Analysis of Brand Image, Company Image and Promotion towards Purchasing Decisions and Its Implications on Consumer Satisfaction in the Veterinary Medicine Industry PT. XYZ

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Abstract: This study aims to analyze the influence of Brand Image, Company Image, and Promotion toward Purchase Decisions and Its Implications on Consumer Satisfaction in the Veterinary Medicine Industry of PT. XYZ. In an effort to maintain the continuity of its business in Indonesia, as one of the largest veterinary drug distributors in Indonesia PT XYZ continues to improve its performance with the main objective of increasing consumer satisfaction. The population used in this study is Consumers of PT. XYZ in the West Java region as many as 100 consumers. The analytical technique used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) analysis tool Version 3.0. The results in this study are (1) Brand Image has a positive and significant effect on Purchase Decision, (2) Company Image has a positive and significant effect on Purchase Decision, (3) Promotion has a positive and significant effect on Purchasing Decision, (4) Purchasing Decisions have a positive and significant effect on Consumer Satisfaction, (5) Brand Image has a positive and significant effect on Consumer Satisfaction through Purchase Decision, (6) Company Image has a significant effect on Consumer Satisfaction through Purchase Decision, and (7) Promotion has a positive and significant effect on Consumer Satisfaction through Purchase Decision.

Keyword: Brand Image, Company Image, Promotion, Consumer Satisfaction, Purchase Decision

INTRODUCTION

Animal medicine growth in 2018 is projected to be higher than 2017 which is estimated to grow only by 8% by the end of the year. In fact, the veterinary drug industry in 2016 can grow 10% -12% compared to the previous year. The veterinary drug market in 2017 amounted to IDR 8.3 trillion, of which more than 80% were poultry. Animal medicine is very much needed as a supporter in the development of the poultry business, the role of animal medicine is very much needed in animal health management both as a deterrent, control, maintenance, and healing.

Despite developing well, the Indonesian veterinary drug business is inseparable from some of the problems that the players complained about. The obstacle in animal medicine business is still dominant in regulation and structural supervision. Whereas for the perpetrators of local animal medicine, there is still a lack of support for facilities such as research, funding, research personnel, and tax holidays as well as interest in developing superior domestic products.

In an effort to maintain the continuity of its business in Indonesia, PT. XYZ as one of the largest veterinary drug distributor in Indonesia continues to improve performance with its main goal is to increase customer satisfaction.

To find out these factors, researchers conducted a Pre-study as a preliminary description of this study. The initial pre-survey was conducted by researchers by interviewing 30 consumers of PT. XYZ to know what things are the main factor / trigger for consumers to buy products and create satisfaction for consumers.

Based on the results of the initial pre-survey it is known that the factors that predominantly influence consumer purchasing decisions are brand image, company image and promotion. These results become a reference for researchers to test the factors that influence the Purchasing Decision and Consumer Satisfaction.

The greater the success of a brand image that is embedded in the minds of consumers, making consumers loyal to a product or service provided by the existing market share, this has a positive impact on profits earned by the company [1]. Brand image is an

important consideration for customers in choosing a brand. Company image is a psychological impression and an overview of various activities of a company in the eyes of its public audience based on knowledge, responses and experiences that have been received [2].

Table-1: Factors affecting Purchasing Decision

No	Indicators of Problem in Purchasing Decision	Number of People	Percentage (%)
1	Product Quality	1	4
2	Company Image	10	34
3	Brand Image	12	39
4	Price	1	4
5	Promotion	6	19
Total		30	100

Source: Pre-Research (2018)

Furthermore, promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing or using products in accordance with their needs and desires [3].

Pre-research part II, carried out by submitting a number of statements using the response responses "Yes" and "No". Following are the results of the Pre-survey on 30 customers

Table-2: Variable Pre-survey Results Part II

No	Questions	Total	Number of People		Percentage (%)
			Yes	No	
Brand Image					
1	Products from PT. XYZ has good packaging	30	11	19	100
2	Products from PT. XYZ provides optimal benefits for consumers	30	14	16	100
3	Products from PT. XYZ is very easy to use	30	10	20	100
Company Image					
1	PT. XYZ has been well known as a distributor of animal medicine	30	10	20	100
2	PT. XYZ always provides optimal service for consumers	30	8	22	100
3	PT. XYZ has consumers spread throughout Indonesia	30	14	16	100
Promotion					
1	PT. XYZ always introduces new products that are owned every month	30	13	17	100
2	PT. XYZ provides a detailed explanation of the benefits of all products owned	30	14	16	100
3	Sales from PT. XYZ routinely contacts consumers to ask about the needs related to the supply of Animal Medicine	30	10	20	100

Source: Pre-Research (2018)

Based on table-2, it is known that respondents stated that the company does not have a Brand Image that is good in the eyes of consumers. This can be seen from the respondent's answer to all the statements submitted in the pre-survey.

