Original Research Article

THE EFFECT OF RELATIONSHIP MARKETING, PROMOTIONS, AND BRAND IMAGE ON PURCHASING DECISION OF SAHIRA DATES SYRUP

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ABSTRACT

Aims: This study aimed to discover the effect of relationship marketing, promotions, and brand image on purchasing decision of Sahira Dates syrup.

Study design: Quantitative study

Place and Duration of Study: Study location was in Bogor City, with a study duration of five months from August – December 2021.

Methodology: An associative study using a quantitative approach. The study population was Sahira Dates syrup customers. The samples were 137 respondents, determined using purposive sampling. Data were collected using interviews, questionnaire, and documents. The study utilized validity test, reliability test, descriptive statistical analysis, classic assumption test, multiple linear regression analysis, and hypothesis test with the SPSS Statistic 20 program.

Results: The study results showed that the total average of each variable was categorized as good. The relationship marketing sub-variable had a high average assessment, where employees of Sahira Dates syrup are fast and responsive in handling customer complaints. The promotion sub-variable had a high average assessment, where promotions in the form of rebates (IDR) and discounts (%) by Sahira Dates syrup can attract customers appeal to purchase. The brand image sub-variable had a high average assessment, where services offered by Sahira Dates syrup staff are positive. The purchasing decision sub-variable had a high average assessment, where the price as affordable by the public's purchasing power. Partially, relationship marketing, promotion, and brand image variables positively and significantly affected purchasing decision. Meanwhile, simultaneously, relationship marketing, promotions, and brand image affected purchasing decision. The researcher suggests maintaining a better long-term relationship between the company and its customers by providing services about company information, product information, customer complaints, or consultations about herbal medicines through forums or other media communication in order to create good corporate and customer relationships and employees can better understand the character of each customer. Also improving marketing communication, including by doing promotions by giving discounts, buy 1 get 1, free shipping, and building with other products on social media such as Facebook (Meta), TikTok, Instagram, website, youtube, marketplace, and others.

Conclusion: Relationship marketing, promotions, and brand image had a partial, positive, and significant effect on purchasing decision. Meanwhile, simultaneously, relationship marketing, promotions, and brand image affected purchasing decision.

Keywords: Relationship Marketing, Promotions, Brand Image, Purchasing Decision

1. INTRODUCTION

Dates is a fruit from palm plants from Persian Gulf which has been cultivated since the ancient times at approximately 4000 BC. Most grow on the plains of Arabia. However, it is currently cultivated across America and Asia (Satuhu, 2010). Dates is also declared the Prophet Fruit since Prophet Muhammad PBUH, the Muslim role model worldwide, favors this fruit. Indonesia is the biggest dates market, given its biggest Muslim population that is identical to consuming dates, particularly during Ramadhan. In addition to a sweet taste, long-lasting properties, and no need for cooking or processing, dates can be consumed directly and have high health benefits (Satuhu, 2010). Indonesia is the second biggest importer country worldwide, followed by Malaysia in the third place (kumparan.com, 2018). From the data of Statistics Center Bureau (BPS.go.id, 2020), dates import in March 2020 increased by 32.82% than March 2019, and it continued to increase annually, especially approaching Ramadhan and Eid. Increased needs, supported by excellent marketing, become the connection between production and consumption activities to create the high dates economic value.

In general, dates are consumed directly in the producer country. However, it is delivered to other countries in the dry form. Some people who refrain from consuming dates directly or in the dry form can enjoy dates in other processing products, such as bottle dates syrups ready to drink. Dates syrup (dates syrup) is an innovation of processed dates using the pressing method to obtain a syrup-like liquid to be consumed directly and is clinically proven to have efficacy with regard to healing disease, increasing stamina, overcoming anemia, and other benefits (Hernawan, Sofro, & Sulistyorin, 2019). Particularly during the COVID-19 pandemic, a study result demonstrated that high date consumption significantly reduced COVID-19 cases (Mafruchati, 2020). One of the date syrup product brands is Sahira Dates Syrup.

Sahira Nusantara Jaya Dates Syrup has produced various types of herbal-based medicinal products since 2010 with modern packaging, hygienic manufacturing processes, a halal certificate from LPPOM MUI, and a distribution permit certificate from BPOM RI (www.toga-nusantara.com, 2021). Sahira Dates Syrup is not the solo player of dates syrup products. Currently, there are many competitors of similar products in Indonesia. The market develops following public trust on dates syrup as a herbal drink that is beneficial for health.

