THE EFFECT OF PROMOTION S TRATEGY ON BRAND IMAGE OF LAROKA RESTAURANT

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A B S T R A C T

There are challenges and obstacles for consumers in searching for information because employees of Laroka Restaurant still use individual accounts to understand how promotional strategies on WhatsApp, Facebook, and Instagram, platforms influence brand image. This study aims to determine "The Influence of Promotional Strategies on WhatsApp, Facebook, and Instagram, The use of individual accounts is likely to provide inaccurate information and consumer data is difficult to recap as visitor data. Thus, so that laroka restaurants can increase the volume of customers and be better known and have a clear identity, laroka restaurants should have official restaurant accounts as the identity of laroka restaurants which can affect the increase in brand image. Platforms on the Brand Image of Laroka Restaurant in Tomia District, Wakatobi Regency." is the study's main objective. A descriptive survey with a sample size of 60 respondents is the research approach utilized. Quota sampling is the sampling strategy utilized, and the sample was determined using incidental sampling. The study's findings suggest that brand image is significantly influenced by promotional techniques on the Whatsapp $(X1)$, Facebook $(X2)$, and Instagram $(X3)$ platforms. The brand image (Y) is greatly influenced by the promotional strategy variable (X) at the same time. According to the coefficient of determination (R) test results, the independent factors have a 99.4% influence on the dependent variable, while additional variables not included in this study had an influence on 0.6% of the data.

INTRODUCTION

"Marketing is an activity of individuals and groups to obtain the goods and services expected and needed by them obtained through the creation of exchanges of products and services that offer added value between the parties involved" (Kotler & Armstrong, 2021). Today, the marketing function is more than just the provision, promotion, or distribution of products and services to customers; it also emphasises the ongoing guarantee of consumer happiness (Tjiptono & Diana, 2020). Satisfied clients tend to make repeat purchases or use services consistently, resulting in profits for the company.To increase consumer awareness in product purchases, it is important to implement an effective promotional strategy, which is defined as a systematic approach aimed at promoting a product, service, or brand to increase customer loyalty, satisfaction, and sales. (Firmanyah, 2020). Loroka Restaurant conducts promotional activities through advertising on social media platforms, including Facebook, Instagram, and WhatsApp, to communicate with consumers, market products or services, and grow online communities. Social media marketing methods often include content sharing, contests, and targeted advertising, which are nowadays essential for communities to facilitate a wide array of activities. They are shifting from traditional marketing techniques to modern marketing strategies. and easier, Promotional strategies include efforts that aim to inform, persuade, and influence consumers to buy products and recognise the promoted brand image.

Implementing advertising control information through education (Sukrin & Malik, 2023) and Advertising and marketing development as well as product innovation, product variety, technology, and wider market access." (Sudarman & Lelawatty, 2023). The occurrence of research gaps is related to problems that are almost the same as previous studies, namely investigating the impact of product quality, product innovation, and marketing promotion on the IKEA brand image. The results showed that the brand image of IKEA in Alam Sutra, Tangerang, was formed by product quality, product

innovation, and marketing promotion. (Putra, 2021). Research on the impact of marketing and brand image on purchasing decisions for Traveloka Services reveals that although marketing affects purchasing decisions, brand image is not affected by it. (Khaerani & Prihatini, 2020). The findings of the aforementioned research indicate that brand image is formed through individual perceptions of a product or service, which is influenced by various sensory inputs encountered from time to time.

The brand image of a company is formed by consumer perceptions, which include product quality, design, price, facilities, service, location, brand equity, and customer experience (Charviandi et al., 2023). Customers with good perceptions of a brand tend to make repeat purchases. A bad impression reduces the likelihood of repurchase. As a result, brand image is the view held by consumers that shapes their trust in the brand (Mcpheron, 2021) and (Whardana, 2021). Laroka Restaurant was established in 2018 in Waitii Village, Tomia District, Wakatobi Regency. The restaurant provides a wide array of dishes encompassing both traditional and contemporary flavours, complemented by attractive facilities and a customer-friendly atmosphere. The building's location on a cliff overlooking the blue ocean provides a breathtaking view. Laroka Restaurant exudes a charm that captivates the senses.

