

BRAND IMAGE AND PROMOTION ON PRODUCT PURCHASE DECISIONS: A SAGA OF GENERATION Z IN BANDAR LAMPUNG CITY

Raudoh Musyrifah Maliki¹, Madnasir², Syamsul Hilal³

^{1,2,3}Pascasarjana Universitas Islam Negeri Raden Intan Lampung

Email: raudhoh196@gmail.com

Abstract: *Changes in Generation Z's preferences and purchasing behavior, especially in an increasingly competitive digital environment, are a challenge for e-commerce companies in building a strong brand image and implementing effective promotional strategies. This study aims to identify the influence of brand image and promotion on e-commerce product purchasing decisions among Generation Z in Bandar Lampung City. A quantitative approach was used in this study, with primary data collected through questionnaires and secondary data as supporting data. The research population was Generation Z in Bandar Lampung City, with a sample size of 100 people determined using the Slovin formula. Data analysis was carried out using SPSS software. The results showed that brand image and promotion significantly influenced purchasing decisions. Brand image, which consists of the image of the maker, the image of the user, and the image of the product, has been proven to be able to build consumer trust, loyalty, and positive perceptions of the brand. On the other hand, promotions designed with strategically relevant message, media, time, and frequency elements have succeeded in attracting interest and driving purchasing decisions. This study provides theoretical and practical contributions in understanding the behavior of Generation Z in the context of e-commerce, as well as being a reference for companies to optimize marketing strategies that focus on brand image and targeted promotions.*

Keywords: *Brand Image, Promotion, Generation Z and Purchasing Decisions*

1. Introduction

The growth of e-commerce purchases by Generation Z in Indonesia is one of the important indications of the development of the digital economy in this country. Generation Z, who were born in the digital era, show a strong preference for online platforms as the main means for shopping. The growth of e-commerce purchases among Generation Z can be seen from the increasing adoption of technology, wider internet access, and the dominance of mobile devices in their daily lives. The growth of e-commerce purchases by Generation Z in Indonesia is also influenced by changes in consumer behavior due to the COVID-19 pandemic, which has forced people to adapt to online shopping (Perera et al., 2021). Generation Z, with relatively high purchasing power compared to previous generations at the same age, also shows a preference for products that suit their lifestyle, including fashion items, cosmetics, and electronic devices. The rapid growth of e-commerce in Indonesia, especially among Generation Z, is influenced by various mutually supportive factors. Generation Z, known as digital natives, has wide access to information and communication technology, making it easier for them to transact online (Habib & Sarwar, 2021). Improved internet infrastructure, high smartphone penetration, and easy access to e-commerce platforms such as Tokopedia, Shopee, and Bukalapak are the main catalysts for increasing online purchases. In addition, Generation Z's preference for convenience, speed, and product variety offered by e-commerce is in line with their dynamic and mobile lifestyle. Effective digital marketing through social media, influencers, and data-driven marketing

strategies also play an important role in attracting the attention and building loyalty of these young consumers to e-commerce platforms (Rizwan et al., 2021).

E-commerce purchasing decisions among Generation Z in Lampung Province face various challenges related to brand image and promotion. The main issue that often arises is how brand image can affect the level of trust of Generation Z towards a platform or product offered. Generation Z, as a group that is very critical of brand identity, often considers the image and reputation of a brand before making a purchase. In Lampung, one of the main issues is the lack of brand adaptation to local preferences, such as the use of cultural values or regional characteristics that are more relevant to their needs (Li et al., 2020). In addition, the gap between the brand image displayed in promotional campaigns and the actual product quality is often the cause of customer dissatisfaction, which then affects loyalty and subsequent purchasing decisions. On the other hand, ineffective promotional strategies are also a significant obstacle in influencing Generation Z purchasing decisions in Lampung. Promotions that are too generic and do not match the interests or lifestyles of Generation Z often fail to attract their attention (Alwi et al., 2020). One example is the use of monotonous advertising without involving local influencers or less interactive marketing strategies, such as gamification or engagement through social media. Generation Z is more interested in promotions that are personal, innovative, and provide added value, such as big discounts, direct prizes, or honest product reviews. Therefore, the main challenge for brands and e-commerce platforms in Lampung is how to build a strong brand image while designing promotions that are relevant to the needs, values, and unique characteristics of Generation Z. This is the key to winning the competition in the increasingly competitive e-commerce market (Guha et al., 2021).

The relationship between brand image, promotion, and purchase decision is an important aspect in the study of consumer behavior in the e-commerce era. Brand image, which reflects consumers' perceptions of a brand, plays a fundamental role in shaping customer preferences and loyalty. A strong and positive brand image can increase consumer trust, thus influencing their decision to choose a particular product over competitors. On the other hand, promotion serves as a strategic tool to attract consumers' attention and encourage them to make a purchase. Effective promotions, such as discounts, special offers, and creative advertising campaigns, can increase product visibility and create a sense of urgency that encourages consumers to take immediate action (Kataria & Saini, 2020). Thus, both brand image and promotion have significant contributions in influencing consumer purchasing decisions on e-commerce platforms. Furthermore, the relationship between brand image and promotion supports each other in influencing purchasing decisions. A strong brand image can strengthen the effectiveness of promotions, because consumers who have a positive perception of a brand tend to be more responsive to promotional campaigns carried out by the brand. Conversely, consistent and relevant promotions can strengthen brand image by increasing brand exposure and building positive associations in the minds of consumers. The synergistic interaction between these two variables creates a conducive environment for increased purchasing decisions (Cham et al., 2021). In addition, promotions designed to highlight brand values and identity can strengthen brand image, while a solid brand image can provide a strong framework for more targeted and effective promotional strategies. Therefore, a deep understanding of the relationship between brand image, promotion, and purchasing decisions is essential for e-commerce players to develop holistic and sustainable marketing strategies (Shehzadi et al., 2021).