In addition, there are differences in the results of research in previous studies (research gaps). Research conducted by Yanuar *et al*., Found that promotion has a positive and significant effect on Consumer Satisfaction [4]. This is contrary to the research conducted by Bayuningsari and Dion that Promotion has no significant effect on Consumer Satisfaction [5]. The research conducted by Lubis and Rahmat shows that Brand Image does not have a significant effect on Purchasing Decisions [6]. This is contrary to previous research conducted by Wang and Cing that Brand Image has a positive and significant effect on Purchasing Decisions [7].

Based on the results of the Pre-research shown as well as the research gap in previous studies, in this case the author needs to do deeper research to be able to prove whether there is a significant influence of these 3 (three) factors on Consumer Satisfaction with the Purchase Decision as an Intervening Variable.

In accordance with the background of the research stated above, the researcher formulated the research problem to be discussed. The following is the formulation of the problem in this study:
- To analyze the effect of Brand Image on PT XYZ's Product Purchase Decisions
- To analyze the influence of Company Image on PT XYZ's Product Purchase Decisions
- To analyze the influence of Promotion on PT XYZ Product Purchase Decisions
- To analyze the effect of Purchasing Decisions on Consumer Satisfaction of PT XYZ Products

- To analyze the effect of Brand Image on Consumer Satisfaction of PT XYZ Products with Purchasing Decisions as Intervening Variables
- To analyze the influence of Promotions on consumer satisfaction of PT XYZ Products with Purchasing Decisions as Intervening Variables
- To analyze the influence of Company Image on consumer satisfaction of PT XYZ Products with Purchasing Decisions as Intervening Variables

LITERATURE REVIEW
Brand Image

The use of a brand or brand reflects the identity of the product or service offered by the seller. Sulistyari said that brand image is a description of the association of consumer confidence in a particular brand [8]. According to Supranto and Limakrisma stated brand image is what consumers think and feel when they hear or see a brand and what consumers learn about brands [9]. So it can be concluded that brand image is a set of brand associations that consumers can feel and think about that are created and maintained by marketers to form in the minds of consumers.

Kotler and Keller argue that a brand has several roles, including [10]: 1) Brand makes it easy in the process of ordering and tracking a product, 2) Brands help to manage inventory and accounting records, 3) Brands offer legal protection for the aspects or uniqueness of the products they have, 4) The brand signifies a certain quality so that satisfied buyers will make a repeat purchase, 5) Brands become a powerful means to secure competitive advantage.

Brand image indicators include [1]: 1) The level of physical attributtes is to recognize the brand name, logo or brand symbol, 2) The level of the Functional implication is the risk or benefit to be obtained, 3) The psychosocial implication is feeling happy and comfortable when wearing it.

Company Image

A good company image is very important for the continuity of a company, because it will affect all elements in the company. Corporate image is an impression of the object of the company formed by processing information at all times from a variety of reliable sources of information [11]: 1) Tells hope along with an external marketing campaign. Positive images make it easier for companies to communicate and achieve goals effectively while negative images are the opposite, 2) As a filter that influences perceptions of company activities. Positive imagery becomes a protection against small errors, technical / functional quality while negative images can increase these errors, 3) As a function of consumer experience and expectations for the quality of the company's services, 4) Has an important influence on management or internal impact. The company image that is less clear and real influences employee attitudes towards the company.

The following are dimensions of the Corporate Image [12], namely: 1) Credibility. The company image can be in the form of an opinion or statement about the company, as well as an attitude of trust in a company that is competent in selling products and delivering its services, as well as the amount of the level of liking for customers to the company, 2) Value and Program. The company's image can be seen from the values and programs of the company that do not have to be related to the products sold, 3) Relations with Customers. Company image can be seen from the characteristics of its employees such as the services provided to customers.

