

The Effect of Brand Image, Promotion Effectiveness, and Product Quality on Consumer Buying Interest

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Abstract

This study aims to analyze the influence of brand image, promotional effectiveness, and product quality on consumer interest in purchasing textbooks from a printing company in Indonesia. The study's background is the increasing competition in the printing industry, which requires companies to strengthen their marketing strategies by improving brand image, effective promotion, and superior product quality. This study uses a quantitative, descriptive approach. Primary data were obtained by distributing questionnaires to 100 respondents who are consumers of printing company products. Data analysis was conducted using SPSS to test the influence of independent variables on the dependent variable via multiple linear regression. The results show that the three independent variables, namely brand image, promotional effectiveness, and product quality, have a positive and significant effect on consumer purchasing interest. Among the three, product quality has the most significant influence on purchasing interest, indicating that consumer perceptions of product quality are a significant factor in purchasing decisions. These findings emphasize the importance for printing companies to continue to maintain product quality, strengthen brand image, and implement effective promotional strategies to increase consumer purchasing interest and expand market share.

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INTRODUCTION

A printing company that plays a role in producing books and learning media used in learning at school. This company has been providing quality textbooks for years to support education in Indonesia, despite numerous competitors in the publishing and printing industry. The printing company wants to make a breakthrough to maintain the company's sustainability. The printing company plans to market its products and expand its market share. It promotes its products using social media such as Instagram, Twitter, Facebook, and YouTube. In addition, the printing company markets its products by creating an online store and promoting them in bookstores throughout Indonesia. Therefore, consumer purchasing interest is undoubtedly influenced by various factors, including researching key business information and using various sources. High consumer purchasing interest in the products offered is the hope of every company (Benhardy et al., 2020). Therefore, companies must implement appropriate marketing strategies, including improving brand image, promotional effectiveness, and product quality. Companies strive to satisfy consumers by offering and ensuring a good brand image and product quality with effective, attractive promotions (Halim et al., 2025).

Purchase intention is a potential consumer's plan to purchase a product or service after a choice has been made that could lead to purchase intention (Maimunah & Sardjono, 2024). Purchase intention arises when someone has received sufficient information about the desired product so that other consumers' perceptions can influence it. Brand image is important in consumers' decisions to purchase products (Agustini & Devita, 2019). A consumer's tendency to purchase a product based on prior experience or product information. According to Kotler and Keller (2016), brand image is a name, term, logo, symbol, design, or combination thereof intended

to identify a seller's goods or services and differentiate them from competitors. Therefore, brand image can improve consumer perception of a product and increase product loyalty (Maimunah & Sardjono, 2024).

Promotion is a type of marketing activity that communicates a product's advantages and convinces target consumers to buy it. This can be interpreted as activities that communicate a product's benefits and convince target consumers to buy it. In addition to providing information to consumers, companies also need promotional strategies to influence consumer interest in purchasing their products (Tarigan & Yobeanto, 2025). Product quality also needs to be considered by the company (Halim et al., 2025). A printing company makes consumers happy when working with a company. Consumers have many perceptions of product superiority because high-quality products are associated with reliability, sustainability, and durability (Saleem et al., 2015). Consumers buy products to meet their needs and expect quality products. If the product quality exceeds their expectations, consumers are satisfied and can increase their consumer purchasing intention. Conversely, when a product disappoints consumers, they react negatively and stop purchasing the product. Consumers already have an a priori concept of product quality and appearance before purchasing. Saleem et al. (2015) stated that after using a product, purchase intention increases or decreases depending on the product's quality and the benefits consumers derive from it. If the quality is high, then the desire to repurchase is also high.

Brand image influences consumer purchasing interest in Lion Air by 33.1%, while other factors account for the remaining 66.9%. Products that can win market competition through the use of branding strategies. How to keep a brand strong in the minds of consumers by improving brand quality. With high quality, a brand can attract consumers' attention and leave a positive impression. Therefore, products with a strong brand image are always remembered by consumers and increase consumer interest in purchasing the product over competitors' products (Akkaya, 2021).

Previous research by Parmana et al. (2019) found that promotions significantly influence consumer interest in purchasing wooden furniture at Furnimart Bogor. Another study by Karnaen & Sofian (2019) found that promotional activities can significantly influence purchasing interest in palm oil processing machines at PT. Serumpun Indah Lestari Medan. In addition to promotion effectiveness, Shahrudin et al. (2011) explained that product quality is a significant factor in influencing consumer purchasing interest. The higher the quality of the company's products, the more consumers tend to feel satisfied with each product, which, if sustained over the long term, can affect consumer purchasing interest.

