The Effect of Product Quality, Promotion and Brand Image on Puchase Intention Wall's Ice Cream

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Abstract:- This study aims to test and analyze the purchase intention Wall's ice cream on the variables of Product Quality, Promotion and Brand Image. In this study using multiple linear regression statistical methods by means of which the data is processed by the SPSS version 23 program. The number of samples is distributed to 150 respondents who have never bought and eaten the SeRu! variant of Wall's ice cream. The data consists of 13 dimensions of each variable which is translated into 27 questions based on indicators, the instrument used in the form of a structured questionnaire with a Likert scale is used to collect data. The results show that Product Quality, Promotion, Brand Image significantly affect Purchase Intention.

Keywords:- Product Quality, Promotion, Brand Image and Purchase Intention.

I. INTRODUCTION

The food and beverage industry is a manufacturing sector that has bright business prospects and contributes greatly to economic growth. The GDP growth performance of 6.06 percent in the first semester of 2017 had a contribution of 13.79 percent. Ice cream products are one of these industries which are estimated to have a potential of up to IDR 1,500 trillion per year (industrial business.com, 2017).

The tendency of the millennial generation and urban lifestyle that likes food and soft drink products as well as population growth and also the tropical climate in Indonesia encourages high absorption of ice cream consumption. The level of consumption of ice cream in Indonesia is currently approximately 0.6 liters per capita / year. This makes the consumption of ice cream in Indonesia far behind compared to other ASEAN countries. The highest level of ice cream consumption in ASEAN countries is the Philippines, which has a consumption rate of 2-3 liters of ice cream per capita/year, Malaysia as much as 2.1 liters per capita/liter, and Thailand as much as 2 liters per capita/year. (marketeers.com, 2017).

Although the level of ice cream consumption in Indonesia per capita is still low, in terms of market share, Indonesian ice cream is quite high, reaching 158 million liters and the highest in Southeast Asia. This is because the population of Indonesia is 270.20 million people and is expected to increase every year. The growth of the ice cream market volume in 2016 was 6.6% with the average product price also increasing by 17% per year. The projection for

2018 is that the ice cream market will increase by 240 million liters or by 8.75%. The projection for the next five years is that the ice cream market growth will be above 10% per year according to the 2019 Mintel Global report research.
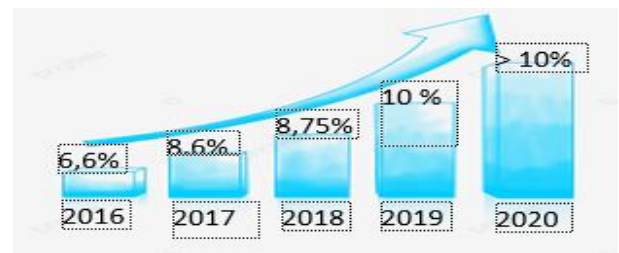

Figure 1.1. Consumption of ice cream in Indonesia

In figure 1.1. The above shows that the consumption of ice cream in Indonesia has increased every year and the number of consumers is always increasing. The trend in consuming ice cream continues to increase and its development is rapid. Ice cream product enthusiasts come from all walks of life, both children and parents. Various brands of ice cream with various types can be obtained easily from markets, mini markets to supermarkets, making ice cream products still exist (Apriani and Wulandari, 2018). This is an opportunity for several companies to issue ice cream products to the market. especially the city of South Jakarta, the population is increasing every year. According to the Statistics Agency, in 2019 the population of South Jakarta City reached 2.265 million people and will continue to increase every year. With the increase in population, it is expected that the number of consumers of ice cream will also increase. that influence consumer purchase intention is that if someone feels happy and satisfied in buying goods or services, it will strengthen purchase intention. Dissatisfaction usually eliminates interest in repeat purchases (Apriani and Wulandari, 2019).

PT Unilever Indonesia, Tbk. is a well-known ice cream company in Indonesia that has issued many products under the Wall's brand. PT Unilever is well-known as the largest ice cream producer in Indonesia, distributing its products to businesses and consumers. Wall's already has many consumers who like its products. Currently, Wall's ice cream has produced around sixty variants of ice cream flavors including Chocolate, Oreo, Brownies, Tiramisu, Banana, Caramel, Vanilla, Choc-Mint, Moo, Solar Suar (Orange and Berry), Coffee, Vanilla, Strawberry, Bubble Gum, and many more. Wall's also has several well-known products, namely

Wall's Paddle Pop, Mangum, Wall's Cornetto, Wall's Buavita, Wall's Dungdung, and Wall's Selection.

