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Improving Brand Image of Product Through Integrated Marketing Communications



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KEYWORDS	ABSTRACT
<p>Keywords:</p> <p>Advertising; Sales promotion; Public Relations; Personal Selling; Direct & Online Marketing; Brand Image.</p> <p>Conflict of Interest Statement:</p> <p>The author(s) declares that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p>Copyright © 2023 AJEB. All rights reserved.</p>	<p>Purpose: This study examines and analyzes the effect of Integrated Marketing Communication (IMC), which consists of advertising, sales promotion, public relations, personal selling, and direct and online marketing, on the brand image of electronic television products.</p> <p>Research Design and Methodology: This study's population consists of 2,576 customers who use Panasonic brand televisions. The sample size was determined using the Slovin formula, resulting in 100 respondents selected from the Jayapura area. This research employs a quantitative method using primary data from questionnaires distributed to respondents. Data were analyzed through several stages, including descriptive statistical analysis, validity and reliability testing, and hypothesis testing using the coefficient of determination (R^2), partial test (t-test), and simultaneous test (F-test).</p> <p>Findings and Discussion: The results of this study indicate that advertising, sales promotion, public relations, personal selling, and direct and online marketing each have a positive and significant influence on the brand image of Panasonic television products. Among these variables, sales promotion is the most dominant factor influencing brand image.</p> <p>Implications: These findings suggest that companies should enhance their sales promotion strategies while strengthening other communication components to build a strong and competitive brand image in the electronics market.</p>

Introduction

The rapid advancement of lifestyle and technological development has created significant changes in consumer behavior, where individuals are now faced with various product choices that vary in price and quality. This condition inevitably fosters increasingly intense competition across multiple industries, particularly in the manufacturing sector, where companies must constantly innovate to meet evolving consumer demands (Sudarsono, 2020). Among the sectors most affected by this development is the electronics industry, which has become an essential part of daily life for modern consumers. The need for electronic devices has escalated sharply in today's society as people seek convenience and efficiency in their daily activities. Consequently, this situation has led to the proliferation of electronic-based businesses, not only limited to producing and selling electronic goods but also extending to repair services and electronic credit financing businesses (Purnomo et al., 2019). These business developments indicate that consumer purchasing power for electronic goods has grown significantly, becoming a crucial driver for the expansion of the electronics industry in Indonesia. In

response to these dynamics, businesses in the electronics sector are challenged to remain innovative and creative to address their customers' shifting preferences and technological expectations. Companies must now focus on strategies that allow them to develop and produce cutting-edge electronic products and market them effectively to capture and retain customer loyalty amid growing competition and saturated markets filled with comparable product alternatives.

The growth of consumer purchasing power is strongly reflected in the increasing demand for various types of electronic products, such as televisions, radio-tape players, DVD/VCD players, computers, laptops, smartphones, air conditioners (AC), and a wide range of household electronic appliances including electric irons, rice cookers (magic com), electric fans, refrigerators, and blenders. The diversity and sophistication of these products indicate the evolving needs of modern consumers, who seek efficiency, convenience, and technological advancement in their everyday lives. This burgeoning demand presents significant opportunities and equally significant challenges for companies operating in the electronics industry, which are now compelled to be highly innovative, adaptive, and competitive to keep pace with rapid technological changes and shifting market preferences. In addition to delivering high-quality products, electronic companies must develop effective marketing strategies to attract new consumers and retain existing ones, as consumers are easily tempted to switch brands in pursuit of better alternatives. (Astuti & Matondang, 2020). In such a dynamic market environment, companies must outperform competitors through product quality and creative marketing initiatives that resonate with customer expectations and technological trends. Without a well-thought-out marketing strategy, even the most technologically advanced product may fail to reach its intended audience, underscoring the critical role of marketing innovation and adaptability in the success and sustainability of businesses in the highly competitive electronics market.

Within the context of Indonesia's electronics business competition, several major corporations have established themselves as key players, including PT. Samsung, PT. Hartono Istana Teknologi (Polytron), PT. Maspion Grup, PT. Istana Argo Kencana (Sanken), and PT. LG Electronic Indonesia. Among these, PT. Panasonic Gobel stands out as a long-standing and reputable brand, having operated for 58 years since launching its first radio and television products and continuing to offer flagship products such as TV LED VIERA, Inverter Refrigerator, Jet Pump, and LED lighting solutions. Panasonic Gobel's sustained market share dominance over the years can be attributed to its commitment to maintaining high product quality and an extensive national distribution network that ensures wide accessibility for consumers across Indonesia. Nevertheless, in the face of increasingly fierce global competition and rapidly evolving technological standards (compatibility technology), Panasonic Gobel must continually innovate and reformulate its marketing strategies to avoid being overtaken by more agile competitors. (Rangkuti, 2009). Today's market landscape demands more than product innovation; strategic and practical promotional approaches are required to capture consumer attention and communicate product value propositions clearly and persuasively. (Khosiev et al., 2019) Consequently, building and strengthening brand image (brand identity) has become critical for companies like Panasonic Gobel. A robust brand image fosters customer loyalty and serves as a competitive advantage in an increasingly saturated and demanding market.