Promotion

Promotion is part of marketing activities and is known as an element of the marketing mix. Promotions are very much needed by companies because on the one hand they convince consumers of the products offered while, on the other hand, determine the success of the company in facing competition in the market.

According to Rangkuti the company carries out promotional activities with the main goal of seeking profit [13]. Whereas according to Tjiptono and Hapzi the purpose of promotion is to inform, influence and persuade, and remind target customers about the company and marketing mix [14, 15].

According to Kotler and Keller, sales promotion has the following dimensions: 1) Frequency of Promotion. Is the number of promotions carried out at a time through sales promotion media, 2) Promotion Quality. It is a measure of how well the promotion is carried out, 3) Timeliness. Is a factor needed to achieve the desired target of the company.

PURCHASING DECISION

Purchasing decisions are the process by which consumers decide which brand to buy. Consumers will buy the most preferred brand, but can be influenced by two factors that are between purchase intentions and purchasing decisions, namely the attitude of others and unexpected situations. The purchase intention can change if the situation faced by the consumer hampers or forces to cancel the purchase or switch to another alternative.

According to Schiffman and Kanuk the purchasing decision is a system consisting of input, process and output. The process of purchasing decisions will go through three stages, namely recognition of needs (consumers feel the need) and an assessment of alternatives. The process is influenced by the efforts made by marketers and the socio-cultural environment and psychological conditions of consumers.

According to Schiffman and Kanuk [16], the dimensions of purchasing decisions are as follows: 1) Introduction to the Problem. The introduction of problems is the first stage in the purchasing decision process where consumers recognize a problem or need. Consumers are aware of a difference between the actual situation and the conditions they want. These needs can be driven by stimuli from within consumers or from outside, 2) Information Search. Consumers have the urge to fulfill their needs so that consumers will find information about products that can satisfy their needs. Information retrieval by consumers depends on how much information needs about the products needed, 3) Alternative Assessment / Alternative Evaluation. Consumers use information to evaluate alternative brands in making purchasing decisions and will try to find satisfaction. Consumers will evaluate alternatives obtained from information search results, consumers can pay more attention to products that provide benefits sought or expected by consumers, 4) Purchasing Decisions. In the evaluation phase, consumers arrange their brands in the set of choices and form purchase intentions and will choose brands that consumers like. But there are also factors that influence like other people and unexpected circumstances, 5) Behavior After Purchasing. After making a purchase of a product the consumer will experience some level of satisfaction or dissatisfaction. Satisfaction after purchase experienced by consumers based on consumer expectations of information received by consumers receive about the product.

Customer Satisfaction

Of the overall activities carried out by a company, it will ultimately lead to the value that will be given by the customer regarding perceived satisfaction. Satisfaction is a level of feeling where someone states the results of a comparison of the product (service) performance that is received and expected. In this era of globalization, companies will always be aware of the importance of customer factors [17].

Kotler identified 4 (four) methods for measuring customer satisfaction, namely [18]: 1) System of Complaints and Suggestions. Customer-oriented service companies must provide the widest opportunity for customers to submit their suggestions, criticisms, opinions and complaints. Media that can be used in the form of comment cards, toll-free telephone lines and others, 2) Ghost Shopping. One way to get an overview of customer satisfaction is to hire a number of ghost shopers to act as potential customers of company services and competitors. They will report on the strengths and weaknesses of company services compared to competitors, 3) Lost Customer Analysis. Companies can contact customers who have stopped buying or have switched to other companies, in order to understand why that happened and can take further improvement and refinement policies, 3) Customer Satisfaction Survey. Most studies can use survey methods either by post, telephone, e-mail or direct interview.

Inghilleri and Micah explain 3 dimensions of customer satisfaction, namely [19]:1) Confirmation of Hope. Satisfaction is not measured directly, but is concluded based on the conformity / discrepancy between customer expectations and actual product performance on a number of important attributes or dimensions, 2) Repurchase Interest. Customer satisfaction is measured by behavior by asking customers whether to shop or use company services again, 3) Willingness to recommend. Willingness of customers to recommend products to friends or family.

