The Influence of Brand Image and Promotion on Consumer Purchase Decisions

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ARTICLE INFO	ABSTRACT
	The purpose of this study is to determine the influence of brand image and promotion on consumer purchasing decisions of Wardah Renewyou Serum products at Wardah Beauty Store Aeon Mall Bsd South Tangerang. This type of research uses an associative type of research, with a quantitative approach. The population in this study is 211 consumers and the sample in this study is 68 respondents. Data analysis uses validity tests, reliability tests, classical assumption tests, regression analysis, and hypothesis tests. The results of this study show Brand Image (X1) and Promotion (X2) has significant effect on Purchase Decision (Y)

INTRODUCTION

The development of the cosmetics industry from year to year has experienced a positive increase. Many people are aware that nowadays taking care of the skin is one of the most important things, skincare includes skin care for the face, hair, and body. In the United States, the cosmetics industry has experienced an increase in sales from year to year and is expected to peak sales in 2025. In 2021, the number of cosmetics sales in the United States reached $511 Billion. And it increased by 6.5% the following year.

Skincare has various types ranging from facial cleansers, toners, moisturizers, serums, sunscreens and others. Which plays a role in improving and caring for the health of facial skin. In the current era, Korean look is a trend that is spreading in the world, including in Indonesia. There are so many new products entering Indonesia. The growing trend of using cosmetics, as well as the guidance of someone who looks attractive in front of the general public is one of the reasons why the cosmetics industry is developing well in Indonesia.

Along with the times, cosmetics seem to be a primary need for some women. This can be seen in the many types of cosmetics circulating in the market, both domestically and abroad.

Serum is the most effective type of skincare because it contains the most concentration of active ingredients. Having a glowing face is now a trend in society, especially women, so the use of serums is increasing. Face serums can help reduce acne appearances, moisturize dry skin, and brighten dull skin. One of them in the Renewyou Wardah Serum product functions to inhibit signs of skin aging or anti-aging, helping cell regeneration to disguise hauls lines and even skin texture.

Wardah cosmetics is the first cosmetics and skincare brand in Indonesia that is labeled halal, as a guarantee of quality, it is able to increase the confidence of women using wardah products. Wardah products themselves are quite varied and can be chosen based on their needs. A purchase decision is someone who has decided to buy a good or service that has been considered beforehand.

The emergence of new brands in Indonesia that release serum products with diverse ingredients in each brand. New brands that have emerged in Indonesia are Azarine, Somethinc, Avoskin, Lacoco, YOU, and Scarllet. Each of these brands releases serum products with their own advantages.

There was a decrease in consumers who bought Wardah Renewyou Serum products at Wardah Beauty Store Aeon BSD South Tangerang. Because of the many inconsistencies of a product on a person's facial skin, it can affect a decrease in sales because they no longer use the product that has been purchased. Each brand of retinol serum products has different percentages of retinol. Retinol serum itself is widely chosen by consumers today because it has very good benefits to prevent premature aging and avoid dark spots on the face. From the incompatibility of the product that someone has used, a consumer will no longer use the product and will not buy or come to the store again which causes sales to decrease every year.

The advantage of wardah products is   that cosmetic brands are labeled halal and affordable prices, but the products offered are not always suitable for consumers, one of which is serum products, based on the top brands of face serums in 2022 wardah is at level 9 out of 10 top face serum brands. The strength of a product is important for consumers, the strength contained in the renewyou wardah serum contains 1% retinol microcapsules with a liquid texture and easily absorbed into the skin layer. In addition, the uniqueness of the renewyou wardah serum product has an applicator that is easy to apply. But wardah has not been able to become a leader brand for serum products in 2022.

Branding is one of the important aspects that need to be considered in the business world. Branding aims to differentiate a company's products or services from competitors. All business activities ranging from large to small businesses, all need to pay attention to the branding aspect.