PT. Toga Nusantara Jaya markets Sahira Dates Syrup aided by outlets, agents, and resellers. Under November 2021, there were 61 active outlets. The number of active outlets fluctuates from year to year because many pharmacies, herbal stores, and resellers also experience sales level decrease due to the lack of interest from customers towards herbal medicine (TogaNusantara, 2021). Another problem is the customer needs and desires that cannot be fulfilled by the company. In this situation and condition, the production of Sahira Dates Syrup – PT. Toga Nusantara Jaya is expected to be sensible towards changes of customer behaviors to map their desires and needs. Moreover, sales of Sahira Dates Syrup in 2020 reached IDR 710,950,000. Despite being under the sales target of 2020, it increased from 2019 by IDR 708,707,000 (TogaNusantara, 2021). In 2020, the Covid-19 pandemic started. It changed consumption pattern, leading to health products (Herianto, Lala, & Nurpasila, 2021) to strengthen immune and avoid Covid-19. It supports the sales of Sahira Dates Syrup and similar products in the health product market. There are various dates syrup products in the market. Based on the BRAND TBI data (Top Brand Indonesia) 2020, Al Jazira ranked first by 26.6%, followed by Sahara (18.1%), Az-Zahra (11.6%), and Arofah

9.2%. Sahira has not granted a place in BRAND TBI (Top Brand Indonesia) 2020 (www.topbrand- award.com, 2021).

The competition between similar products is highly strict in the market; thus, companies strive to market their products using various strategies in maximizing their sales. Marketing strategies aim to encounter competition to maintain operational, acquire profit, strengthen the company position, and develop the company with core values of Need, Want, and Demand; Target Markets, Positioning, and Segmentation; Offering and Brand; Value and Satisfaction; Marketing Channels; Supply Chain; Competition; Marketing Environment; Marketplace, Marketspace, and Metamarket; Marketers and Prospect; Exchange and Transaction; Relationships and Networks; Marketing Program (Suryati, 2019). Regarding the sales issue of Sahira Dates Syrup– PT. Toga Nusantara Jaya enclosed previously, the independent variables in the study were relationship marketing, promotions, and brand image. Several studies on promotions, brand image, and relationship marketing proved their effect on customer purchasing decision (Giri & Jatra, 2014); (Ngalimin, Tumbuan, Yunita, & Mandagie, 2019); (Safitri & Mahfudz, 2020).

Relationship marketing is a critical element for companies and achieving organizational goals in improving sales, particularly herbal drink products of dates syrup relationship marketing is the overall process of constructing and maintaining beneficial customer relationships by providing customer values and customer satisfaction (Kotler & Armstrong, 2018). Customer relationship marketing is coined to establish relationships with people and organizations directly or indirectly to affect the success of marketing activities of the company. Therefore, customer relationship marketing aims to establish a long-term beneficial relationship with primary elements to achieve success and maintain business. There are four relationship marketing dimensions used by companies in their marketing strategies, i.e., bonding, empathy, reciprocity, and trust (Wulandini, 2020). One important factor is relationship marketing can encourage customer loyalty (Alrubaiee and Al-Nazer, 2010). Relationship marketing can encourage customer loyalty, where there must be interaction between organizations and customers when they transact and exchange value as a way to create mutual utility and satisfaction (Ngoma, Ntale & Wright, 2018).

Promotions refer to company activities in communicating product benefits and invite the target market to buy such a product (Kotler & Armstrong, 2018). Through this sales process, companies can attract new customers by influencing their customer to try new products, persuade customers to buy more, attack promotion activities of competitors, increase purchases without planning, and work on better cooperation with distributors. Moreover, promotions are also effective to create strong and immediate buyer responses, dramatize product offers, and boost sales in a short-term to inform, influence, invite, and state target customers regarding the company and its marketing mix. Promotions consist of (Sunyoto, 2012): 1) Advertising, i.e., any form of non-personal presentation and promotion of ideas, goods or services paid for by a particular sponsor; 2) Sales promotion, i.e., short-term incentives to encourage the purchase or sale of a product or service; 3) Public relation, i.e., build good relations with various groups to get the desired publicity, build a good corporate image, and deal with or deal with news rumors and unpleasant events; 4) Personal selling, i.e., personal presentations by company salespeople for the purpose of generating sales and building customer relationships and; 5) Direct marketing, i.e., direct relationship, with carefully targeted individual consumers to obtain an immediate response and build direct customer relationships. One example of a promotion with cashback E-Payment is proven to indeed influence consumer decisions to buy, recommend and commit to repeat purchases (Kusumaningrum & Setiawan, 2021).