Previous studies have shown that accumulating appropriate strategies and promotional programs can create a strong brand identity. A strong brand identity must be customer-oriented rather than merely product-oriented. When companies focus solely on their products, any competitive advantage gained from product features can be easily imitated by competitors, especially considering that every product today is required to meet specific minimum quality standards to be accepted in the market. (Prayekti, 2018). Furthermore, marketing paradigms have shifted from product orientation to brand orientation, where competition no longer occurs between products but between brands. (Chen et al., 2017; Ong, 2013). Consequently, companies must be capable of managing and building strong brands to survive and thrive in increasingly competitive markets. In this regard, the brand image reflects customer satisfaction, loyalty, and overall experience, highlighting its importance as a strategic asset for any business. To develop a strong brand image, companies require an integrated communication process that aligns with their marketing and branding objectives. (Lin et al., 2013; Randy, 2017).

One of the most critical strategies to achieve this goal is Integrated Marketing Communication (IMC), which coordinates various promotional elements such as advertising, direct marketing, sales promotion, personal selling, and public relations. (Darmasnyah, 2018; Kala & Chaubey, 2018). IMC allows companies to deliver a consistent and clear message to their target audiences, thus enhancing brand recognition and perception. In his research on the influence of integrated marketing communication on brand equity, Fathoni (2013) Found that all components of IMC collectively have a significant effect on brand equity. However, when analyzed partially, only sales promotions, personal selling, interactive marketing, and corporate design showed substantial individual contributions to brand equity enhancement. Similarly, Yusuf (2013) In his research on the influence of integrated marketing communication on university image and its implication on students' decision-making, he revealed that well-executed integrated marketing communication significantly builds a strong institutional image. His study at Universitas Singaperbangsa Karawang demonstrated that IMC and institutional image influence students' decisions to enroll, proving that IMC is adequate for commercial branding and shaping organizational reputation. These studies highlight the crucial role of coordinated marketing efforts in building and sustaining a positive brand image, which can influence consumer choices in business and institutional contexts.

Although previous studies have established a relationship between Integrated Marketing Communication (IMC) and brand image, several research gaps remain, particularly in implementing IMC within the electronic business sector in Indonesia. Most prior research has predominantly focused on IMC in the context of the service industry, such as the hospitality sector. Fathoni (2013) and higher education institutions (Yusuf, 2013). However, there is still limited exploration of IMC in the manufacturing and electronics business context, especially concerning large corporations like PT. Panasonic Gobel. This is a critical gap, given that electronics manufacturing and retail present unique market dynamics, where product innovation and brand positioning are essential to survive in a highly competitive environment. Additionally, specific studies examining the role of IMC in strengthening the brand image of flagship products such as televisions—Panasonic Gobel's core product—are still scarce, particularly in regional markets like Jayapura, where local consumer behavior and preferences may differ from national trends. From a theoretical standpoint, most existing research tends to focus on brand image as a general construct without delving deeper into how each element of IMC—such as advertising, personal selling, and public relations—contributes explicitly to building a strong brand image for electronic products that are characterized by rapid technological evolution and intense competition. This creates a significant research gap that needs to be addressed to understand how IMC can be optimized for brand-building strategies in the electronics industry.

Based on the aforementioned analysis, this study offers a specific novelty by examining the influence of Integrated Marketing Communication (IMC) on the brand image of television products at PT. Panasonic Gobel Jayapura is a subject that has not been widely explored, particularly within Indonesia's electronics industry. While previous research has focused on IMC in service industries, this study provides a comprehensive investigation into how IMC elements operate within the highly competitive electronics manufacturing sector, addressing a critical gap in both theoretical and empirical aspects. The research seeks to analyze in detail the role of IMC components, including advertising, sales promotion, direct marketing, personal selling, public relations, interactive marketing, and corporate design, in shaping and strengthening brand image. Through this approach, the study aims to offer significant theoretical contributions to marketing science, especially regarding the application of integrated marketing strategies in brand-building efforts. Simultaneously, the research is expected to provide practical insights for PT. Panasonic Gobel's management is developing more effective marketing strategies to enhance its brand image and maintain competitiveness in the evolving, saturated electronics market. Ultimately, this study aspires to bridge existing research gaps and offer actionable recommendations that align with the dynamic demands of the electronics business landscape.