Brand image plays a significant role in influencing e-commerce purchasing decisions, especially among Generation Z who are very concerned about brand reputation and identity. A positive brand image can create a sense of trust and consumer loyalty towards the products or services offered. This is because a strong brand image is usually associated with high product

quality, reliable service, and a satisfying customer experience. In the context of e-commerce, platforms that have a good brand image tend to be more able to attract consumers' attention because they feel safer in making online transactions. In addition, brand image is also a factor that influences the perception of product value, where Generation Z often chooses brands that are considered to have a certain social status or aesthetic that suits their lifestyle (Hussain et al., 2020). Therefore, brand image can serve as a differentiator in the competitive e-commerce market, encouraging consumers to prefer platforms or products with established reputations. However, there is a contradiction that shows that brand image does not always influence e-commerce purchasing decisions. One of the main reasons is the increasing focus of consumers on other factors such as product quality, and ease of transaction compared to brand image. In some cases, Generation Z prefers products from e-commerce platforms that offer flash promos, or flexible payment methods, even though the brand image of the platform is less well-known or even negative (Graham & Wilder, 2020). In addition, the many alternatives available in e-commerce allow consumers to be more oriented towards other users' reviews and product recommendations, rather than relying solely on brand image. This phenomenon is reinforced by the presence of large marketplaces that are a place for various small brands to compete, where consumers focus more on offers that directly meet their needs than on the reputation of the brand itself. Thus, although brand image has a significant impact, its existence is not always a determining factor in every purchasing decision, especially in situations where consumers prioritize the direct benefits they can obtain (Graham & Wilder, 2020).

Promotion is one of the important elements that can influence purchasing decisions on e-commerce platforms. First, effective promotions such as discounts, bundling offers, and vouchers can increase the appeal of products to consumers by providing perceived added value. These promotions not only attract consumers' attention but also create a sense of urgency that encourages them to make purchases immediately before the offer ends. In addition, promotional strategies that are tailored to market segmentation, such as promotions specifically aimed at Generation Z who are active on social media, can increase the relevance and effectiveness of the message promotion (Gorji & Siami, 2020). The use of digital technology in promotions, such as data-driven advertising and content personalization, also allows e-commerce sellers to reach consumers more precisely and increase the likelihood of purchase conversions. Therefore, promotions play a significant role in attracting consumer attention, increasing purchase interest, and ultimately influencing purchasing decisions in e-commerce. However, on the other hand, there is a contradiction that promotions do not always influence purchasing decisions in e-commerce because there are other factors that are more dominant in the consumer decision-making process. Product quality, brand reputation, and user experience on e-commerce sites can be the main determinants that override the influence of promotions (Chaudhry et al., 2021). Consumers who have trust in a particular brand or who prioritize product quality may be less affected by price promotions or special offers. In addition, the saturation of promotions that often occurs in the e-commerce market can cause consumers to be less responsive to promotional efforts, thereby reducing the effectiveness of promotions. Psychological factors such as brand loyalty and personal preferences can also play an important role in making promotions less relevant in influencing purchasing decisions. Therefore, although promotions have the potential to influence purchasing decisions, the success of a promotional strategy depends heavily on the context and characteristics of the consumers concerned (Khan et al., 2021).

Significant research gaps related to the influence of brand image and promotion on e-commerce product purchasing decisions among Generation Z in Bandar Lampung City can be identified from several aspects. First, most previous studies have focused more on the broader generation population or on other generations such as Millennials, thus paying less attention to

the unique characteristics of Generation Z. Generation Z has different consumer behavior, especially in terms of technology use and preferences for digital interactions, which have not been fully explored in the context of Bandar Lampung City (Ahmad & Guzmán, 2020). In addition, previous studies often separate the influence of brand image and promotion, without considering the synergy of interaction between the two variables in it. Second, there is a lack of research that examines specific contextual factors in Bandar Lampung City in purchasing decisions. Factors such as local culture, internet penetration rate, and e-commerce market dynamics in Bandar Lampung have not been sufficiently discussed in the existing literature. Previous studies tend to be generalized and do not consider local variables that may have a significant impact (Bakri et al., 2020). In addition, the research methods used in previous studies are not fully appropriate to explore the perceptions and preferences of Generation Z in this city. Therefore, there is a need to conduct empirical research that specifically targets Generation Z in Bandar Lampung with a relevant methodological approach, in order to fill in this understanding and provide deeper insights into the dynamics of the influence of brand image and promotion on purchasing decisions (Pinar et al., 2020).

The novelty of this study lies in the specific focus on the influence of brand image and promotion on e-commerce product purchasing decisions on Generation Z in Bandar Lampung City. Most previous studies tend to examine the influence of these factors on a wider population or on other generations such as Millennials, thus paying less attention to the unique characteristics and consumer behavior of Generation Z who are increasingly dominant in the e-commerce market. Generation Z has different preferences in terms of digital interaction, social media use, and responses to personalized and segmented marketing strategies (Narteh & Braimah, 2020). This study fills the gap by specifically analyzing how strong brand image and effective promotional strategies can influence their purchasing decisions, thus providing deeper and more relevant insights for e-commerce players in Bandar Lampung. In addition, this study also offers novelty through a contextual approach that considers the dynamics of the local market in Bandar Lampung. This city has specific cultural characteristics and internet penetration levels, which can moderate the relationship between brand image, promotion, and purchasing decisions (Cho & Hwang, 2020). By integrating these contextual factors, this study not only provides a more comprehensive understanding of Generation Z consumer behavior in the region, but can also be a reference for more effective and targeted marketing strategies. The methodology used is quantitative analysis with primary data to explore consumer perceptions and preferences, also adding value to the novelty of this study. Therefore, this study is expected to provide a significant contribution to the e-commerce marketing literature and carry out more adaptive business practices to the needs and expectations of Generation Z in Bandar Lampung (Chaudhry et al., 2021).