(Tjiptono, 2015) defined brand image as a name, term, sign, symbol or design, or a combination of them, which is intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors. The characteristics of a quality brand name are showing something, easy to pronounce, know and remember, short, registered and get legal protection, and clear. Brands also have benefits, both benefits for sellers and consumers. The dimensions that influence and shape the image of a brand are (Firmansyah, 2019): 1) Brand Identity, namely physical identity related to the brand or product so that consumers can easily recognize and distinguish it from other brands or products, such as logos, colors, packaging, locations, corporate identities with slogans and others; 2) Brand personality is the distinctive character of a brand that forms a certain personality like human beings, so that the consumer audience can easily distinguish it from other brands in the same category, for example a firm, rigid, authoritative, noble, or smiling, warm, compassionate character. social or dynamic, creative, independent; 3) Brand Association. are specific things that are appropriate or always associated with a brand, can arise from a unique offering of a product, repetitive and consistent activities for example in terms of sponsorship or social responsibility activities, very strong issues related to the brand, or person, certain symbols and meanings that are very strongly attached to a brand; 4) Brand Attitude & Behavior is the attitude or behavior of brand communication and interaction with consumers in offering its benefits and values; 5) Brand Benefit & Competence are distinctive values and advantages offered by brands and consumers to make consumers feel the benefits because their needs, desires, dreams and obsessions are realized by what is offered. Values and benefits here can be functional, emotional, symbolic or social, for example brands on detergent products with the benefits of cleaning clothes that are cleaned so they are confident (emotional benefits/values), becoming a symbol of a clean modern lifestyle (symbolic benefits/values), and inspire the environment to care about personal hygiene, the environment and conscience (social benefit / value).

Purchasing decisions are the activities of people who directly participate in making decisions to make purchases of products offered by sellers. According to Kotler (Abdurrahman, 2015), the consumer purchase decision process consists of five stages, namely the need recognition stage, information search, alternative evaluation, purchase decision, and post-purchase behavior. Purchasing decisions are influenced by the previous stages of the decision-making process, but marketers still have the opportunity to influence consumers who are already at the buying stage (Iblasi et al., 2016). Manufacturers can ensure that the buying process is easy and convenient for consumers (Bui et al., 2021). Purchasing decisions often depend on the accessibility of store management influences (Al-azzam & Al-Mizeed, 2021)There are quite a number of studies related to purchasing decisions, but those related to three things, namely Relationship marketing, promotion, and brand image, which are indeed the problems found in the Sahira Dates Syrup business, have never existed.

2. METHODOLOGY

The study method used was associative to determine the relationship between two or more variables. In this study, the researcher analyzed the influence test between the variables studied, namely relationship marketing, promotion, and brand image on purchasing decisions. Data were collected in the form of a questionnaire by asking several questions to customers who were taken as samples. Factors taken in primary data are relationship marketing, promotion, and brand image related to the decision to purchase Sahira Dates Syrup products in Bogor City. The following table of variable indicators used in this study;

Table 1. Indicators of research variables

Variables	Indicators
Relationship Marketing (X1)	Bonding
	Empathy
	Reciprocity
	Trust
Promotion (X2)	Sales Promotion
	Advertising
	Personal Selling
	Public Relations
	Direct & Online Marketing
Brand Image (X3)	Brand Identity
	Brand Personality
	Brand Associantion
	Brand Attitude & Behavior
	Brand Benefit & Competence
Purchasing Decisions (Y)	Recognition Stage
	Information Search
	Alternative Evaluation
	Purchase Decision
	Post-Purchase Behavior

Source: processed research data, 2021

The researcher uses a Likert Scale for preparing questionnaires or questionnaires. The sampling technique used is a purposive sample, with a minimum sample size of 100 respondents. The sample is a consumer user Sahira Dates Syrup. Data analysis with validity, reliability, descriptive mean, correlation analysis, multiple linear regression and hypothesis testing. The independent variable is relationship marketing, promotion, brand image and the dependent variable is purchasing decision. So the hypothesis in this study can be formulated as follows:

