

**THE INFLUENCE OF PROMOTION STRATEGY AND BRAND IMAGE
ON PURCHASE DECISIONS FOR COMPASS COLLABORATION
SHOES IN CIPUTAT DISTRICT, SOUTH TANGERANG**

Siti Hanah

Faculty of Economics and Business, Universitas Pamulang, Indonesia

E-mail: dosen01609@unpam.ac.id

Abstract

This study investigates the influence of promotion strategy and brand image on consumer purchase decisions for Compass collaboration shoes in the Ciputat District, South Tangerang. As the Indonesian footwear market becomes increasingly competitive, effective promotional activities and strong brand positioning are essential for shaping consumer preferences. Using a quantitative research approach, data were collected through structured questionnaires distributed to consumers who have purchased or shown interest in Compass collaboration products. The analysis was conducted using multiple regression to determine the direct effects of promotion strategy and brand image on purchase decisions. The results indicate that both promotion strategy and brand image significantly and positively influence consumer purchasing decisions. Promotion strategies such as digital marketing, influencer endorsements, and limited-edition product releases were found to enhance consumer awareness and encourage purchase intention. Likewise, a strong brand image, characterized by product uniqueness, cultural relevance, and emotional connection, plays a critical role in driving purchasing behavior. These findings highlight the importance for brands to integrate creative promotional efforts with consistent brand identity to effectively capture market attention. The study provides managerial insights for footwear brands seeking to strengthen market competitiveness through strategic marketing initiatives.

Keywords: Brand Image, Consumer Behavior, Promotion Strategy

1. INTRODUCTION

The development of the local shoe industry in Indonesia shows significant growth, along with increasing consumer interest in local products that have unique designs and identity value. In the dynamics of modern marketing, promotional strategy becomes an important element in building brand awareness and influencing purchasing behavior. Kotler & Armstrong (2019) explain that promotion is part of the marketing mix that functions to convey the value and benefits of products to consumers to shape knowledge, attitudes, and buying impulses. This view is reinforced by Firmansyah (2019) who states that marketing not only focuses on product offerings, but also on how companies build positive perceptions in the minds of consumers.

The phenomenon of increased interest in local shoe brands can be seen in various public preferences for domestic products. This is reflected in the list of the most popular local shoe brands in 2023-2024.

Table 1. Local shoes that are in demand in 2023-2024

No	Shoes Brand
1	Aerostreet
2	Ventela
3	Compass Shoes
4	Piero
5	Brodo
6	Pijakbumi
7	Kanky
8	Nappa Milano
9	Exodos57
10	Heiden Heritage

Based on table 1, Compass Shoes occupies the third position as the most popular brand. This popularity is influenced by its distinctive design, limited distribution strategy, and the narrative of exclusivity attached to each product release. In the context of tight competition among local brands, promotional efforts become very important to increase product visibility and attract consumer interest. The comparison of attractiveness of several local shoe brands in the previous period can be seen in the following figure:

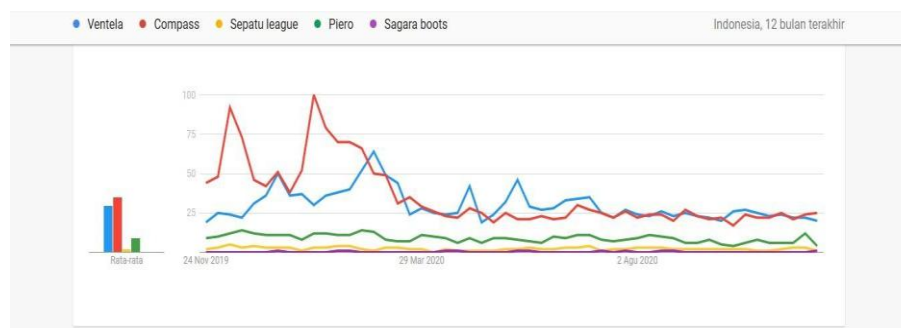


Figure 1. Comparison chart of the five best local shoe brands in 2019-2020

Source: koranbernas.id

Figure 1 shows that Compass Shoes became one of the brands that dominated consumer preferences in 2019-2020. This dominance encouraged many other local brands to adopt similar strategies, such as digital campaigns, collaborations, and visual storytelling, in order to strengthen their position in the market.

In addition to promotion, collaboration has also become an important strategy in building an exclusive image. The following is sales data of Compass Shoes collaboration products over the past four years as an illustration of market dynamics.