The following are the survey results from the Top Brand Index in 2020, presented in table 1.2.

Table 1.1Top Brand Index of Ice Cream Category 2016-2020

BRAND	TB1 2016	TB1 2017	TBI 2018	TBI 2019	TBI 2020
Wall's	70.00%	35.50%	63.90%	32.10%	36.20%
Campina	12.10%	14.70%	22.50%	26.70%	34.80%
Aice	-			10.90%	12.20%
Diamond	-		2.50%	6.60%	7.10%

(Source: http://www.topbrand-award.com, data processed)

In table 1.2 it can be seen that Wall's Ice Cream for the last 5 years occupies the first position as the market leader. However, when viewed from year to year, the Wall's brand has fluctuated. In 2016 Wall's got a TBI score of 70.00%, then in 2017 the TBI score decreased by 34.5% to 35.50%. In 2018 the TBI score increased by 28.4% to 63.90%, then in 2019 there was a decline in the TBI score again by 31.8% to 32.10%. In 2020, the score increased by 4.1%. Even though there was an increase, it was not as big as the increase in 2018. This decrease shows that there is consumer saturation towards Wall's ice cream so that it has an impact on reducing consumer purchase intention.

There are four major ice cream market players in Indonesia, namely Unilever with the Wall's trademark, PT Campina Ice Cream Industry with the Campina ice cream trademark, PT Indofood Sukses Makmur with the Indoeskrim brand, and Sukanda Djaya with the Diamond trademark. Market share data from each market player is presented in Figure 1.2 as follows.

The following is data on ice cream sales for several companies in Indonesia:
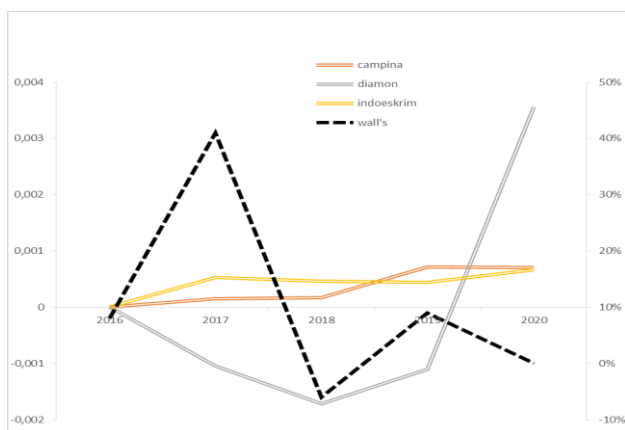

Figure 1.2. Sales of ice cream by several companies in Indonesia
Source: Data processed

It can be seen in Figure 1.2 that the sale of ice cream in Indonesia is very volatile. From the sales of several ice cream companies in Indonesia, the sales that experienced the most fluctuation was the sale of PT Unilever's ice cream products, namely Wall's ice cream products. Wall's ice cream sales from PT Unilever in 2017 increased by 41%, in 2018 decreased by 6%, then in 2019 increased by 9%, but in 2020 again experienced a fairly high decline of 51%. This phenomenon is very contradictory because the projected demand for ice cream in Indonesia is estimated to increase every year, while PT Unilever's sales volume decreases by 51%. Of course, this is the cause of the decline and increase in sales of ice cream. Although Wall's ice cream leads the top brand index and Indonesian market share, Wall's ice cream has not seen a steady increase in sales. This is certainly quite interesting because it can be used by competitors to strengthen their marketing strategy and seize the ice cream market.

When the Top Brand value increased, the number of Wall's sales did not increase as in 2018 then in 2019 the Top Brand value decreased but there was an increase in sales. This is certainly not in line with the company's expectations when it first released the ice cream product. Therefore, the company is looking for a strategy to restore the company's expectations for Wall's ice cream products by releasing a new variant, namely Seru! so that it is expected to attract consumer interest with the new product variants.