In the era of increasingly sharp business competition, this branding effort is increasingly a complex thing and fluctuates in nature. Every market change must be able to be responded to so that the brand that has been embedded in the minds of consumers can be maintained and developed. Seeing the tight competition, in an effort to build a brand as a company engaged in the beauty sector is able to pay attention to the target market to be targeted.

Then the content in renewyou wardah retinol serum products is not too much, it can be seen that the ingredients only contain 1% retinol microcapsules, while the benefits of retinol are that it can help repair skin damage and reduce signs of aging, such as wrinkles and fine lines. In addition, the function of retinol for the face can help overcome skin problems, such as acne and hyperpigmentation. Then the renewyou wardah serum has packaging with purple packaging with various kinds of product descriptions and descriptions listed on the packaging, with the color looking elegant and shiny. For renewyou serum, wardah uses a pump to make

it easier for consumers to apply it directly to the face.

Competition in the cosmetics industry in Indonesia is very competitive with this, in the era of digitalization, cosmetic brands promote on social media such as Youtube, Tiktok, Instagram and others. There are many manufacturers who produce cosmetics that are safe and halal-labeled, in addition to not containing harmful chemicals, one of which is Wardah products.

Promotional activities carried out by Wardah Beauty Store Aeon Mall BSD South Tangerang introduce promotional products and increase sales, namely promotional messages delivered directly to consumers who pass through the Wardah store, promotional media by installing banded products in storefronts, POP, wabbler, promotions through social media accounts on TikTok so that it makes it easier for consumers to remember and pay attention to the promo. The promotion time determined by the company is usually Friday, Saturday, Sunday. In addition, Wardah Beauty Store Aeon Mall BSD South Tangerang conducts promotional frequencies to conduct sales promotions through live streaming at the store.

LITERATURE REVIEW

Brand Image

According to Firmasnyah (2018:87), brand image is an overview of the overall perception of the brand and is formed from information and experience of the brand. Meanwhile, according to Sari Dewi et al. (2020), brand image is the consumer's perspective on a brand as an image of what is in the consumer's mind or mind towards a brand.

According to the American Marketing Association (AMA) in Kotler and Keller (2019:258), a brand as a name, term, sign, emblem, or design, or a combination thereof, which is meant by identifying goods or services from one seller or group of sellers and deferring them from competitors. Meanwhile, according to Nature (2017) in Cornelia Dumarya Manik et al. (2020) Brand Image is an impression, feeling or conception that exists in the public about a company, about an object, a person or about an institution.

Based on the above understanding, it can be concluded that brand image is the view of a number of consumers who have been in their minds when looking for a product they need.

Promotion

Promotion is one of the most important and must be considered in marketing. No matter how good the quality of a product is, if consumers have never heard of the name of a product, then consumers will never buy it. Promotion is one of the marketing mix tools. With promotional activities, companies can introduce products or services to consumers, so consumers will know the usefulness of a product and service.

According to Tjiptono (2019:387) states that promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the company's brand and products. Meanwhile, according to Assauri (2018:16) promotion is an effort from the company to influence and seduce potential buyers, through the use of all elements of the marketing mix.

According to Alma (2017:179) said that: "promotion is a type of communication that gives a convincing explanation to potential consumers about goods or services." Meanwhile, according to Alma (2020:181) said that promotion is a type of communication that provides explanations and convinces potential consumers about goods and services with the aim of obtaining attention, educating, reminding, and convincing potential consumers.

According to Tjiptono in Pratama and Sugiyono, (2020:03) promotion is a marketing mix that focuses on informing, persuading, and reminding consumers of the brand and products being promoted.

From the explanation according to the experts above, it can be concluded that promotion is a marketing activity to introduce and inform products and services to consumers so that they are interested in purchasing a product and service of a company.

Purchase Decision

According to Sangadji & Sopiah, (2016:120) that a decision is the choice of an action from two or more alternative options. Meanwhile, according to Mangkunegara, (2019:43) a purchase decision is a performance framework or something that represents what consumers believe in making a purchase decision, the performance framework is overshadowed by two main factors, namely the attitude of others and unexpected situations. If the performance is below expectations, then consumers are not satisfied. On the other hand, if the performance meets consumer expectations, it will cause satisfaction and pleasure.