The urgency of research on the influence of brand image and promotion on e-commerce product purchasing decisions on Generation Z in Bandar Lampung City is very high considering the dynamics of the digital market which continues to grow rapidly. Currently, e-commerce has become one of the fastest growing economic sectors in Indonesia, especially in big cities like Bandar Lampung. Generation Z, which is a digital native generation, plays an important role as the main consumer in the e-commerce ecosystem. However, their unique characteristics in terms of consumer behavior, preferences for digital interactions, and responses to personalized and segmented marketing strategies are still not fully understood (Salem et al., 2020). Therefore, this study is urgent to fill the knowledge gap and provide deeper insights into how brand image and promotion can influence their purchasing decisions specifically in the surrounding environment. In addition, the results of this study have significant power for business actors and policy makers in the e-commerce sector. By deeply understanding the influence of brand image and promotion

on Generation Z purchasing decisions, e-commerce companies can develop more effective and efficient marketing strategies, thereby increasing competitiveness in the local market (Liu et al., 2021). This research can also contribute to development policies that support the growth of the e-commerce sector in Bandar Lampung, by considering the needs and preferences of young generation consumers. In the context of increasingly tight global competition, having accurate data and analysis on Generation Z consumer behavior is important to formulate adaptive and innovative business strategies. Therefore, this research is not only academically relevant but also has high practical value for the development of the digital economy in Bandar Lampung City (Santoso & Sispradana, 2021).

This study aims to determine the relationship between brand image and promotion on e-commerce product purchasing decisions among Generation Z in Bandar Lampung City. Theoretically, this study integrates consumer behavior and digital marketing theories to explain how perceptions of brand image and the effectiveness of promotional strategies interact in influencing purchasing decisions. In addition, this study complements the literature by highlighting the unique characteristics of Generation Z as digital native consumers who have different preferences and consumption behaviors compared to previous generations. Thus, this study not only confirms previous findings but also develops a more comprehensive and relevant theoretical framework to the dynamics of the e-commerce market in the current digital era. Practically, this study offers valuable insights for e-commerce business actors and policy makers in Bandar Lampung City in designing more effective and adaptive marketing strategies. The results of this study can be used by e-commerce companies to develop a strong brand image and promotional strategies that are in accordance with Generation Z preferences, thereby increasing consumer appeal and loyalty. In addition, these findings can help companies optimize their promotional budgets by choosing the most effective promotional methods in attracting attention and driving purchasing decisions from specific market segments. For policy stakeholders, this study provides an empirical basis for formulating policies that support the growth of the local e-commerce sector, taking into account the needs and characteristics of young generation consumers. Thus, the practical contribution of this study is not only to improve the performance of e-commerce businesses but also to encourage the development of an inclusive and sustainable digital economy in the Bandar Lampung region.

2. Literature Review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) proposed by Icek Ajzen in 1985 is a development of the Theory of Reasoned Action (TRA) previously proposed by Ajzen and Fishbein. This theory focuses on how an individual's intention to perform a behavior is influenced by three main components, namely attitude toward behavior, subjective norms, and perceived behavioral control. Attitudes toward behavior reflect an individual's positive or negative evaluation of a particular action. Subjective norms refer to the social influence felt by the individual from the surrounding environment related to the action (Memon et al., 2020). While perceived behavioral control describes the extent to which individuals feel they have the ability and control to carry out the behavior. These three components together form behavioral intentions, which in turn become the main predictors of an individual's actual behavior. In the context of the influence of brand image on e-commerce product purchasing decisions, the Theory of Planned Behavior can provide a comprehensive analytical framework (Sun, 2020). A strong and positive brand image can improve consumer attitudes towards products offered by e-commerce platforms, because a good image is often associated with quality and reliability. In addition, subjective norms can also be influenced by brand image through social recommendations and positive user reviews, which

increase social pressure to choose the brand. Perceptions of behavioral control can be strengthened by brand images that support ease and security in the online purchasing process, so that consumers feel more confident and able to make transactions. Thus, a positive brand image not only shapes consumer intentions to purchase, but also increases the likelihood that these intentions will be realized into actual purchasing actions in the e-commerce environment (Ahmed et al., 2021).

Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) developed by Richard E. Petty and John Cacioppo in 1986 is a persuasive communication theory that explains how individuals process information and make decisions. This theory identifies two main pathways in information processing, namely the central pathway and the peripheral pathway. The central pathway occurs when consumers actively analyze the arguments and quality of the information presented, so that purchasing decisions are based on an in-depth evaluation of the product or service. In contrast, the peripheral pathway involves the influence of non-content-based factors, such as visual appeal, source credibility, or promotional offers, which influence decisions without going through an in-depth analysis process (Jayawardena, 2020). The relationship between ELM theory and the influence of promotion on e-commerce product purchasing decisions is very significant. In the context of e-commerce, promotions often use peripheral path elements, such as discounts, special offers, or testimonials from influencers, to attract consumer attention and encourage quick purchasing decisions. Attractive ad displays or the provision of promo codes can increase visual appeal and create a positive impression without requiring in-depth analysis from consumers (Wang et al., 2020). However, when consumers are in conditions that encourage them to use the central channel, such as the need for detailed information about the product or when the product has a high level of involvement, more informative and argument-quality-based promotions will be more effective. Thus, understanding the ELM allows e-commerce players to design promotional strategies that are in accordance with the level of involvement and information processing preferences of consumers, thereby increasing the effectiveness of marketing campaigns and driving better purchasing decisions (Shang et al., 2021).

Purchasing decisions

Purchasing decisions are a complex process involving a series of steps taken by consumers before, during, and after purchasing a product or service. Purchasing decisions are the process of selecting alternatives carried out by consumers to meet their needs and desires. Purchasing decisions include eliminating needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior. Purchasing decisions are cognitive and emotional processes that consumers go through in choosing a product or service to meet their needs or desires. This process involves several stages starting from problem recognition, searching for information, evaluating alternatives, purchasing decisions, to post-purchase behavior (Ishak et al., 2020). In this context, internal factors such as consumer motivation, perception, and attitude, as well as external factors such as social influence, marketing, and economic conditions, play an important role in determining the final consumer decision. A deep understanding of the dynamics of these purchasing decisions is essential for business actors to develop effective and responsive marketing strategies to market needs. The growth of e-commerce purchases in Indonesia has shown a significant trend in recent years, driven by increasing internet penetration, advances in digital technology, and changes in consumer behavior that increasingly prioritize convenience and speed in transactions (Utomo et al., 2020). The latest statistical data shows that Indonesia's e-commerce sector is growing at a double-digit

rate every year, driven by the increasing number of internet users and the even penetration of smartphones in various regions. In addition, the COVID-19 pandemic has also accelerated the adoption of online shopping as a safer and more practical alternative compared to conventional methods (Kordrostami et al., 2021). Improved logistics infrastructure support and innovation in digital payment methods have contributed to increasing consumer trust in e-commerce platforms. With large market potential and ever-growing dynamics, e-commerce in Indonesia is expected to continue to experience rapid growth in the future (Kaveh et al., 2021).