Based on the above background, the problems to be studied in this research can be formulated as follows:
1. Does the quality of the product affect the interest in buying Wall's ice cream?
2. Does promotion affect the interest in buying Wall's ice cream?
3. Does the brand image affect the interest in buying Wall's ice cream?
4. Do product quality, promotion, and brand image together affect the interest in buying Wall's ice cream?

II. THEORETICAL REVIEW

A. Buying Interest
The desire that arises in consumers for a product as a result of a process of observation and learning of the consumer or individual towards a product is called buying interest. Simamora in Utami and Saputra (2017) said that, "Purchase interest in a product arises because of the basis of trust in the product accompanied by the ability to buy the product." Meanwhile, Durianto in Arifin et al.(2018) revealed that buying interest is the desire to have a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about products, such as prices, how to buy and weaknesses and advantages. product than other brands.

The form of acceptance of a relationship between a person and something outside himself, the stronger the relationship, the greater the interest that arises. Interest is not brought from birth, but is obtained from the stimulation of something interesting. According to Kotler and Keller (2018:

207), "In each evaluation of the purchasing decision process, consumers form a preference/interest for brands in a set of choices, consumers may also form an interest in buying the most preferred product. Buying interest is born from a learning process and a thought process that forms a perception and creates a motivation that continues to be recorded in his mind and becomes a very strong activity so that a consumer must fulfill his need to actualize what is in his mind.

B. Product quality

The most basic marketing mix tool is the product, which is the offer made by the company to the marketer and includes product quality. According to Kotler and Armstrong (2018: 283) product quality is "the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes".

Quality standardization is needed to keep the products produced meet the standards that have been set so that consumers do not lose confidence in the product in question. Tjiptono (2015:2) argues that: "the conventional definition of quality is as a direct description of a product such as performance, reliability, ease of use, aesthetics and so on. In the strategic definition, quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). The highest quality of products and services is the main value that customers expect from manufacturers. According to Kotler and Keller (2018: 143), product quality is the ability of an item to provide results or performance that match even exceeds what the customer wants.

C. Promotion

According to Kotler and Armstrong (2018: 76), "Promotion means activities that communicate the merits of the product and persuade target customers to buy it", meaning that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. Promotion is one of the factors that play an important role in selling a product or service.

Meanwhile, according to Hermawan quoted by Lestari (2016), promotion is one of the priority components of marketing activities that informs consumers that the company is launching new products that tempt consumers to make purchases.

According to Manorek (2016), advertising has a significant effect on consumer buying interest. So it can be concluded that promotion is a communication activity between buyers and sellers regarding the existence of a product or service so that it can influence the attitudes and behavior of prospective consumers to exchange in marketing, so a promotion must be designed as attractive as possible and display information that is easily understood by the public.

D. Brand Image

Brand image is a guide used by consumers to evaluate products when they do not have sufficient knowledge about a product. There is a tendency that consumers will choose products that have been known either through experience using the product or based on information obtained through various sources. Brand image according to Kotler and Keller (2016) is a consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers.

Brand image is an association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts and images associated with a brand. Brand image is composed of brand associations, that brand associations are anything related to brand memory. Brand associations have a certain level of strength and will get stronger as the experience of consumption or information mining increases and will get stronger if supported by other networks. So that the brand image is important for consumers to make their choice in buying a product.

According to Setiawan et al (2016), brand image has a positive influence on consumer purchase intentions. Meanwhile, according to Setiadi in Fauziyyah (2018), "Purchase interest is formed from consumer attitudes towards brands and brand evaluations, so that from these two stages an interest in buying arises."

E. Reseach Model

The picture below is the framework of thought presented in a research model as outlined in Figure 1. This research model is then poured into the from of hypotheses.
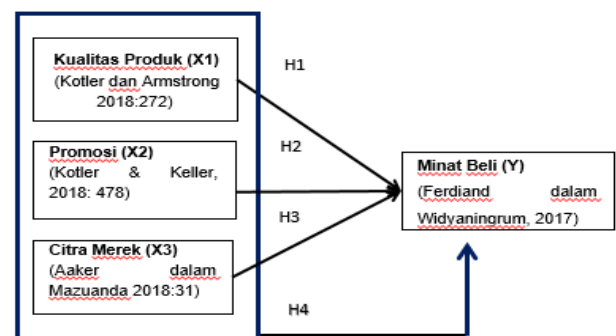

Fig.1 Reseach Model

The research model in this study in the picture above is motivated by a phenomenon based on the results of the Wall's top brand survey that is not directly proportional to Wall's ice cream sales in the last five years, so a study is needed to find out what variables can encourage the emergence of puchase intention Wall's ice cream. This research was also carried out on previous related studies, especially those related to this research.