Literature Review

Definition of Marketing

The term marketing is derived from the word "market," which refers to where buying and selling transactions occur or where sellers and buyers meet to trade. In response to the dynamic nature of society and increasing economic demands, the concept of marketing has emerged, referring to the activities involved in selling and purchasing products or services based on the interests or desires of individuals to buy and sell (Kotler & Armstrong, 2010). This foundational understanding of marketing has led to the development of marketing theory, as introduced by Kotler, which is widely recognized as market theory. According to Kotler & Armstrong (2010), market theory encompasses two key dimensions: social and economic. The social dimension emphasizes that transactions occur based on mutual consent and voluntary participation, reflecting the interpersonal aspect of marketing where both parties agree to engage in an exchange. Meanwhile, the economic dimension highlights that every transaction aims to generate mutual benefits and satisfaction, focusing on the value and profit derived from such exchanges. Thus, marketing is not merely about selling but also involves understanding and meeting consumers' needs and wants while ensuring that both parties gain value from the transaction. This dual perspective underscores the importance of marketing as a social and economic process that facilitates mutually beneficial exchanges within a marketplace.

Marketing Communication

Communication, as explained by Kazmi & Mehmood (2016) and Santoso (2012), is an activity carried out with others, not something imposed on others. This definition emphasizes that communication is an interactive and reciprocal process where participants construct meaning collaboratively. Further elaborating on this, Caropeboka (2017) Communication is a process of expressing thoughts and feelings between human beings, with language as the primary tool for conveying these expressions. Thus, communication goes beyond mere message delivery; it involves an intricate process of understanding and interpreting meaning. Communication is often construed as transmitting messages from a communicator to a recipient, but it affects the encoding and decoding of meaning. Kayode (2014) It defines communication as a process that involves sorting, selecting, and sending symbols so the receiver can generate meanings or responses that align with the communicator's intention. This process reflects how communication is about conveying information and creating shared understanding. Therefore, communication plays a central role in establishing mutual relationships, whether personal or organizational. Particularly in marketing contexts, this interactive communication process becomes vital in influencing consumer perceptions and behaviors, making communication indispensable for building effective relationships between companies and their target markets.

In marketing, communication evolves into marketing communication, which involves disseminating information about a company and its offerings to target markets. (Fajrin et al., 2013). De Lozier, as cited by Yenisaftiry (2016), expands this definition by stating that marketing communication involves delivering and combining various stimuli to target audiences to elicit responses and interest toward products while establishing channels for receiving, interpreting, and acting on market messages. This dual function aims to adjust current company ideas and identify new communication opportunities that align with market expectations. Consequently, communication becomes a crucial component of a company's marketing mission and is instrumental to its success in competitive markets. According to Keke (2015), marketing communication comprises two essential elements: communication and marketing itself. Communication involves the exchange of thoughts and understanding between individuals or organizations and their customers, emphasizing relational interaction. Meanwhile, marketing is a series of company activities to exchange value with customers. Thus, marketing communication represents integrating all marketing mix elements that facilitate value exchanges through meaningful and persuasive customer interactions. By blending communication and marketing, companies can build strong brand relationships, influence buying decisions, and foster customer loyalty in an increasingly saturated marketplace.

Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic process of planning, executing, and controlling brand messages to establish long-term customer relationships (Rangkuti, 2009; Darmasnyah, 2018). IMC emphasizes the importance of synergy, creativity, integration, and

consistency in marketing communications by utilizing various communication elements in a coordinated manner. This approach aims to create a coherent and mutually reinforcing communication strategy that ensures all marketing efforts are aligned toward a common goal. According to the American Association of Advertising Agencies, IMC is conceptualized as a comprehensive communication planning process that recognizes the added value of a unified communication plan. This plan carefully evaluates the strategic roles of various communication disciplines, including general advertising, personal selling, direct marketing, sales promotion, public relations, and other forms of promotional communication. By combining these diverse communication tools, IMC aims to deliver clear, consistent, and powerful messages, maximizing communication impact by fully integrating various marketing messages and media channels. Hence, IMC is not merely a combination of promotional tools but a deliberate and integrated effort to ensure that the brand's message is consistently reinforced across all consumer touchpoints. Companies can achieve a unified brand identity through IMC, strengthen their market presence, and build lasting customer relationships in an increasingly complex and fragmented marketplace.

Developing an effective IMC program requires careful planning and a systematic approach. According to Silviani & Darus (2021), companies must follow several critical stages to design and implement IMC successfully. First, organizations must identify the target audience to ensure all communication efforts are directed at the appropriate consumer segments. Understanding the audience's characteristics, preferences, and needs is essential for crafting resonating messages. Second, companies must define clear communication objectives, such as increasing brand awareness, generating interest, or encouraging purchase decisions. Third, designing persuasive and relevant messages that align with the communication goals is crucial. Fourth, selecting the appropriate communication channels, including traditional media and digital platforms, ensures that messages reach the intended audience effectively. Fifth, organizations must allocate a total communication budget to support the IMC strategy efficiently. Sixth, companies must make strategic decisions about the IMC mix, determining the optimal combination of advertising, sales promotion, public relations, personal selling, and direct marketing. Seventh, implementing the IMC plan involves coordinating departments and partners to ensure consistent message delivery. Finally, gathering feedback is necessary to evaluate the effectiveness of the IMC efforts and make adjustments when needed. These stages highlight the importance of a structured, integrated approach to marketing communication to achieve maximum impact and foster long-term brand success.

