



LAPORAN PENELITIAN

JUDUL:

**Pengaruh Citra Merk, Iklan, dan Harga Diskon Terhadap Minat Beli
Pada CV Putra Jaya di Nganjuk**

Oleh:

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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS NUSANTARA PGRI KEDIRI
JUNI 2025**

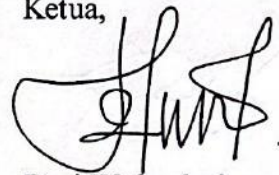
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KATA PENGANTAR

Puji syukur Kehadirat Tuhan Yang Maha Esa, berkat limpahan rahmat dan nikmat-Nya penulis dapat menyusun laporan penelitian ini dengan tepat waktu. Laporan penelitian yang berjudul “ Pengaruh Citra Merk, Iklan, dan Harga Diskon terhadap Minat Beli pada CV Putra Jaya” ditulis untuk memenuhi syarat untuk memperoleh gelar Sarjana Manajemen (S.M.) pada Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Nusantara PGRI Kediri.

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7. Pemilik CV Putra Jaya dan Seluruh Karyawan yang telah berkenan untuk meneliti usahanya.
8. Kedua orang tua yang selalu mendukung, mengarahkan, mendoakan, dan memberi kasih sayang.
9. Teman – teman saya yang sudah bersedia membantu, memotivasi, dan mengingatkan saya

Disadari bahwa penulisan laporan ini masih memiliki banyak kekurangan,
maka sangat terbuka untuk menerima masukan dari seluruh pihak

Kediri, 19 Juni 2025

A handwritten signature in black ink, appearing to be 'Desi Wulandari', written in a cursive style.

Desi Wulandari

RINGKASAN

Tujuan penelitian: Penelitian ini menyelidiki pengaruh citra merek, iklan, dan harga diskon terhadap minat beli di CV Putra Jaya. Penelitian ini bertujuan untuk menentukan sejauh mana faktor-faktor ini mendorong perilaku konsumen dan berkontribusi pada efektivitas pemasaran. Desain/Metode/Pendekatan: Penelitian ini menggunakan pendekatan penelitian kuantitatif, dengan memanfaatkan data survei yang dikumpulkan dari 40 responden yang merupakan pelanggan atau calon pelanggan CV Putra Jaya. Penelitian ini dirancang dengan desain penelitian kausal dengan pendekatan kuantitatif yaitu uji coba. Temuan Penelitian: Hasil penelitian menunjukkan bahwa citra merek dan iklan memiliki pengaruh positif yang signifikan terhadap minat pembelian, sementara harga diskon menunjukkan pengaruh yang moderat. Di antara faktor-faktor ini, citra merek muncul sebagai prediktor terkuat dari minat pembelian, yang menyoroti peran pentingnya dalam membentuk keputusan konsumen. Kontribusi teoritis/Orisinalitas: Penelitian ini berkontribusi pada literatur dengan mengintegrasikan citra merek, periklanan, dan harga diskon sebagai prediktor simultan dari niat pembelian, memberikan perspektif holistik tentang perilaku konsumen di sektor ritel.

Implikasi bagi Praktisi/Kebijakan: Temuan penelitian menunjukkan bahwa bisnis seperti CV Putra Jaya harus memprioritaskan peningkatan citra merek dan menciptakan kampanye iklan yang berdampak sambil secara strategis menggunakan diskon untuk meningkatkan penjualan tanpa merusak nilai yang dirasakan.

Keterbatasan penelitian: Penelitian ini berfokus pada satu perusahaan ritel dan pelanggannya, yang dapat membatasi generalisasi temuan. Penelitian selanjutnya dapat mengeksplorasi industri lain atau analisis komparatif di seluruh wilayah.

Kata kunci: Citra Merek, Iklan, Harga Diskon, Niat Membeli, Pemasaran Ritel.

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BAB I

PENDAHULUAN

A. Latar Belakang

Industri furnitur di Indonesia terus berkembang pesat, seiring dengan meningkatnya kebutuhan rumah tangga, kantor, dan sektor komersial lainnya (Tjiptono, 2019). Salah satu perusahaan yang bergerak di bidang ini adalah CV Putra jaya yang telah lama bergerak di bidang penyediaan furnitur berkualitas. Sebagai perusahaan yang bergerak di bidang furnitur, CV Putra jaya menghadapi persaingan yang semakin ketat, baik dari produsen lokal maupun internasional, sehingga sangat penting bagi perusahaan untuk memahami faktor-faktor yang dapat mendorong konsumen untuk membeli produknya (Sunyoto, 2014).

Beberapa faktor yang diyakini dapat memengaruhi keputusan pembelian atau *purchase intention* konsumen adalah *social influence*, iklan (*advertising*), dan potongan harga (*discounted price*) (Bhirawa et al., 2024). Dalam dunia bisnis saat ini, konsumen cenderung dipengaruhi oleh informasi yang mereka terima dari berbagai sumber, termasuk teman, keluarga, dan kampanye iklan yang mereka lihat di media massa dan media sosial. Selain itu, harga juga menjadi salah satu pertimbangan utama dalam keputusan pembelian, terutama ketika perusahaan memberikan diskon atau promosi yang menarik (D. P. Purnomo et al., 2020).

Teori pengaruh sosial berfokus pada bagaimana perilaku dan sikap individu dapat dipengaruhi oleh orang lain dalam lingkungan sosialnya. Dalam konteks keputusan pembelian, pengaruh sosial mengacu pada bagaimana orang lain, seperti teman, keluarga, atau rekan kerja, dapat memengaruhi seseorang dalam memilih dan membeli suatu produk (Aliami et al., 2022). *Word-of-mouth* (WOM), ulasan *daring*, dan rekomendasi dari orang tepercaya dapat memperkuat niat pembelian konsumen. Iklan sebagai alat komunikasi yang memengaruhi persepsi konsumen dan keputusan pembelian (Sardanto & Muslih, 2019). Iklan memberikan informasi tentang produk dan membentuk

citra merek di benak konsumen (Muslih et al., 2023). Berdasarkan teori ini, iklan yang efektif tidak hanya memengaruhi persepsi tetapi juga dapat membangkitkan niat pembelian dengan cara yang menarik dan persuasif. Teori persepsi nilai menyatakan bahwa konsumen akan menilai nilai suatu produk berdasarkan harga yang mereka bayar dibandingkan dengan manfaat atau kualitas yang diterima. Harga diskon dianggap meningkatkan nilai yang dirasakan karena konsumen merasa mendapatkan lebih banyak manfaat dengan biaya yang lebih rendah. Hal ini dapat meningkatkan niat pembelian mereka, terutama jika konsumen merasa mendapatkan lebih banyak manfaat daripada harga yang dibayarkan (Kotler dan Keller, 2017).