Diners can see the breathtaking view from the restaurant. Outdoor and semi-table seats are offered for clients who wish to immerse themselves in the natural phenomenon. Visitors can enjoy the sunset in the evening from the panoramic view. The beautiful coastal scenery, the splendour of the towering cliffs, and the waves that disturb the tranquillity are the brand image of Restaurant Laroka. Promotional strategies have the effect of increasing Brand Image, This is a more promising marketing strategy because potential consumers are starting to buy products via the internet. With the rapid growth of social media in the digital era, the industrial revolution 4.0 towards society 5.0, Laroka Restaurant has not fully utilised the digitalisation of various platforms.

The current condition of Laroka Restaurant does not have an official account as a brand image identity that uses various social media platforms such as the Whatsapp platform, Facebook platform and Instagram platform in fact the current conditions that support consumer convenience still use individual accounts / laroka restaurant employees, the use of individual accounts is possible to provide inaccurate information and consumer data is difficult to recap as visitor data. Thus, so that laroka restaurants can increase customer volume and be better known and have a clear identity, laroka restaurants should have an official restaurant account as the identity of laroka restaurants which can affect the increase in brand image. The research gap found in this study, similar to previous research, also discusses brand image but in this study the Brand Image to be studied is the brand image of laroka restaurant, a service provider that offers food and drinks. The difference is in the laroka restaurant promotion strategy. According to (Ali Hanafiah & Arief Bowo Prayoga Kasmo, 2019) This study aims to examine the effect of promotion on brand image on decision making to become UMB students. The results of this study indicate that there is a significant positive effect on UMB's brand image. Meanwhile, according to the purpose of this study was to look at the effect of promotion and brand image on sales on the Traveloka website, The research findings show that promotion has no effect on brand image, but has an impact on sales performance.

METHODOLOGY

The type of research applied is descriptive research and the research method applied is descriptive survey. This research was conducted at Laroka Restaurant, Waitii Village, Tomia District, Wakatobi Regency, Southeast Sulawesi Province. In June to August 2024. Population is defined as the total number of units that have certain characteristic qualities and values that have been documented by researchers to be analysed and assessed (Sugiono, 2020). The population identified in this study are all visitors who enter Laroka restaurant. With the number of visitors around 60 individuals obtained using acedincial technique.This study uses primary data in the form of types and sources of data.

The data collection methods used in this study include observation, questionnaires, and interviews. The questionnaire was used as a research instrument. This study uses data analysis procedures such as validity test, reliability test, classical assumption test, multiple linear regression test, partial test, simultaneous test, and coefficient of determination test.

RESULTS AND DISCUSSION

The validity test was designed with the aim of evaluating the accuracy of the instrument before conducting research by giving a questionnaire containing 60 questions to respondents. By using SPSS software, a significance limit of 5% was set. If the calculated r value is greater than the r table

value at a significance level of 0.05, then the indicator concerned is valid. Below are the results of the validity check:

Table of Whatsapp Platfrom Variable Validity Test Results (X1)

Variable	r – count	r – Table	Informasion
Platform Whatsapp (X1)			
X1.1	0,772	0,254	Valid
X1.2	0, 847	0,252	Valid
X1.3	0,971	0,254	Valid
X1.4	0,926	0,254	Valid
X1.5	0,505	0,254	Valid
X1.6	0,977	0,254	Valid
X1.7	0,797	0,254	Valid
X1.8	0,976	0,254	Valid
X1.9	0,965	0,254	Valid
X1.10	0,976	0,254	Valid

Source: Data processed with IBM SPSS Statistics 23, 2024

Based on the table of validity test results for the WhatsApp Platform variable, all statements for the WhatsApp Platform variable are completely valid, because r count > r table.

Tabel Hasil Uji Validitas Variabel Platfrom Facebook (X2)

Variable	r – count	r – Table	Informasion
Platform Facebook (X2)			
X2.1	0,785	0,254	Valid
X2.2	0,981	0,254	Valid
X2.3	0,981	0,254	Valid
X2.4	0,971	0,254	Valid
X2.5	0,986	0,254	Valid
X2.6	0,971	0,254	Valid

Source: Data processed with IBM SPSS Statistics 23, 2024

Based on the table of validity test results for the Facebook Platform variable, all statements for the Facebook Platform variable are completely valid, because r count > r table.