Figure 1. Research hypothesis framework
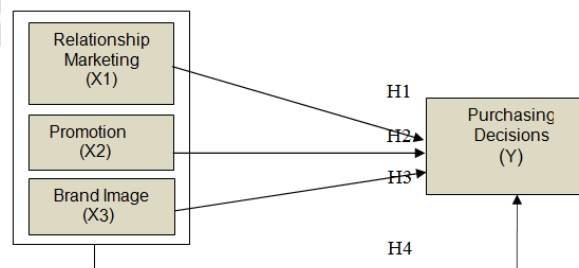
Source: processed research data, 2021

H1 : Relationship marketing affects the purchasing decision of Sahira Dates Syrup

H2 : Promotions affect the purchasing decision of Sahira Dates Syrup

H3 : Brand image affects the purchasing decision of Sahira Dates Syrup

H4 : Relationship marketing, promotions, and brand image simultaneously affect the purchasing decision of Sahira Dates Syrup

3. RESULTS AND DISCUSSION

a. Validity Test
Rtable is 0.361 compared to the calculated R value. It was found in the Relationship marketing variable that statement number 1 was declared invalid and deleted. In the Promotion variable, statements number 1, 6, and 12 were declared invalid and deleted. In the Brand Image and Purchase Decision variables, all statement items are more than 0.361, thus all statements are declared valid.

b. Reliability Test
All variables have Cronbach's Alpha r values above the critical value of 0.60, it can be concluded that all items of the statement are reliable.

c. Respondent Profile
Based on the results obtained 137 respondents who became the object of research, the profile of respondents with the majority aged 30-39 years as much as 36.5%, male sex as much as 56.2% working as entrepreneurs 70.1% working and 37.2% having monthly income Rp. 5,000,000 – Rp. 10,000,000.

d. Descriptive Analysis
1. Relationship Marketing (X1)
It can be seen that the lowest assessment from the table is the question on the RM12 indicator "Employees of PT. Toga Nusantara Jaya is honest in providing information on Sahira Dates Syrup products," it is known that the average value is 4.86. This item is due to the limited information submitted by employees to Sahira Dates Syrup customers on the information on the benefits of the products that have been delivered, therefore there is a lack of understanding about the benefits of the products that have been delivered. While the highest rating of 4.95 is a question on the RM4 indicator "Employees of Sahira Dates Syrup are fast and responsive in handling customer complaints", this reflects the services they have implemented well.

2. Promotion (X2)
It can be seen that the lowest assessment from the table is the question on the P2 indicator "The offer of free shipping for the Jabodetabek area makes customers interested in purchasing Sahira Dates Syrup." it is known that the average value is 4.50. For this item, because there are some customers who are less interested in the offer of free shipping for the Greater Jakarta area, consumers prefer the buy 1 get 1 promotional offer and discounted prices. While the highest assessment is the question on the P1 indicator "Promo in the form of a discount (Rp) or discount (%) by Sahira Dates Syrup is able to attract consumers to buy", this reflects a well-implemented promotion.

3. Brand Image (X3)
It can be seen that the lowest assessment from the table, namely the question on the CM3 indicator ""Delicious & Quality" is the Sahira Dates Syrup tagline, which is known to have an average value of 4.51. This item is due to some customers who do not know about the slogan and tagline of Sahira Dates Syrup. While the highest assessment is the question on

the CM11 indicator "Overall my attitude towards Sahira Dates Syrup's service is positive" this reflects the service to customer complaints is very good.

4. Purchasing Decision (Y)

It can be seen that the lowest assessment from the table is the question on the KP9 indicator "I think the healthy drink Sahira Dates Syrup always makes innovations in its products, especially flavor variants" with an average value of 4.59. This item is due to some customers who do not know about the latest taste innovations of Sahira Dates Syrup, namely Sahira Dates Syrup Plus Red Ginger and Sahira Dates Syrup Angkak. While the highest assessment is the question on the KP7 indicator "The price set can be reached by the purchasing power of the general public" it has been determined that the selling price provided by the company is competitive and affordable by consumers recognized by consumers.

e. Classic Assumption Test

1. Normality Test

The results of the data calculation test found that the standard deviation of the residual data was 1.17496614. The difference in the positive extreme value that occurs from the residual is 0.064 while the negative difference is -0.063. By using the Kolmogorov-Smirnov test, the Z test is 0.746 with a significant value of 0.634. So it can be concluded based on the analysis above, that the data normality test is fulfilled because it is known that the significant value for the variables X1, X2, X3 and Y is 0.634. It can be concluded that the data is normally distributed because the significant value is > 0.05.