In contrast to what Firmasnyah (2019:37) stated that a purchase decision is a problem-solving process carried out by individuals in choosing two or more existing alternatives. What individuals do in choosing two or more existing alternatives. This is in line with what was stated by Yunefa and Sabardini (2020:174) who stated that "A purchase decision is a process where consumers identify problems, look for information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a buyer's decision".

Based on the understanding according to the experts above, it can be concluded that the purchase decision is the final decision to determine the choice of several existing options, in order to feel its own satisfaction because the desires or needs of consumers are met.

METHOD

This study uses a type of associative research, according to I Made Laut Mertha Jaya (2021:51) associative research aims to find out the relationship between two or more variables. This research can also be used to explain a symptom. With a quantitative research approach. According to I Made Laut Mertha Jaya (2021:12), quantitative research is a type of research that produces new findings that can be achieved (obtained) using statistical procedures or other means of quantitative (measurement).

This research was carried out at Wardah Store which is located at AEON Mall BSD Jl. BSD Raya Utama No.63, Situ Gantung, District. Pagedangan, Regency. Tangerang, Banten 15330 (wardah store, 1st floor, in front of the Melissa shoe store).

The place and time of the research are as follows:

Venue : Wardah Beauty Store AEON Mall BSD South Tangerang

Time : November – January 2025

The population in this study is consumers of Wardah *Beauty Store* Aeon Mall Bsd South Tangerang where they have bought and used renewyou serum products sold in 2023, namely 211 consumers.

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n : Sample size / number of respondents

N : Total Population

e : Error in sampling set at 10% (tolerable error in presentation over uncertainty of using sample as population).

Account:

$$n = \frac{211}{1 + 211x(10\%)^2}$$

$$n = \frac{211}{1 + 211x0,01}$$

$$n = \frac{211}{3,11}$$
$$= 67.8456591639 = 68 \text{ (rounded)}$$

Based on the calculation of the sample above, the sample that will be used in this study is 68 respondents.

RESULT AND DISCUSSION

Classical Assumption Test

Classical assumption tests are used to ensure data wetness as well as the relationship between bound and unbound variables.

Normality Test

There are two ways to predict whether the residual has a normal distribution or not, namely by graph analysis and statistical analysis. Statistical analysis uses *the Kolmogorov-Smirnov Test* with a *significancy* α > 0.050. The results are as follows:

Table 1. Results of the Normality Test with *the Kolmogorov-Smirnov Test*
One-Sample Kolmogorov-Smirnov Test

|		Unstandardized Residual
N		68
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.48641530
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.072
Test Statistic		.082
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on table 1, it shows that it is known that Asymp is nilasi. Sig (2-tailed) of 0.200 > 0.05 can be stated that the data from the population is distributed normally and can be carried out to the next stage of analysis. Visually, the normal probability plot image can be seen in the following figure:
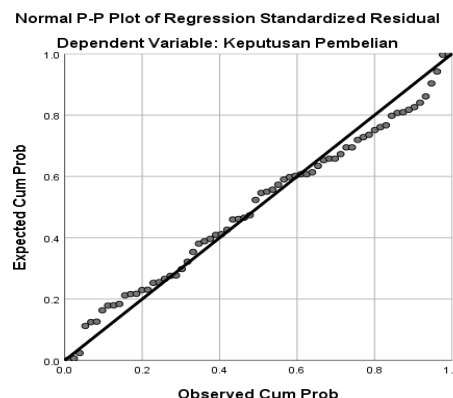
Data source: processed with SPSS 26 (2024)
Figure 1. Results of the Normality Test with P-P Plot Line

From figure 1 probability plot, it can be seen that the distribution of data follows the existing diagonal line and spreads around the diagonal line, so it can be concluded that the regression model assumes normality.