Based on the theoretical review of the literature review, the results of previous studies and the above framework, the following are the hypotheses the authors compiled, namely:
- H1: Brand Image has a positive and significant effect on Purchasing Decisions.
- H2: Company Image has a positive and significant effect on the Purchase Decision
- H3: Promotion has a positive and significant effect on Purchasing Decisions
- H4: Purchase Decision had a positive and significant effect on Customer Satisfaction
- H5: Brand Image has a positive and significant effect on Customer Satisfaction through Purchasing Decisions
- H6: Promotion has a positive and significant effect on Customer Satisfaction through Purchasing Decisions
- H7: Company Image has a positive and significant effect on Customer Satisfaction through Purchasing Decision.

MATERIALS AND METHODS

The type of research used for this study was to use descriptive analytic research. Descriptive research methods have the purpose of making descriptions, drawings, or paintings systematically, factually and accurately regarding the facts, characteristics and relationships between the phenomena investigated.

Data obtained using quantitative data that are structured, using a Likert scale 1-5, from very agree to disagree. This study examines "The Effect of Brand Image, Company Image, and Promotion on Purchase Decisions and Their Implications in Consumer Satisfaction in the Animal Medicine Industry.

The population in this study were customers of PT. XYZ in the area of West Java as many as 100 customers. The sample is part of the number and characteristics of the population [20]. Therefore, in this study the sampling technique used a saturated sampling technique, because the population used was relatively small.

Data analysis was carried out using standard methods that were assisted with Version 3.0 of the Partial Least Square (PLS) program. The data analysis used in this study is Structural Equation Modeling (SEM). Data analysis methods carried out in this study are in the form of Outer Model Test and Inner Model Test.

RESULT AND DISCUSSION
At the beginning of the questionnaire there are several entries that show the personal data of the research respondents. The following is a description of the characteristics of respondents in this study.
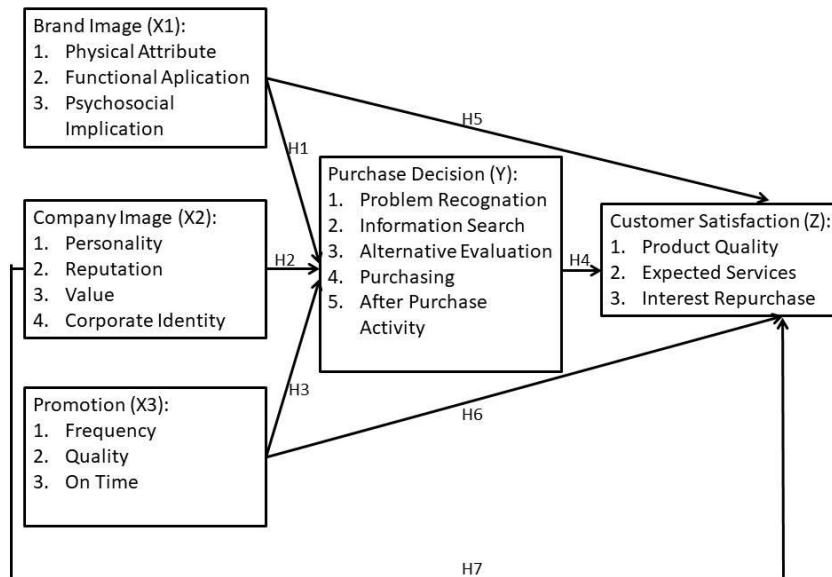
Fig-1: Research Framework

Table-3: Characteristic of Respondents

No	Characteristic of Respondents	Decription	Percentage
1	Gender	Man	59
		Woman	41
2	Age	< 20 years old	0
		20-35 years old	47
		36-50 years old	41
		> 50 years old	12
3	Educational Background	SMA/SMK	69
		D3	11
		S1	12
		S2	0
		Others	8

Source: primer data, modified (2018)

Based on Table-3, it is known that respondents as many as 59 customers with a percentage of 59%, and respondents female as many as 41 customers with a percentage of 41%. Based on age, it is known that there were no respondents under the age of 20 years, respondents with an age range of 20-35 years as many as 47 customers with a percentage of 47%, respondents with an age range 36-50 years as many as 41 customers with a percentage of 41%, and respondents with age range> 50 years as many as 12 customers with a percentage of 12%.

Based on Education Finally, it is known that respondents with a senior high school / vocational education were 69 customers, respondents with a final education D3 were 11 customers with a percentage of 11%, respondents with S1 final education as many as 12 customers with a percentage of 12%, no respondents with S2 education, and respondents with other education as many as 8 customers with a percentage of 8%.