Integrated Marketing Communication (IMC) Mix

Making decisions regarding the Integrated Marketing Communication (IMC) mix involves emphasizing the harmony and coherence that should be achieved in marketing communication programs. IMC ensures that all promotional efforts are aligned and work together to deliver a consistent message reinforcing the brand's identity and value proposition. According to Prabela et al. (2016), the IMC mix consists of several key components that form an integrated marketing communication approach. The first component is advertising, which refers to non-personal presentation and promotion of ideas, goods, or services paid for by a specific sponsor. Advertising is crucial for reaching a broad audience and creating brand awareness. The second element is sales promotion, which includes a variety of short-term incentives designed to stimulate immediate interest, trial, or purchase of a product or service. Sales promotions often encourage quick customer response and enhance product visibility. The third element is public relations (PR), which encompasses programs to promote and protect the company's image or products. PR is vital in shaping public perception and maintaining a positive reputation. The fourth element is personal selling, which involves direct interaction between the company's sales representatives and potential customers. This method effectively influences customer preferences, builds trust, and encourages purchasing decisions. Finally, the IMC mix includes direct and online marketing, which covers various communication forms, such as direct print and reproduction, direct-response television and radio, telemarketing, telesales, electronic kiosks, direct selling, e-commerce, and online databases. These channels allow companies to target specific audiences with personalized messages and foster direct

consumer engagement. Together, these elements form a comprehensive and cohesive communication strategy that enables companies to reach their target markets effectively and efficiently.

Brand image

The American Marketing Association, as cited by Nugroho (2012), defines a brand as "a name, term, sign, symbol, or design, or a combination of these, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors." This definition emphasizes that a brand is a unique identifier distinguishing a seller's products or services in a competitive market. A brand is inherently inseparable from the existence of a product because it plays a crucial role in shaping the product's identity and character. The influence and value of a brand become especially apparent when the product is introduced to customers in highly competitive environments. Customers may have difficulty purchasing in markets where numerous products offer similar functions and benefits. In such situations, brands act as guiding tools that help consumers navigate their choices, enabling them to identify and evaluate each product's distinguishing attributes and benefits. A brand encapsulates essential elements that inform consumers about a product's quality, durability, image, and other unique characteristics not necessarily present in competing brands. Thus, branding serves not only as a means of differentiation but also as a strategic approach to building customer trust and loyalty. A well-managed brand can communicate value and create strong emotional connections with consumers, leading to long-term customer relationships and competitive advantage. Therefore, in today's complex and saturated markets, branding is fundamental in directing consumer preferences and enhancing product recognition.

According to Rangkuti (2009) and Ong (2013), brand image is "a brand perception associated with brand associations embedded in the consumer's memory." This definition highlights that brand image is fundamentally built upon consumers' associations and perceptions about a particular brand. Furthermore, Kotler & Keller (2016) explain that brand associations represent the information stored in consumers' memories regarding a brand, which shapes the overall meaning and identity. Amid intense market competition, where customers frequently compare products from different companies based on product quality consistency, it becomes crucial for companies to analyze and understand brand knowledge to build a strong and competitive brand successfully. Brand knowledge, as outlined by Lane (cited in Nugroho, 2012), consists of two main components: brand awareness and brand image. Brand awareness refers to the extent to which consumers can recognize or recall a brand, and it is divided into two parts: brand recall and brand recognition. On the other hand, brand image represents the impression or perception of the brand. It is further divided into four key dimensions: types of brand associations, favorability of brand associations, strength of brand associations, and uniqueness of brand associations. The types of brand associations include three critical elements: attributes, benefits, and attitudes, all of which shape how consumers perceive and evaluate the brand. Thus, building a strong brand image requires companies to strategically manage these associations to create a positive, distinct, and favorable perception in the minds of consumers, ultimately influencing their purchasing decisions and brand loyalty.

Advertising is critical in shaping consumer perceptions and building a strong brand image, especially in today's competitive markets. As a paid, non-personal form of communication, advertising enables companies to present their products and convey persuasive messages that influence customer attitudes and purchasing decisions. By emphasizing the product's benefits, quality, and unique characteristics, advertising helps consumers form positive associations with the brand and enhances their overall perception of the product. Through consistent and well-targeted advertising, companies can reinforce the brand's identity and differentiate it from competitors, which is essential for gaining and maintaining consumer trust and loyalty. Advertising is recognized as a key instrument that directly affects brand image formation because it communicates essential values and messages that resonate with the target market. Murti & Sugiarto (2014) found that advertising has a significant positive impact on brand image, highlighting the role of effective advertising in establishing favorable consumer perceptions. In line with this, Rangkuti (2009) explains that advertising is an integral part of the integrated marketing communication mix, ensuring that messages about the brand are consistently

delivered to the audience. Based on the theoretical and empirical findings, the following hypothesis is proposed:

H1: Advertising significantly affects the Brand Image.

