Brand Image and Digital Marketing its Influence on Mixue Buying Interest in Semarang City

Marnoto[1], Arini Novandalina[2], Risma Musfiyana[3]
[1,2,3]Sekolah Tinggi Ilmu Ekonomi Semarang, Semarang, Indonesia

Corresponding email: **marnoto@stiesemarang.ac.id**

Abstract. The purpose of this study was to determine the effect of brand image on Mixue's purchasing interest in Semarang City and to determine the effect of digital marketing on Mixue's purchasing interest in Semarang City. Quantitative research, with a population of all Mixue customers in Semarang City whose number is unknown. The sampling technique used the Purposive Sampling method. The research sample was obtained using the Lemeshow formula of 96.04 respondents, then rounded up to 100 respondents. The analysis in this study used the descriptive analysis method, the data analysis method used the classical assumption test, multiple linear regression analysis, model feasibility test (F test), and hypothesis test (t test). The results of this study indicate that brand image and digital marketing have an influence of 59.3% on purchasing interest, while the remaining 40.7% is explained by other variables outside the model of this study. The conclusion in this study shows that brand image and digital marketing have an influence on customer purchasing interest, the need to build brand image and campaign through digital marketing.

Keywords: Marketing; Brand Image; Digital Marketing; Ourchase Interest; Mixue

INTRODUCTION

Ice cream is a food that is widely liked by various groups, from children to adults. One of the growing ice cream companies is the Mixue company. Mixue ice cream & tea is a franchise company that sells ice cream and tea drinks from China that has been around since 1997. Until 2023, at least 21,581 Mixue outlets have been operating in China and 12 other countries in the Asia Pacific. Mixue in Indonesia is growing very rapidly with more and more outlets in various regions in Indonesia such as Semarang City. In Semarang City, there are already more than 10 Mixue outlets. This indicates that people in Semarang City have a buying interest in buying mixue ice cream products.

Purchase interest is a model of human behavior towards objects that are very suitable for measuring behavior towards certain product, service, or brand groups (Sciffman and Kanuk 2007). Purchase interest can be interpreted as the consumer's desire to make a purchase of a product (Jayabaya & Madiawati, 2018). According to Kotler (2010) there are several factors that influence purchase interest, namely product quality, price, and brand image. Product quality is the quality of the product produced and good service capabilities will increase purchase interest, price

Brand image is defined as an impression that arises in the minds of consumers when consumers think of a brand of a particular product (Firmansyah, 2019:60). A strong and positive brand image on a product will make it easier for companies to attract consumers' attention. Brand image is related to how producers form an impression, perception, and assumption in the minds of consumers so that it can influence consumer purchasing behavior.

According to Biel (1992) in the journal Xian, et al. (2011) brand image has three components, namely corporate image, user image, and product image. The image of a company begins with the feelings of customers and business actors about the organization concerned as a product producer as well as the results of individual evaluations of it (Surachman, 2008). Xian, et al. (2011) stated "The user image refers to whether the brand personality is congruent with the consumers." The user image refers to whether the brand personality is in accordance with the consumer. While the product image is a public view of the product (Surachman, 2008). Mixue has a brand image in consumers, namely with a cute mascot, a pleasant-to-listen mixue song, and the nickname empty shop puller. If consumers have a positive brand image, it encourages consumers to make purchases. In order for consumers to have an interest in making purchases, the company promotes its products to various networks in society. Through digital marketing, it will help producers disseminate and introduce information to consumers.

Digital marketing is the marketing of a company's product carried out using digital media so that it is more easily accessible to potential consumers (Albi, 2020). This marketing provides an opportunity for companies to introduce and provide information to potential consumers more effectively, because this marketing can be accessed from anywhere and anytime as long as it is connected to the internet. This digital marketing can also reach a wider market so that potential consumers are interested in the products offered. Based on the results of research conducted by Albi (2020), it explains that digital marketing is not very effective in influencing purchasing interest. However, this is different from research conducted by Yoga Gusti Randa (2021) which states that digital marketing has a significant influence on purchasing interest. With this digital marketing, it is hoped that it will influence consumers so that consumers will tend to buy products according to their wants and needs.