Brand Image

Brand image is the overall perception that consumers have of a brand, formed through their interactions with the company's products, services, and marketing communications. This perception encompasses attributes such as product quality, design, reputation, emotional value, and visual identity represented by the brand. In a marketing context, brand image serves as a distinguishing element that differentiates one brand from another in the minds of consumers, and influences purchasing decisions and consumer loyalty. Internal factors such as branding strategy, message consistency, and product innovation, as well as external factors such as market perception and consumer reviews, play an important role in forming and maintaining a positive brand image (Zhang et al., 2020). Therefore, a deep understanding of brand image is essential for companies to develop effective marketing strategies and build strong relationships with target markets. The growth of brand image in e-commerce in Indonesia shows rapid development along with increasing internet penetration and adoption of digital technology in society. Leading e-commerce platforms such as Tokopedia, Shopee, and Bukalapak are actively building their brand image through various innovative digital marketing strategies, improving service quality, and strengthening consistent visual identity. In addition, direct interaction with consumers through social media, product reviews, and loyalty programs also contribute significantly to the formation of a positive brand image (Chang, 2021). The development of better logistics infrastructure and ease of digital payment methods also support increased consumer trust in e-commerce platforms, thereby strengthening their brand image. The impact of the COVID-19 pandemic has also accelerated the adoption of online shopping, with consumers increasingly relying on e-commerce to meet their daily needs, which in turn strengthens the brand image of these platforms. With increasingly fierce competition in the Indonesian e-commerce market, these companies continue to innovate in their branding strategies to maintain and enhance their brand image, thereby attracting and retaining a broad and loyal consumer base (Langga et al., 2021).

Promotion

Promotion is one of the important elements in the marketing mix that aims to increase consumer awareness, interest, and desire for the products or services offered. By definition, promotion includes various marketing communication activities carried out by companies to convey information, persuade, and remind consumers about their products or services. These promotional activities include advertising, sales promotions, public relations, direct marketing, and the use of digital media. In the context of e-commerce, promotion not only focuses on increasing short-term sales, but also building long-term relationships with consumers through integrated and sustainable strategies (Yen, 2020). The success of a promotion is determined by the company's ability to create effective messages, choose the right communication channels, and adjust promotional strategies to consumer behavior and preferences. The growth of promotions in e-commerce in Indonesia has shown a significant increase along with the development of the digital industry and changes in consumer behavior that increasingly rely on

online platforms for shopping. E-commerce platforms such as Tokopedia, Shopee, and Bukalapak are actively implementing various digital promotional strategies, including the use of social media, paid advertising, influencer campaigns, and customer loyalty programs (Kim & Lee, 2020). In addition, innovations in marketing technology such as the use of big data and analytics allow e-commerce to conduct more precise market segmentation and personalize promotions according to consumer needs and preferences. The development of supporting digital infrastructure, such as increased internet connectivity and the adoption of mobile devices, also expands the reach of e-commerce promotions to various regions in Indonesia. The COVID-19 pandemic has accelerated the adoption of online shopping, which in turn has encouraged e-commerce to be more aggressive in their promotional strategies to attract and retain customers. With increasingly fierce competition in the Indonesian e-commerce market, these companies continue to innovate in their promotional methods to increase consumer visibility, appeal, and loyalty, thereby maintaining sustainable growth (Abu Ghazaleh & Zabadi, 2020).

3. Research Method

The approach used is quantitative research with an associative design, which aims to identify and measure the relationship between variables (Sugiyono, 2019). The dependent variable in this study is the purchasing decision in e-commerce (Y), while the independent variables include brand image (X1) and promotion (X2). The population of this study was all Generation Z in Bandar Lampung City, totaling 384,779 people. To obtain a representative sample, the researcher applied the Slovin formula and determined the number of samples as many as 100 respondents. Data collection was carried out by distributing questionnaires designed using the Likert Scale to measure the indicators of each variable. The questionnaire access method was chosen so that the data collection process could be carried out efficiently and effectively, and ensure that the data obtained was relevant and accurate (Purwanto, 2019).

Table 1.Operational Variables

No.	Variables	Indicator	Scale
1.	Brand Image (X1)	Creator Image	Likert
		User Image	
		Product Image	
2.	Promotion (X2)	Promotional Message	Likert
		Promotion Media	
		Promotion Time	
		Promotion Frequency	
3.	Buying decision (Y)	Determination to buy after knowing the product	Likert
		Decided to buy because of a preferred brand	
		Buy because it suits your wants and needs	
		Buying because of recommendations from others	

In the data analysis stage, this study used SPSS statistical software Version 21. The analysis process began with a validity test conducted through item analysis to ensure that each questionnaire item measures the right variable. Furthermore, the researcher conducted a reliability assessment using the Cronbach's Alpha coefficient to ensure the internal consistency of the research instrument. Classical assumption tests, including normality tests, autocorrelation tests, heteroscedasticity tests, and multicollinearity tests, were conducted to ensure that the data met the assumptions required in multiple linear regression analysis. After being classically

fulfilled, multiple linear regression analysis was conducted to test the simultaneous and partial effects of brand image and promotion on purchasing decisions. The T (Partial) test was used to test the significance of each independent variable, while the F (Simultaneous) test was used to test the significance of the model as a whole. In addition, the coefficient of determination (R-Square) was calculated to determine the extent to which the independent variables could explain the dependent variable (Kadir, 2015).

