

BRAND IMAGE AND ONLINE MARKETING ON PURCHASE INTEREST ON PASSION FRUIT SYRUP PRODUCTS IN MEDAN CITY

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Abstract: *Online marketing strategies can basically influence the steps taken by companies to improve product quality and consumer quantity effectively and efficiently. The existence of consumers has an influence on the company's ultimate achievement, namely making a profit through purchasing Passion Fruit Syrup products. This research aims to examine and analyze the influence of brand image and online marketing on purchase interest on Passion Fruit Syrup products in Medan City. The population in this study were consumers who purchased Passion Fruit Syrup products in Medan City. The number of samples used in the research was 150 respondents using the Cochran formula. The research data analysis technique uses the Partial Least Squares method with functions to test the measurement model and structural model. The research results show that brand image has no significant effect on purchase interest, online marketing has a significant effect on purchase interest.*

Keywords: *brand image, online marketing, purchase interest*

INTRODUCTION

Maintaining a good relationship between the company and customers is very important in business activities because if we can't maintain a good relationship there's a chance that the consumer product demand will drop and the business will not succeed. Therefore, we must maintain good relationships with customers because customers are the main asset and key to the success of the company.

It is very important for companies to learn how to attract customers and increase customer satisfaction. because by using the right marketing strategies and approaches such as, providing high quality products at affordable prices can certainly attract customer attention so that sales levels continue to rise.

Online Marketing is one way to build a business that uses internet networks such as websites, social media, blogs or advertisements and others. because social media users, sites and other internet-based applications continue to increase.

Many of the business people who feel the benefits of the online market. In online marketing, e-markets can be in the form of marketplaces, social media and advertisements.

The process taken by businesses continues to improve the quality of goods and the number of customers can be influenced effectively and efficiently by the right marketing strategy in each company. so that the company can achieve the ultimate goal of making a profit through the presence of consumers.

Purchase intention is a psychological component that significantly influences behavior. In addition, it serves as a source of impetus that drives consumers to do what they do.

interest is an awareness of things such as people, issues or circumstances relating to the customer.

In online marketing, companies want to attract customers' interest by cultivating their desire for the product before they finally decide to buy it.

LITERATURE REVIEW

Brand Image

According to research (Nathani & Budiono, 2021), if there is a better brand image for a product, consumers will be more interested in buying that product. Research (Ali et al., 2020) found that brand image plays a significant role in consumers' decision-making to buy products with certain brands. According to (Guha et al., 2021) brand image greatly affects the consumer's decision to buy goods with a certain brand. (Senavirathne & Kumaradeepan, 2020) conducted additional research on brand image and purchase interest, and found that brand image had a positive impact on purchase interest. Research on brand image concludes that brand image has a positive and significant effect on consumer buying interest (Idris, 2022) Other research on brand image concluded that brand image has no effect on consumer buying interest (Ende & Kusuma, 2017) However, this finding contradicts research (Gunawan & Nurdin, 2020), which found that brand image variables have a negative impact on purchase interest. According to (Pentury et al., 2019), brand image can be measured by several indicators, namely: 1] Strength; 2] Uniqueness; 3] Favorability.

Online Marketing

For sellers, implementing a system like this means reducing the costs that can be incurred from the old system. This is because, if we use the old system to open a new branch to expand the business, rather than using an online system. Because this system allows sellers to market their goods through online platforms or applications. According to (Rahman et al., 2018), online marketing is the process of distributing, promoting, and pricing goods and services through internet market share or through other digital equipment. Companies that collaborate with others, promote and sell goods and services through the internet are known as online marketing. The purpose of online marketing is to promote various brands and products, provide various shipping and product options, and increase sales for sellers (Ende & Kusuma, 2017).

Purchase Interest

Theory of Reasoned Action (TRA) is the basis of the theory used. According to (Halim et al., n.d.), TRA describes the relationship between attitude (attitude), belief (belief), behavior (behavior), and will (intention). According to (Irshad et al., 2020), research on belief can use the Theory of Reasoned Action. Because trust affects individual buying interest, the Theory of Reasoned Action (TRA) is called the concept of interest in research (Mutiara et al., 2023). This theory states that interest is the basis of human behavior. This is due to the fact that the action is voluntary and can only be controlled by one's own interests. Theory of Planned Behavior (TPB) is a further subset of Theory of Reasoned Action. According to (Chetioui et al., 2020), there are three components that can affect someone's desire to do something. They are attitudes (attitudes), subjective norms (subjective norms), and behaviors that are seen (behavioral control). (Nguyen & Nguyen, 2021) states that someone will have an interest and desire to behave in a certain

way if they have the three things above. (Handriana et al., 2020) states that the intention to buy is one example of the intention to behave. To check and predict customer behavior towards their attention to a certain brand and their willingness to buy the item, known as buying intent. According to (Fillah & Fitria, 2018). buying interest is one part of the component of consumer behavior in consumer attitude and a person's tendency to be able to act before the purchase decision is actually made. According to (Habibah & Nasionalita, 2019) Buying Interest can be measured with various indicators, namely: 1] Transactional Interest; 2] Referential Interest; 3] Preferential Interest; 4] Explorative Interest. Consumer Interest in Buying (willingness to buy) is part of the behavioral component in the consumption attitude. Consumer buying interest is a stage where consumers form consumer choices among several brands that are included in the choice device, then in the end make a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations.