METHOD

Quantitative research, with a population of all Mixue customers in Semarang City whose number is unknown. The sampling technique uses the Purposive Sampling method. The research sample was obtained using the Lemeshow formula of 96.04 respondents, then rounded up to 100 respondents. The analysis in this study uses the descriptive analysis method, the data analysis method uses the classical assumption test, multiple linear regression analysis, model feasibility test (F test), and hypothesis test (t test).

RESULTS AND DISCUSSION
1. **Normality Test**

Tabel 1: Result Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.25385657
Most Extreme Differences	Absolute	.085
	Positive	.075
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.069[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on Table 1, the results of the Kolmogorov Smirnov test show that the Asymp sig (2-tiled) value is 0.069. This means that the residual data is normally distributed.

2. Multicollinearity Test

Table 2: Multicollinearity Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	4.407	.929		4.742	.000		
brand image	.513	.090	.471	5.678	.000	.610	1.639
digital marketing	.310	.067	.383	4.613	.000	.610	1.639

a. Dependent Variable: minat beli

From Table 2 above, it can be seen that each independent variable has a tolerance value ≥ 0.1 and a VIF value ≤ 10. So it can be concluded that there is no multicollinearity between the independent variables in this regression model.

3. Heteroscedasticity Test

Berdasarkan hasil uji glejser pada Tabel 3 diketahui bahwa nilai variabel brand image dan digital marketing > 0,05 maka dapat disimpulkan bahwa model regresi diatas tidak terjadi heteroskedastisitas

Table 3: Heteroscedasticity Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.660	.558		1.183	.240
brand image	.017	.054	.041	.316	.753
digital marketing	.009	.040	.027	.211	.833

a. Dependent Variable: Abs_RES

4. Multiple Linear Regression Test

Multiple linear regression analysis aims to analyze how much influence a variable has. The following are the results of multiple linear analysis:

Table 4: Multiple Linear Regression Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.407	.929		4.742	.000
	brand image	.513	.090	.471	5.678	.000
	digital marketing	.310	.067	.383	4.613	.000

a. Dependent Variable: minat beli

From the results of the analysis with the SPSS program, it can be seen that the linear regression equation of this study. The linear regression equation formed is:

$$Y = 4{,}407 + 0{,}513 X1 + 0{,}310 X2$$

The meaning of the regression equation above can be explained as follows:
a. The regression coefficient of purchase interest (Y) is positive 4.407, which means that other variables have fixed or constant values, so purchase interest is 4.407 units.
b. The brand image regression coefficient is 0.513, which means that for every increase or decrease in the brand image variable of 1 (one) unit and other variables remain constant, purchase interest will increase or decrease by 0.513 units.
c. The digital marketing regression coefficient is 0.310, which means that for every increase or decrease in the digital marketing variable of 1 (one) unit and other variables remain constant, purchase interest will increase or decrease by 0.310 units.

5. Model Feasibility Test

The F statistical test is basically to test whether the linear model is appropriate or not, then it is seen by comparing the probability of the results of the calculation of the significance value. If the probability value shows a value <0.05 then the model in the regression is a fit model. Here are the results of the F test:

Table 5: F-Test Results

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.797	2	113.398	70.672	.000b
	Residual	155.643	97	1.605		
	Total	382.440	99			

a. Dependent Variable: minat beli

b. Predictors: (Constant), digital marketing , brand image

Based on Table 5, it shows that the f-count value is 70.672 and the significance level is 0.000 <0.05, where the brand image and digital marketing variables together have a

significant influence on the purchase interest variable so that it can be concluded that the model is a feasible or fit model.

6. Coefficient of Determination Test

Table 6: Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770a	.593	.585	1.26672

a. Predictors: (Constant), digital marketing , brand image

From Table 6 above, the coefficient of determination is 0.593 or 59.3%. This means that the brand image and digital marketing variables can influence the purchase interest variable by 59.3%. While the remaining 40.7% (100% -59.3%) is influenced or explained by other variables outside the model of this study.

CONCLUSION
Based on the results of research and discussion on "The Influence of Brand Image and Digital Marketing on Purchase Interest of Mixue in Semarang City", the following conclusions can be drawn:
1. Brand image has a positive effect on Mixue's purchasing interest in Semarang City.
2. Digital Marketing has a positive effect on Mixue's purchasing interest in Semarang City.

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