Coefficient of Determination
After the estimated model meets the Outer Model criteria, the researcher then tests the Inner

Model, the following is the R-Square (R2) value in the research construct:

Table-4: Coefficient of Determination Test

	R Square
Purchasing Decision	0.852
Customer Satisfaction	0.828

Source: PLS Version 3 Output, modified

Based on Table-4, it can be seen that the R-Square value for the construct of the Purchase Decision is 0.852 and Customer Satisfaction is 0.828. This means that the model has a good level of goodness-fit model. This also means that the variability of Purchasing Decisions and Customer Satisfaction can be explained by the two variables in the model, namely Brand Image, Corporate Image and Promotion, each at 85.2% and 82.8%.

Signification Test

To see the results of the significance of the parameter coefficients can be calculated from the valid variable dimensions. The researcher wants to know that there is a positive or negative and significant or insignificant influence based on the calculation of P Values which must be below 0.05 and t statistics greater than 1.96 [21]. If t statistic is greater than t table (1.96) then both constructs are declared significant and vice versa.

Table-5: Direct Effect Result

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Purchasing Decision	0.261	2.597	0.010
Company Imgae -> Purchasing Decision	0.328	3.837	0.000
Promotion -> Purchasing Decision	0.393	4.075	0.000
Purchasing Decision -> Customer Satisfaction	0.619	5.375	0.000

Source: PLS Version 3 Output, modified

Brand Image influences the Purchase Decision

Based on Table-5, it can be seen that the original sample value estimates the variable Brand Image of the Purchase Decision variable is positive, amounting to 0.261. Then, there is a statistic of 2.597 ≥ 1.96. Thus, the H1 Hypothesis in this study was declared acceptable.

The results of the study show that Brand Image has a positive and significant effect on Purchasing Decisions. Brand Image is a series of associations that exist in the minds of consumers towards a brand, usually organized into a meaning. The relationship to a brand will be stronger if it is based on experience and gets a lot of information. Consumers often buy products with well-known brands because they feel more comfortable with things that are already well known, and there is an assumption that well-known brands are more reliable, always available and easy to find, and have undoubted quality. So that brands that are better known are more frequently chosen by consumers than unknown brands [22].

Company Image influences the Purchase Decision

Based on Table 5, it can be seen that the original sample estimate value of the Company Image variable on the Purchase Decision variable is positive which is equal to 0.328. Then, there is a statistical t at 3.837 ≥ 1.96. Thus, the H2 hypothesis in this study was declared acceptable.

The results of the study show that the Company Image has a positive and significant effect on the Purchase Decision. Corporate image is considered important for every company because it is an overall impression that is formed in the minds of the public about the company. The image can be related to the name of the business, architecture, variations of the product, tradition, ideology and impression on the quality of communication which is the interaction between consumers and the company. Image is formed based on impressions, based on experience experienced by someone towards something to make a decision [17]. The company is expected to communicate clearly about how the company meets the needs and needs of the customer-oriented market so that it can lead the public to positively image the company. The results of these studies are in line with previous research conducted by Sahney [23] that the Company Image has a positive and significant effect on Purchasing Decisions.

Promotion affects the Purchasing Decision

Based on Table-5, it can be seen that the original sample value estimate of the Promotion variable on the Purchase Decision variable is positive, which is equal to 0.393. Then, there is a statistical t at 4,075 ≥ 1.96. Thus, the H3 hypothesis in this study was declared acceptable.

The results of the study indicate that Promotion has a positive and significant effect on Purchasing Decisions. Promotion is a one-way flow of information or persuasion made to direct someone or

organization to actions that create exchange in marketing. No matter the quality of a product, if consumers have never heard of it and are not sure that the product will be useful to them, then they will not buy it. However the quality of a product, if consumers have never heard of it and are not sure that the product will be useful to them, then they will not buy it [24].

Purchasing Decisions affect customer satisfaction

Based on Table-5, it can be seen that the original sample value estimates the Purchase Decision variable towards the Customer Satisfaction variable is positive, which is equal to 0.619. Then, there is a statistic of $5.375 \geq 1.96$. Thus, the H4 hypothesis in this study was declared acceptable.