CV Putra jaya yang telah beroperasi selama lebih dari 10 tahun, mencatatkan fluktuasi penjualan yang dapat dipengaruhi oleh berbagai faktor eksternal maupun internal. Pada tahun 2020 misalnya, penjualan mengalami penurunan yang cukup signifikan akibat pandemi COVID-19 yang menyebabkan daya beli masyarakat menurun dan rantai pasokan bahan baku terganggu. Namun pada tahun berikutnya, penjualan kembali meningkat setelah perusahaan memanfaatkan media sosial dan penawaran diskon untuk menarik pelanggan baru.

Meskipun CV Putra jaya telah mencoba berbagai strategi pemasaran, seperti promosi diskon dan kampanye iklan di berbagai platform, perusahaan masih menghadapi tantangan dalam meningkatkan minat beli konsumen dalam jangka panjang. Hal ini menunjukkan bahwa perusahaan perlu melakukan penelitian lebih lanjut untuk memahami lebih dalam faktor-faktor yang memengaruhi minat beli dan bagaimana strategi pemasaran yang efektif dapat diterapkan untuk meningkatkan penjualan (Alma, 2016).

Fluktuasi penjualan tersebut menjadi indikasi tantangan dalam menjaga loyalitas pelanggan, terutama di tengah persaingan pasar yang semakin ketat. Dalam konteks ini, loyalitas merek menjadi kunci keberlangsungan bisnis. Pelanggan yang loyal tidak hanya melakukan pembelian berulang, tetapi juga merekomendasikan merek tersebut kepada orang lain.

Data Penjualan CV Putra jaya

2019: Penjualan furnitur mencapai 5.000 unit, dengan produk unggulan seperti kursi dan meja makan menjadi produk yang paling banyak dibeli. Penjualan didorong oleh meningkatnya permintaan di pasar domestik.

2020: Penjualan menurun drastis hingga 12% menjadi 4.400 unit akibat dampak pandemi COVID-19, dengan sebagian besar konsumen menunda pembelian akibat ketidakpastian ekonomi.

2021: Penjualan mulai pulih dengan kenaikan 15% menjadi 5.060 unit, berkat strategi pemasaran yang lebih intensif melalui platform digital dan media sosial, serta peluncuran produk baru. 2022: Penjualan stagnan di angka 5.100 unit, meski CV Putra jaya terus melakukan pemangkasan harga dan pemasangan iklan di media sosial, namun terjadi penurunan pertumbuhan penjualan akibat persaingan harga dan minimnya inovasi produk.

2023: Penjualan kembali naik 18% menjadi 6.000 unit, setelah perusahaan memperbaiki strategi pemasaran dengan menambah promo diskon menarik dan meluncurkan program loyalitas pelanggan.

Berdasarkan data awal yang diperoleh, ditemukan bahwa iklan melalui media sosial memiliki pengaruh yang cukup besar terhadap minat beli konsumen. Sebagian besar responden mengaku lebih sering membeli produk furnitur setelah melihat iklan yang menarik di platform seperti Instagram dan Facebook. Selain itu, pemberian diskon sebesar 10-15% terbukti mampu meningkatkan minat beli hingga 25% pada konsumen yang berpartisipasi dalam survei ini.

B. Tujuan Penelitian

Berdasarkan permasalahan yang telah diuraikan dalam latar belakang, maka tujuan dari penelitian ini adalah untuk:

1. Pengaruh citra merek terhadap minat beli CV Putra jaya Nganjuk.
2. Pengaruh iklan terhadap minat beli CV Putra jaya Nganjuk.

3. Pengaruh diskon terhadap minat beli CV Putra jaya Nganjuk.
4. Pengaruh citra merek, iklan, dan diskon terhadap minat beli CV Putra jaya Nganjuk

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LAMPIRAN

Lampiran 1 : Surat Ijin Penelitian



Universitas Nusantara PGRI Kediri

Status Terakreditasi Baik Sekali

SK BAN-PT No.671/SK/BAN-PT/Akred/PT/VII/2021 Tanggal 21 Juli 2021

Lembaga Penelitian Dan Pengabdian Pada Masyarakat
(LPPM)

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Lampiran : -
Perihal : Permohonan izin penelitian

Kepada : Yth. **Pemilik CV Putra Jaya**
Desa Ketandan, Kecamatan Lengkon, Nganjuk

Dengan hormat,

Yang bertanda tangan di bawah ini:

Nama : Dr. IKA SANTIA, S.Pd, M.Pd
NIP/NIDN : /0702018801
Jabatan : Ketua LPPM Universitas Nusantara PGRI Kediri

Mengajukan permohonan ijin kepada Bapak/Ibu Pemilik CV Putra Jaya, agar dapat melaksanakan penelitian dengan topik "**Pengaruh Citra Merk, Iklan, Harga Diskon Terhadap Minat Beli Pada CV Putra Jaya**". Adapun identitas tim peneliti adalah sebagai berikut:

No.	Nama	NIDN/NPM	Program Studi	Jabatan
1	Desi Wulandari	2112010324	Manajemen	Ketua

Demikian permohonan ini kami ajukan, atas perhatian Bapak/Ibu kami ucapkan banyak terima kasih