Sales promotion is an essential component of marketing communication used to stimulate consumer interest and encourage product trials through various short-term incentives. In highly competitive markets, such as the television industry, sales promotion activities such as discounts, special offers, coupons, gifts, and limited-time deals are frequently employed to attract new customers and retain existing ones. By offering additional value beyond the core product, sales promotions drive immediate sales, shape consumer perceptions, and strengthen the brand image. Sales promotion also plays a role in reinforcing a brand's value proposition by signaling affordability, attractiveness, and responsiveness to consumer needs. When executed strategically and aligned with other marketing communications, sales promotions can enhance consumers' positive associations with a brand, leading to more excellent brand recall and preference. According to Integrated Marketing Communication (IMC) theory, every element of the marketing communication mix, including sales promotion, should be integrated to deliver consistent and impactful messages to consumers, thereby contributing to a cohesive and strong brand image (Kotler & Keller, 2016; Rangkuti, 2009). Supporting this view, Nugroho (2012) found that sales promotion significantly positively affects the brand image, indicating that well-designed promotional activities can enhance how consumers perceive a brand. Based on the theoretical and empirical findings, the following hypothesis is proposed:

H2: Sales promotion significantly affects the Brand Image.

Public relations (PR) is a strategic communication tool that plays a vital role in shaping and maintaining a company's brand image. By managing relationships with various stakeholders, including customers, media, and the general public, public relations helps to build trust, enhance credibility, and foster a positive reputation for a brand. In the highly competitive television industry, where consumers are presented with numerous product choices, practical public relations efforts are essential to create favorable perceptions and differentiate the brand from its competitors. Public relations activities such as press releases, media relations, sponsorships, community engagement, and corporate social responsibility (CSR) initiatives are designed to present a positive narrative about the brand and strengthen consumer confidence. According to the Integrated Marketing Communication (IMC) theory, public relations is a key element of the communication mix that must be integrated with other promotional tools to deliver a consistent and cohesive brand message (Kotler & Keller, 2016; Rangkuti, 2009). PR helps to reinforce the brand identity and enhance the brand image by ensuring that the brand is perceived positively by the public and stakeholders. Supporting this perspective, Pabela et al. (2016) Public relations activities significantly impact brand image, highlighting their role in shaping consumer perceptions. Based on the theoretical and empirical findings, the following hypothesis is proposed:

H3: Public relations has a significant effect on the Brand Image.

Personal selling is a critical marketing communication element involving direct interaction between company representatives and consumers to persuade, inform, and influence purchasing decisions. Unlike mass communication tools, personal selling offers a personalized approach, allowing companies to directly address consumer needs and concerns, building stronger relationships and trust. In highly competitive industries, such as the television market, personal selling becomes an effective strategy to shape brand perceptions by explaining product features, benefits, and advantages. Through meaningful interactions, sales representatives can convey the brand's identity, values, and quality, helping to create a positive and lasting brand image in the minds of consumers. According to the Integrated Marketing Communication (IMC) theory, personal selling is one of the vital components of the communication mix that should be strategically integrated with other marketing efforts to deliver

a consistent message and reinforce brand positioning (Kotler & Keller, 2016; Rangkuti, 2009). By engaging directly with consumers, personal selling can build brand credibility and loyalty, especially when combined with other IMC elements such as advertising and public relations. This view is supported by Prabela et al. (2016), who found that public relations and personal communication tools, including personal selling, significantly affect brand image. Based on the theoretical and empirical findings, the following hypothesis is proposed:

H4: Personal selling significantly affects the Brand Image.

Direct and online marketing have become essential strategies for shaping consumer perceptions and building brand image, especially in digital transformation. By enabling companies to communicate directly and interactively with target consumers, direct and online marketing creates opportunities for personalized engagement, immediate feedback, and customized messages that resonate with specific customer needs. Through tools such as email marketing, social media campaigns, online advertisements, e-commerce platforms, and direct-response channels, companies can effectively deliver brand messages that enhance consumer awareness and build positive associations with the brand. According to the Integrated Marketing Communication (IMC) theory, direct and online marketing are integral parts of the communication mix that should be coordinated with other marketing communication elements to create consistent and impactful brand messaging (Kotler & Keller, 2016; Rangkuti, 2009). These channels allow companies to efficiently reach a broader, more segmented audience and enable two-way communication, fostering stronger relationships and brand loyalty. Direct and online marketing are especially relevant in competitive markets, such as the television industry, where consumers seek personalized and timely product information. Supporting this argument, Zulfikry (2017) It was found that personal communication tools, including direct and interactive marketing, significantly influence brand image, showing that personalized approaches strengthen consumer perceptions. Based on the theoretical and empirical findings, the following hypothesis is proposed:

H5: Direct & online marketing has a significant effect on Brand Image.

