

ABSTRACT

Oleh-oleh Pesisir is a marketing place for integrated MSME Kabupaten Pangandaran. One effective marketing strategy is through promotion. The strong brand image will provide a special attraction for consumers. This study aims to determine how much the influence of Promotion and Brand Image partially on Purchase Intention and how much the influence of Promotion and Brand Image simultaneously on Purchase Intention of product Oleh-oleh Pesisir.

Promotional variables that discuss promotion frequency, promotion quality, promotion quantity, promotion time, clear information, accuracy / target, and brand image that discusses the strength of brand association, favorability of brand associations, uniqueness of brand association, and purchase intention that discuss attention, interest, desire, and action.

The research method used is quantitative with the type of descriptive and causal research. The population in this study were all people who knew Oleh-oleh Pesisir Pangandaran with a sample size of 100 respondents and the sampling technique used was a non probability sampling method with incidental sampling technique. The data analysis technique used is multiple linear regression analysis.

Based on the results of the research conducted, the percentage of promotion, brand image and purchase intention are in the good category with a value range of 68% - 84%, and the effect of promotion partially on purchase intention by 18.3%, and the effect of partial brand image on purchase intention is 35.1%, while the Promotion and Brand Image simultaneously has a significant effect on the Purchase Intention Oleh-oleh Pesisir of 53.6% and the rest is influenced by other variables not examined in the study.

Keywords: Brand Image, Promotion, Purchase Intention