Kediri, 18 November 2024

Dr. IKA SANTIA, S.Pd, M.Pd
NIDN: 0702018801

Lampiran 2: Surat Balasan/Keterangan Telah Melakukan Penelitian Dari Perusahaan



CV. PUTRA JAYA
Desa Ketandan Kecamatan Lengkon Kabupaten Nganjuk

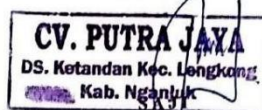
SURAT KETERANGAN

Yang bertanda tangan dibawah ini, menerangkan bahwa mahasiswa yang beridentitas:

Nama	: Desi Wulandari
NPM	: 2112010324
Perguruan Tinggi	: Universitas Nusantara PGRI Kediri
Fakultas / Jurusan	: Ekonomi Bisnis - Manajemen

Berdasarkan surat dengan nomor 041.18/PEN-SI/LPPM UNPGRI-Kd/A/XI/2024 mengijinkan dan memberitahukan bahwa telah selesai melakukan penelitian. Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Ketandan, 21 Desember 2024



Lampiran 3 : Angket Penelitian

KUESIONER PENELITIAN

The Influence of Brand Image, Advertising, and Discount Prices on Purchase Intention at CV Putra Jaya

A. IDENTITAS RESPONDEN

Nama :

Jenis Kelamin : Laki-Laki / Perempuan

Usia :

Pendidikan Terakhir : SMP / SMA / D3 / Sarjana

Kuesioner ini merupakan bagian dari tugas akhir yang akan saya selesaikan. Semua informasi dari hasil kuesioner ini bersifat rahasia dan hanya untuk kepentingan akademik. Tidak ada jawaban yang salah dalam menjawab kuesioner ini. Atas kerja sama Bapak/Ibu, saya ucapkan terima kasih.

B. PETUNJUK PENGISIAN

Untuk pertanyaan-pertanyaan berikut, Bapak/Ibu dimohon memberikan jawaban dengan memberikan tanda (√) pada kotak yang telah disediakan sesuai dengan data diri, dengan asumsi :

Sangat Setuju (SS) = Skor 5

Setuju (S) = Skor 4

Kurang Setuju (KS) = Skor 3

Tidak Setuju (TS) = Skor 2

Sangat Tidak Setuju (STS) = Skor 1

Daftar Pertanyaan

No.	Citra Merek (<i>Brand Image</i>)	SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1	Saya mengenal baik merek produk dari CV Putra Jaya.					
2	Merek produk dari CV Putra Jaya memiliki reputasi yang baik.					
3	Merek CV Putra Jaya mencerminkan kualitas produk yang baik.					
4	Saya merasa bangga menggunakan produk bermerek CV Putra Jaya.					
5	Merek CV Putra Jaya mudah diingat dan dikenali.					
6	Saya percaya terhadap keandalan merek CV Putra Jaya.					
No.	Iklan (<i>Advertising</i>)	SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1	Iklan produk dari CV Putra Jaya mudah dipahami.					
2	Iklan CV Putra Jaya ditampilkan secara menarik di berbagai media.					
3	Iklan CV Putra Jaya mampu menarik perhatian saya.					
4	Iklan CV Putra Jaya memberi informasi yang cukup tentang produk.					
5	Saya merasa terdorong untuk membeli setelah melihat iklannya.					
6	Iklan CV Putra Jaya sesuai dengan kenyataan produk yang dijual					

No.	Diskon	SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1	Saya tertarik membeli produk CV Putra Jaya jika ada diskon.					
2	Diskon yang diberikan CV Putra Jaya cukup besar dan menarik.					
3	Diskon sering ditawarkan pada waktu yang tepat.					
4	Saya merasa diuntungkan saat membeli produk dengan diskon.					
5	Informasi tentang diskon dari CV Putra Jaya mudah diakses.					
6	Diskon membuat saya lebih memilih produk CV Putra Jaya dibanding kompetitor.					
No.	Minat Beli	SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1	Saya berencana membeli produk dari CV Putra Jaya dalam waktu dekat.					
2	Saya tertarik untuk mencoba produk yang ditawarkan oleh CV Putra Jaya.					
3	Saya mempertimbangkan untuk membeli ulang produk CV Putra Jaya.					
4	Saya merekomendasikan produk CV Putra Jaya kepada orang lain.					
5	Saya merasa produk CV Putra Jaya layak untuk dibeli.					
6	Saya memiliki keinginan kuat untuk membeli produk CV Putra Jaya setelah melihat promosi mereka.					

Lampiran 4 : Tabulasi Data Penelitian

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Brand image
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	3	3	3	3	3	19
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	2	4	2	2	18
4	4	4	4	4	4	24
4	3	4	4	4	4	23
4	4	4	4	4	4	24
4	4	4	4	4	4	24
3	4	4	4	4	4	23
4	3	4	3	4	4	22
4	3	4	3	4	4	22
3	4	3	3	4	4	21
3	3	4	3	4	4	21
4	5	5	5	5	5	29
3	3	3	4	3	3	19
3	3	3	4	3	3	19
2	4	2	4	2	2	16
3	3	2	3	2	2	15
4	3	4	3	4	4	22
4	4	4	2	4	4	22
4	5	5	5	5	5	29
4	5	4	4	4	4	25
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	3	4	3	3	21
3	4	3	3	3	3	19
4	3	3	4	3	3	20

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Brand image
3	3	3	3	3	3	18
4	4	3	3	3	3	20
3	4	3	4	3	3	20
4	4	4	2	4	4	22
4	4	2	4	2	2	18
4	3	4	4	4	4	23
4	4	4	4	4	4	24
4	3	3	3	3	3	19
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	2	4	2	2	18

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Advertising
4	4	3	4	4	4	23
4	5	4	5	5	5	28
4	4	4	4	4	4	24
5	5	5	5	5	5	30
4	4	4	4	4	4	24
3	4	4	4	4	4	23
4	2	4	4	4	4	22
5	5	5	5	4	5	29
4	4	4	4	4	4	24
4	4	4	4	4	4	24