Table of Validity Test Results for Instagram Platform Variables (X3)

Variable	r – count	r – Table	Informasion
Platfrom Instagram (X3)			
X3.1	0,369	0,254	Valid
X3.2	0,934	0,254	Valid
X3.3	0,975	0,254	Valid
X3.4	0,896	0,254	Valid
X3.5	0,494	0,254	Valid
X3.6	0,930	0,254	Valid
X3.7	0,955	0,254	Valid
X3.8	0,963	0,254	Valid
X3.9	0,954	0,254	Valid
X3.10	0,972	0,254	Valid

Source: Data processed with IBM SPSS Statistics 23, 2024

Based on the table of validity test results for the Instagram Platform variable, all statements for the Instagram platform variable are completely valid, because r count > r table

Table of Validity Test Results for Brand Image Variables (Y)

Variable	r – count	r – Table	Informasion
Variable Brand Image (Y)			
Y1	0,325	0,254	Valid
Y2	0,941	0,254	Valid
Y3	0,976	0,254	Valid
Y4	0,889	0,254	Valid
Y5	0,485	0,254	Valid
Y6	0,930	0,254	Valid
Y7	0,950	0,254	Valid
Y8	0,970	0,254	Valid

Y9	0,953	0,254	Valid
Y10	0,974	0,254	Valid
Y11	0,958	0,254	Valid
Y12	0,385	0,254	Valid
Y13	0,680	0,254	Valid
Y14	0,965	0,254	Valid
Y15	0,888	0,254	Valid
Y16	0,968	0,254	Valid

Source: Data processed with IBM SPSS Statistics 23, 2024

Based on the table of validity test results for the Brand Image variable, all statements for the brand image variable are valid, because r count > r table.

The reliability test is carried out after all the data has been analyzed and is said to be reliable. The test is to measure the consistency and consistency/stability of each research instrument carried out. A variable is considered reliable if its Cronbach's alpha coefficient is greater than 0.06. The following results demonstrate the reliability of the coefficient values for this research project:

Reliability Test Results Table

Variable	Item	Cronbach Alpha	Reliability	Description
Platform Whatsapp (X1)	10	0,965	0,6	Reliabel
Platform Facebook (X2)	6	0,976	0,6	Reliabel
Platfrom Instagram (X3)	10	0,956	0,6	Reliabel
Brand Image (Y)	16	0,969	0,6	Reliabel

Source: Data processed with IBM SPSS Statistics 23, 2024

Based on the table of reliability test results, namely the reliability test results obtained with a reliability coefficient value of > 0.6, the indicator or variable questionnaire is declared reliable.

The normality test is used to determine whether the unbiased and structured variables in a regression model are normally distributed or not. A data with a normal distribution can be identified using a PP graph. Plots. by examining the distribution of data points along the diagonal axis of the basic Brand Image graph. Below are the results of the Brand Image variable normality test,

Image of the Results of the Normality Test of Variable (Y)
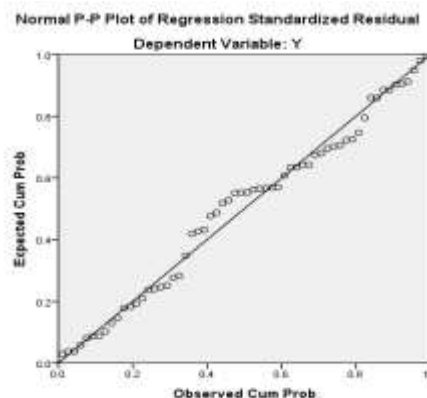
Source: Data processed with IBM SPSS Statistics 23, 2024

The image of the normality test results for the Brand Image variable (Y) shows that the data is distributed around the diagonal line and follows its direction, this indicates that the regression model passes the normality assumption.

The multicollinearity test aims to determine whether there is a relationship between the independent variables in a regression model; if there is a correlation, then the variables are not orthogonal. Conversely, orthogonal variables are independent variables that show zero correlation with each other. A tolerance value of more than 0.10 (10%) or a VIF value below 10 often indicates multicollinearity. (Sugiono, 2020). This study shows that the three sub-variables of the promotional strategy (X), namely (X1), (X2), and (X3) do not show multicollinearity. This can be seen in the following table:

Table Uji multikolinieritas

	Collinearity Statistice	
Variabel (X)	Tolerance	VIF
X1	0,043	23,278
X2	0,079	12,613
X3	0,026	39,102

Source: Data processed with IBM SPSS Statistics 23, 2024

The table shows that there is no evidence of multicollinearity. This is because each independent variable in the SPSS coefficients output table has a minimum tolerance value of 0.1 and the variance inflation factor (VIF) must not exceed 10 as shown in the table above. VIF is 23.738 on the WhatsApp platform indicator (X1), with a tolerance value of 0.043. The tolerance value on the Facebook platform indicator (X2) is 0.079, and the VIF is 12.613. The tolerance value on the Instagram platform indicator (X3) is 0.026, and the VIF is 39.102. then it can be stated that the regression model is suitable for use because it does not indicate any multicollinearity problems or relationships between independent variables.