Research Design and Methodology

This research is a quantitative study using a survey approach. The population in this study consists of 2,576 customers or users of Panasonic brand televisions in 2018.

Table 1. Variable operational

Variable	Code	Indicator	Major Reference
Advertising	X1.1	Public presentation	(Astri, 2018; Murti & Sugiarto, 2014)
	X1.2	Pervasiveness	
	X1.3	Amplified expressiveness	
Sales Promotion	X2.1	Communication	(Huznuzan, 2013; Nugroho, 2012)
	X2.2	Incentive	
	X2.3	Invitation	
Public Relations	X3.1	High credibility	(Christria & Anggraeni, 2016)
	X3.2	Ability to reach the audience	
	X3.3	Product dramatization	
Personal Selling	X4.1	Personal confrontation	(Huznuzan, 2013; Zulfikry, 2017)
	X4.2	Cultivation	
	X4.3	Response	
Direct & Online Marketing	X5.1	Non-public communication	(Sharma, 2011; Sukoco, 2014)
	X5.2	Customized	
	X5.3	Up-to-date & interactive	
Brand Image	Y1.1	Friendly	(Nugroho, 2012; Sukoco, 2014)
	Y1.2	Innovative	
	Y1.3	Attractive	

Source: Processed Primary Data

To determine the sample size, the Slovin formula was applied, resulting in a sample of 100 individuals distributed across the city of Jayapura. The data in this study is primary data, collected through questionnaires distributed to all respondents, which include several statements with five answer options weighted by a scoring system, such as (Strongly Agree = 5, Agree = 4, Somewhat Agree = 3, Disagree = 2, Strongly Disagree = 1). The collected data will be analyzed through several stages of testing. The first stage is to conduct a descriptive statistical analysis. The second stage involves instrument testing, consisting of validity and reliability tests. The third stage is to test all the hypotheses proposed in this study, which will be verified through coefficient of determination tests, partial tests (t-tests), and simultaneous tests (F-tests).

Findings and Discussion

Findings

Based on the research conducted at PT. Panasonic Gobel Jayapura, which involved 100 respondents, describes respondents' characteristics based on gender, education level, age, and occupation.

Table 2. Demographic Data

Variable	Measurement	n	%
Gender	Male	43	43.0
	Female	57	57.0
Age	< 20 Years	13	13.0
	20-29 Years	18	18.0
	30-39 Years	38	38.0
	40-49 Years	26	26.0
	> 50 Years	5	5.0
Education	Junior High School (SMP)	14	14.0
	Senior High School (SMA)	54	54.0
	Diploma	11	11.0
	Bachelor's Degree (S1)	21	21.0
Occupation	Employee	25	25.0
	Entrepreneur	21	21.0
	Civil Servant	31	31.0
	Farmer	23	23.0

Source: Processed Primary Data

Based on Table 2, out of 100 respondents, 43 respondents (43.0%) were male, and 57 respondents (57.0%) were female, indicating that female respondents outnumber male respondents. Regarding age, 13 respondents (13.0%) were under 20 years old, 18 respondents (18.0%) were between 20-29 years, 38 respondents (38.0%) were between 30-39 years, 26 respondents (26.0%) were between 40-49 years, and five respondents (5.0%) were over 50 years old. Concerning education, 14 respondents (14.0%) held a junior high school degree, 54 respondents (54.0%) had a senior high school degree, 11 respondents (11.0%) had a diploma, and 21 respondents (21.0%) had a bachelor's degree. Based on occupation, 25 respondents (25.0%) were employees, 21 respondents (21.0%) were entrepreneurs, 31 respondents (31.0%) were civil servants, and 23 respondents (23.0%) were farmers.

Validity and Reliability test

The next step involves testing data quality, including validity and reliability tests. An instrument is considered good if it meets the essential requirements of validity and reliability. The results of validity and reliability tests for each item in this study are shown in Table 3.