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Advertising
4	4	4	4	5	5	26
4	4	4	4	4	4	24
4	4	4	3	3	3	21
3	3	3	4	4	4	21
3	4	4	4	3	4	22
4	4	3	3	4	3	21
4	4	4	3	4	3	22
4	4	4	4	4	4	24
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	5	5	5	5	30
4	5	4	4	5	4	26
4	4	4	4	4	4	24
4	4	4	5	4	5	26
3	4	4	3	3	3	20
4	5	4	5	4	5	27
3	4	3	4	3	4	21

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Advertising
4	5	4	5	4	5	27
5	5	5	5	5	5	30
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	5	4	4	4	4	25
4	4	2	4	4	4	22
4	5	4	5	5	5	28
4	4	4	4	4	4	24
5	5	5	5	5	5	30
4	4	4	4	4	4	24

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Discount Price
3	3	3	3	3	3	18
5	5	5	4	5	5	29
4	2	4	4	2	2	18
4	4	5	5	4	4	26
5	4	4	4	4	4	25
4	3	4	4	3	3	21
4	4	5	5	4	4	26
3	3	3	2	3	3	17
4	5	4	2	5	5	25
3	3	3	2	3	3	17
4	4	5	5	5	5	28
2	3	3	3	3	3	17
4	4	3	3	4	4	22
3	3	3	4	3	3	19
4	3	3	3	3	3	19
2	3	2	3	3	3	16

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Discount Price
5	4	4	2	4	4	23
4	4	4	5	4	4	25
4	4	4	5	4	4	25
4	4	4	3	4	4	23
3	3	4	3	3	3	19
4	5	5	5	5	4	28
3	3	4	3	3	3	19
4	5	5	5	5	5	29
3	3	2	3	3	3	17
4	2	4	4	2	2	18
2	2	2	3	2	2	13
3	4	2	5	4	4	22
4	4	5	3	4	4	24
4	4	4	4	4	4	24
4	5	5	5	5	5	29
2	4	4	4	4	4	22
3	2	4	4	2	2	17
4	3	3	4	3	3	20
3	2	3	4	2	2	16
5	5	5	4	5	5	29
4	2	4	4	2	2	18
4	4	5	5	4	4	26
5	4	4	4	4	4	25
4	3	4	4	3	3	21

Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Purchase intention
4	4	4	4	4	4	24
5	5	5	5	5	5	30
2	4	2	4	4	4	20
5	5	5	5	5	5	30
5	5	5	5	5	5	30
4	4	4	4	4	4	24
5	5	5	5	5	5	30
4	5	4	5	4	5	27
5	5	5	5	5	5	30
4	4	4	4	4	4	24
5	5	4	4	5	4	27
4	4	4	4	4	4	24
4	4	4	4	4	4	24
5	5	4	4	2	3	23
5	5	5	5	5	5	30
4	4	3	4	4	4	23
5	4	4	4	4	4	25
4	4	4	4	4	4	24
5	5	5	5	4	5	29
5	4	4	5	5	4	27
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	5	5	5	5	30
4	4	5	5	5	4	27
4	4	4	4	4	4	24
4	5	4	5	4	5	27
4	3	3	4	3	3	20

Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Purchase intention
4	5	4	5	4	5	27
4	3	3	3	4	3	20
3	4	5	4	4	4	24
5	5	5	5	4	5	29
4	4	4	4	5	4	25
4	4	4	4	4	4	24
4	5	4	4	5	5	27
5	5	5	5	5	5	30
5	5	5	5	5	5	30
2	4	2	4	4	4	20
5	5	5	5	5	5	30
5	5	5	5	5	5	30
4	4	4	4	4	4	24

Lampiran 5 : Output SPSS

Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Brand image
X1.1	Pearson Correlation	1	.194	.438**	.110	.392*	.392*	.539**
	Sig. (2-tailed)		.231	.005	.499	.012	.012	.000
	N	40	40	40	40	40	40	40
X1.2	Pearson Correlation	.194	1	.292	.449**	.306	.306	.552**
	Sig. (2-tailed)	.231		.068	.004	.055	.055	.000
	N	40	40	40	40	40	40	40
X1.3	Pearson Correlation	.438*	.292	1	.191	.980*	.980*	.927**
		*				*	*	
	Sig. (2-tailed)	.005	.068		.238	.000	.000	.000
X1.4	Pearson Correlation	.110	.449*	.191	1	.157	.157	.448**
			*					
	Sig. (2-tailed)	.499	.004	.238		.332	.332	.004
X1.5	Pearson Correlation	.392*	.306	.980**	.157	1	1.000	.920**
							**	
	Sig. (2-tailed)	.012	.055	.000	.332		.000	.000
X1.6	Pearson Correlation	.392*	.306	.980**	.157	1.000	1	.920**
						**		
	Sig. (2-tailed)	.012	.055	.000	.332	.000		.000
Brand image	Pearson Correlation	.539*	.552*	.927**	.448**	.920*	.920*	1
		*	*			*	*	
	Sig. (2-tailed)	.000	.000	.000	.004	.000	.000	
	N	40	40	40	40	40	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Advertising
X2.1	Pearson Correlation	1	.585**	.684*	.611**	.713**	.597**	.834**
				*				
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	40	40	40	40	40	40	40
X2.2	Pearson Correlation	.585**	1	.549*	.627**	.560**	.599**	.785**
				*				
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	40	40	40	40	40	40	40
X2.3	Pearson Correlation	.684**	.549**	1	.574**	.540**	.560**	.783**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	40	40	40	40	40	40	40
X2.4	Pearson Correlation	.611**	.627**	.574*	1	.669**	.969**	.889**
				*				
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000