Multicollinearity Test

This test is used to find out that variables do not have multicollinearity. This test can be done by looking at the Tolerance *Value* and *Variance Inflation Factor* (VIF) values. The conditions are: If the VIF value > 10.0 and the tolerance value > 0.10, it means that there is a multicollineity symptom. If the VIF villa < 10.0 and the *tolerance value* > 0.10, it means that there are no symptoms of multicholinerization.

Table 2 HasiL Multicollinearity Test
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	Correlations	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	11.047	2.568			
	Brand Image	.445	.160	.500	.225	4.445
	Promotion	.214	.159	.243	.225	4.445

a. Dependent Variable: Purchase Decision

Source: processed SPSS 26 (2024)

Based on table 2 above, it can be seen that the tolerance value of the brand image and promotion variables is 0.225 > 0.10 and the VIF value of the brand image and promotion variables is 4.445 < 10.00 so that it can be concluded that the *brand image* and promotion variables do not have multicollinearity symptoms.

Heteroscedasticity

This test is carried out to find out if there is an imbalance in the *residual variance* of the regression model, the requirements in testing *the scatterplots* graph are:

If there is a fixed pattern, such as dots that form an orderly pattern (wavy, widening and then narrowing), then it is indicated that heteroscedacity has occurred.

If there is an unclear pattern, the spreading points above will be below the number 0 on the Y axis, meaning that there is no heteroscedasticity.
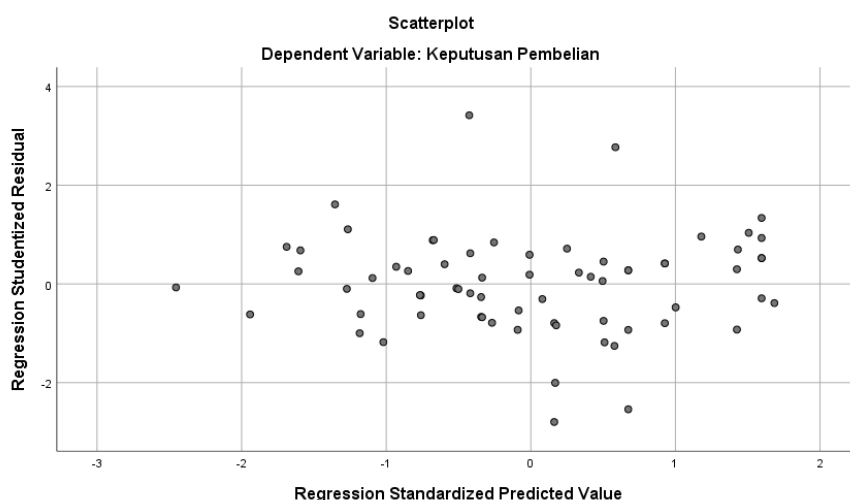
Source: processed SPSS 26 (2024)

Figure 3 Scatterplots Chart Heteroscedasticity Test Results

Autocorrelation

The autocorrelation test aims to determine whether there is a correlation between disturbance errors in a linear regression model, then it can be said that the linear regression equation model is still autocorrelation. In this test, SPSS software version 26 was used. The decision-making criteria for the Durbin-Watsons test (DW-Test) can be summarized in the following table:

Table 3. Durbin-Watsons Test Interpretation Guidelines

Criterion	Information
< 1,000	There is an autocorrelation
1,100 – 1,550	No Conclusion
1,550 – 2,460	**No autocorrelation**
2,460 – 2,900	No conclusion
> 2,900	There is an autocorrelation

Source: Sugiyono (2019:184)
Based on the results of the autocorrelation test

Table 4. Autocorrelation Test Results
Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.723a	.523	.509	2.524	1.861

a. Predictors: (Constant), Promotion, Brand Image
b. Dependent Variable: Purchase Decision
Source: processed SPSS 26 (2024)

Based on table 4 it shows that the Dw value is 1.861 which is in the interval of 1.550-2.460, so it can be concluded that there is no autocorrelation symptom in the data.