Table 2. Compass Collaboration Shoe Sales Data 2020-2023

Year	Number Sold (Pcs)	%	Total Sales (Rp)	%
2020	6895	-	Rp 4.947.990.000	-
2021	10062	45%	Rp 7.145.290.000	44%
2022	5771	-42%	Rp 4.628.018.000	-35%
2023	750	-87%	Rp 1.228.500.000	-73%

Source: Data processed by researchers

The data in table 2 shows that Compass Shoes experienced a significant increase in 2021, but faced a sharp decline in 2022-2023. This condition indicates the existence of marketing challenges that need to be analyzed further, especially related to promotional strategies and changes in consumer perceptions of products.

Concerning consumer behavior, brand image becomes an important factor that influences purchasing decisions. Meithiana (2019) asserts that consumer perceptions regarding the quality, identity, and symbolic value of a brand can determine the level of trust and tendency to buy. Previous research by Ghoni & Soliha (2022) shows that promoting a brand and creating a positive image can impact consumer buying decisions in the market. This discovery aligns with the findings of Afrilia & Hartuti (2024) which reveals that effective promotion is able to increase consumer purchasing decisions in the Ciputat area. In addition, research by Nabilah & Anggrainie (2022) confirms that brand image is a strong determinant in purchasing decisions for fashion and lifestyle products.

Considering the high competition in the local shoe industry, changes in consumer trends, and fluctuations in sales of Compass collaboration products, it is important to understand how promotional strategies and brand image play a role in influencing consumer purchasing decisions. Hence, this study aimed to investigate on how marketing tactics and brand reputation affect the buying choices of customers in the Ciputat region, which is recognized for its inclination towards fashionable trends and locally-made items.

2. LITERATURE REVIEW

2.1. Promotion Strategy

Promotion is one of the main elements in the marketing mix that aims to convey information and influence consumers to be interested in products. Kotler & Armstrong (2019) state that promotion functions to create awareness, persuade consumers, and provide added value through marketing communications. Firmansyah (2019) reinforces that promotional activities include advertising, sales promotion, digital marketing, and public relations as tools to increase consumer interest.

According to Wardani (2023), promotion is a two-way communication process that helps companies build consumer perceptions through persuasive messages. In addition, Agus (2022) said that an effective promotional mix can expand market reach and increase product attractiveness. In the context of modern marketing, creative and well-targeted promotion is able to influence perceptions and encourage consumer purchasing decisions.

2.2. Brand Image

The perception of a brand, known as brand image, is created through the experiences, beliefs, and interpretations of consumers. Rosenbaum-Elliott et al. (2023) define brand image as a collection of mental representations and associations that develop through consumer interactions with products and their communications. A strong brand image usually reflects a positive reputation, quality, and symbolic value attached to a product. Wardhan (2024) explains that the perception of a brand by consumers is established through the distinctive qualities, emotional advantages, and societal connections it embodies.

2.3. Purchasing Decision

Purchasing decision is the final stage of the consumer behavior process that involves assessment of information, preferences, and needs before deciding to buy a product. Sriyani (2019) explains that consumer purchasing decisions are shaped by a combination of internal influences, external influences, and marketing cues. Arianto (2019) mentions that purchasing decisions involve the evaluation of alternatives and determination of choices based on consumer perceptions of value and beliefs about products. According to Wongkar et al. (2023), purchasing decisions are formed through a combination of experience, quality perception, emotional motivation, and marketing communication. Ghoni & Soliha (2022) assert that marketing factors such as promotion and brand image have strong potential to influence how consumers evaluate and choose products.

2.4. The Influence of Promotional Strategy on Purchasing Decisions

Promotion plays an important role in shaping perceptions and influencing consumers through the delivery of information, offers, and persuasion. Effective promotion is able to increase awareness, interest, and the drive to buy. Based on marketing communication theory (Kotler & Armstrong, 2019; Firmansyah, 2019), promotion has the power to impact buying choices by showcasing the benefits and value of a product. Effective promotion, such as discounts, special offers, or well-targeted advertising campaigns, can increase consumer attention to products and build positive value perceptions. This will facilitate consumers in the decision-making process and encourage purchases to occur. Referring to Darado et al. (2023); Duan et al. (2019); Rahmatia & Hakim (2023), the connection between promotional tactics and consumer buying choices is strong. Essentially, the more appealing and focused the promotional strategy is, the higher the chances of consumers purchasing the product.