	N	40	40	40	40	40	40	40
X2.5	Pearson Correlation	.713**	.560**	.540* *	.669**	1	.712**	.833**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	40	40	40	40	40	40	40
X2.6	Pearson Correlation	.597**	.599**	.560* *	.969**	.712**	1	.886**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	40	40	40	40	40	40	40
Advertising	Pearson Correlation	.834**	.785**	.783* *	.889**	.833**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Discount Price
X3.1	Pearson Correlation	1	.492*	.623**	.264	.489**	.492**	.692**
	Sig. (2-tailed)		.001	.000	.100	.001	.001	.000
	N	40	40	40	40	40	40	40
X3.2	Pearson Correlation	.492**	1	.551**	.282	.986**	.971**	.903**
	Sig. (2-tailed)	.001		.000	.078	.000	.000	.000
	N	40	40	40	40	40	40	40
X3.3	Pearson Correlation	.623**	.551*	1	.478**	.570**	.551**	.790**
	Sig. (2-tailed)	.000	.000		.002	.000	.000	.000
	N	40	40	40	40	40	40	40
X3.4	Pearson Correlation	.264	.282	.478**	1	.309	.282	.553**
	Sig. (2-tailed)	.100	.078	.002		.052	.078	.000
	N	40	40	40	40	40	40	40
X3.5	Pearson Correlation	.489**	.986*	.570**	.309	1	.986**	.916**
	Sig. (2-tailed)	.001	.000	.000	.052		.000	.000
	N	40	40	40	40	40	40	40
X3.6	Pearson Correlation	.492**	.971*	.551**	.282	.986**	1	.903**
	Sig. (2-tailed)	.001	.000	.000	.078	.000		.000
	N	40	40	40	40	40	40	40
Discount Price	Pearson Correlation	.692**	.903*	.790**	.553**	.916**	.903**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Purchase intention
Y1.1	Pearson Correlation	1	.576**	.762* *	.562* *	.387*	.442**	.775**
	Sig. (2-tailed)		.000	.000	.000	.014	.004	.000
	N	40	40	40	40	40	40	40
Y1.2	Pearson Correlation	.576* *	1	.649* *	.771* *	.441* *	.840**	.846**
	Sig. (2-tailed)	.000		.000	.000	.004	.000	.000
	N	40	40	40	40	40	40	40
Y1.3	Pearson Correlation	.762* *	.649**	1	.701* *	.534* *	.652**	.883**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	40	40	40	40	40	40	40

	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	40	40	40	40	40	40	40
Y1.4	Pearson Correlation	.562*	.771**	.701*	1	.546*	.834**	.873**
		*		*		*		
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	40	40	40	40	40	40	40
Y1.5	Pearson Correlation	.387*	.441**	.534*	.546*	1	.668**	.716**
				*	*			
	Sig. (2-tailed)	.014	.004	.000	.000		.000	.000
	N	40	40	40	40	40	40	40
Y1.6	Pearson Correlation	.442*	.840**	.652*	.834*	.668*	1	.874**
		*		*	*	*		
	Sig. (2-tailed)	.004	.000	.000	.000	.000		.000
	N	40	40	40	40	40	40	40
Purchase intention	Pearson Correlation	.775*	.846**	.883*	.873*	.716*	.874**	1
		*		*	*	*		
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.832	6

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.913	6

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.883	6

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.902	6

Uji Analisis Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Discount Price, Brand image, Advertising ^b	.	Enter

a. Dependent Variable: Purchase intention

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.726 ^a	.527	.487	2.386	1.939

a. Predictors: (Constant), Discount Price, Brand image, Advertising

b. Dependent Variable: Purchase intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	227.908	3	75.969	13.350	.000 ^b
	Residual	204.867	36	5.691		
	Total	432.775	39			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Discount Price, Brand image, Advertising

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.504	4.182		.360	.721
	Brand image	.359	.125	.330	2.874	.007

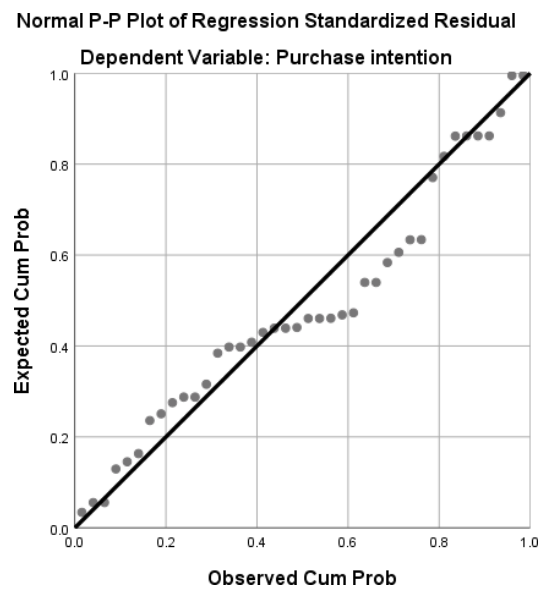
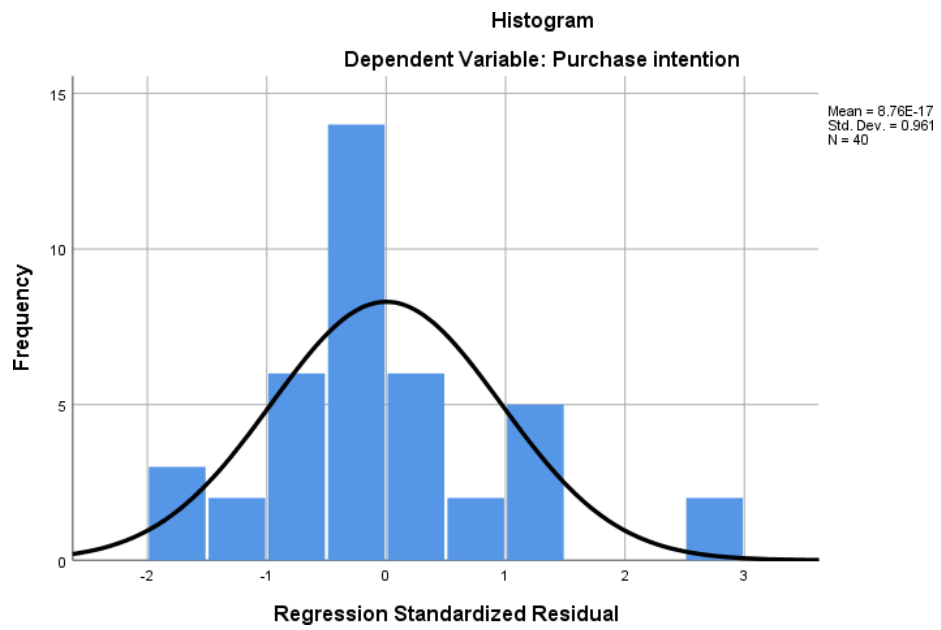
Advertising	.451	.135	.429	3.346	.002
Discount Price	.258	.097	.340	2.651	.012