The results showed that the Purchase Decision had a positive and significant effect on Customer Satisfaction. In making purchasing decisions, consumers will only buy products of good quality. Consumers will experience a level of satisfaction if the goods obtained are in accordance with their needs and desires. Conversely, consumers will have dissatisfaction after making a purchase if the goods are not genuine, the needs are not in line with expectations, not in accordance with the promotion, and so on. consumers will have dissatisfaction after making a purchase if the goods are not genuine, the needs are not in line with expectations, not in accordance with promotion, etc [25].
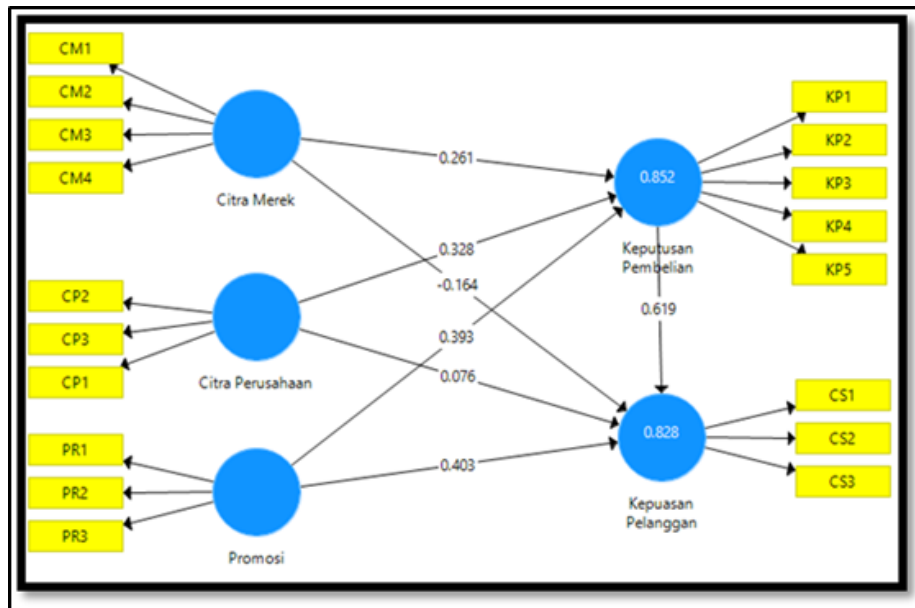

Fig-3: Direct Effect

Table-6: Indirect Effect Result

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Consumer Satisfaction	0.162	2.135	0.033
Company Image -> Consumer Satisfaction	0.203	3.287	0.001
Promotion -> Consumer Satisfaction	0.243	3.426	0.001

Source: PLS Version 3 Output, modified

Brand Image influences Customer Satisfaction with Purchasing Decisions as Intervening Variables

Based on Table-6, it can be seen that the original sample value estimate the Brand Image variable on the variable Customer Satisfaction through the Purchase Decision is positive which is equal to 0.162. Then, there is a statistic of $2.135 \geq 1.96$ so that it can be said to be significant. Thus, the H5 hypothesis in this study was declared acceptable.

The results of the study show that Brand Image has a positive and significant effect on Customer Satisfaction through Purchasing Decisions. Bhakar [26] argues that a positive brand image can increase the possibility of products for consumers to choose. Brand

image is an image or something that is embedded in the minds of consumers. The better the perception in the minds of consumers towards the company's brand image, the higher customer satisfaction will be. Conversely also, if consumer perceptions of brand image is bad then customer satisfaction will also be lower.

Company Image influences Customer Satisfaction with Purchasing Decisions as Intervening Variables

Based on Table-6, it can be seen that the original sample estimate value of the Company Image variable towards the Customer Satisfaction variable through the Purchase Decision is positive which is equal to 0.203. Then, there is a statistic of 3.287 96 1.96

so that it can be said to be insignificant. Thus, the H6 hypothesis in this study was declared rejected.

The results of the study show that the Company Image has a significant effect on Customer Satisfaction with Purchasing Decisions as Intervening Variables. Company image is a psychological impression and a description of various activities of a company in the eyes of its public audience based on knowledge, responses and experiences that have been received. Through purchasing decisions that have been made before, customers can assess and evaluate company performance. Corporate image is a psychological impression and an overview of various activities of a company in the eyes of its public audience based on knowledge, responses and experiences that have been received [2]. Through purchasing decisions that have been made before, customers can assess and evaluate company performance. The evaluation results will make customers satisfied with a company or vice versa [1].