H1: Promotional strategy has a positive influence on purchasing decisions.

2.5. The Influence of Brand Image on Purchasing Decisions

A strong brand image can increase consumer confidence and preference for a product. Brand image shapes quality perception, emotional value, and uniqueness that become considerations in choosing products. A positive brand image creates a sense of trust and strengthens consumer decisions in buying (Hadi & Prabowo, 2022; Nabilah & Anggrainie, 2022). Therefore, the more positive consumer perceptions of brand image, the greater the likelihood of consumers choosing and buying the product.

H2: Brand image has a positive influence on purchasing decisions.

2.6. The Simultaneous Influence of Promotional Strategy and Brand Image

Promotional strategy and brand image play complementary roles in shaping consumer interest and confidence. Promotion helps convey messages and strengthen brand awareness, while brand image increases symbolic value and quality perception. The interaction of both is seen to produce a stronger combined influence on purchasing decisions. Nabilah & Anggrainie (2022) emphasize that brand image strengthens consumer trust and preferences, thus affecting the chances of a brand being chosen. Furthermore, Saputri & Utomo (2021) state that consumers tend to choose products with strong brand images because they are considered more reliable. Warni & Rinandy (2024)

add that brand image also has a significant psychological influence in shaping purchasing tendencies.

Well-targeted promotional strategies can increase awareness and purchase interest, while strong brand image builds consumer trust and loyalty. The combination of these two factors simultaneously provides a more significant effect on purchasing decisions compared to their partial influence (Saputri & Utomo, 2021; Warni et al., 2024).

H3: Promotional strategy and brand image simultaneously have a positive influence on purchasing decisions.

3. RESEARCH METHODS

3.1. Type of Research

This research uses quantitative research methods that are in line with the deductive-positivistic paradigm as stated by Sugiyono (2022), where research emphasizes objective measurement, the use of standardized instruments, and statistical analysis to test predetermined hypotheses. The reason this approach was selected is because it can quantitatively assess the correlation between different factors, particularly the impact of marketing tactics and brand reputation on the choices made by consumers.

3.2. Population and Sample

This study focuses on individuals who have bought or expressed interest in Compass collaboration footwear. The sample determination technique used is purposive sampling, according to Sugiyono (2022), guidance involves selecting a sample by specific criteria that align with the research goals. The criteria for participants are as follows:

- 1) Domiciled in Ciputat District,
- 2) Have purchased or are interested in Compass collaboration shoes,
- 3) Minimum age of 17 years.

The determination of sample size refers to the recommendation of Sutopo (2021) which states that regression analysis requires a minimum of 5-10 respondents per indicator so that statistical test results are adequate and can be generalized.

3.3. Data Collection Technique

Structured questionnaires were used for the collection of data, which was distributed through both online and offline methods. The instrument was prepared based on the operational definition of each variable and uses a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). According to Sugiyono (2022), the Likert scale is an appropriate scale to use for measuring respondent perceptions, attitudes, and opinions in quantitative research.

3.4. Research Instrument and Variable Indicators

The research instrument includes three main variables with the following indicators:

- 1) Promotional Strategy (X1), measured through indicators of advertising, social media promotion, influencer use, and collaboration programs.
- 2) Brand Image (X2), measured through indicators of brand reputation, product uniqueness, emotional associations, and quality perception.

- 3) Purchasing Decision (Y), measured through indicators: purchase interest, product selection considerations, purchase confidence, and repurchase intention.

All indicators are prepared based on marketing theory and previous research so that the instrument has a strong conceptual foundation.

3.5. Instrument Test and Classical Assumption Test

Before regression analysis was conducted, the quality of the research instrument was tested through validity tests, reliability tests, and classical assumption tests. All procedures follow Ghazali (2018) guidelines to ensure instrument feasibility and statistical model accuracy.

3.5.1. Instrument Validity and Reliability Test

The test for validity was carried out by using the Pearson Product Moment correlation, where an item is deemed valid if the significance value is less than 0.05 and the r-value exceeds the r-table. In addition, the test for reliability was done by utilizing Cronbach's Alpha value. An instrument is said to be reliable if the Alpha value ≥ 0.70 , which indicates that the items have good internal consistency. Both of these tests are important to ensure that the instrument is suitable for use in further analysis.