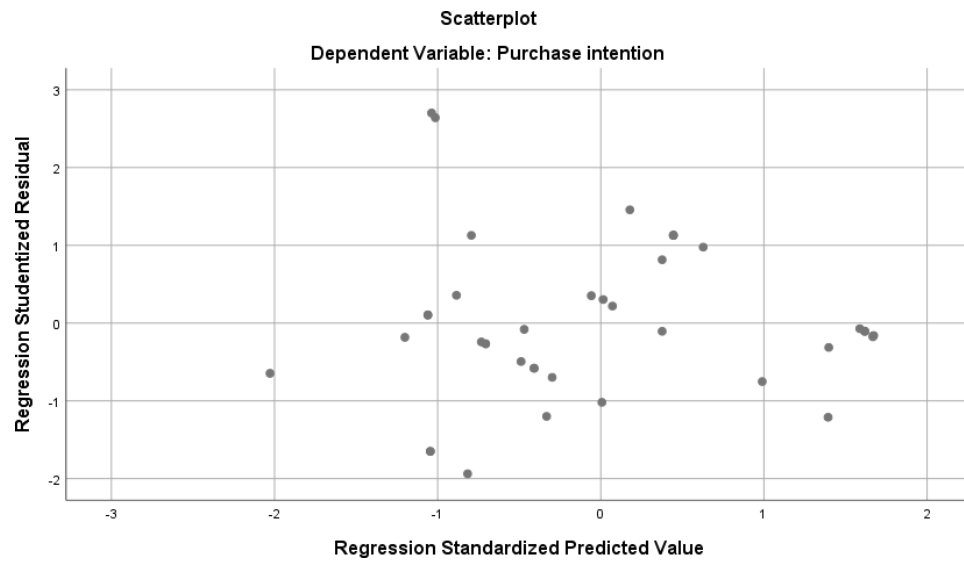
a. Dependent Variable: Purchase intention

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21.42	30.37	26.33	2.417	40
Std. Predicted Value	-2.028	1.671	.000	1.000	40
Standard Error of Predicted Value	.467	1.263	.735	.172	40
Adjusted Predicted Value	21.67	30.49	26.34	2.424	40
Residual	-4.352	6.183	.000	2.292	40
Std. Residual	-1.824	2.592	.000	.961	40
Stud. Residual	-1.938	2.701	-.003	1.007	40
Deleted Residual	-4.913	6.713	-.015	2.518	40
Stud. Deleted Residual	-2.019	2.982	.008	1.053	40
Mahal. Distance	.518	9.964	2.925	2.003	40
Cook's Distance	.000	.156	.025	.038	40
Centered Leverage Value	.013	.255	.075	.051	40

a. Dependent Variable: Purchase intention





Lampiran 6 : Dokumentasi



Lampiran 7 : Artikel Yang Dipublikasikan

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The Influence of Brand Image, Advertising, and Discount Prices on Purchase Intention at CV Putra Jaya

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Abstract

Research aim : This study investigates the influence of brand image, advertising, and discount prices on purchase intention at CV Putra Jaya. The research aims to determine the extent to which these factors drive consumer behavior and contribute to marketing effectiveness.

Design/Method/Approach : The study adopts a quantitative research approach, utilizing survey data collected from 40 respondents who are customers or potential customers of CV Putra Jaya. This research was designed with a causal research design with a quantitative approach, namely test.

Research Finding : The results indicate that brand image and advertising have a significant positive effect on purchase intention, while discount prices demonstrate a moderate effect. Among these factors, brand image emerged as the strongest predictor of purchase intention, highlighting its critical role in shaping consumer decisions.

Theoretical contribution/Originality : This research contributes to the literature by integrating brand image, advertising, and discount pricing as simultaneous predictors of purchase intention, providing a holistic perspective on consumer behavior in the retail sector.

Practitioner/Policy implication : The findings suggest that businesses like CV Putra Jaya should prioritize enhancing brand image and creating impactful advertising campaigns while strategically using discounts to boost sales without undermining perceived value.

Research limitation : The study focuses on a single retail company and its customers, which may limit the generalizability of the findings. Future research could explore other industries or comparative analyses across regions.

Keywords : Brand Image, Advertising, Discount Prices, Purchase Intention, Retail Marketing.

1. Introduction

The furniture industry in Indonesia continues to grow rapidly, in line with the increasing needs of households, offices and other commercial sectors.[1] One company operating in this field is CV Putra Jaya, which has long been operating in the supply of quality furniture. As a company operating in the furniture sector, CV Putra Jaya faces increasingly fierce competition, both from local and international manufacturers, so it is very important for companies to understand the factors that can encourage consumers to buy their products.[2]



Several factors that are believed to influence consumer purchasing decisions or purchase intention are influence (social influence), advertising (advertising), and discount price (discounted price). [3] In today's business world, consumers tend to be influenced by the information they receive from various sources, including friends, family, and advertising campaigns they see in mass media and social media. Apart from that, price is also one of the main considerations in purchasing decisions, especially when companies provide discounts or attractive promotions. [4]

Social influence theory focuses on how an individual's behavior and attitudes can be influenced by others in their social environment. In the context of purchasing decisions, social influence refers to how other people, such as friends, family, or coworkers, can influence someone in choosing and purchasing a product. [5] Word-of-mouth (WOM), online reviews, and recommendations from trusted people can strengthen consumers' purchasing intentions. Advertising as a communication tool that influences consumer perceptions and purchasing decisions.[6] Advertisements provide information about the product and form a brand image in the minds of consumers. [7] Based on this theory, effective advertising not only influences perceptions but can also generate purchase intentions in an attractive and persuasive way. Value perception theory states that consumers will judge the value of a product based on the price they pay compared to the benefits or quality received. Discounted prices are thought to increase perceived value because consumers feel they are getting more benefits at lower costs. This can increase their purchasing intentions, especially if consumers feel they are getting more benefits than the price paid [8].