4. Results and Discussion

Validity testing is a methodological procedure used to measure the accuracy or suitability of an item in a questionnaire or scale designed to measure a particular construct. This process ensures that each item compiled truly reflects aspects of the construct to be measured, so that the instrument used can produce accurate and relevant data.

Table 2. Validity Test Results

Variables	Indicator	R-Count	R-Table	Information
Brand Image (X1)	X1.1	0.691	0.195	Valid
	X1.2	0.722	0.195	Valid
	X1.3	0.730	0.195	Valid
Promotion (X2)	X2.1	0.843	0.195	Valid
	X2.2	0.877	0.195	Valid
	X2.3	0.899	0.195	Valid
	X2.4	0.840	0.195	Valid
Buying decision (Y)	Y1.1	0.880	0.195	Valid
	Y1.2	0.857	0.195	Valid
	Y1.3	0.895	0.195	Valid
	Y1.4	0.886	0.195	Valid

Source: Data Processing Results, 2024

Validity testing is an important step in the research process that aims to ensure that the instrument used can measure the intended construct accurately. The results of the validity test show that all indicators in the tested variables are declared valid. This is indicated by the calculated r-value obtained from each indicator being greater than the r-table value of 0.195. For example, in the brand image variable (X1), indicators X1.1, X1.2, and X1.3 have calculated r-values of 0.691, 0.722, and 0.730, respectively, all of which exceed the r-table threshold value. Likewise, in the promotion variable (X2), all indicators (X2.1 to X2.4) show validity with calculated r-values between 0.840 and 0.899. The purchasing decision variable (Y) also recorded perfect validity with calculated r-values ranging from 0.857 to 0.895. The results of this validity test have important implications in supporting the credibility of the research instrument. With all indicators declared valid, researchers can ensure that the data collected reflects the variables to be measured, namely brand image, promotion, and purchasing decisions. Therefore, this validity indicates that the instrument used has met the requirements to provide reliable results, so that further analysis, such as testing the relationship between variables, can be carried out with confidence that the basic data is reliable and appropriate. This is important to provide meaningful contributions to marketing research, especially for generation Z, which is the focus of the study.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Critical Value	Information
-----------	------------------	----------------	-------------

Brand Image (X1)	0.617	0.6	Reliable
Promotion (X2)	0.906	0.6	Reliable
Purchase Decision (Y)	0.966	0.6	Reliable

Source: Data Processing Results, 2024

Based on table 3, it can be seen that the Cronbach's Alpha value for each variable is more than 0.6. The brand image variable with a Cronbach's Alpha value of $0.617 > 0.6$, the promotion variable with a Cronbach's Alpha value of $0.906 > 0.6$, and the last is the purchasing decision variable with a Cronbach Alpha value of $0.966 > 0.6$. So it can be concluded that each variable tested in this study is reliable or consistent and has a good level of reliability.

Table 4. Results of Normality Test (Kolmogorov-Smirnov Test)

N	Std. Deviation	Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
100	3.93056717	.830	.496

Source: Data Processing Results, 2024

Based on the results of the normality test in the table above using the one sample kolmogorov-smirnov method shows that the residual value of all research variables in the number of samples (N) of 100 is 0.496. It can be interpreted that the data from this study is normally distributed. Because the residual value is greater than the significance value of 0.05 or $0.496 > 0.05$. So the regression model can be used for hypothesis testing.

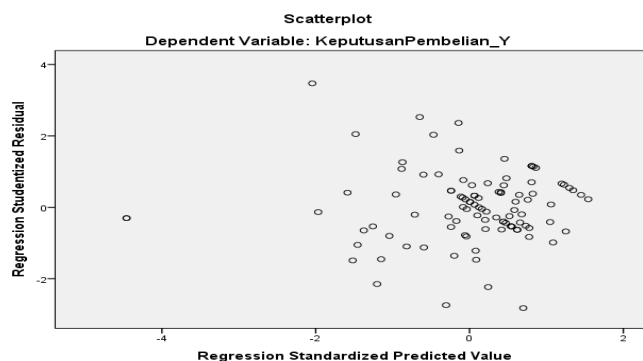
Table 5. Autocorrelation Test Results

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.850a	.722	.713		.14390	1,908

Source: Data Processing Results, 2024

According to the table above, the Durbin Watson value in this study is 1.908. To find the du value, it can be seen in the distribution of the Durbin Watson table values based on k (3) and N (100) with a significance of 5%. In this study, the du value is 1.736 and the 4-du value is 2.263. There are no symptoms of autocorrelation, if the Durbin Watson value lies between du and (4-du). $Du (1.736) < Durbin\ Watson (1.908) < 4-du (2.263)$. So, it can be concluded that there are no symptoms of autocorrelation in this study.

Figure 6. Heteroscedasticity Test Results



Source: Data Processing Results, 2024

It can be seen from the scatterplot image above that the points do not form a clear pattern or the points are spread above and below the number 0 on the Y axis. Therefore, in this study there are no symptoms of heteroscedasticity.

Table 7. Multicollinearity Test Results

Variables	Tolerance	VIF
Brand Image (X1)	.526	2.103
Promotion (X2)	.648	1,901

Source: Data Processing Results, 2024

Based on the multicollinearity test data output in table 7, it shows that the tolerance value is more than 0.100 and the VIF value of the three variables is less than 10.00. So it can be concluded that there is no multicollinearity problem or is free from multicollinearity.

Table 8. Multiple Linear Regression Test Results

Variables	B	T	Sig.
Brand Image (X1)	.291	3.380	.001
Promotion (X2)	.146	2.119	.037

Source: Data Processing Results, 2024

The brand image variable (X1) is positively marked at 0.291, meaning that for every 1% increase in brand image, the purchasing decision will increase by 0.291. The coefficient is positive, meaning that there is a positive relationship between brand image and purchasing decisions. Promotion (X2) is positively marked at 0.146, meaning that for every 1% increase in promotion, the Purchasing Decision will increase by 0.146. The coefficient is positive, meaning that there is a positive relationship between the halal lifestyle variable and purchasing decisions.