In general, there are many successful companies in the printing and production industry spread throughout Indonesia. A product needs to consider the influence of brand image, promotional effectiveness, and product quality to facilitate its path to consumer purchasing interest. Furthermore, these factors can overcome the intense competition between products in the same industry and can make consumers more familiar with and aware of the product. A strong brand image makes consumers more confident and helps them recognize the quality of detik-detik products. Furthermore, effective promotions can increase product sales to consumers and make the product better known. Therefore, this study was conducted to determine the significant influence of brand image, promotional effectiveness, and product quality on consumer purchasing interest. Based on the explanation above, the research objective is to determine the magnitude of the impact that brand image, promotional effectiveness, and product quality have on consumer purchasing interest.

LITERATURE REVIEW

Brand Image

Kotler & Armstrong (2018) state that brand image is a consumer's perception of a brand and a reflection of the brand associations in consumers' minds. According to Benhardy et al. (2020), brand image is the impression consumers form of a brand when they see it. According to them, all companies strive to build a brand image that is strong, unique, and preferred among consumers. According to Agustini & Devita (2019), brand image is the trust users have in a particular brand, and consumers choose products based on it when purchasing. Consumers tend to buy products with a strong brand image and positive values, as these products are perceived as good and reliable, and a strong brand image can attract and retain consumers. According to Lin et al. (2021), brand image is the understanding in consumers' minds, generated through associations with brand preferences, attractiveness, and uniqueness, namely the impression consumers form of a particular product when they see

items related to the brand. Furthermore, according to Kotler & Armstrong (2018), brand image is a set of beliefs about a brand. Brand image is a company's identity that helps it position its products. Kim & Chao (2019) state that brand image is a perception formed by consumers in memory as a reflection of brand associations, including symbolism and function, namely the values contained in the brand, which can be in the form of visible or invisible qualities, which can be seen from the properties of its products. Based on the above definition, it can be concluded that brand image is the basis of consumer perception of a brand. Therefore, brand image associations are significant for building consumer trust in the company (Djukuw & Tarigan, 2024).

The research indicators were determined by adopting Huang et al., (2019) to measure brand image, namely functional (benefits of a product or service designed to help consumers solve problems related to consumer needs), symbolic (added value of the product or service, which focuses on the level of consumer satisfaction with the brand, which is needed to fulfill social and experiential needs (perceptions or experiences felt by consumers after using a product or service, emphasized to satisfy consumer needs for pleasure, diversity, and cognition provided by the product).

Promotion Effectiveness

Promotion is a marketing mix element that focuses on informing, persuading, and reminding consumers about a company's brands and products. Promotion is an activity companies use to communicate a product's benefits and influence consumers to purchase or use products that meet their needs. According to Kotler & Keller (2016), promotion is a means by which companies directly or indirectly inform, persuade, and remind consumers about the products and brands they sell. According to Kotler & Keller (2016), marketing is a social process by which individuals and groups obtain what they need or want by creating, offering, and freely exchanging valuable products and services with others. Promotion effectiveness is the extent to which the work is carried out, namely, the extent to which a company produces output in accordance with the expected results. Promotion not only serves as a communication tool between companies and consumers, but also influences consumer purchasing decisions and product use in line with their desires and needs. Based on the definition above, company promotions are a means of offering and informing about products. Thus, these promotions will lead consumers to purchase products from the company.

The indicators used by adopting Kotler & Keller (2016) in measuring the effectiveness of promotions, namely promotional messages (a benchmark for how well promotional messages are carried out and delivered to the market), promotional media (media used by the company to carry out promotions) and promotional frequency (the number of sales promotions carried out in a specific time through sales promotional media).