In the study of heteroscedasticity, it is assumed that there is a difference in the residual variance of one observation condition in the regression model. When one residual from one previous study does not change, it is called homoscedasticity. The basis for decision making in calculations using SPSS is If the points form a pattern (spread, wavy, or narrow), then heteroscedasticity occurs. If there is no clear pattern and the points on the Y axis are spread above and below the value 0, then heteroscedasticity does not occur. The following are the results of the normality test for the Brand Image variable, which can be explained as follows:

Image of Heteroscedasticity
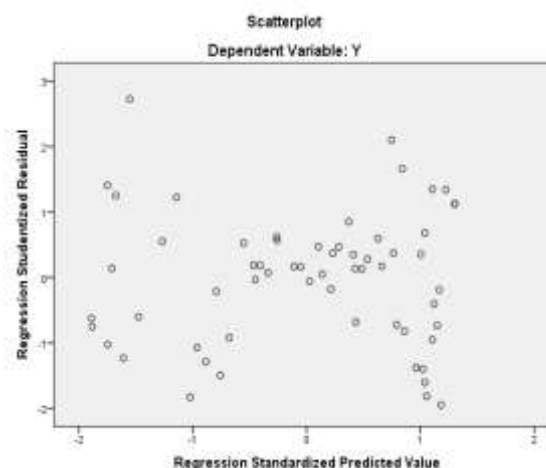
Source: Data processed with IBM SPSS Statistics 23, 2024

Based on the Heteroscedasticity Test Image on the Brand Image variable (Y), it is known that the data is spread out. If there is no clear pattern and the points are spread above and below the value 0 on the Y axis, then there is no heteroscedasticity.

Simultaneous testing of the two variables, namely the variable (X) Promotion Strategy which consists of three sub-variables, namely (X1) Whatsapp Platform, (X2) Facebook Platform and (X3) Instagram Platform, and Variable (Y) Brand Image. The results of the regression analysis were obtained from the average results of the multiple linear regression analysis test, as follows:

Table of Multiple Linear Analysis Results

	Model	Unstandardized Coefficients		Beta	T	Sig
		B	Std. Error			
	Contans	3,366	0,715		4,712	0,000
X1	Platform Whatsapp	0,283	0,074	0,192	3,847	0,000
X2	Platform Facebook	0,363	0,095	0,141	3,837	0,000

X3	Platfrom Instagram	1,008	0,097	0,672	10,372	0,000

Based on the Table of Results of Multiple Linear Analysis, the value used is the standardized coefficient based on the Std. Error value, then the following linear equation is made:

$$Y = a + b1\ X1 + b2\ X2 + b3\ X3 = 3.366 + 0.283X1 + 0.363X2 + 1.006\ X3$$

The constant value of 3.366 shows the pure value of the WhatsApp platform promotion strategy variable without being influenced by independent variables. The regression coefficient value on the WhatsApp platform indicator (X1) of 0.283 means that the WhatsApp platform indicator (X1) has a positive impact on Brand Image. This means that every time there is an increase in the WhatsApp platform indicator by 1, it will result in an increase in the Brand Image coefficient of 0.283. Conversely, if there is a decrease in the WhatsApp platform indicator by 1, it will result in a decrease in the brand image coefficient.

The constant value of 3.366 indicates the pure value of the promotional strategy variable for the WhatsApp platform, which is not influenced by independent variables. The regression coefficient value for the Facebook platform indicator (X2) is 0.363, meaning that the Facebook platform indicator has a good impact on Brand Image. It can be concluded that every increase of 1 in the WhatsApp platform indicator will result in an increase of 0.363 in the Brand Image coefficient. Conversely, a decrease of 1 in the WhatsApp platform indicator will result in a decrease in the Brand Image coefficient.