Table 9. T-Test Results (Partial)

Variables	Std. Error	T	Sig.
Brand Image (X1)	.086	3.380	.001
Promotion (X2)	.069	2.119	.037

Source: Data Processing Results, 2024

From the results of the T test, it can be seen that the t value of the brand image variable is $3,380 > 1,984$ and the significance value is $0.001 < 0.05$, which means that the brand image variable has a significant influence on purchasing decisions. From the results of the T test, it can be seen that the t value of the promotion variable is $2,119 > 1,984$ and the significance value is $0.037 < 0.05$, which means that the promotion variable has a significant influence on purchasing decisions.

Table 10. F Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
1	5.160	3	1,720	83,061	.000

Source: Data Processing Results, 2024

From the results of the simultaneous 5% significance test (F Test) in the table above shows a sig. value of $0.000 < 0.05$. While the results obtained at the calculated f value of 83.06, it can be

concluded that the calculated f value is greater than the f-table value, which is $83.06 > 2.70$. This shows that simultaneously the brand image and promotion variables influence purchasing decisions.

Table 11. R-Square Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R
1	.850	.648	.713	.14390	.850

Source: Data Processing Results, 2024

Based on the SPSS output above, it shows that the coefficient of determination (R Square) is 0.648. This means that 64.8% of purchasing decision variables are influenced by brand image and promotion variables while the remaining 35.2% are influenced by other variables outside the variables used in this study.

Brand Image on E-commerce Product Purchasing Decisions of Generation Z in Bandar Lampung City

The results of the study provide the fact that brand image influences the purchasing decisions of e-commerce products in Generation Z in Bandar Lampung. This is because the image of the maker, which refers to consumer perceptions of the quality and reputation of the product manufacturer, provides a strong sense of trust in the brand. Generation Z, who are heavily influenced by digital experiences and social media interactions, tend to judge brand credibility based on how the company positions itself professionally and responsibly in the public eye. The user image dimension also plays an important role in shaping purchasing decisions. Generation Z, who are very concerned with identity and social status, tend to choose products from brands that are associated with user images that match their values and lifestyles. In other words, products used by reference groups or people they admire are more likely to be their choice. In this case, e-commerce brands that are able to promote a positive user image, for example by collaborating with influencers or public figures who are relevant to the Generation Z lifestyle, have a greater chance of influencing purchasing decisions. Furthermore, product image also plays a significant role in creating brand appeal. Generation Z tends to pay attention to the details of product advantages, from quality, design, to functionality. Brands that are able to provide a product image that is consistent with consumer expectations, for example through positive reviews, attractive packaging, or innovative product features, tend to gain higher consumer trust. This trust ultimately contributes to their steadfastness in purchasing a product after knowing relevant details about the product. Purchasing decisions influenced by brand image can also be seen from the reasons consumers decide to purchase a particular product. One of the main reasons is the tendency of consumers to purchase products from brands they like. Brands that have a positive and consistent reputation tend to form customer loyalty, so that Generation Z is more likely to choose that brand over other brands. In addition, purchasing decisions are also driven by the suitability of the product to the desires and needs of consumers. When a product is considered relevant and provides added value, Generation Z is more motivated to make a purchase. The last factor that is no less important is recommendations from others. Generation Z often uses reviews or recommendations, whether from friends, family, or users on social media, before deciding to purchase a product. This shows that the positive image built by a brand does not only come from company promotions, but also through positive experiences from other consumers that are conveyed directly or through digital platforms. Thus, It can be concluded that brand image, through its various dimensions, has a significant influence on Generation Z purchasing decisions in Bandar Lampung, making brand image strengthening strategies an important element in e-commerce product marketing.

Promotion of E-commerce Product Purchase Decisions in Generation Z in Bandar Lampung City

The results of the study provide the fact that promotions influence the purchasing decisions of e-commerce products in Generation Z in Bandar Lampung. This is because promotional messages play an important role in conveying information to consumers about the benefits, advantages, or unique features of the product. Generation Z, who tend to be selective about the information they receive, prefer promotional messages that are relevant, interesting, and delivered in a creative way. Promotions that use clear and convincing messages can influence consumer confidence to buy after learning more about the product. Promotional media is also a major factor influencing the effectiveness of promotional campaigns for Generation Z. This generation is known as an active user of digital platforms, such as social media, e-commerce applications, and websites. Therefore, brands that use the right promotional media, such as Instagram, TikTok, or YouTube, to reach this audience have a greater chance of influencing purchasing decisions. By choosing media that is relevant to Generation Z's lifestyle, promotions can increase consumer engagement and strengthen the relationship between the brand and potential buyers. In addition, interactive promotional media, such as video-based advertisements or promotions involving influencer campaigns, have proven to be more effective in attracting the attention of Generation Z. Furthermore, the timing of the promotion is an important element in influencing purchasing decisions. Promotions conducted at strategic moments, such as during major online shopping events (e.g., 11.11 or Harbolnas), have a strong appeal to Generation Z. Well-planned promotion times allow brands to offer discounts or special offers that attract consumers' attention. This can increase the likelihood of Generation Z deciding to buy a product because they feel that the moment is the best opportunity to get more value from their purchase. The frequency of promotions also contributes to purchasing decisions. Generation Z, who are accustomed to receiving a large amount of information, tend to be more influenced by consistent and repeated promotions. High frequency promotions, but still relevant and not intrusive, can help create better brand awareness in the minds of consumers. With frequent exposure to attractive promotions, Generation Z is more likely to decide to buy a product, especially if the product meets their wants and needs. In addition, consistent promotions can also strengthen brand loyalty, so consumers are more likely to choose products from well-known brands. Finally, purchasing decisions are also influenced by recommendations obtained through promotions. Promotions that involve reviews from other consumers, user testimonials, or influencer recommendations can provide additional confidence to Generation Z in choosing a product. By basing their decisions on positive experiences from others, Generation Z is more confident in purchasing promoted products. Therefore, it can be concluded that promotional elements, such as relevant messages, appropriate media, strategic timing, and consistent frequency, have a significant influence on e-commerce product purchasing decisions among Generation Z in Bandar Lampung. An effective promotional strategy is one of the keys to success in attracting and retaining consumers from this segment.