CV Putra Jaya, which has been operating for more than 10 years, has recorded sales fluctuations which can be influenced by various external and internal factors. In 2020, for example, sales experienced a significant decline due to the COVID-19 pandemic, which caused a reduction in people's purchasing power and disruption to the raw material supply chain. However, the following year, sales increased again after the company utilized social media and discount offers to attract new customers.

Even though CV Putra Jaya has tried various marketing strategies, such as discount promotions and advertising campaigns on various platforms, the company still faces challenges in increasing consumer purchasing intentions in the long term. This shows that companies need to conduct further research to understand more deeply the factors that influence purchase intention and how effective marketing strategies can be implemented to increase sales.[9]

These sales fluctuations indicate challenges in maintaining customer loyalty, especially in an increasingly competitive market. In this context, brand loyalty is the key to business sustainability. Loyal customers not only make repeat purchases but also recommend the brand to others.

CV Putra Jaya Sales Data

2019: Furniture sales reached 5,000 units, with superior products such as chairs and dining tables being the most purchased. Sales were driven by increased demand in the domestic market.

2020: Sales declined drastically by 12% to 4,400 units due to the impact of the COVID-19 pandemic, with most consumers postponing purchases due to economic uncertainty.





2021: Sales begin to recover with a 15% increase to 5,060 units, thanks to a more intensive marketing strategy through digital platforms and social media, as well as the launch of new products.

2022: Sales stagnate at 5,100 units, although CV Putra Jaya continues to implement price cuts and advertising on social media, there is a decline in sales growth due to price competition and lack of innovation in products.

2023: Sales again increase 18% to 6,000 units, after the company improves its marketing strategy by adding attractive discount promos and introducing a customer loyalty program.

Based on the initial data obtained, it was found that advertising via social media has quite a large influence on consumer purchasing intentions. Most respondents admitted that they purchased furniture products more often after seeing attractive advertisements on platforms such as Instagram and Facebook. In addition, providing discounts of 10-15% has been proven to increase purchase intentions by 25% among consumers who participated in this survey.

Formulation of the problem

1. How does brand image influence purchase intention at CV Putra Jaya?
2. How does advertising influence purchase intention at CV Putra Jaya?
3. How does the discount price influence purchase intention at CV Putra Jaya?
4. To what extent do brand image, advertising and discount prices simultaneously influence purchase intention at CV Putra Jaya?

1.1. Statement of Problem

Although these various factors have been discussed in previous research, the influence of all three simultaneously on purchase intention in the furniture industry, especially in the context of buying and selling processed wooden furniture, has not yet been widely explored. This research aims to fill this gap by focusing on CV Putra Jaya.

1.2. Research Objectives

Research on the influence of factors such as influence, advertising, and discount prices on purchase intention in the furniture industry is still limited, especially in local companies such as CV Putra Jaya. Some research gaps found in previous studies are:

1. Influence of Social Influence (Influence):

Although many studies show that social influence, such as recommendations from friends and family, can influence purchasing decisions, not many studies have explored the influence of social influence in the context of the local furniture industry, especially in Indonesia. This study aims to fill this gap by testing how big a role social influence plays in determining purchase intentions for furniture products.

2. The Role of Advertising (Advertising) in Increasing Purchase Intention:

Research related to the influence of advertising on purchase intention often focuses on other consumer products such as fashion or food and drink, but there is not much research that discusses the influence of advertising in the furniture industry. Therefore, this research gap can be filled by exploring the influence of advertising, both traditional and digital,





on furniture purchase intentions.

3. Discount Price and Purchase of Furniture Products:

Several studies have shown that discount prices influence purchasing decisions in various types of products. However, little research has investigated its impact in the context of the furniture industry. This research will fill this gap by focusing on how discounts influence consumers' purchasing intentions for furniture products.

4. Interrelationship Between These Factors:

Although there are studies that discuss the influence of each factor on purchase intention, few discuss the relationship of the three factors simultaneously in the furniture industry. This research attempts to fill the gap by looking at the relationship between social influence, advertising and discount prices on purchase intentions at CV Putra Jaya.

2. Method

This research was designed with a causal research design with a quantitative approach, namely tests. The connection or relationship between brand image, advertising and discount prices influence purchase intention at CV Putra Jaya.

The research was conducted at CV Putra Jaya. Population consisting of CV Putra Jaya consumers, this research uses Quantitative method by collecting data accidentally through surveys. Using, the sample is determined as many as 40 respondents. Data collection is carried out by distributing questionnaire consisting of indicators that form research variables, using a Likert scale ranged from 1 (strongly disagree) to 5 (strongly agree). All data obtained were analyzed using path analysis via the SPSS application.

3. Results and Discussion

3.1 Multiple Linear Regression Analysis

To find out how the independent variable influences the dependent variable, a multiple linear regression model is used which is formulated. The results of multiple linear regression analysis can be seen in table 1

Table 1. Multiple Linear Regression Analysis Test Results

Model	Coefficient ^a		Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	1.504	4.182		.360	.721
Brand image	.359	.125	.330	2.874	.007
Advertising	.451	.135	.429	3.346	.002
Discount Price	.258	.097	.340	2.651	.012

a. Dependen variabel: Purchase intention

Source: Primary data processed, 2024

Based on table 1, the following multiple linear regression equation is obtained:





$$Y = 1.504 + 0.359 X_1 + 0.451 X_2 + 0.258 X_3 + e$$

The regression equation above has the following meaning numbers:

- Constant = 1.504. This value shows that if the variables (X_1), (X_2) and (X_3) have a value of 0, then the value of (Y) is 1.504.
- Coefficient $X_1 = 0.359$. Variable X_1 has an influence on Y with a regression coefficient of 0.359 units, meaning that if there is an increase in variable X_1 increases by 1 unit.
- Coefficient $X_2 = 0.451$. Variable X_2 has a positive influence on Y with a regression coefficient of 0.451 units, meaning that if variable X_2 increases by 1 unit.
- Coefficient $X_3 = 0.258$. Variable X_3 has a positive influence on Y with a regression coefficient of 0.258, meaning that if there is an increase in variable X_3 increases by 1 unit.