The constant value of 3.366 is the absolute value of the promotional strategy variable for the WhatsApp platform, without being influenced by independent factors. The regression coefficient for the Instagram platform indicator (X3) of 1.006 indicates a positive effect on Brand Image. This means that every increase of 1 in the Instagram platform indicator will result in an increase of 1.006 in the Brand Image coefficient. Conversely, a decrease of 1 in the WhatsApp platform indicator will result in a decrease in the Brand Image coefficient.

To determine the extent to which an independent variable affects the dependent variable, the Coefficient of Determination Test (R^2) technique is used. The following results were obtained through the use of SPSS software:

Coefficient of determination test tabel

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,997	0,994	0,994	1,344

Based on the R^2 value determination coefficient test table, it can be explained that, the R^2 determination coefficient in the Y model for regression is 0.994, indicating that the independent variable Promotion Strategy contributes 99% to Brand Image, with the remaining percentage explained by factors not studied.

To find out how significant the relationship is between variable X and variable Y, use the t-test. The t-test decision-making method is based on the premise that variable X has an influence if the sig. value > 0.05 and vice versa. Furthermore, variable X has an influence if the t_count value is higher than the t_table value, and vice versa. The t-test is used to find out whether variable X (Promotion Strategy), which consists of three sub-variables: WhatsApp Platform (X1), Facebook platform (X2), and Instagram platform (X3), has a significant influence on variable Y (Brand Image), as described in the following table:

T test results table

	Model	Unstandardized Coefficients		Beta	T	Sig
		B	Std. Eror			
	Contans	3,366	0,715		4,712	0,000
X1	Platform Whatsapp	0,283	0,074	0,192	3,847	0,000
X2	Platform Facebook	0,363	0,095	0,141	3,837	0.000
X3	Platfrom Instagram	1.008	0,097	0,672	10,372	0,000

Based on the table, the t-test results can be described as follows: Hypothesis test of Whatsapp platform promotion strategy (X1) related to Brand Image (Y). From the results of the analysis that has been done, the t-count value, then the t-count value obtained is 3.874 ≥ t table 2.003 (t-table value = n - k = 60 - 4 = 56 and a significance value of 0.05 with a significant level of 0.000 > 0.05. This shows that Hypothesis I is accepted. The promotional strategy using the WhatsApp platform has a positive and significant impact on the Brand Image of Laroka Restaurant, Tomia District, Wakatobi Regency. Hypothesis test Facebook platform promotion strategy (X2) related to Brand Image (Y). Based on the results of the calculations that have been done, the t-count value obtained is 3.837 ≥ t table 2.003 (t-table value = n - k = 60 - 4 = 56 and a significance value of 0.05 with a significant level of 0.000 < 0.05. This shows that Hypothesis II is not accepted. Facebook platform promotion strategy has an effect positive and significant on the Brand Image of Laroka Restaurant, Tomia District, Wakatobi Regency.

Hypothesis test of Instagram platform promotion strategy (X3) on Brand Image decision (Y). From the results of the analysis that has been done, the calculated t value is 9.299 > t table 2.003 (t table value = n - k = 60 - 4 = 56 and a significance value of 10.372 with a significant level of 0.000 <0.05. This indicates that Hypothesis III is accepted. Instagram platform promotion strategy has a positive and significant effect on the Brand Image of Laroka Restaurant, Tomia District, Wakatobi Regency.

This F test is conducted to analyze the independent variables of the promotion strategy (X) consisting of WhatsApp, Facebook, and Instagram that affect Brand Image, the hypothesis is tested with a significance level of 5% or 0.05. The results of the F test can be seen in the image below.

Image of test results F

Model		Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	16732.705	3	5577.568	3085.549	.000[b]
	Residual	101.228	56	1.808		
	Total	16833.933	59			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

significant value of 0.000 <significant value of 0.05, then the regression model can be used to explain the influence of promotional strategies consisting of three sub variables, namely the WhatsApp platform, the Facebook platform and the Instagram platform on Brand Image or it can be said that the Promotion Strategy variable has a simultaneous or overall effect on Brand Image.