5. Conclusion

The results of this study conclude that brand image and promotion have a significant influence on e-commerce product purchasing decisions among Generation Z in Bandar Lampung City. Brand image, which includes the image of the maker, the image of the user, and the image of the product, builds a positive perception that strengthens consumer trust and loyalty to the brand. Meanwhile, promotion plays a role through relevant and strategic elements of messages, media, time, and frequency. These two variables together increase Generation Z's determination

to buy, either because the product fits their needs, the brand is liked, or recommendations from others. An effective marketing strategy in both aspects is the key to the success of e-commerce brands in the digital era. This study has significant theoretical and practical contributions. Theoretically, this study enriches the literature on the influence of brand image and promotion on purchasing decisions, especially in the context of Generation Z as a dynamic market segment. The findings of this study provide an in-depth understanding of Generation Z consumer behavior in the digital era, especially in the e-commerce sector. Practically, the results of this study can be a guide for e-commerce business actors in Bandar Lampung City to improve brand image and more effective promotion strategies. Thus, business actors can optimize marketing strategies to increase competitiveness and customer loyalty in a competitive market.

The limitations of this study include several aspects that need to be considered for the interpretation of the results and the development of further studies. First, this study uses a quantitative approach with data obtained through questionnaires, so there is a possibility of a response bias from respondents that can affect the validity of the data. Second, this study only focuses on Generation Z in Bandar Lampung City, so the results may not be generalizable to other generation groups or different geographic areas. Third, the research variables are limited to brand image and promotion, while other factors such as price, product quality, and user experience that also have the potential to influence purchasing decisions are not analyzed in this study. Therefore, it is recommended for further research to consider a wider sample coverage, involve different generations or regions, and expand the variable framework by including additional relevant factors to provide a more comprehensive picture of the factors that influence e-commerce product purchasing decisions.

References

- Abu Ghazaleh, M., & Zabadi, A. M. (2020). Promoting a revamped CRM through Internet of Things and Big Data: an AHP-based evaluation. *International Journal of Organizational Analysis*, 28(1), 66–91. <https://doi.org/10.1108/IJOA-12-2018-1602>
- Ahmad, F., & Guzmán, F. (2020). Brand equity, online reviews, and message trust: the moderating role of persuasion knowledge. *Journal of Product and Brand Management*, 30(4), 549–564. <https://doi.org/10.1108/JPBM-09-2019-2564>
- Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2021). Purchase intention toward organic food among young consumers using theory of planned behavior: role of environmental concerns and environmental awareness. *Journal of Environmental Planning and Management*, 64(5), 796–822. <https://doi.org/10.1080/09640568.2020.1785404>
- Alwi, S., Che-Ha, N., Nguyen, B., Ghazali, E. M., Mutum, D. M., & Kitchen, P. J. (2020). Projecting university brand image via satisfaction and behavioral response: Perspectives from UK-based Malaysian students. *Qualitative Market Research*, 23(1), 47–68. <https://doi.org/10.1108/QMR-12-2017-0191>
- Bakri, M., Krisjanous, J., & Richard, J. E. (2020). Decoding service brand image through user-generated images. *Journal of Services Marketing*, 34(4), 429–442. <https://doi.org/10.1108/JSM-11-2018-0341>
- Cham, T. H., Cheng, B. L., Low, M. P., & Cheok, J. B. C. (2021). Brand image as the competitive edge for hospitals in medical tourism. *European Business Review*, 33(1). <https://doi.org/10.1108/EBR-10-2019-0269>
- Chang, W. J. (2021). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1), 209–223. <https://doi.org/10.1108/BFJ-01-2020->

0014

- Chaudhry, N. I., Mughal, S. ali, Chaudhry, J. I., & Bhatti, U. T. (2021). Impact of consumer ethnocentrism and animosity on brand image and brand loyalty through product judgment. *Journal of Islamic Marketing*, 12(8), 1477–1491. <https://doi.org/10.1108/JIMA-03-2019-0057>
- Cho, E., & Hwang, J. (2020). Drivers of consumer-based brand equity: a two-country analysis of perceived brand origin and identity expressiveness. *International Marketing Review*, 37(2), 241–259. <https://doi.org/10.1108/IMR-12-2018-0351>
- Gorji, M., & Siami, S. (2020). How sales promotion display affects customer shopping intentions in retails. *International Journal of Retail and Distribution Management*, 48(12), 1337–1355. <https://doi.org/10.1108/IJRDM-12-2019-0407>
- Graham, K. W., & Wilder, K. M. (2020). Consumer-brand identity and online advertising message elaboration: Effect on attitudes, purchase intent and willingness to share. *Journal of Research in Interactive Marketing*, 14(1), 111–132. <https://doi.org/10.1108/JRIM-01-2019-0011>
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339–364. <https://doi.org/10.1108/JRME-07-2020-0097>
- Habib, M. D., & Sarwar, M. A. (2021). After-sales services, brand equity and purchasing intention to buy second-hand product. *Rajagiri Management Journal*, 15(2), 129–144. <https://doi.org/10.1108/ramj-07-2020-0033>
- Hussain, S., Melewar, T. C., Priporas, C., & Foroudi, P. (2020). Advertising credibility and its effects on brand credibility, brand image, corporate credibility and corporate image: A qualitative approach. *Qualitative Market Research*, 1–37.
- Ishak, S., Che Omar, A. R., Khalid, K., Intan, I. S., & Hussain, M. Y. (2020). Cosmetics purchase behavior of educated millennial Muslim females. *Journal of Islamic Marketing*, 11(5), 1055–1071. <https://doi.org/10.1108/JIMA-01-2019-0014>
- Jayawardena, N. S. (2020). The e-learning persuasion through gamification: an elaboration likelihood model perspective. *Young Consumers*, 22(3), 480–502. <https://doi.org/10.1108/YC-08-2020-1201>
- Kadir. (2015). *Statistika Terapan: Konsep, Contoh dan Analisa Data Dengan Program SPSS/Lisrel dalam Penelitian*. PT Raja Grafindo Persada.
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- Kaveh, A., Nazari, M., van der Rest, J. P., & Mira, S. A. (2021). Customer engagement in sales promotion. *Marketing Intelligence and Planning*, 39(3), 424–437. <https://doi.org/10.1108/MIP-11-2019-0582>
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248>