Product Quality

In the printing and publishing industry, product quality is a crucial factor influencing consumer perceptions and purchase intentions (Shaharuddin et al., 2011). Furthermore, Shaharuddin et al. (2011) explain that consumers generally prefer high-quality products. This is what consumers do when influencing consumer purchasing interest in a product. According to Amilia (2017), product quality is a key positioning reference in marketing. Product performance is directly influenced by product quality, so quality is determined by consumer value and satisfaction. Hanaysha (2016) believes that product quality is an important criterion for consumers to evaluate a company as a whole. Product quality is a crucial factor that a company must offer to meet consumer demand and satisfaction. According to Sari & Prihanto (2021), product quality is a significant value because it is consumer-based. Therefore, product sales meet consumer expectations, indicating that product quality is reflected in sales. Finally, according to Kurriwati (2016), product quality can determine consumer satisfaction. A high-quality product makes potential consumers want to buy it and feel satisfied with what they receive. In this case, two characteristics determine product quality. First, the product must achieve a quality level appropriate to its function, and not exceed it. This is because it is more appropriate to use the terms "appropriate" or "inappropriate" to measure product quality than to use "good" or "bad." Second, consumers have expectations about the product's functionality. These expectations are the quality standards by which consumers perceive the product's functionality or quality.

The actual product function is inferred from consumers' perceptions of product quality (Tarigan & Yobeanto, 2025). Based on the definition above, product quality is an important basis for consumers, as they can

accurately assess it when expectations and satisfaction with the product are genuinely felt. So the quality of the product greatly influences consumer interest in purchasing. The measurement items used by adopting Kotler & Keller's (2016) research to measure product quality are performance quality (the extent to which product features function), features (including aspects of uniqueness, features, specialties, various benefits embedded in a product to consumers) and conformance quality (the degree to which all units produced are identical to meet the promised specifications).

Buying Interest

Wang et al. (2019) define purchase intention as a person's plan, commitment, or decision that leads to action to achieve a goal. According to Saleem and Ellahi (2017), interest is a form of motivation that energizes a person to engage in certain behaviors. According to Akkaya (2021), purchase intention is a planned behavior that leads to an actual purchase. According to Rumokoy et al. (2015), purchase intention is a key factor in the purchasing process. This occurs when consumers stop searching for and evaluating information about a brand and stop buying goods with specific characteristics. Purchase intention is part of consumer behavior in consumer attitudes, and respondents tend to take action before the purchase intention is actually implemented. According to Kim (2020), purchase intention is a measurement tool to predict consumer behavior. Consumers have formed expectations based on information obtained before making a purchase. Therefore, consumer attitudes towards their behavior during the pre-purchase period influence consumer intention. Based on the above definition, consumer purchase intention is strongly influenced by the information obtained about the product. Therefore, consumer evaluations are a determinant of consumer purchase intention.

The measurement items used by adopting the research of Akkaya (2021) and Kim (2020) to measure the consumer purchasing interest variables are transactional interest (a person's tendency to buy a product. The higher the consumer's transactional interest, the more likely a product will be purchased), referential interest (interest that describes a person's behavior to have a primary preference for the product), and explorative interest (interest that describes a person's behavior who always seeks information about the product they are interested in and seeks information to support the positive properties of the product).

Relationships Between Concepts

The Relationship Between the Concept of Brand Image and Consumer Purchasing Interest

Huang et al. (2019) found that companies that actively promote their brand image can improve consumer perceptions of product quality and encourage repeat purchases. Brand image plays a crucial role in purchasing decisions, and a well-exposed brand image becomes the primary choice for certain products that consumers are compelled to purchase. Therefore, brand image positively influences consumer purchase intention. Consumer perceptions of a product's brand image positively affect product evaluation and selection, which, in turn, influence consumer purchase intention. According to Wijaya & Astuti (2018), consumers with a positive brand image tend to be interested in purchasing. Therefore, companies must build a good brand image. Consumer purchase intention is faced with brand choices, price, and other product attributes. Consumers tend to choose a brand first, then consider price. Brand image significantly influences consumer purchase intention (Benhardy et al., 2020). Consumers feel satisfied and trust a brand; they make brand awareness a primary consideration in purchasing decisions (Djukuw & Tarigan, 2024).

According to Prasetya (2018), an effective brand image can reflect three things: establishing product characteristics and providing proportional value; uniquely communicating product characteristics that differentiate it from competitors; and instilling emotions through the power of reason. Companies that can develop a good brand image can easily and effectively promote to consumers and have an excellent opportunity to increase consumer purchasing interest. Therefore, brand image positively affects consumer purchasing interest. According to Heriyati & Ono Supriadi (2021), brand image significantly influences consumer purchasing interest, though this influence varies across brand image dimensions. According to Tulipa & Muljani's (2015) research on 150 visitors to the World Trade Center in Surabaya, brand image significantly influences consumer purchasing interest.