RESEARCH MEHTODS

This research is descriptive, with a quantitative approach. The results of this study were obtained by distributing questionnaires. The population in this study were consumers who bought Passion Fruit Syrup products in Medan City. The sample in study was 150 people's using the cochran formulas. The reseaches analysis thecnique uses the partial least squares method which functions to test the measurement and structural model's.

RESULTS AND DISCUSSION

The descriptive statistic values are as follows:

Table 1 Descriptive Statistics

Variable	N	M	M	M	Std.
		I	A	E	Dev
		n	X	A	
				n	
Brand Image	150	11	59	43.88	6.24
Online Marketing	150	9	44	34.82	5.36
Purchase Interest	150	14	60	43.81	6.61
Valid N (listwise)	150				

Source: Data Processed

Based on Table 1, it shows that the total data from Brand Image (X1) is 150 respondents with a minimum value of 11 while the maximum value is 59. The average value of Brand image (X1) is 43.88 and the standard deviation value is 6.24, indicating that Brand image (X1) varies greatly, because the difference between the minimum and maximum values is quite large and has a significant level of fluctuation.

For the Online Marketing variable (X2), 150 respondents answered with a minimum value of 9 while the maximum value was 44. The average value is 34.82 and the standard deviation value is 5.36. This shows that the Online Marketing (X2) variable is normally distributed, because the difference between the maximum and minimum values is quite large, and the standard deviation value is smaller than the average value, this indicates that online Marketing (X2) varies greatly.

The outcome of data on the Purchase Interest (Y) variable is 150 respondents collected from participants, with a minimum value of 14 and a maximum value of 60, respectively. The mean value of Purchase Interest (Y) is 43.81 and the standard deviation value of Purchase Interest (Y) is 6.61. This indicates that Purchase Interest (Y) is highly variable, as the difference between the minimum and maximum is quite large. The standard deviation value of Purchase Interest (Y) is greater than the minimum value.

Partial Least Square (PLS) Method

On research, the Partial Least Square (PLS) method was used. Smart PLS is one of the most popular programs for Partial Least Squares Structural Equation Models (PLS-SEM). To provide an explanation of whether or not there is a relationship between latent variables, we use this approach to test theoretical modeling based on expert opinions and previous research findings that show the relationship between indicators of these variables in explaining current conditions.

Model Evaluation

In research, an indicator is declared to meet the convergent validity with a good predicate if the outer loading value is > 0.70. In the Tble below are the results of each indicator used in this research variable's:

Table 2 Outer loading

Indicator	Brand Image (X ₁)	Online Marketing (X ₂)
X1.1	0.73	
X1.2	0.72	
X1.3	0.77	
X1.4	0.84	
X1.5	0.73	
X2.1		0.83
X2.2		0.85
X2.3		0.84
X2.4		0.81
X2.5		0.83
X2.6		0.81
X2.7		0.83

Source: Data Processed

All indicators of the research variables have an outer load value of more than 0.7, according to Table 2. The outer load results show that none of the variable indicators have an outer load value below 0.6. Therefore, all indicators are considered suitable for use in the study and can be used for additional analysis.

Dicriminat of Validitiy

To find out the cross loading, discriminant validity we can look at the average variant extracted (AVE) for each indicator, that all indicators must have a value of > 0.5 to produce a good model, the average variant extracted (AVE) value will be explained in the table:



Table 3 Average Variant Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Brand Image (X₁)	0.56
Online Marketing (X₂)	0.64

Source: Data Processed

Based on Table 3, it is known that the AVE values of Brand Image (X₁), Online Marketing (X₂), and Purchase Intention (Y) are > 0.5. Thus it can be stated that each variable has good discriminant validity.

Composite Reliability

Composite Reliability is the part used to test the reliability value of indicators on a variable, a variable can be declared to meet the reliability of each variable used in this study:

Table 4 composite reliability

Variable	Composite Reliability
Brand Image (X₁)	0.94
Online Marketing (X₂)	0.93

Source: Data Processed

Based on Table 4, it can be seen that the composite reliability value of the Brand Image (X₁), Online marketing (X₂), and Purchase Interest (Y) variables is > 0.60. These outcome show that all variables meet the composite reliability requirements, so that can be concluded that all variables have a high level of reliability.

Cronbach Alpha

The accuracy of the reliability test results can be strengthened by looking at the cronbach alpha value. If a variable has a have of > 0.7, then the variable is declared reliable or meets the requirements. The cronbach alpha value will be explained in the table:

Table 5 Cronbach Alpha

Variable	Cronbach's Alpha
Brand Image (X₁)	0.93
Online Marketing (X₂)	0.95

Source: Data Processed

Based on Table 5, explained that each variable has a have of Cronbach alpha value Brand Image (X₁), Online marketing (X₂), and Purchase Interest (Y) variable is > 0.70. Thus these results can show that each research variable has met the requirements for the Cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

Inner Model Evaluation

This study will explain the results of the path coefficient test, goodness of fit test and hypothesis testing.