Table 3. Validity and Reliability Test

Variable	Instrument	Pearson Correlation	Cronbach Alpha	Result
X1	X1.1	0.801	0.786	Valid and reliable
	X1.2	0.875		Valid and reliable
	X1.3	0.857		Valid and reliable
X2	X2.1	0.710	0.797	Valid and reliable
	X2.2	0.849		Valid and reliable
	X2.3	0.741		Valid and reliable
X3	X3.1	0.852	0.649	Valid and reliable
	X3.2	0.796		Valid and reliable
	X3.3	0.828		Valid and reliable
X4	X4.1	0.770	0.756	Valid and reliable
	X4.2	0.739		Valid and reliable
	X4.3	0.765		Valid and reliable
X5	X5.1	0.803	0.600	Valid and reliable
	X5.2	0.819		Valid and reliable
	X5.3	0.833		Valid and reliable
Y	Y1.1	0.618	0.750	Valid and reliable
	Y1.2	0.677		Valid and reliable
	Y1.3	0.766		Valid and reliable
	Y1.4	0.783		Valid and reliable
	Y1.5	0.676		Valid and reliable

Source: Processed Primary Data

Based on Table 3, it is known that out of the 20 statement items used in this study to measure the integrated marketing communication variables, all are valid, as are the items measuring the brand image variable, as indicated by each statement item in the Pearson Correlation column, which shows positive correlation coefficients greater than 0.300. Furthermore, the reliability test results show that the variables in this study are reliable, as all variables have Cronbach's alpha values greater than 0.600, making them suitable for use as instruments in this research questionnaire.

Next, a multiple linear regression analysis was conducted to determine the direction and magnitude of the influence of independent variables on the dependent variable. (Ghozali, 2013).

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Standard Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	7.007	0.401		17.470	0.000
Advertising	0.139	0.065	0.092	2.133	0.036
Promotion	0.543	0.113	0.356	4.816	0.000
Public Relations	0.306	0.102	0.215	2.995	0.004
Personal Selling	0.217	0.095	0.149	2.287	0.024
Direct & Online Marketing	0.306	0.088	0.200	3.485	0.001

Source: SPSS 24 Output

Based on Table 4, the data processed using SPSS version 24 resulted in the following regression equation:

$$Y = 7.007 + 0.139 X1 + 0.543 X2 + 0.306 X3 + 0.217 X4 + 0.306 X5$$

From this equation, it can be explained that variable X1 (Advertising) shows a coefficient value of 0.139, meaning that if there is an increase in advertising, the Brand Image of television products will also increase, assuming other independent variables are constant. Variable X2 (Sales Promotion) has a coefficient of 0.543, meaning that an increase in sales promotion will enhance Brand Image under the same assumptions. Variable X3 (Public Relations) shows a coefficient of 0.306, indicating that enhancing public relations activities will increase Brand Image. Variable X4 (Personal Selling) has a coefficient of 0.217, meaning that increased personal selling activities will improve Brand Image. Finally, variable X5 (Direct & Online Marketing), with a coefficient of 0.306, also indicates that increasing direct and online marketing efforts will enhance Brand Image, assuming other variables are constant.

Test Coefficient of Determination (R^2)

The Coefficient of Determination (R^2) Analysis was conducted to determine and predict how much influence the independent variables collectively have on the dependent variable. The results of the R^2 calculation are shown in Table 5.

Table 5. Coefficient of Determination (R^2) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.983	0.967	0.965	0.434

Source: SPSS 24 Output

Based on Table 5, the correlation value (R) is 0.983, indicating a strong and positive relationship between brand image and advertising, sales promotion, public relations, personal selling, and direct & online marketing. The R^2 value of 0.965 means that the independent variables can explain 96.5% of the variation in the dependent variable. In comparison, the remaining 3.5% is explained by other factors not included in this study, such as price, preferences, and product form.

Subsequently, hypothesis testing was conducted to examine how the independent variables affect the dependent variable. This hypothesis testing consists of partial (t-test) and simultaneous (F-test) hypothesis testing. The F-test examines whether all independent variables included in the model collectively significantly affect the dependent variable. The F-test is conducted by comparing F calculated with the F table.

Table 6. (F-test) Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	520.299	5	104.060	552.589	0.000
Residual	17.701	94	0.188		
Total	538.000	99			

Source: SPSS 24 Output

Table 7. T-Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	7.007	0.401		17.470	0.000
Advertising	0.139	0.065	0.092	2.133	0.036
Promotion	0.543	0.113	0.356	4.816	0.000
Public Relations	0.306	0.102	0.215	2.995	0.004
Personal Selling	0.217	0.095	0.149	2.287	0.024
Direct & Online Marketing	0.306	0.088	0.200	3.485	0.001

Source: SPSS 24 Output

Based on Table 6, the significance value is 0.000 smaller than 0.05, and the F calculated is greater than the F table (552.589 greater than 2.31). This indicates that the regression model based on the research data is significant, meaning that the linear regression model meets the linearity criteria.