Quantitative Analysis Test
Simple Linear Regression Analysis

This test is intended to predict whether there is an influence between independent variables on dependent variables.

a. Effect of (X1) on (Y)

Table 5. Simple Regression Test Results (X1)
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.742	2.531		4.640	.000
	Brand Image	.634	.077	.714	8.288	.000

a. Dependent Variable: Purchase Decision
Source: processed SPSS 26 (2024)

Based on the results of table 5 of the calculation, a simple linear regression equation can be obtained as follows:

Y = 11,742 + 0,634X

A constant value of 11.742 means that without *a brand image* , the purchase decision will still be formed at 11.742.

The value of the *brand image variable* coefficient (X1) is 0.634, meaning that if there is an increase in the unit in the *brand image* variable, there will be a change in consumer satisfaction of 0.634.

Effect of (X2) on (Y)

Table 6. Simple Regression Test Results (X2)
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13.068	2.584		5.058	.000
	Promotion	.601	.079	.683	7.603	.000

a. Dependent Variable: Purchase Decision
  Source: processed SPSS 26 (2024)
  Based on the results of table 6 of the calculations, a simple linear regression equation can be obtained as follows:
Y = 13,068 + 0,601X
A constant value of 13.068 means that without promotion, the purchase decision will still be formed at 13.068.
The value of the coefficient of the promotional variable (X2) is 0.601, meaning that if there is an increase in the unit in the promotional variable, there will be a change in consumer satisfaction of 0.601.

Multiple Linear Regression Analysis
  This test is to predict how the state of the dependent variable will fluctuate, when two or more independent variables as predictors are manipulated to increase and decrease their values.

Table 7. Multiple Regression Test Results (Y)
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.047	2.568		4.302	.000
	Brand Image	.445	.160	.500	2.771	.007
	Promotion	.214	.159	.243	1.344	.184

a. Dependent Variable: Purchase Decision
  Source: processed SPSS 26 (2024)
  Based on the results of table 7 of the calculation above, it can be seen that the multiple linear regression formula is: Y = 11.047 + 0.445 X1 + 0.214 X2 From the equation, it can be concluded as follows:
The value of the constant is 11.047, then if the variables X1 and X2 do not exist, then the value of the variable Y = 11.047
The value of 0.445 means that if the constant value is fixed and there is no change in the promotion variable (X2), then every change of 1 unit in the *brand image* variable (X1) there is a change in the purchase decision (Y) of 0.445.

The value of 0.214 means that if the constant value is fixed and there is no change in the *brand image variable* (X1), then every change in 1 unit of the promotional variable (X2) there is a change in the purchase decision (Y)0,60-0,799.

Hypothesis Test
Test t (partial)

It is used to examine the hypothesis of brand *image* (X1) and promotion (X2) variables that are partially carried out on the purchase decision (Y). The significance criterion was 0.05 (5%). The required to find the t table is df = (n-2) or (68-2=66), and the result is t table = 1.997. The criteria for the hypothesis to be accepted or not accepted are through a comparison between the *probability value* of significance with 0.05 with the provision of the criterion If a tcount < ttable, H0 is rejected and Ha is accepted or p value < sig.0.05.

Effect of (X1) on (Y)

H1: There is a positive and significant influence between *brand image* on the purchase decision of Wardah Beauty Store Aeon Mall BSD South Tangerang partially.

Table 8. Test Result t (X1) against (Y)
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.742	2.531		4.640	.000
	Brand Image	.634	.077	.714	8.288	.000

a. Dependent Variable: Purchase Decision
Source: processed SPSS 26 (2024)

Based on table 8, the positive result is calculated > ttable or (8.288 > 1.997) with a significance of 0.000 < 0.05. So H0 was rejected and H1 was accepted, meaning that there was a positive and significant partial influence between *brand image* variables on purchase decisions at Wardah *Beauty Store* Aeon Mall BSD South Tangerang.