H₁: Brand image significantly influences consumer interest in purchasing from the printing company.

The Relationship Between the Concept of Promotion Effectiveness and Consumer Purchasing Interest

Belch & Belch (2015) state that promotion is defined as the coordination of providing information and persuading consumers to purchase goods or services, or to engage in ongoing promotions from a company. Promotion includes all activities a company undertakes to market its products to its target market. According to Prianggoro & Sitio (2019), promotions can influence consumer purchasing interest. The above findings are also supported by research conducted by Wibowo et al. (2017), which shows that the promotion variable has a positive effect on consumer purchasing interest (a case study of the purchase of the Toyota Agya). According to the promotion, it is increasingly becoming the most important variable influencing consumer purchasing interest. This is supported by a study by Yoebrilanti (2018), which shows that promotions have a 50.3% influence on purchasing interest.

H₂: Promotion Effectiveness has a significant influence consumer purchasing interest in printing company.

The Relationship Between the Concept of Product Quality and Consumer Purchasing Interest

A product is anything a seller can offer consumers to help solve a problem, provide benefits, or satisfy consumer desires or needs. Quality refers to a product's features that meet each customer's needs. Therefore, product quality can be understood as everything provided to consumers that has specific characteristics that confer benefits and meet consumer needs. In purchasing behavior, consumers tend to choose products with higher quality and value, so product quality positively influences consumer purchasing interest (Rosanti et al., 2021). According to Ekaprana et al. (2020), research on consumers at the Astra Motor Center Denpasar dealership, product quality has a positive and significant effect on consumer purchasing interest, as reflected in consumers' perceptions of the products offered. Satisfaction with the company, such as the replacement of damaged components from time to time. Research conducted by Farida (2018) found that product quality positively affects consumer interest in purchasing crafts from multipurpose cooperatives. Therefore, good product quality can increase consumer purchasing. Therefore, the higher the product's quality, the greater consumers' interest in purchasing and recommending it to others. According to the research by Rana et al. (2015), product quality influences consumer purchasing decisions by meeting their expectations. Sellers sell quality products that are suitable for their intended function, comfortable to use, good value for money, durable, easy to repair in case of defects or damage, and that provide positive value. Experience, thus making consumers interested in buying. According to Anggita & Ali (2017), product quality is one of the most important factors in consumer purchasing decisions. Therefore, business actors must continue to maintain the quality of the products they release. Based on research by Anggita & Ali (2017), product quality has a positive and significant effect on consumer purchasing interest.

H₃: Product quality has a significant influence consumer purchasing interest in printing company.

Based on the description that has been explained in the introduction and theoretical basis, the research framework is determined as in Figure 1.

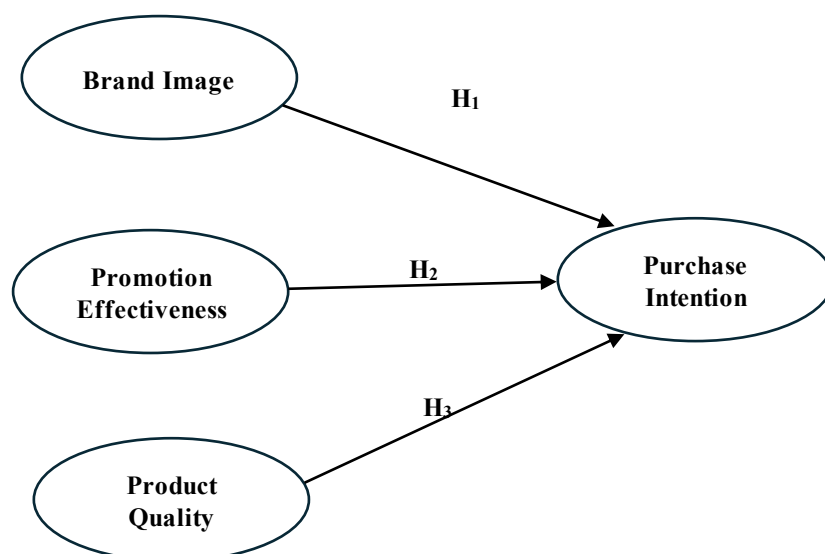


Figure 1. Research conceptual framework

RESEARCH METHOD

In this study, the research method is quantitative. The research data is in the form of numbers and statistical analysis. Meanwhile, the research method is descriptive. Descriptive research is research that describes data collected in the form of words (Sugiyono, 2018). In this study, a test was conducted to examine the relationships among brand image, promotional effectiveness, and product quality and consumer purchasing interest in printing companies. Sample selection used quota sampling, namely taking as many samples as possible until respondents with the potential to have a purchasing intention for printing companies reached at least 100. Ragatirta and Tiningrum (2020) define brand image as a set of beliefs, thoughts, and impressions that a person has towards an object. Huang et al (2019) stated that the following are statement items from brand image (X1): the printing company's products have provided book products according to needs (X11), feeling satisfied using the printing company's products (X12), and the printing company's products provide a good learning experience (X13).