2. Multicollinearity Test

The multicollinearity test obtained a tolerance value sequentially for the relationship marketing, promotion and brand image variables of 0.987; 0.937; and 0.941 which indicates that the value is > 0.10, then based on the decision guidelines, the data does not occur multicollinearity in the regression model. Meanwhile, the VIF values obtained sequentially for the relationship marketing, promotion and brand image variables are 1.013, 1.067 and 1.063 which indicate that the value is < 10.00, so based on the decision guidelines, the data does not occur multicollinearity in the regression model.

f. Correlation Test

The correlation coefficient test value (R) is 0.627 which shows the simultaneous relationship of relationship marketing, promotion and brand image variables to strong purchasing decisions according to the interpretation of the correlation coefficient.

g. Determination Coefficient Test (R2)

From the results it can be seen that the percentage of the influence of relationship marketing, promotion and brand image together on purchasing decisions is shown in the R Square value of 0.393 (39.3%). which means that the effective contribution of relationship marketing, promotion and employee brand image variables simultaneously to purchasing decisions is 39.3% and the rest (100%-39.3%) = 60.7% is determined by other factors not examined.

h. Multiple Linear Regression Analysis

It can be seen that the constant value is 5.394 and for the relationship marketing variable it is 0.360, the promotion variable is 0.429, and the brand image variable is 0.208. So that it can be obtained multiple linear regression equations as below:

Based on the multiple linear regression equation above, it can be concluded:

1. The X1 coefficient of 0.360 means that every time there is an increase in the X1 (Relationship Marketing) variable by one unit, the Purchase Decision increases by 0.360 (36%) or vice versa every time there is a decrease in the X1 (Relationship Marketing) variable by one unit, the Purchase Decision decreases 0.360 (36%).
2. The X2 coefficient of 0.429 means that every time there is an increase in the X2 (Promotion) variable by one unit, the Purchase Decision increases by 0.429 (42.9%) or vice versa every time there is a decrease in the X2 (Promotion) variable by one unit, the Purchase Decision decreases by 0.429 (42.9%).
3. The X3 coefficient of 0.208 means that every time there is an increase in the X3 variable (Brand Image) by one unit, the Purchase Decision increases by 0.208 (20.8%) or vice versa every time there is a decrease in the X3 variable (Brand Image) by one unit, the Purchase Decision decreases. 0.208 (20.8%).
4. The constant value (a) has a positive value of 5.394, meaning that it can be stated that the contribution of variables outside the regression model studied has a positive impact.

i. Hypothesis Test
1. Partial Test (T-Test)
The form of testing the t hypothesis in this study is as follows:

a. The Effect of Relationship Marketing on Purchasing Decision (H1)
It can be seen that the tcount of the relationship marketing variable is 4.324 which is smaller than the t table (T (α / 2; 0.050/2 = 0.025); (n-k-1; 137-3-1=133) = 1.97796 or tcount 4.324 > ttable 1.97796 and is supported by a significant value of 0.000, because the significant value is 0.000 <0.05 then based on the basis for making t-test decisions, it can be concluded that H0 is rejected and H1 is accepted, which means that the relationship marketing variable has an influence on purchasing decisions .

b. The Effect of Promotions on Purchasing Decision (H2)
Itcan be seen that the tcount of the promotion variable is 5.805 which is smaller than the t table (T (α / 2; 0.050/2 = 0.025); (n-k-1; 137-3-1=133) = 1.97796 or tcount 5.805 > t table 1.97796 and supported by a significant value of 0.000, because the significant value is 0.000 <0.05, then based on the basis for making t-test decisions, it can be concluded that H0 is rejected and H1 is accepted, which means that the promotion variable has an influence on purchasing decisions.

c. The Effect of Brand Image on Purchasing Decision (H3)
Itcan be seen that the tcount of the brand image variable is 3.510 which is greater than the t table (T (α / 2; 0.050/2 = 0.025); (n-k-1; 137-3-1=133) = 1.97796 or tcount 3,510 > ttable 1,97796 and is supported by and a significant value of 0.001, because the significant value is 0.001 <0.05, it can be concluded that the brand image variable has an influence on purchasing decisions.