3.2 Coefficient of Determination Test (adjusted R^2)

The coefficient of determination (adjusted R^2) is intended to determine the extent of the model's ability to explain variations in the dependent variable [10]. Determination analysis is used to determine the percentage contribution of the independent variable's influence simultaneously on the dependent variable.

This coefficient shows how large a percentage of the variation in the independent variable used in the model is able to explain the dependent variable. Adjusted $R^2 = 0$, so the variation in the independent variable used in the method does not explain the variation in the dependent variable at all. Conversely, if Adjusted $R^2 = 1$ then the variation in the independent variable used in the model explains 100% of the variation in the dependent variable.

The following table 2 shows the results of the coefficient of determination of the three independent variables.

Table 2. Coefficient of Determination Test

<i>Adjusted R²</i> Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.487	2.386

a. Predictors: (Constant), Discount Price, Brand image, Advertising

b. Dependent Variable: Purchase intention

Source: Primary data processed, 2024

Based on table 2, it can be seen that the adjusted R^2 value is 0.408. This shows that the independent variables brand image, advertising, and discount price are able to explain the dependent variable (purchase intention) by 48,7% and the remaining 51,3% is explained by other variables not studied in this research.

3.3 Hypotesis Testing

Testing the hypothesis in this study using the t-test and F-test, as follows:





Partial test results are carried out via the t test, where the values are compared with a significance level of 0.05. Details of partial test results can be found in Table 3.

**Table 3. T-Test (Partial Test)
Coefficients^a**

	Model	T	Sig.
1	(Constant)	.360	.721
	Brand image	2.874	.007
	Advertising	3.346	.002
	Discount Price	2.651	.012

Source : Primary data processed, 2024.

Table 3 depicts the results of the t test, where the significance value for the brand image variable was found to be 0.007, lower than the significance level of 0.05 [11]. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted. These results indicate that the brand image variable has a partially significant influence on purchase intention.

Furthermore, from the calculations in Table 3, it is found that the significance value for the advertising variable is 0.002, also less than 0.05. As a result, H0 is rejected, and Ha is accepted. This means that the advertising variable partly has a significant effect on purchase intention.

Finally, based on the calculation results in Table 3, the significance of the discount price variable reaches a value of 0.012, which is lower than the significance level of 0.05. Thus, H0 is rejected and Ha is accepted. Overall, the discount price variable has a partially significant influence on purchase intention.

The F test is used to evaluate the extent to which independent variables, influence the dependent variable. The purpose of the F test is to identify the simultaneous influence of these variables. Comparison of the results of the probability values is carried out in the F test, which will then be compared with a significance level of 0.05. Detailed results of this simultaneous test can be found in Table 4.

Table 4. F-Test (Simultaneous Test)

ANOVA ^a			
Model		F	Sig.
1	Regression	13.350	.000 ^b
	Residual		
	Total		

Source : Primary data processed, 2024.

Based on the F test results recorded in Table 4, it was found that the significance value reached 0.000, this value is lower than the significance level of 0.05. Therefore, (H0)





is rejected and the alternative hypothesis (H_a) is accepted [12]. In conclusion, the variables of brand image, advertising, and discount price have a significant influence simultaneously on purchase intention variables.

3.4 Discussion Of Research Results

The results of this study indicate that the independent variables consisting of brand image, advertising, and discount prices have a significant relationship to purchase intention in consumers of CV Putra Jaya. This finding provides a deeper understanding of the factors that influence consumer purchase intention in the midst of increasingly competitive market competition.

Brand image has been proven to have a positive influence on purchase intention. This shows that the more positive consumers' perceptions of CV Putra Jaya's brand image, the higher their tendency to make a purchase. A strong brand image—reflected in the reputation, trust, and quality associated with the product—gives consumers a sense of security and confidence in making purchasing decisions. This finding is in line with previous research which states that brand image plays an important role in building consumer trust and perceived value, which ultimately drives purchase intention. In the context of CV Putra Jaya, the brand image associated with local quality, fast service, and maintained traditional values provides its own appeal in the eyes of consumers.

Advertisements also show a significant influence on purchase intention. The effectiveness of promotional strategies through social media and other digital platforms can increase brand awareness and encourage purchasing interest. Consumers who are frequently exposed to CV Putra Jaya advertisements tend to be more interested in learning more about the product and have a higher probability of making a purchase. Several respondents stated that attractive visual design, the use of testimonials, and seasonal promotions through advertisements play a role in creating emotional and logical appeal to the product. This shows the importance of advertising content that is not only informative but also able to build connections with the target audience.

The discount prices variable shows a significant positive effect on consumer purchase intention. Discounts have been shown to be an effective stimulus in creating urgency and strengthening the perception of value towards a product. Discounts encourage consumers to make purchases immediately, especially when accompanied by a time limit or exclusive offer. However, it is important to note that the effects of discounts are short-term and must be balanced with consistent product quality. Discounts that are too frequent or too large can actually damage price perception and reduce brand image in the long term.

Although the three variables (brand image, advertising, and discount prices) have an individual effect on purchase intention, the results of the analysis also show that there is a mutual relationship and synergistic effect between the three. For example, advertising that promotes price discounts can strengthen the promotional effect, but it will be more effective if supported by a strong brand image.

4. Conclusion

The conclusion of this research is that both partial and simultaneous brand image, advertising, and discount price simultaneously influence purchase intention at CV Putra Jaya.

The results of this research can be used as a bridge to carry out further research, especially in the same field of study. Future research needs to expand the research variables





so that it can produce better research, so that other factors such as location, perceived quality, word of mouth and so on also need to be studied because they can relate to purchase intention. The limitations in conducting this research are lack of access and lack of time for taking research samples.

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