- Kim, Y., & Lee, Y. (2020). Cross-channel spillover effect of price promotion in fashion. *International Journal of Retail and Distribution Management*, 48(10), 1139–1154. <https://doi.org/10.1108/IJRDM-12-2019-0393>
- Kordrostami, E., Liu-Thompkins, Y., & Rahmani, V. (2021). Investigating the influence of regulatory focus on the efficacy of online review volume versus valence. *European Journal of Marketing*, 55(1), 297–314. <https://doi.org/10.1108/EJM-04-2019-0346>
- Langga, A., Kusumawati, A., & Alhabsji, T. (2021). Intensive distribution and sales promotion for improving customer-based brand equity (CBBE), re-purchase intention and word-of-mouth (WOM). *Journal of Economic and Administrative Sciences*, 37(4), 577–595. <https://doi.org/10.1108/JEAS-03-2019-0041>
- Li, Y., Teng, W., Liao, T. T., & Lin, T. M. Y. (2020). Exploration of patriotic brand image: its antecedents and impacts on purchase intentions. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1455–1481. <https://doi.org/10.1108/APJML-11-2019-0660>
- Liu, M. T., Xue, J., & Liu, Y. (2021). The mechanism leads to successful clickbait promotion in WeChat social media platforms. *Asia Pacific Journal of Marketing and Logistics*, 33(9), 1952–1973. <https://doi.org/10.1108/APJML-08-2020-0562>
- Memon, Y. J., Azhar, S. M., Haque, R., & Bhutto, N. A. (2020). Religiosity as a moderator between theory of planned behavior and halal purchase intention. *Journal of Islamic Marketing*, 11(6), 1821–1836. <https://doi.org/10.1108/JIMA-01-2019-0006>
- Narteh, B., & Braimah, M. (2020). Corporate reputation and retail bank selection: the moderating role of brand image. *International Journal of Retail and Distribution Management*, 48(2), 109–127. <https://doi.org/10.1108/IJRDM-08-2017-0164>
- Perera, C. H., Nayak, R., & Nguyen, L. T. Van. (2021). The impact of subjective norms, eWOM and perceived brand credibility on brand equity: application to the higher education sector. *International Journal of Educational Management*, 35(1), 63–74. <https://doi.org/10.1108/IJEM-05-2020-0264>
- Pinar, M., Girard, T., & Basfirinci, C. (2020). Examining the relationship between brand equity dimensions and university brand equity: An empirical study in Turkey. *International Journal of Educational Management*, 34(7), 1119–1141. <https://doi.org/10.1108/IJEM-08-2019-0313>
- Purwanto, E. (2019). *Penelitian Kuantitatif*. Yogyakarta : Pustaka Pelajar.
- Rizwan, S., Al-Malkawi, H. A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*, 13(3), 349–365. <https://doi.org/10.1108/IJIF-07-2019-0105>
- Salem, M. Z., Baidoun, S., Walsh, G., & Sweidan, N. (2020). The effect of female portrayal in advertising on the Palestinian females purchase decision. *Journal of Islamic Marketing*, 11(2), 282–300. <https://doi.org/10.1108/JIMA-09-2017-0099>
- Santoso, A., & Sispradana, A. (2021). Analysis toward purchase decision determinant factors. *Asian Management and Business Review*, 1(2), 155–164. <https://doi.org/10.20885/ambr.vol1.iss2.art7>
- Shang, L., Zhou, J., & Zuo, M. (2021). Understanding older adults' intention to share health information on social media: the role of health belief and information processing. *Internet*

Research, 31(1), 100–122. <https://doi.org/10.1108/INTR-12-2019-0512>

Shehzadi, S., Nisar, Q. A., Hussain, M. S., Basheer, M. F., Hameed, W. U., & Chaudhry, N. I. (2021). The role of digital learning toward students' satisfaction and university brand image at educational institutes of Pakistan: a post-effect of COVID-19. *Asian Education and Development Studies*, 10(2), 276–294. <https://doi.org/10.1108/AEDS-04-2020-0063>

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta : Bandung.

Sun, W. (2020). Toward a theory of ethical consumer intention formation: re-extending the theory of planned behavior. *AMS Review*, 10(3–4), 260–278. <https://doi.org/10.1007/s13162-019-00156-6>

Utomo, S. B., Sekaryuni, R., Widarjono, A., Tohirin, A., & Sudarsono, H. (2020). Promoting Islamic financial ecosystem to improve halal industry performance in Indonesia: a demand and supply analysis. *Journal of Islamic Marketing*, 12(5), 992–1011. <https://doi.org/10.1108/JIMA-12-2019-0259>

Wang, L., Hu, H. H., Yan, J., & Mei, M. Q. (2020). Privacy calculus or heuristic cues? The dual process of privacy decision making on Chinese social media. *Journal of Enterprise Information Management*, 33(2), 353–380. <https://doi.org/10.1108/JEIM-05-2019-0121>

Yen, Y. S. (2020). Exploring the synergy effect of trust with other beliefs in television shopping. *Management Decision*, 58(3), 428–447. <https://doi.org/10.1108/MD-11-2016-0814>

Zhang, Y., Li, J., Liu, C. H., Shen, Y., & Li, G. (2020). The effect of novelty on travel intention: the mediating effect of brand equity and travel motivation. *Management Decision*, 59(6), 1271–1290. <https://doi.org/10.1108/MD-09-2018-1055>