Effect of (X2) on (Y)

H2: There is a positive and significant influence between promotions on purchase decisions at Wardah *Beauty Store* Aeon Mall Bsd Tangerang Selatan.

Table 9. Test Result t (X2) against (Y)
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.068	2.584		5.058	.000
	Promotion	.601	.079	.683	7.603	.000

a. Dependent Variable: Purchase Decision
Source: processed SPSS 26 (2024)

Based on table 9, the positive result with a ttable > ttable value or (7.603 > 1.997) with a significance of 0.000 < 0.05. So H0 was rejected and H2 was accepted, meaning that there was a positive and significant influence partially between promotional variables on purchase decisions at Wardah *Beauty Store* Aeon Mall BSD South Tangerang.

Test f (Simultaneous)

It is used to evaluate the effect of all independent variables on the bound variable simultaneously. Using a significance level of 5% (0.05) it is necessary to find df = (n-k-1) then

68-2-1 = 65, ftable = 3.14. By comparing the value of fcal with ftable. The provision is, if the calculation > ftable, then H0 is rejected and H3 is accepted The Hypothesis Formula is:

H3 : there is a positive and significant influence between *brand image* and promotion on simultaneous purchase decisions at Wardah *Beauty Store* Aeon Mall BSD South Tangerang.

Table 10. Test Results f (X1) and (X2) against (Y)
ANOVAa

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	454.553	2	227.277	35.665	.000b
	Residual	414.211	65	6.372		
	Total	868.765	67			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Promotion, Brand Image
Source: processed SPSS 26 (2024)

Table 10 shows a positive result with a value of fcal > ftable or (35.665 > 3.14), meaning that it is said to be significant ρ value < Sig.0.05 or (0.000 < 0.05). So H0 was rejected and H3 was accepted, so that there was a simultaneous positive and significant influence between *brand image* (X1) and promotion (X2) on purchase decisions (Y) at Wardah Beauty Store Aeon Mall Bsd Tangerang Selatan.

DISCUSSION
The Influence of Brand Image (X1) on Purchase Decisions (Y)

Based on the results of the research, on the influence of brand image on purchase decisions, this is evidenced by the regression equation Y = 11.742 + 0.634 X1, and the correlation coefficient of 0.714 means that the brand image variable on purchase decisions has a strong level of relationship. The determination value was 0.510 or 51.0% while the remaining 49% was influenced by other factors that were not studied in this study. This first hypothesis test was accepted as evidenced by the tcount value of > ttable (8.288 > 1.997) and the significance value of 0.000 < 0.05. This means that H0 is rejected and H1 is accepted, so there is a positive and significant influence on the brand image on the purchase decision at Wardah Beauty Store Aeon Mall Bsd South Tangerang.

A positive and strong brand image can provide many benefits for the company. The brand image built by the company will be easier for consumers to recognize so that consumers believe in buying products and easily distinguish from competitors. To increase consumer loyalty, companies must pay attention to aspects of brand image in order to increase sales and maintain consumer trust. The perception of a brand as reflected by brand associations in consumer memory by Keller (2020:76).

Effect of Promotion (X2) on Purchase Decision (Y)

Based on the results of the study, there is an influence of promotion on purchase decisions, this is evidenced by the regression equation Y = 13.068 + 0.634 X2, and the correlation coefficient of 0.683 means that the promotion variable on purchase decisions has a strong relationship level. The determination value was 0.467 or 46.7% while the remaining 53.3% was influenced by other factors that were not studied in this study. This first hypothesis test was accepted as evidenced by the ttable > tcount value (7.603 > 1.997) and the significance

value of 0.000 < 0.05. This means that H0 is rejected and H1 is accepted, so there is a positive and significant influence on the purchase decision at Wardah Beauty Store Aeon Mall Bsd South Tangerang.