Jiang & Ma (2018) define promotion as having the primary purpose of attracting potential buyers and increasing sales. Product quality is the extent to which a product performs its intended functions, including durability, reliability, efficiency, effectiveness, operability, product improvement, and other attributes. According to Kotler & Keller (2016) states that the statement items of product quality (X3) are: The printing company's products have reliable product quality (X31), the printing company has reliable product service (X32), the printing company's products have additional features that can help learning methods (X33), the printing company is suitable for my learning needs (X34). Akkaya (2021) and Kim (2020) state that purchasing intention is a planned behavior that manifests in future purchases. The statement items used to measure purchase intention (Y) in printing companies are willing to spend a certain amount of money to buy the product (Y11), recommend the product to others (Y12), and seek information about the product (Y13).

Research using primary data involves obtaining data directly from sources to answer research questions directly. Primary data will be collected by distributing questionnaires that assess the influence of brand image, promotional effectiveness, and product quality on consumer purchasing interest. This study uses a Likert scale to measure an individual's or a group's attitudes, opinions, and perceptions regarding social phenomena (Sugiyono, 2018). The validity of this tool is assessed using Pearson Product-Moment Correlation, which calculates the correlation between each statement's score and the total score (Ghozali, 2016). The significance level is 0.05; if the significance value < 0.05 , the instrument is valid; otherwise, it is invalid. Reliability testing is a tool for measuring questionnaires against indicators of change or structure (Ghozali, 2016). High reliability is represented by a value called the reliability factor. Reliability test measurements are carried out using Cronbach's Alpha as the criterion, with the questionnaire considered reliable if $\alpha > 0.6$.

This study uses multiple linear regression to determine the effects of independent variables (brand image, promotion effectiveness, product quality) on the dependent variable (purchase intention). Multiple linear regression analysis is a method for studying phenomena involving more than two variables, including the independent variable.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 \quad (1)$$

Y: Purchase Intention; α : Constant; β_1, β_3 : Regression coefficient; X1: Brand image; X2: Promotion effectiveness; X3: Product quality.

The F test is used to determine whether there is a joint influence between the independent variable and the dependent variable, and the t test is used to determine the level of significance of the influence of the independent variable (X) on the dependent variable (Y) to obtain a partial relationship (Ghozali, 2016).

RESULTS AND DISCUSSION

The respondents in this study are consumers who have purchased products from a printing company. The study used 100 respondents. Descriptive analysis aims to describe and characterize respondents' characteristics and responses to questionnaire statements using multiple variables. Respondents were female with 56 (56%), and the remaining respondents were male with 44 (44%). Respondents who directly use detik-detik textbook products are aged 17-22 years with a total of 71 people (71%), followed by respondents aged 23-28 years with

a total of 18 people (18%), next with respondents aged 29-34 years with a total of 4 people (4%), next with respondents aged 35-40 years with a total of 6 people (6%), and finally with respondents aged > 40 years with a total of 1 person (1%). Respondents who were determined based on their work characteristics were students/college students with a total of 68 people (68%), followed by employee respondents (teachers) with a total of 20 people (20%), followed by entrepreneur respondents (tutoring business owners) with a total of 8 people (8%), and finally housewife respondents (parents who guide children to study, especially elementary and junior high school children) with a total of 4 people (4%). Respondents who purchased products 1 time with a total of 57 people (57%), followed by respondents who purchased products 2-3 times with a total of 32 people (32%), and finally, respondents who purchased products > 3 times with a total of 11 people (11%).

The results of the validity test using Pearson's Product-Moment correlation were analyzed using SPSS. The analysis results were evaluated by comparing the calculated r value with the table r value, with a significance level of 0.05.