Path Coefficient Test

The path coefficient evaluation is used to show how strong the effect or influence of the independent variable is on the dependent variable. Based on the description of these results, it shows that all variables in this model have a path coefficient with good numbers. This shows that if the greater the path coefficient value on one independent variable on the dependent variable, the stronger the influence between the independent variables on the dependent variable.

Goodness of Fit Test

The outcomes of data processing using smartPLS, the produce Ajusted R-Square value as follows:

Table 6 R-Square Value

	R Square	R Square Adjusted
Purchasing Interest (Y)	0.74	0.73

Source: Data Processed

Based on Table 6, the assessment of goodness of fit test is known from the q-square value. The q-square value has the same meaning as the coefficient of determination (R-square) in regressuin analysis, where the higher the q-square, the better or more fit the model is wuth the data.

Hypothesis Testing

The hypothesis of this study can be declared accepted if the P-values < 0,05. The hypothesis test outcomes obtained by in the study are throught inner mode.

Direct Effect Hypothesis

Partial direct effect hypothesis testing can be seen in the following table:

Table 7 Direct T-statistic and P-ValuesT-statistic

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
(X1) -> (Y)	0.06	0.06	0.07	1.14	0.37
(X1) -> (Y)	0.18	0.18	0.05	3.03	0.01

Source: Data Processed

Based on Table 7, the partial test results are as follows:

1. The t-value for brand image is 1.14 < t- table value of 1.96 and the sig t-value for brand image is 0.37 > alpha (0.05). The outcome obtained, it accepts H0 and rejects H1, for brand image. Thus, partially brand image has not sig effect on

purchase interest, meaning that the brand image variable doesn't provide good results on purchase interest.

2. The t-count value for online marketing is $3,03 > t$ -table value of 1.96 and the sig t-value for brand image is $0.01 < \alpha$ (0.05). The outcom obtained, reject H0 and accept H1 for the online marketing, Thus partially online marketing has a sig effect on purchase interest. The means that online marketing has a sig effect on purchase interest in other words online marketing provides ood result for purchase interest.

Hypothesis Test of Total Effect

Explanation of the total effect hypothesis test can be seen in the table as follows:

Table 8 T-statistic and P-Values Total Effect

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
$X_1 \rightarrow Y$	0.09	0.10	0.07	1.44	0.25
$X_1 \rightarrow Y$	0.45	0.45	0.05	11.47	0.01

Source: Data Processed

Based on Table 7, the total effect test results are as follows:

1. The t-count value for brand image of $1.44 < t$ -table value (1.96), or the sig t-value for brand image of $0.25 > \alpha$ (0.05). The outcomes obtained, it rejects H0 and accepts H1. So that the brand image has not sig effect on purchase interest, this menas that brand image has not impact increasing purchase interest.
2. The t-count value for online marketing of $11.47 > t$ -table value (1.96), or the sig t-value for online marketing of $0.00 < \alpha$ (0.05). The outcomes obtained, reject H0 and accept H1. So that overall and absolutely online marketing has a sig effec on purchase interest, in other words online marketing has a real impact in increasing purchase interest.

Discussion

The Effect of Brand Image on Purchase Interest

The results of the study rejected H0 and accepted H1. Thus, brand image doesn't have a sig effect on Purchase Interest, brand image is everything that is related in the minds of consumers' memories, so that if the brand image created is positive, it will be very possible if potential consumers intend to make a purchase of the product they want to buy. If the image of a brand is negative, consumers will not be interested in making a purchase. Brand image is the perception and belief held by consumers as reflected in the associations embedded in consumers' memories, which are always remembered for the first time when hearing a slogan and embedded in the minds of consumers. This is in line with research conducted (Rachmawati, 2024), (Supriyadi & Hadijah, 2023), (Widyaningrum & Musadad, 2021).

The Effect Online Marketing on Purchase Interest

The results of the study reject H0, while H1 is accepted. Therefore, online marketing has a significant effect on Purchase Interest; in other words, online marketing has a real influence on increasing Purchase Interest. The state of the business world is always changing and dynamic. As a result, online marketing strategies are critical to the overall success of a company. Especially when it comes to online marketing. In addition,

an online marketing strategy should be able to provide a clear and directed picture of what the company will do when using opportunities in several target markets. In this case, the world needs a part of the success of online marketing activities carried out by a company, namely the online target market of the online marketing reference carried out for the target market. This is in line with research conducted by (Yahya et al., 2024), (Mustika & Kurniawati, 2022), (Fikri & Sahdandi, 2021).

CONCLUSIONS

1. Brand image did't have a sig effect on Purchase Interest on Passion Fruit Syrup products in Medan city that the role of brand image did't have a good impact on consumers in considering buying Passion Fruit Syrup products because the delivery is not supported by accurate information and is not updated faithfully when.
2. Online marketing has a sig effect on Purchase Interest on Passion Fruit Syrup in Medan city. This shows that business people in conveying information through online marketing about products provide a good picture to consumers so that consumers consider buying Passion Fruit Syrup products in Medan City.

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