H. Hypothesis

Based on research conducted by Ngurah et al.(2018) shows that product quality has a significant effect on consumer buying interest. According to Xiao et al.(2018) that product quality and buying interest have a positive and significant relationship. Widyaningrum (2017) shows that promotion has a positive effect on consumer buying interest and according to Hulu et al. (2018) that promotion has an

influence on buying interest. And Satria and Sidharta (2017) show that brand image affects consumer buying interest in porkball products. According to Kwandy (2017), brand image has a positive effect on buying interest. And Adrian (2016) shows that product quality, brand image, and promotion have an influence on buying interest in Acer notebooks. . Therefore, the hypotheses generated from this study are:

H1: Product quality has a positive and significant influence on the purchase intention of Wall's ice cream products.
H2: Promotion has a positive and significant effect on the interest in buying Wall's ice cream products.
H3 : Brand Image has a positive and significant influence on the purchase intention of Wall's ice cream products.
H4 : Product quality, promotion and brand image together have a positive and significant effect on buying interest in Walls ice cream products.

III. METHODOLOGY

A. Research design

Research design is a planning process that is used as a guide in conducting research. Research design is a design or plan for data collection, measurement and analysis made in order to answer questions in a study (Sekaran & Bougie, 2016). The type of research used in this research is survey research which is quantitative. Survey research is research conducted on large or small populations, but the data studied are data from samples taken from the population, so that relative events, distributions, and relationships between sociological and psychological variables are found (Sugiyono, 2015:12).

B. Population and Sample

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2015). The population in this study was taken by consumers who had never consumed Wall's ice cream, the Seru! located in the city of South Jakarta, the number of which is difficult to know with certainty.

Determination of the number of samples in this study used the Hair et al formula, 2018, the Hair formula was used because the total population was not known with certainty. where depending on the number of indicators multiplied by 5 to 10. Thus the number of samples needed in the distribution of the instrument is 135 people. The number of questionnaires obtained by the researchers and met the criteria for data processing was 150.

C. Data Analysis Techniques

Data analysis method is a process of processing data that has been collected. The selection of data analysis methods must be appropriate to obtain accurate results. The data analysis method used in this study is descriptive statistical analysis with multiple linear regression using the SPSS 23.0 for windows program. Kuncoro (2013), A valid regression model must meet the BLUE criteria (Best, Linear, Unbiased, and Estimated). To be able to find out whether the regression model that we use in this study has met the BLUE

criteria, a multiple linear regression prerequisite test is carried out, namely the classical assumption. In the classical assumption test there are several stages, namely: (1) Normality, (2) Multicollinearity, (3) Heteroscedasticity, and (4) Linearity. Previously, the data obtained were tested for data quality, namely validity and reliability tests.

D. Research result

- **Characteristics of Respondents**

Criteria	Gender	Frequency	Percent
Gender	Male	66	44.0 %
	Female	84	56.0%
Age	15-25 years	71	47.3
	26-35 years	14	9.3
	36-45 years	42	28.0
	46-55 years	22	14.7
	> 55	1	.7
Education	Middle school	1	.7
	SMA/equivalent	81	53,9
	Diploma/S1	46	30.7
	S2	22	14.7
Income	Has no income	48	32.0
	< 2 million	28	18.7
	2 - 3 million	14	9.3
	3 - 4 million	15	10.0
	4 - 5 million	18	12.0
	More than 5 million	27	18.0

Demographically, most of the respondents are aged 15-25 years, this age range is in the generation Millenia category. This generation consumers pay more attention to the quality of a practical and hygienic food and beverage product such as the products offered.