Table 1. Validity Test Results

Variables	Statement	Correlation Coefficient	Sig. 2 (tailed)	R _{table}	Conclusion
Brand Image (X1)	CM1	0,739	0,000	0,195	Valid
	CM2	0,652	0,000	0,195	Valid
	CM3	0,683	0,000	0,195	Valid
Promotion Effectiveness (X2)	EP1	0,747	0,000	0,195	Valid
	EP2	0,727	0,000	0,195	Valid
	EP3	0,765	0,000	0,195	Valid
Product Quality (X3)	KP1	0,702	0,000	0,195	Valid
	KP2	0,676	0,000	0,195	Valid
	KP3	0,734	0,000	0,195	Valid
	KP4	0,717	0,000	0,195	Valid
Consumer Purchase Interest (Y)	MB1	0,786	0,000	0,195	Valid
	MB2	0,785	0,000	0,195	Valid
	MB3	0,790	0,000	0,195	Valid

Table 1 shows that the validity test results for all independent and dependent variables are valid. This is because the R table value is smaller than the calculated r value or correlation value, thus confirming that all variables studied are valid.

The reliability test in this study used Cronbach's Alpha, which was analyzed in SPSS. This test is considered reliable if the Cronbach's Alpha value is > 0.6. The following are the results of the reliability test.

Table 2. Reliability Test Results

Variables	Alpha	Alpha	Conclusion
Brand Image (X1)	0.819	0.6	Reliable
		0.6	Reliable
		0.6	Reliable
Promotion Effectiveness (X2)	0.822	0.6	Reliable
		0.6	Reliable
		0.6	Reliable
Product Quality (X3)	0.800	0.6	Reliable
		0.6	Reliable
		0.6	Reliable
Purchase intention (Y)	0.773	0.6	Reliable
		0.6	Reliable
		0.6	Reliable

Based on the table 2, all independent and dependent variables showed reliable final results. This is because the Cronbach's Alpha value is greater than 0.6, indicating that all indicators are reliable.

Ghozali (2016) stated that the multicollinearity test assesses whether the regression model exhibits multicollinearity among the independent variables. Multicollinearity testing: if $VIF < 10$, then there is no

multicollinearity. All variables tested have VIF values below 10, indicating no multicollinearity. The VIF values for brand image (X1), promotional effectiveness (X2), and product quality (X3) are 1.859, 1.496, and 2.000, respectively. Based on the results of data processing calculations assisted by the SPSS program. The following is a table of multiple linear regression analysis.

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T-statistics
	B	Std. Error	Beta	Partial
(Constant)	2.097	1.418		
Brand Image (X1)	0.266	0.056	0.075	4.266
Promotion effectiveness (X2)	0.378	0.067	0.411	10.230
Product quality (X3)	0.483	0.077	0.471	11.122

Based on the test results above, the following multiple linear regression equation can be obtained:

$$Y = 0.066 X_1 + 0.378 X_2 + 0.483 X_3 + 2.097$$

The brand image variable (X1) has a value of 0.266, which means that a one-unit increase in the variable increases consumer purchasing interest by 0.266 units. This value is greater than zero, indicating a positive relationship, so the higher the brand image value, the greater the consumer purchasing interest. The promotional effectiveness variable (X2) has a value of 0.378, indicating that each additional unit increases consumer purchasing interest by 0.378 units. This value is greater than zero, indicating a positive relationship: the higher the promotional effectiveness, the greater the consumer purchasing interest. The product quality variable (X3) has a value of 0.483, which indicates that a one-unit increase in the product quality variable increases consumer purchasing interest by 0.483 units. This value is greater than zero, indicating a positive relationship: the higher the product quality, the greater the consumer interest in purchasing. Thus, the product quality variable (X3) has the most dominant influence on consumer purchasing interest. This is caused by the beta value of 0.471 and the partial coefficient value of 0.540, where both values are higher than those of other variables.

The t-test is used to determine whether the independent variable has a significant influence on the dependent variable. If the calculated t-value is <0.05 and the t-table value is >1.98, then the independent variable has a significant influence on the dependent variable. The F-test is used to determine whether the independent variables in the model jointly influence the dependent variable. If the significance value is <0.05, then H0 is rejected, and H1 is accepted, indicating that the independent variable has a significant influence on the dependent variable. Conversely, if the significance value is >0.05, then H0 is accepted, and H1 is rejected, indicating that the independent variable does not have a significant influence on the dependent variable. The following table presents the F-test results.