Promotion is not only about providing information about the product, but also must be able to influence consumer opinions and get the desired response. Therefore, companies must consider promotional factors so that consumer satisfaction is achieved. Of course, this is in line with previous research conducted by Nurjaya et al (2022), Maria Ulfa and Selviani (2022), as well as Maulana Teguh Adiatma and Kesi Widjajanti (2023) who stated that promotion has a positive effect on consumer satisfaction. This refers to effective promotions that can increase consumer satisfaction.

The Influence of Brand Image (X1) and Promotion (X2) on Purchase Decisions (Y)

Based on the results of the above study, there is an influence between brand image and promotion on the decision to make a decision, this is evidenced by the regression equation Y = 12.047 + 0.445 X1 + 0.214 X2, and the correlation coefficient of 0.723 means that the variables of brand image and promotion on purchase decisions have a strong level of relationship. The determination value was 0.523 or 52.3% while the remaining 47.7% was influenced by other factors that were not studied in this study. This hypothesis test was accepted as evidenced by the value of fcal > ftable or (35.665 > 3.14) with a significance value of 0.000 < 0.05. This means that H0 is rejected and H3 is accepted, so that there is a positive and significant company simultaneously between brand image and promotion to purchase decisions at Wardah Beauty Store Aeon Mall Bsd South Tangerang.

CONCLUSION

Based on the description in the previous chapters and the results of the analysis and discussion of Brand Image and Promotion on Purchase Decisions on Wardah Renewyou Serum Products at Wardah Beauty Store Aeon Mall BSD South Tangerang, the following conclusions can be drawn:

The results of the research at Wardah Beauty Store Aeon Mall BSD South Tangerang concluded as follows:

Brand Image partially has a positive and significant effect on consumer purchase decisions at Wardah Beauty Store Aeon Mall BSD South Tangerang, this can be proven from the regression equation Y = 11.742 + 0.634 X1, and the correlation coefficient of 0.714 means that the brand image variable has a strong relationship with purchase decisions. The value of determination or contribution the influence of brand image (X1) on Purchase Decision (Y) is 0.510 or 51.0% while the remaining 49% is influenced by other factors. The hypothesis test obtained a ttable > tcount value (8.288 > 1.997), this is strengthened by a probability of 0.000 < 0.05. Thus, H0 is rejected and H1 is accepted, meaning that there is a partially significant influence between Brand Image (X1) on Purchase Decision (Y) at Wardah Beauty Store Aeon Mall BSD South Tangerang.

Promotion partially has a positive and significant effect on consumer purchase decisions at Wardah Beauty Store Aeon Mall BSD South Tangerang, this can be proven from the regression equation Y = 13.068 + 0.634 X2, and the correlation coefficient of 0.683 means that the promotion variable has a strong relationship with the purchase decision. The value of determination or contribution of the influence of Promotion (X2) on Purchase Decision (Y) is 0.467 or 46.7% while the remaining 53.3% is influenced by other factors. The hypothesis test

obtained a ttable > tcount value (7.603 > 1.997), this is strengthened by a probability significance of 0.000 < 0.05. Thus, H0 is rejected and H2 is accepted, meaning that there is a partially significant influence between Promotion (X2) on Purchase Decision (Y) at Beauty Store Aeon Mall BSD South Tangerang.

Brand Image and promotions simultaneously have a positive and significant effect on consumer purchase decisions at Wardah Beauty Store Aeon Mall BSD South Tangerang, this can be proven from the regression equation Y = 12.047 + 0.445 X1 + 0.214 X2, and the correlation coefficient of 0.723 means the Brand Image variable (X1) and Promotion (X2) to Purchase Decision (Y) has a strong level of relationship. The value of determination or contribution of simultaneous influence was 0.523 or 52.3% while the remaining 47.7% was influenced by other factors. The hypothesis test was obtained with a value of Fcalculated > Ftable or (35.665 > 3.14) with a significance value of 0.000 < 0.05. Thus H0 is rejected and H3 is accepted. This means that there is a significant simultaneous influence between Brand Image (X1) and Promotion (X2) on Purchase Decisions (Y) at Wardah Beauty Store Aeon Mall BSD South Tangerang

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