2. Simultaneous Hypothesis Test (F-Test)
Based on the results, the calculated F value is 28,672 which is greater than the F table (F (n-k; 137-3=134) with a significance level of 5% = 2.67 or 28,672 > 2.67. The three variables are also supported by the significance value (Sig.) of 0.000 and 0.001 with a value of <0.05. So based on the basis for making a decision on the hypothesis test, it can be concluded that H0 is rejected and H1 is accepted, which means that relationship marketing, promotion and brand image jointly influence the purchasing decision of Sahira Dates Syrup. declared significant.Thus, research hypothesis 4 (H4) is accepted.

j. Discussion

The test results show a positive and significant influence on the relationship between marketing and purchasing decisions. Judging from the results of the calculation of multiple linear regression testing that relationship marketing has an influence of 36% on purchasing decisions, the results of the t-test hypothesis (partial) have proven that relationship marketing has a partial effect on purchasing decisions. So it can be concluded that relationship marketing has a positive and significant effect on the purchasing decision of Sahira Dates Syrup. This is in accordance with previous research on customer relationship marketing on purchasing decisions, including (Setiawan, Simorangkir, Purwati, & Purwati, 2020); (Simamora, Silalahi, Nainggolan, & Candra, 2019); (Korry, 2018), which states that customer relationship marketing has a positive and significant effect on purchasing decisions. Establishing a good marketing relationship with customers is the company's goal. The magnitude of the influence of good and quality relationship marketing can be realized if the company fosters long-term relationships that focus on customer needs, customer desires, and customer satisfaction.

This study indicates that there is a positive and significant influence between promotions on purchasing decisions. Judging from the results of the calculation of multiple linear regression testing that promotions have an influence of 42.9% on purchasing decisions, and the results of the t-test hypothesis (partial) have proven that promotions have a partial effect on purchasing decisions. So it can be concluded that promotion has a positive and significant effect on the purchasing decision of Sahira Dates Syrup. This is in line with research (Ernawati, 2019); (Solihin, 2020); (Ariyanto, Nuryani, & Sunarsi, 2020), which states that the promotion variable has a positive and significant effect on purchasing decisions. The conclusion of this research is that the higher the level of customer trust, the higher the buying interest and purchasing decisions of customers. The results of this study explain that promotion plays a role in improving the purchasing decision of Sahira Dates Syrup. The results of the research that have been found in the results of descriptive analysis of respondents' answers to the promotion variable show that overall the average respondents' answers are in the category of strongly agree, and from the results of the analysis of each questionnaire item there is a question with the highest average contained in item P1 "Promo in the form of discounts (Rp) or discount (%) by Sahira Dates Syrup is able to attract consumers to buy." This shows that even though there are limitations in carrying out marketing communications using social media platforms and e-commerce, employees still carry out their respective duties with full responsibility to provide work for the company. While the lowest average value is found in the statement of item P2, "The offer of free shipping for the Jabodetabek area makes customers interested in purchasing Sahira Dates Syrup." by including the category agree. This shows that the sales promotion carried out by the company is less attractive so that some customers feel unsatisfied.

This study indicates that there is a positive and significant influence on the brand image on purchasing decisions. Judging from the results of the calculation of multiple linear regression testing that promotions have an influence of 20.8% on purchasing decisions, and the results of the t-test hypothesis (partial) have proven that promotions have a partial effect on purchasing decisions. So it can be concluded that brand image has a positive and significant effect on the purchasing decision of Sahira Dates Syrup in Bogor City. This is in line with research (Cahyono, 2018); (Wulandari & Iskandar, 2018); (Lesmana & Ayu, 2019), which states that the brand image variable has a positive and significant effect on purchasing decisions. The results of this study explain that brand image plays a role in improving the purchasing decision of Sahira Dates Syrup. The results of the research that have been found in the results of descriptive analysis of respondents' answers on the brand image variable show that overall the average respondents' answers are in the category of strongly agree, and from the results of the analysis of each questionnaire item there are questions with the