Table 4. F Test Results

F Test Results	Sum of Squares	df	Mean Square	F	Sig.
Regression	397.823	3	132.608	67.013	0.000
Residual	189.967	96	1.979		
Total	587.790	99			

Based on the table 4, it can be seen that the sig value is 0.000 <0.05, so it can be concluded that the independent variables, namely brand image (X1), promotional effectiveness (X2), and product quality (X3), have a significant effect on the dependent variable, namely consumer purchasing interest (Y). Based on the regression coefficient for the brand image variable, it is positive at 0.066, indicating that brand image has a positive effect on consumer purchasing interest in printing companies. The results of statistical testing show that the calculated t value exceeds the t-table value, indicating that the effect of brand image on consumer purchasing interest in printing companies is significant. This significant effect indicates that brand image influences consumer interest in purchasing from printing companies. The results of this study are supported by Wijaya & Astuti's (2018) research, which found that consumers with a positive brand image are more interested in buying. According to Huang et al. (2019), consumer perceptions of product brand image positively affect product evaluation and selection, which, in turn, affect consumer purchasing interest. According to Heriyati & Ono Supriadi (2021), brand image has a significant effect on consumer purchasing interest. According to Prasetya (2018), companies that can develop a positive brand image can easily and effectively promote to

consumers and have a greater opportunity to increase consumer purchasing interest. Therefore, brand image positively affects consumer purchasing interest. According to research by Tulipa & Muljani (2015), brand image significantly affects consumer purchasing interest.

Based on the regression coefficient for the promotional effectiveness variable, it is positive at 0.378, indicating that promotional effectiveness positively affects consumer purchasing interest in printing companies. The statistical test results indicate that the calculated t value exceeds the t-table value, so the effect of promotional effectiveness on consumer purchasing interest is significant. This effect indicates that promotional effectiveness significantly influences consumer purchasing interest in printing companies.

Promotion is an activity carried out by a company to communicate the benefits of a product and influence consumers to purchase or use products that suit their needs. According to research by Prianggoro & Sitio (2019), the effectiveness of promotions influences consumer purchasing interest. According to Belch & Belch (2015), promotion is defined as the coordination of providing information and persuading consumers to purchase goods or services, or to engage in ongoing company promotions. According to Wibowo et al. (2017), promotional variables positively affect consumer purchasing interest.

Based on the regression coefficient for the product quality variable, it is positive at 0.483, indicating that product quality has a positive effect on consumer purchasing interest in printing companies. The statistical test results show a calculated t value > the t table value, indicating that the effect of product quality on consumer purchasing interest in printing companies is significant. This significant effect means that product quality significantly influences consumer purchasing interest in printing companies. The findings of this study are supported by Farida's (2018) research, which shows that product quality positively affects consumer purchasing interest. Therefore, good product quality can increase consumer purchasing. Therefore, the higher the product's quality, the greater consumers' interest in purchasing and recommending it to others. According to the research by Ekaprana et al. (2021), product quality has a positive and significant effect on consumer purchasing interest. According to Farida's (2018) research, product quality positively affects consumer purchasing interest. According to Anggita & Ali's (2017) research, product quality has a positive and significant effect on consumer purchasing interest. According to Rana et al. (2015), product quality influences consumer purchasing decisions by helping them fulfill their expectations.

CONCLUSION

Based on the results of research conducted on 100 respondents of printing company consumers, brand image, promotional effectiveness, and product quality have a positive and significant influence on consumer purchasing interest. These three variables together contribute to increased consumer purchasing interest, as evidenced by statistical tests with a significance value of less than 0.05. Each variable also partially has a significant positive influence. Brand image plays an important role in shaping consumers' positive perceptions of a company's products; the stronger the brand image, the greater the consumer's desire to buy. Promotional effectiveness also influences purchasing interest: attractive, informative promotional strategies delivered through appropriate media, such as social media, websites, and marketplaces, can increase consumer awareness and interest in the product. Meanwhile, product quality is the most dominant factor influencing purchasing interest, as consumers consider factors such as print clarity, durability, and suitability to learning needs when making purchasing decisions. Thus, this study confirms that to increase consumer purchasing interest, printing companies need to consistently maintain product quality, strengthen their positive brand image, and implement effective promotional strategies aligned with digital technology developments. The synergistic efforts of these three factors will strengthen the company's position in the competitive publishing industry and increase consumer loyalty to its products.

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