Promotion influences Customer Satisfaction with Purchasing Decisions as Intervening Variables

Based on Table-6, it can be seen that the original sample value estimate the Promotion variable

on the Customer Satisfaction variable through a Purchasing Decision is positive which is equal to 0.243. Then, there is a statistic of $3.246 \geq 1.96$ so that it can be said to be significant. Thus, the H7 hypothesis in this study was declared acceptable.

The results of the study show that Promotion has a positive and significant effect on Customer Satisfaction through Purchasing Decisions. No matter how good a product is, if the consumer has never heard of it and is not sure the product will be useful to them, then they will not buy it. Basically promotion is all activities that intend to communicate or deliver a product to the target market to provide information about privileges, uses and the most important thing is about its existence, to change attitudes or encourage people to act (in this case buy). Basically promotion is all activities that intend to communicate or deliver a product to the target market to provide information about privileges, uses and the most important thing is about its existence, to change attitudes or encourage people to act (in this case buying) [14]. The main purpose of promotion is to inform, influence and persuade and remind consumers. The results of this study are in line with previous studies conducted by Yanuar [4].
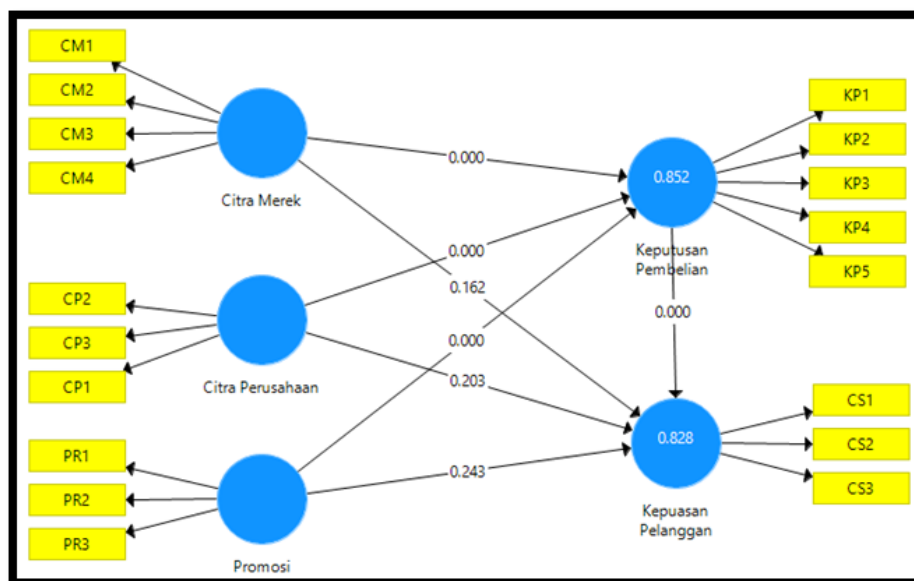

Fig-4: Indirect Effect

CONCLUSION

Based on the results of the research obtained, the conclusions in this study are the Brand Image has a positive and significant effect on the Purchase Decision, Company Image has a positive and significant effect on the Purchase Decision, Promotion has a positive and significant effect on Purchasing Decisions, Purchase Decision has a positive and significant effect on Customer Satisfaction, Brand Image has a positive and significant effect on Customer Satisfaction through a Purchasing Decision, Company Image has a significant

effect on Customer Satisfaction with the Purchase Decision as an Intervening Variable and Promotion has a positive and significant effect on Customer Satisfaction through a Purchasing Decision.

SUGGESTION

Based on the conclusions produced, the following are the suggestions proposed in this study. It is recommended that the image owned by PT. XYZ must be delivered intensively to the community. This can be done through social media information. The

image of the company formed through social media can also help promote the company while bringing the company closer to prospective customers / consumers. Promotional activities and brand image enhancement to PT XYZ customers need to be improved in quality and routine customer satisfaction surveys need to be carried out either through digital media or directly.

In further research, it is recommended to use other variables that influence purchasing decisions and customer satisfaction such as personal selling, product prices, service quality, product quality, and others. It is recommended to use similar companies to get more comprehensive research results.

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