3.5.2. Classical Assumption Test

To ensure that the multiple linear regression model used meets statistical requirements, several classical assumption tests were conducted, namely:

- 1) Normality Test, to check whether residuals are normally distributed.
- 2) Multicollinearity Test, in order to avoid strong relationships between different variables, it is important to confirm that the VIF value is less than 10 and the Tolerance value is greater than 0.10. This indicates that the model is not affected by multicollinearity.
- 3) Heteroscedasticity Test, to see whether residual variance is homogeneous and does not show a particular pattern.
- 4) Autocorrelation Test, conducted if necessary to ensure there is no correlation between residuals in one observation and other observations.

The regression model can be used appropriately if all classical assumptions are met so that the analysis results become valid and unbiased.

3.6. Data Analysis Technique

Data analysis was conducted using multiple linear regression to determine the direct influence of promotional strategy (X1) and brand image (X2) on purchasing decisions (Y). As explained by Ghazali (2018), multiple linear regression can produce regression coefficient values, t-test, F-test, and coefficient of determination (R^2) which are used to test research hypotheses.

Researchers are able to quantify the impact of each individual or combined independent variable on the purchasing choices of Compass collaboration products through the application of this regression analysis.

4. RESULTS AND DISCUSSION

4.1. Results Analysis

Compass Shoes has a loyal fan base, because its unique aesthetics and stylish design appeal to various groups. The Gazelle logo adopted is inspired by the gazelle animal, symbolizing agility and speed. This logo was designed by Kahar Setiadi and features deer antler elements that form the characteristic *swoosh* of Compass shoes.



Figure 1. Compass Shoes Logo

In facing tight competition among local brands, Compass Shoes implements various promotional strategies. According to Kotler & Armstrong (2019), advertising plays a crucial role in the introduction of products and has a significant impact on consumer decisions when making purchases. In order to achieve success in marketing, Compass Shoes uses social media as a key tool, with 1.1 million followers on Instagram, as well as creative and narrative content that highlights Indonesian culture and community experiences.



Figure 2. Compass Shoes Official Instagram

Compass's triumphs in marketing its offerings are partly attributable to leveraging social media, evidenced by the brand's current 1.1 million followers on the Instagram platform. The success of Compass Shoes is partly attributed to their capacity to craft compelling, distinct content accompanied by impactful narratives in each post, captivating their entire audience and sparking widespread curiosity in the Compass Shoes brand, owing to its unique attributes relative to competing footwear labels. Moreover, Compass Shoes consistently weaves narratives into the core of its designs, portraying elements of Indonesian culture, community experiences, and the spirit of their partnerships. Additionally, Compass Shoes refines its approach through redesigns infused

with contemporary sensibilities, while maintaining a dedication to incorporating storytelling that reinforces the brand's distinct identity.

Compass Shoes continually advertises itself through partnerships with numerous prominent social media personalities throughout Indonesia. Compass Shoes began by engaging with trendsetters and opinion leaders like Dr. Tirta, Jejouw, and also famous Indonesian news anchor Najwa Shihab. This enables these influential individuals to present the Compass Shoes label to their fan base, which in turn raises the recognition of the brand.

Compass Shoes also often engages in joint ventures to grow its customer base and improve how it is perceived. Alliances with different entities, ranging from famous personalities to worldwide companies, have turned out to be increasingly successful. Because of this, these cooperative initiatives have fostered a much more robust and notable brand perception from the customer's point of view. These partnerships lead to the creation of high-end, sought-after, and short-run items. Every set of these items makes a different statement, and therefore they are shoes that inspire a feeling of honor when someone wears them. As stated by Armstrong in 2023, brand image is the way people feel about a brand as shown by what they connect with the brand in their minds.

The debut cooperative venture between Compass Shoes and Bryant Notodihardjo, a prominent Indonesian influencer, represents an exhilarating initial stride within the domestic fashion landscape. This undertaking signifies the inaugural instance of their collaborative efforts. Throughout the inventive journey, Aji Handoko Purbo, who holds the position of creative director at Sepatu Compass, played a crucial role in materializing Bryant's distinct concepts, recognized for their strong connection to military influences. This partnership culminated in the creation of a product known as Sepatu Compass Bravo, which Bryant views as a concrete depiction of his imaginative perspective. The incorporation of a military-inspired element is unmistakably apparent through the inclusion of a buckle in army green, positioned atop the Gazelle Hig shoe design.

Table 1 shows the prices of Compass Shoes collaboration products with various parties, ranging from Rp518,000 to Rp1,768,000, which reflects the exclusivity and market segmentation strategy implemented by the brand.