The results of the H1 hypothesis test state that the Promotion Strategy on the WhatsApp platform has an influence on brand image. This is evidenced by the level of significance of the t-test of 0.000 ≤ 0.05. This means that WhatsApp is quite effective because the WhatsApp promotion strategy is only limited to people who have contacts who get my interesting information and promos. WhatsApp can help make it easier for businesses to provide relevant information and promotions in the form of videos, so that they are more effective and interactive. The WhatsApp platform promotion strategy has a positive and significant effect on the brand image of the Laroka restaurant, Tomia District, Wakatobi Regency. The discussion of the findings of this study is supported by the hypothesis that states that "promotion through the WhatsApp platform is one of the main factors in the marketing mix that helps inform, convince, and remind customers about a product or brand" (Kotler et al., 2022). Furthermore, the discussion in this study is consistent with the findings of other studies that show that the WhatsApp platform marketing strategy has a positive and substantial influence on brand image. "(Alfiansyah et al., 2023). Meanwhile, the debate in this study shows that although promotion does not affect brand image, it does have an impact on purchasing decisions. (Khaerani & Prihatini, 2020).

In the presentation of the H2 hypothesis, the Facebook platform promotion strategy has an impact on brand image. It can be seen in the significant t-test of 0% less than 5%. This means that the Facebook platform promotion strategy is quite effective because Facebook platform promotion can reach many consumers by marking and confirming people who request friendship without having to

have contact. The Facebook platform promotion strategy has a good impact on the brand image of the Laroka restaurant, Tomia District, Wakatobi Regency. The discussion of these findings is reinforced by the theory that states "social media, including Facebook, is a very effective tool for building and strengthening brand image. Through direct interaction with consumers, companies can build good perceptions of the brand" (Kotler et al., 2022). Then the discussion in this study is the same as previous findings stating that the Instagram platform promotion strategy has a good impact on brand image (Arwachyntia & Sijabat, 2022). Then the discussion of this study indicates that promotion does not have an impact on brand image but has an impact on purchasing decisions (Khaerani & Prihatini, 2020).

The presentation of the H3 hypothesis shows that the Instagram platform promotion strategy has an impact on brand image. This is evidenced by the significant level of the t-test of 0% less than 5%. This means that the Instagram strategy is very effective because the existence of an Instagram social media account makes it easier for companies to disseminate information and promotions to customers. In addition, companies can take advantage of advertising features to market goods or services using hashtags and geographic markers, so that more customers get the information. The Instagram platform promotion strategy has a positive and significant impact on the brand image of the Laroka Restaurant, Tomia District, Wakatobi Regency. The discussion of these findings is reinforced by the theory that states "social media such as Instagram is a very effective tool for building brand image because it allows companies to interact directly with consumers, build communities, and strengthen brand values" (Kotler et al., 2022). Then the discussion of this finding is the same as the results of previous findings stating that the Instagram platform promotion strategy has a positive and significant effect on brand image (Engelina & Laulita, 2022). The discussion of this study states that promotion does not have an impact on brand image, but has an impact on purchasing decisions (Khaerani & Prihatini, 2020).

The results of the H4 hypothesis test show that the WhatsApp platform promotion strategy, Facebook platform and Instagram platform have a simultaneous and significant impact on brand image. This means that the significance value of the F test is 0.000, which is smaller than 0.05. This means that the promotion strategy has a good impact on the brand image of the Laroka Restaurant, Tomia District, Wakatobi Regency. Then the discussion of this study is consistent with the findings of previous studies stating. promotional strategies have a positive impact on brand image (Andarista et al., 2022). Then the discussion of this study is in accordance with the results of previous studies which stated that there was significance in one of the three independent variables, which supports the hypothesis (Putra, 2021). This is in accordance with the theory that "promotional strategies have a significant impact on brand image. Effective promotion helps increase brand awareness, build positive associations, and strengthen brand position in the minds of consumers" (Kotler et al., 2022).

CONCLUSION

Based on the formulation of the problem and the results of data analysis, the researcher found that the WhatsApp promotion approach was very effective and had a significant impact on the brand image of Laroka Restaurant. The Facebook promotion approach was successful and had a major impact on the brand image of Laroka Restaurant. Instagram advertising techniques are very effective and have a major impact on the brand image of Laroka Restaurant in Tomia District, Wakatobi Regency. Suggestions for adding other promotional strategy variables to brand image and this study are expected to be used as a reference or input to better understand the Influence of Promotional Strategies on the Brand Image of Laroka Restaurant, Tomia District, Wakatobi Regency

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