IV. HYPOTHESIS TEST RESULTS

This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and predict the value of the dependent variable if the value of the independent variable increases or decreases. Based on the results of SPSS Version 23 output on the multiple linear regression equations produced in this study are:

$$Y = 0.211 + 0.232 x1 + 0.345x2 + 0.294 x3$$

Y = Purchase Intention Wall's ice cream
x1 = Product Quality
x2 = Promotion
x3 = Brand Image

The interpretation of the above equation is:
1. The value of 0.211 shows a constant value which can be interpreted that when the product quality, promotion and brand image variables have a value of 0, the value of Wall's ice cream purchase intention is 0.211
2. The value of 0.232 indicates the value of the regression coefficient of the product quality variable. With a positive mathematical sign indicating the product quality

variable has a positive effect on purchase intention ice cream, it means that the better the quality of Wall's ice cream products, the more consumers' purchase intention Wall's ice cream.

3. The value of 0.345 indicates the value of the regression coefficient of the promotion variable. With a positive mathematical sign indicating that the promotion variable has a positive effect on purchase intention in Wall's ice cream, it means that the better the promotion of Wall's ice cream will increase the purchase intention of Wall's ice cream consumers.

4. The value of 0.294 indicates the value of the regression coefficient of the brand image variable. With a positive mathematical sign indicating that the brand image variable has a positive effect on purchase intention in Wall's ice cream, it means that the better the brand image of Wall's ice cream will increase the purchase intention of Wall's ice cream consumers.

A. Multiple Linear Regression Test Results

Hypotesis	Sign. Value	Test Results
H1 : Effect of Product Quality Variable (X1) on Purchase Intention (Y)	.009	Accepted
H2: Effect of Promotional Variable (X2) on Purchase Intention (Y)	.000	Accepted
H3 : The Effect of Brand Image Variable (X3) on Purchase Intention (Y)	.001	Accepted
H4 : Effect of product quality variable (X1), promotion (X2) and brand image Brand Image (X3) on Purchase Intention (Y)	.000[b]	Accepted

The results of testing the research hypothesis in table 4.20 above are described as follows:

H1: Based on the regression value, it is known that the Product Quality variable has a significant effect on Purchase Intention with a t-count value of 2.639 with a significance value of 0.000. By comparing the t-count 2.639 with the t-table 1.94, it can be seen that the t-count is greater than the t-table, so Ho is rejected and Ha is accepted, indicating that the Product Quality variable has an effect on the Wall's ice cream purchase intention variable.

H2: Based on the regression value of the Promotion variable, it has a significant effect on purchase intention. Based on the results of the t-test in the table above, the t-count value is 4.767 with a significance value of 0.000. By comparing t-count 4.767 with t-table 1.94, it can be seen that t-count is greater than t-table, so Ho is rejected and Ha is accepted. The significant value of 0.000 is less than the significant level of 0.05, indicating that the Promotion variable has an effect on the Wall's ice cream purchase intention variable. Thus, the overall Promotion variable has a positive and significant effect on purchase intention.

H3 : Based on the regression value, it is known that the brand image variable has a significant effect on purchase intention with a t-count value of 3.301 with a significance value of

0.001. By comparing t-count 3.301 with t-table 1.94, it can be seen that t-count is greater than t-table, so Ho is rejected and Ha is accepted. The significant value of 0.001 is less than the significant level of 0.05, indicating that the brand image variable has an effect on the Wall's ice cream purchase intention variable. Thus, the overall brand image variable has a positive and significant effect on purchase intention

H4 : Based on the value of the regression equation with a calculated f value of 68,008 (f-count >f-table (n=146, and k=3 = 2.67) and a sig. value = 0.000. With a coefficient value of 0.211, it means that the product quality variable , Promotion and Brand Image together have a positive and significant effect on the purchase intention variable.

B. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756[a]	.572	.563	.42933
a.	Predictors: (Constant), Merek, Promosi, Kualitas Produk			
b.	Dependent Variable: Minat			

The value of the coefficient of determination (R square) is 0.572. This shows that the variables of Product Quality, Promotion, and Brand Image contribute to the interest in buying Wall's cream by 57.2% while the rest (100% -57.2%) which is 42.8% is explained by other variables not included in this study.

V. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the analysis and discussion in the previous chapter, the following conclusions can be drawn:

1. The quality of the product has a positive and significant influence on the purchase intention Wall's ice cream. So the higher product quality of Wall's ice cream, the higher consumer's interest to buy it. The most dominant indicator on the product quality variable is the reputation of Walls ice cream products.

2. Promotion has a positive and significant influence on Wall's ice cream purchase intention. So the higher promotion of Walls ice cream, the higher consumer purchase intention it. The most dominant indicator in the promotion variable is that consumers have visited Wall's ice cream product promotion events

3. Brand Image has positive and significant influence on the interest in consuming Walls ice cream. So the higher brand image of the ice cream walls, the higher consumer's interest to buy it. The most dominant indicator in the brand image variable is that consumers are familiar with the logo of walls ice cream product.

4. The results showed that the variables of Product Quality, Promotion and Brand Image together had a significant positive effect on the purchase intention variable.

B. Suggestion

- **Suggestions for Managerial**
  Suggestions recommended for companies based on the results in this study are as follows:

1. From the statement regarding product quality, the lowest score is in the statement Walls ice cream product is a product that consumers need. Because it has an influence on the management of Walls ice cream. , Walls Company must be able to issue products that suit consumer needs according to the current era of the millennial generation. Companies must continue to conduct research and development on Walls ice cream products and conduct market research to determine market demand.

   The company maintains trust in the quality of Walls products offered to consumers by making products according to consumer needs by making ice cream flavors in accordance with the millennial drink trend that is developing now while still paying attention to quality ingredients that contain nutrients in ice cream. walls is safe, high quality, nutritious, and offers many low-sugar and low-calorie products helping people to achieve a healthier diet. In addition, companies must make products that can be trusted by consumers by including the compositions on product packaging, so that companies can gain the trust of consumers.

2. From the statement regarding the promotion, the one who got the lowest score was the statement getting a direct offer from SPG/SPB walls ice cream product in a promotional event. Promotional variables have a positive and significant influence so that Walls management must pay attention to good qualifications in recruiting SPG/SPB with good qualifications so that they can convey information on all matters relating to products, and carry out product promotions by giving short, fast and accurate presentations. convincing so that the message of the product can be conveyed to consumers. An SPG/SPB must be able to build good relationships with consumers, not only offering a product but being able to establish good relationships with consumers. Companies must be able to maintain the events that have been carried out so far by creating more creative events and expanding the marketing area to attract consumer buying interest. And companies can attract consumers by doing promotions such as discounted prices at certain events. Discounts made by the company are one form of promotion that can introduce Walls ice cream products to potential consumers. Therefore, the company can encourage sales through various promotions such as recruiting SPG/SPB, holding events in various supermarkets and providing discounted prices in certain events.

3. From the statement regarding the brand image, the one who got the lowest score was in your statement knowing the profile of the Walls ice cream company. Because it has influence for Walls management. In this case, the company pays more attention to the brand image of Walls ice cream products by introducing more Walls ice cream company profiles. Companies can include a company logo in every promotional activity to introduce PT Unilever as the owner of the Walls brand. Companies must further intensify Corporate Social Responsibility (CSR) activities and make Visiting Factory activities so that people can see the production process as well as the means to introduce the company's profile to the wider community.

4. From the statement regarding purchase intention, the lowest score was the statement "You bought wall ice cream because of a reference from a friend or other person". This means that consumers will not immediately be purchase intention Walls products just because of references from friends or other people, but consumers must believe that the quality of the products owned by Walls ice cream, Walls management must provide information about product quality, promotions and brand image to provide confidence to consumers. consumers so that it will increase their purchase intention Walls ice cream. The main target of Walls management to increase purchase intention Walls ice cream is through promotions in various media because promotions have the highest coefficient of influence on purchase intention.

- **Advice for Academics**
1. For further research, based on the results of r square of 0.572 or 57.2% so that there are still 42.8% of other variables that affect buying interest so that further research can add other variables besides product quality, promotion and brand image variables. Variables that can be used such as price, advertising, distribution channels and location.

2. Further research can use the same variables by changing the category of objects or research areas so that it can be seen whether the results of this study are consistent in the various types of objects and places being analyzed.

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