highest average contained in the item CM11 "Overall attitude I am positive about Sahira Dates Syrup's service." This shows that even though there are limitations in delivering information about the Sari Kurma Sahir brand, employees continue to carry out their respective duties with full responsibility to provide good service to customers. While the lowest average value is found in the statement of the CM3 item "Delicious & Quality" Is the tagline Sahira Dates Syrup." by including the category agree. This shows that the slogan tagline for the Sari Kurma Sahir product does not yet have a good brand image. Therefore some customers do not know about the tagline. Brands play an important role in selling a product because if the brand is positioned in the market with a good image, it will become one of the drivers that foster consumer buying interest. In addition, the brand also allows the company to develop a specific market position for a product. Therefore, a good corporate image is crucial for the company. If the company has a good image, it will have a positive impact on the brand of the product being sold. If the brand and product image has a good positive value and quality, it will have an impact on customer attitudes to make purchasing decisions for a product being sold.

The test results in this study indicate a positive and significant influence between relationship marketing, promotion, and brand image on purchasing decisions. Judging from the calculation results of the f test hypothesis (simultaneous), it has been proven that relationship marketing, promotion, and brand image have a positive and significant effect on purchasing decisions. And it is known the magnitude of the influence of relationship marketing, promotion, and brand image simultaneously on purchasing decisions on the calculation of the coefficient of determination of 39.3%, while other factors influence the remaining 60.7%. So, it can be concluded that relationship marketing, promotion, and brand image have a positive and significant effect on purchasing decisions and have a positive and significant effect on purchasing decisions for Sahira Dates Syrup. This explains that relationship marketing, promotion, and brand image have a role in improving purchasing decisions together. Good and quality Relationship Marketing can be realized if the company builds long-term relationships that focus on customer needs. Getting customer loyalty takes attractive promotions and a good brand image in a company and supports the process of implementing purchasing decisions for customers.

Therefore it is expected that the company will maximize the application of relationship marketing, promotion, and appropriate brand image. The researcher suggests maintaining a better long-term relationship between the company and its customers by providing services about company information, product information, customer complaints, or consultations about herbal medicines through forums or other media communication in order to create good corporate and customer relationships and employees can better understand the character of each customer. Especially in the current Covid-19 pandemic, where various businesses experience a decline in business productivity, business owners have to innovate and have something different to survive. Business owners must be flexible and visionary by starting to pay attention to people's new behaviors and habits during a pandemic because businesses that survive are the most adaptable (Kusumaningrum, Hurdawaty, & Yenny, 2020). The researcher suggests improving marketing communication, including by doing promotions by giving discounts, buy 1 get 1, free shipping, and building with other products on social media such as Facebook (Meta), TikTok, Instagram, website, youtube, marketplace, and others.

CONCLUSION

In this study, relationship marketing, promotion, and brand image factors influence the purchasing decision of Sahira Dates Syrup. Therefore it is expected that the company will maximize the application of relationship marketing, promotion, and appropriate brand image. Referring to the question of the questionnaire item on the relationship marketing variable trust indicator (RM12), the researcher suggests maintaining a better long-term relationship between the company and its customers by providing services about company information, product information, customer complaints, or consultations about herbal medicines through forums or other media communication in order to create good corporate and customer relationships and employees can better understand the character of each customer. Especially in the current Covid-19 pandemic, where various businesses experience a decline in business productivity, business owners have to innovate and have something different to survive. Business owners must be flexible and visionary by starting to pay attention to people's new behaviors and habits during a pandemic because businesses that survive are the most adaptable (Kusumaningrum, Hurdawaty, & Yenny, 2020). Referring to the question of the questionnaire item on the promotion variable of the sales promotion indicator (P2), the researcher suggests improving marketing communication, including by doing promotions by giving discounts, buy 1 get 1, free shipping, and building with other products on social media such as Facebook (Meta), TikTok, Instagram, website, youtube, marketplace, and others. The company is expected to be able to implement this strategy well with customers so that good and sustainable communication can be established regarding the question of the questionnaire item on the brand image variable, the indicator of brand identity (CM3). To overcome barriers to marketing strategies and increase sales, a business that succeeds in achieving its goals is strongly influenced by the brand image of a product. Brand image is expected to be able to introduce a company's product brand. Such as, in the case of introducing a product brand, the company can do advertising branding for the products to be sold. The introduction of branding can be through Facebook ads (Meta), Instagram ads, Tiktok ads, YouTube ads, Shoppe ads, Tokopedia ads, websites and other advertising platforms.

CONSENT

As per international standard or university standard, participant's written consent has been collected and preserved by the author(s).

COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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