Table 1. Price List for Collaboration of Compass Shoes

No	Compass Shoes Collaboration	Price Range
1	SEPATUCOMPASS x DARAHKUBIRU	Rp 518.000 - Rp 698.000
2	SEPATUCOMPASS x KELOMPOK PENERBANG ROKET	Rp 618.0000
3	SEPATUCOMPASS x THEGENJOTS	Rp 778.000
4	SEPATUCOMPASS x FR2 V1	Rp 1.180.000
5	SEPATUCOMPASS x FR2 V1 SPECIALS	Rp 898.000
6	SEPATUCOMPASS x BBQ MOUNTAINS BOYS	Rp 758.000 - Rp 808.000
7	SEPATUCOMPASS x JASON RANTI	Rp 658.000
8	SEPATUCOMPASS x UNKL 347	Rp 638.000 - Rp 1.108.000
9	SEPATUCOMPASS x TAME IMPALA	Rp 998.000 - Rp 1.108.000
10	SEPATUCOMPASS x FR2 V2	Rp 668.000 - Rp 768.000
11	SEPATUCOMPASS x NAMOY BUDAYA	Rp 738.000 - Rp 758.000
12	SEPATUCOMPASS x BOY PABLO	Rp 778.000 - Rp 798.000

No	Compass Shoes Collaboration	Price Range
13	SEPATUCOMPASS x TEMPL	Rp 1.499.000
14	SEPATUCOMPASS x FR2 YOTR	Rp 1.258.000
15	SEPATUCOMPASS x IWAN TIRTA	Rp 1.768.000
16	SEPATUCOMPASS x NEIGHBORHOAD	Rp 1.698.000

Source: @sepatucompass Instagram Account

Overall, the success of Compass Shoes in building a positive brand image in Indonesia is supported by unique design, limited stock that creates a sense of exclusivity, promotional strategies on social media, and collaborations with famous figures and brands. Based on the results of multiple regression testing presented in Table 2 (Model Summary), an R value of 0.973 was obtained, which indicates that there is a very strong relationship between the promotional strategy variable (X1) and brand image (X2) with purchasing decisions (Y). The correlation coefficient value approaching 1 reveal that both independent variables have a high relationship contribution to the dependent variable.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square
1	0.973	0.947	0.946

Source: Processed data, 2024

The Adjusted R Square value of 0.946 shows that the regression model remains reliable even after taking into account the number of variables and samples. The minimal discrepancy between R Square and Adjusted R Square suggests that the model is not prone to overfitting, and the variables are effective in explaining purchasing choices.

Table 3 shows a positive relationship between the research variables and purchasing decisions. It can be seen that both Promotional Strategy (X1) and Brand Image (X2) make significant contributions to purchasing decisions, with Brand Image showing a slightly stronger influence.

Table 3. Coefficients

Model	Unstandardized Beta	t	Sig.
(Constant)	0.992	1.305	0.195
Promotional Strategy (X1)	0.553	10.890	0.001
Brand Image (X2)	0.822	11.724	0.001

Source: Processed data, 2024

The multiple regression model produces the equation:

$$Y = 0.992 + 0.553 X1 + 0.822 X2$$

With results:

$r = 0.973 \rightarrow$ very strong relationship

$R^2 = 0.947 \rightarrow$ variables X1 and X2 explain 94.7% of purchasing decisions

F statistic = 761.344 > 3.10

Sig. = 0.001 < 0.05

Based on the results of simple linear regression, it produces the equation:

Equation 1, the influence of promotional strategy on purchasing decisions:

$$Y = 23.303 + 0.490 X_1$$

With values:

$r = 0.657 \rightarrow$ strong relationship

$R^2 = 0.431 \rightarrow$ promotional strategy explains 43.1% of the variation in purchasing decisions

t statistic = 8.072 > 1.988

Sig. = 0.001 < 0.05

Equation 2, the influence of brand image on purchasing decisions:

$$Y = 23.030 + 0.724 X_2$$

With details:

