erlangga. Jakarta.
- _____. and _____. 2012. *Principles of Marketing*. 13th edition. Erlangga. Jakarta.
- Lesmana, R. and S. D. Ayu. 2019. The Influence of *Product Quality* and *Brand Image* on *Purchase Intention* for Wardah Cosmetics by PT Paragon Technology and Innovation. *Journal of Competitive Marketing* 2(3): 59–72.
- Lestari, I., et al. 2019. The Influence of *Promotion* and *Price* on *Purchase Intention* for Soyjoy Products by PT Amerta Mahmudah Otsuka, Medan. *Journal of*

Mahmudah, I. S. and M. Tiarawati. 2014. The Influence of *Product Quality, Brand Image* and *Price* on *Purchase Intention* for Pond's Flawless White. *Journal of Business and Management* 6(2): 98–105.

Nurhayati, S. 2017. The Influence of *Brand Image* and *Promotion* on *Purchase Intention* for Samsung Mobile Phones in Yogyakarta. *JBMA*. 4(2): 60–69.

Purawaningrum, A. 2018. The 10 Fast-Food Restaurants Most Popular with Indonesians: Local Products Still Reign Supreme. <http://www.google.com/amp/2018/09/15/10.23> November 2020 (20:39)

Ristanti, A. and S, S, Iriani. 2020. The Influence of Product Quality and Brand Image on the *Purchase Intentions* of Nature Republic Consumers in Surabaya. *Journal of Management Science*. 8(3): 1026–1037.

Sugiyono. 2019. *Quantitative, Qualitative and R&D Research Methods*. First Edition. Alfabeta Publishers. Bandung.

Swastha, B. 2000. *Principles of Marketing*. BPFE. Yogyakarta.

_____ and T. H. Handoko. 2008. *Marketing Marketing, Consumer Behaviour Analysis*, First Edition, Fourth Printing. Yogyakarta: BPFE.

Tjiptono, F. 2015. *Marketing Strategy*. Third Edition. Andi, Yogyakarta

_____ and A. Diana. 2016. *Marketing: Essentials & Applications*. Andi Publishers, Yogyakarta.

Yustiawan, O. 2016. The Influence of Product Quality, Price and Brand Image on *Purchase Intention* for the Honda Vario. *Journal of Management Science and Research* 5(2): 1–20.