$r = 0.637$

$R^2 = 0.406 \rightarrow$ brand image explains 40.6% of purchasing decisions

t statistic = 7.666 > 1.988

Sig. = 0.001 < 0.05

Based on the comprehensive analytical findings and the rigorous validation assessments conducted throughout this study, the subsequent research inferences and theoretical propositions are formulated. First, marketing initiatives demonstrably exert a notable influence on choices to buy Compass collaborative footwear within the Ciputat vicinity. The derived regression formula, $Y = 23.303 + 0.490 X_1$, signifies, alongside a 0.657 correlation factor, a substantial connection linking marketing activities with buying decisions. Furthermore, the 0.431 coefficient of determination reveals that marketing activities account for 43.1% of the variance in buying decisions, leaving 56.9% attributable to variables not encompassed in this analysis. The t-test produced a t-value of 8.072, surpassing the t-table value of 1.988, coupled with a significance level of 0.001, falling below the 0.05 threshold. Hence, H_{01} is dismissed and H_{a1} is endorsed, thereby confirming that marketing initiatives exert a favorable and distinctly significant impact on inclinations to make purchases.

Second, the choices people make when buying things are greatly affected by how they view a brand. The regression equation $Y = 23.030 + 0.724 X_2$ proves this point, showing a strong connection with a correlation coefficient of 0.637. The determination coefficient of 0.406 shows that the brand's image affects buying decisions by 40.6%, but the other 59.4% is swayed by different things not looked at in this research. With a significance of 0.001 which is less than 0.050, and a t-test result showing a calculated t of 7.666 which is greater than 1.988, we turn down H_{02} and agree with H_{a2} . This shows that the image of a brand does have a noteworthy, though partial, impact on what people decide to buy when it comes to Compass collaboration shoes.

At the same time, promotional activities and the perception of the brand collectively exert a considerable effect on choices related to buying. The resulting regression formula is $Y = 0.992 + 0.553 X_1 + 0.822 X_2$. A correlation coefficient of 0.973 demonstrates that a powerful connection exists between the two predictor factors and buying selections. The determination coefficient, which is 0.947, shows that 94.7% of buying selections are affected when promotional activities and brand image are taken together, while the other 5.3% is attributable to additional factors that were not examined in this research. The F

test outcomes reveal that the calculated F statistic value of 761.344 surpasses the F table value of 3.10, and the importance level of 0.001 is lower than 0.050. Consequently, H_{03} is not supported, and H_{a3} is supported. This points to the fact that, in the Ciputat District, promotional activities and brand image collectively play a crucial role in influencing the purchasing choices of Compass collaborative footwear.

4.2. DISCUSSION

4.2.1. The Influence of Promotional Strategy on Purchasing Decisions

The study findings indicate that marketing tactics play a crucial role in shaping consumers' purchasing choices. This is supported by a t-statistic value of 8.072, surpassing the t-table value, and a significance level of 0.001, falling below the standard threshold of 0.05. This finding is in line with marketing theory proposed by Kotler and Armstrong (2019), which states that promotion functions as a communication tool to introduce products while influencing consumers to make purchasing decisions. In the context of Compass Collaboration Shoes, promotional strategies such as the use of influencers, social media campaigns, visual storytelling, and limited edition launches have proven to strengthen consumer appeal.

These results are also consistent with previous research by Afrilia and Hartuti (2024) who found that promotion has a significant influence on purchasing decisions for MSME products in Ciputat, as well as research by Hadi and Prabowo (2022) which states that promotion is one of the main determinants in Samsung smartphone purchasing decisions. Similarly, Maedina (2022) and Wongkar et al. (2023) found that well-targeted promotion is able to increase consumer interest and purchasing decisions. Thus, this research strengthens the understanding that effective promotion plays an important role in shaping preferences and purchasing behavior in the fashion industry and collaboration products that emphasize exclusivity.

4.2.2. The Influence of Brand Image on Purchasing Decisions

The impact of brand image on buying choices has been demonstrated to be favorable and noteworthy, as evidenced by a t-statistic value of 7.666 and a significance level of 0.001. This confirms that positive perceptions and associations with the Compass brand are able to strengthen consumer confidence in choosing their collaboration products. This finding supports the brand equity concept from Rosenbaum-Elliott et al. (2020), which explains that a strong brand image can create trust, increase product perception value, and influence purchasing preferences.

The findings of this study align with Ghoni dan Soliha (2022) who found that the perception of a brand plays a crucial role in influencing consumer choices when shopping online. In addition, research by Yunita & Indriyatni (2022) also shows that brand image directly determines the strength of purchasing decisions for skincare and shoe products. Andriani et al. (2022); Gunawan & Kunto (2022); Rumaidlany et al. (2022) also emphasize that the perception of a brand plays a crucial role in influencing consumers' choices when it comes to purchasing fast food items from around the world. In the context of Compass Collaboration, the brand image attached to limited edition elements, unique design, community exclusivity, and Indonesian cultural narratives has been proven to increase emotional appeal and make consumers more confident in buying the product.

Thus, a strong brand image has proven to be a main driver in purchasing decisions for Compass collaboration products.

4.2.3. The Simultaneous Influence of Promotional Strategy and Brand Image on Purchasing Decisions

Promotional strategy and brand perception play a significant role in shaping consumers' buying choices, as evidenced by an R^2 value of 0.947. This suggests that these factors can account for 94.7% of the variability in purchasing decisions, leaving only 5.3% to be impacted by external factors not included in the analysis. This very high R^2 value shows that in the case of Compass Collaboration products, promotion and brand image are two main components that determine consumer decisions. This condition can be explained by the character of the product which is high involvement, has limited editions, and is influenced by an active fan community so that purchasing decisions are dominated by emotional aspects and brand perception.

According to contemporary marketing theory, the blending of marketing communication and brand identity holds significant influence over the decisions made by consumers, especially in the fashion and lifestyle industry. Previous research by Afrilia and Hartuti (2024), Wongkar et al. (2023), and Hadi and Prabowo (2022) also shows that when promotion and brand image work simultaneously, the impact on purchasing decisions becomes much greater compared to partial influence. Thus, the results of this research confirm that the success of Compass Collaboration in attracting consumer interest and purchasing decisions is influenced by a combination of effective promotional strategies and strong brand image.

5. CONCLUSION

Promotional tactics and how consumers view the brand have a significant impact on the buying choices of customers in Ciputat District when it comes to Compass Shoes collaboration products, as indicated by this study. The research results reveal that effective marketing activities, such as social media campaigns, celebrity endorsements, and special promotions, successfully attract consumer interest and significantly shape purchasing decisions. Positive brand perceptions, including the strong reputation of Compass Shoes, limited edition products, distinctive design, and favorable customer reviews, further enhance brand value and motivate consumers to choose Compass collaboration products. Together, promotional strategy and brand perception provide an influence of 94.7% on purchasing decisions, confirming the importance of both factors in driving interest and actual purchases.

Theoretically, this study adds to the existing body of marketing research by showcasing real-world data on how promotional tactics and brand image impact consumer choices simultaneously, endorsing a combined approach to marketing and branding concepts. From a practical side, this finding provides managerial implications that companies should combine innovative marketing campaigns with continuous efforts to improve brand image to maintain consumer engagement, strengthen competitiveness, and increase purchase intention, especially for collaboration or limited edition products.

This research has limitations, including the research location which is only in Ciputat District and the focus on Compass Shoes collaboration products, so the results

may not be fully generalizable to other regions or product categories. Future research can expand the study area, explore different product categories, or use longitudinal designs to observe changes in consumer perceptions and behavior over time. In addition, other factors such as price sensitivity, social influence, or online reviews can also be analyzed to obtain a more comprehensive understanding of consumer purchasing decisions.

REFERENCES

- Afrilia, H., & Hartuti, E. T. K. (2024). Pengaruh Promosi dan Kualitas Produk Terhadap Keputusan Pembelian pada Toko Roti Kayu Manis Baked Goods Ciputat. *Spectrum: Multidisciplinary Journal*, 1(1), 33–39.
- Agus, R. M. (2022). Pengaruh Bauran Promosi Terhadap Penjualan Hasil Laut Pada Pt. Napucinta Makassar. *Jurnal Unicorn ADPERTISI*, 1(2), 16–22.
- Andriani, A., GS, A. D., & Susanti, R. (2022). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Pada Brand Makanan Cepat Saji (studi Kasus di KFC di Surabaya). *Jurnal Mahasiswa Manajemen Dan Akuntansi*, 1(1), 104–110.
- Arianto, N. (2019). Pengaruh promosi dan kualitas pelayanan terhadap kepuasan serta berdampak terhadap loyalitas pelanggan. *Kreatif: Jurnal Ilmiah Prodi Manajemen Universitas Pamulang*, 7(1), 44–54.
- Darado, S. A., Mangerongkonda, M. I., & Siahaan, R. J. P. (2023). Pengaruh strategi pemasaran terhadap keputusan pembelian konsumen pada tempat foto copy partidol Kota Sorong. *Jurnal Riset Dan Inovasi Manajemen*, 1(3), 293–305. <https://doi.org/10.59581/jrim-widyakarya.v1i3.818>
- Duan, R. R., Kalangi, J. A. F., & Walangitan, O. F. C. (2019). Pengaruh strategi promosi terhadap keputusan pembelian motor yamaha mio pada PT. hasjrat abadi tobelo. *Jurnal Administrasi Bisnis (JAB)*, 9(1), 128–136. <https://doi.org/10.35797/jab.v9.i1.128-136>
- Firmansyah, M. A. (2019). *Buku pemasaran produk dan merek*. CV. Penerbit Qiara Media.
- Ghoni, M. A., & Soliha, E. (2022). Pengaruh brand image, online customer review dan promotion terhadap keputusan pembelian pada marketplace Shopee. *Jurnal Mirai Management*, 7(2), 14–22.
- Ghozali, I. (2018). *Aplikasi analisis multivariete dengan program IBM SPSS 23*. Badan Penerbit Universitas Diponegoro.
- Gunawan, P. A., & Kunto, Y. S. (2022). Pengaruh brand image dan nutrition label terhadap keputusan pembelian mie instan lemonilo: Efek moderasi orientasi makanan sehat. *Jurnal Manajemen Pemasaran*, 16(1), 48–56.
- Hadi, A. V., & Prabowo, R. E. (2022). Pengaruh Persepsi Harga, Promosi, Dan Brand Image Terhadap Keputusan Pembelian Smartphone Samsung di Kota Semarang. *SEIKO: Journal of Management & Business*, 5(1), 540–548.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press.
- Kotler, P., & Amstrong, G. (2019). *Principle of Marketing* (14th ed.). Prentice Hall.
- Nabilah, A. N., & Anggrainie, N. (2022). Pengaruh Kualitas Produk, Harga, Promosi, Brand Awareness, Brand Image dan Celebrity Endorser Terhadap Keputusan

- Pembelian Skincare Scarlett Whitening. *YUME: Journal of Management*, 5(3), 728–736.
- Rahmatia, R., & Hakim, A. (2023). Pengaruh promosi media sosial dan word of mouth terhadap keputusan pembelian (Studi kasus pada konsumen toko Tho Masagena). *IJMA (Indonesian Journal of Management and Accounting)*, 4(2), 186–191.
- Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2023). *Strategic Brand Management*. <https://doi.org/10.1093/hebz/9780198797807.001.0001>
- Rumaidlany, D., Mariam, S., & Ramli, A. H. (2022). Pengaruh brand image dan brand awareness terhadap keputusan pembelian pada Mc Donald's di Palmerah Jakarta Barat. *Jurnal Lentera Bisnis*, 11(2), 102. <https://doi.org/10.34127/jrlab.v11i2.567>
- Saputri, L. E., & Utomo, A. (2021). Pengaruh Brand Image, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian Sepatu Converse Di Surakarta. *Excellent*, 8(1), 92–103.
- Sriyani, N. (2019). Effect of Brand Equity and Marketing Mix on Customer Satisfaction and Impact on Customer Loyalty. *Economics and Accounting Journal*, 2(3), 206–214.
- Sutopo, A. H. (2021). *Penelitian Kualitatif dengan NVivo*. Topazart.
- Wardani, S. (2023). Strategi komprehensif untuk pencapaian tujuan bisnis dalam bauran komunikasi pemasaran. *Jurnal Ekonomi Dan Bisnis*, 3(1), 39–47.
- Wardhan, A. (2024). Brand image. *New Scientist*, 165(2229). <https://doi.org/10.5040/9781501365287.280>
- Warni, Z., Rinandy, A. A., Dahlan, P., & Gunarti, T. S. (2024). the Effect of Digital Marketing on Increasing Interest in Purchasing Motor Vehicle Policies in Generation Z in Palembang City. *Jurnal Manajemen*, 12(1), 84–91.
- Wongkar, K., Lumanauw, B., & Kawet, R. C. (2023). Pengaruh Viral Marketing, Food Quality Dan Brand Image Terhadap Keputusan Pembelian Produk Kokumi Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(3), 431–441. <https://doi.org/10.35794/emba.v11i3.49014>
- Yunita, P., & Indriyatni, L. (2022). Pengaruh brand image, daya tarik iklan, dan celebrity endorser terhadap keputusan pembelian MS Glow (Studi kasus pada pelanggan MS Glow Kota Semarang). *Prosiding Seminar Nasional UNIMUS*, 5.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).