T-tests were conducted to determine whether each independent variable (X) significantly affects the dependent variable (Y), which implies that the observed effects can be generalized to the

population. Based on Table 7, partial (t-test) results show that advertising has a t-value greater than t-table (2.133 greater than 1.9852), and sig. Smaller than α (0.036 smaller than 0.05), indicating a positive and significant effect on Brand Image. Sales promotion has a t-value of 4.816, more significant than 1.9852, and sig. Smaller than α (0.000 smaller than 0.05), indicating a positive and significant effect on Brand Image. Public relations show a t-value of 2.995 greater than 1.9852 and sig. Smaller than α (0.004 smaller than 0.05), also significant and positive. Personal selling has a t-value of 2.287, more significant than 1.9852, and sig. Smaller than α (0.024 smaller than 0.05), indicating a positive and significant effect. Direct & online marketing shows a t-value of 3.485, more significant than 1.9852, and sig. Smaller than α (0.001 smaller than 0.05), confirming a positive and significant effect on Brand Image. From the t-test results, it can be concluded that the most dominant variable influencing Brand Image is Sales Promotion, as it has the highest t-value (4.816 greater than 1.9852) and sig. Smaller than α (0.000 smaller than 0.05).

Discussion

Advertising on Brand Image

The findings of this study indicate that advertising has a positive and significant influence on brand image. This suggests that the company's advertising efforts have effectively captured consumer attention, enhancing its television products' brand image. In marketing theory, advertising is critical in building brand awareness and shaping brand associations in consumers' minds. A well-crafted advertisement is expected to inform, persuade, and create a lasting impression on consumers. This finding is consistent with the concept that effective advertising helps strengthen brand recall and consumer preference by consistently delivering messages about a product's unique characteristics and benefits. The results demonstrate that when advertising activities are intensified and designed to highlight key product features, they significantly enhance consumers' perceptions of the brand. Specifically, advertising has succeeded in increasing brand image through several critical indicators, including consumers' ability to recognize the distinctive features and advantages of the television product through various media, altering their understanding of electronic products in general, and reinforcing the perception that television is innovative and aligned with their needs. These indicators reflect the effectiveness of advertising in shaping a favorable brand image and align with the principle that a strong brand image is built through consistent and meaningful communication with consumers.

This result is supported by the Integrated Marketing Communication (IMC) theory, which emphasizes that advertising, as a significant element of IMC, should deliver clear, consistent, and appealing messages that build a coherent brand image over time. When synergized with other marketing communication tools, advertising ensures that brand messages reach target consumers effectively, thereby fostering more substantial brand equity. Furthermore, the findings of this study align with previous research conducted by Murti & Sugiarto (2014), which revealed that advertising significantly and positively affects brand image. This congruence with previous studies reinforces the validity of the present findings and underscores the critical role of advertising in creating a competitive advantage through brand differentiation. From a practical perspective, these findings highlight the need for companies to maintain and enhance their advertising strategies to ensure that their brand image remains strong in the minds of consumers. Companies must develop creative and innovative advertising content to communicate their products' uniqueness, innovation, and quality. Moreover, advertising should be tailored to resonate with consumers' needs and expectations to ensure the brand remains relevant and competitive in a dynamic marketplace. Therefore, businesses must continue investing in strategic advertising as an integral part of their marketing programs to effectively reinforce and sustain their brand image.

Sales Promotion on the Brand Image

The results of this study indicate that sales promotion has a positive and significant influence on brand image, confirming that the company's promotional activities have successfully enhanced the product's image in the minds of consumers. This finding demonstrates that sales promotions can foster a positive perception and acceptance of the brand when effectively communicated and implemented. In marketing theory, sales promotion is considered a critical element of Integrated Marketing

Communication (IMC) that stimulates immediate consumer response and influences purchasing decisions by offering additional value. The significance of sales promotion in this context lies in its ability to attract consumer attention, encourage trial, and reinforce favorable brand associations, thereby improving the overall brand image. The results of this study show that sales promotion activities play an essential role in shaping the brand image through several key indicators. Consumers acknowledge that sales promotions have been well communicated, allowing them to be fully informed about the offers. The added benefits provided through bonuses or lotteries as part of the sales promotion strategy have been perceived as valuable, even though their impact may vary. Importantly, these promotions also drive consumers to engage in purchasing decisions within the promotional period, indicating that well-executed promotions can move consumers from mere awareness to action. These findings are consistent with the theoretical understanding that sales promotion is about creating short-term sales and building long-term brand value when implemented thoughtfully and strategically.

The findings of this research are supported by the Integrated Marketing Communication (IMC) theory, which emphasizes that sales promotion, as an essential element of IMC, should be integrated with other marketing efforts to ensure consistent messaging that enhances brand value. Effective sales promotions communicate the brand's unique benefits and reinforce its positioning in the market, contributing to stronger consumer perceptions and loyalty. This result also aligns with the findings of Nugroho (2012), who demonstrated that sales promotion has a significant and positive effect on brand image, thereby confirming the critical role of promotional activities in shaping consumer perception and brand reputation. The agreement with previous studies further reinforces the validity of the current findings and highlights the importance of continuously enhancing sales promotion strategies to remain competitive. From a practical standpoint, these findings imply that companies should continue to invest in and improve their sales promotion efforts to strengthen their brand image in a competitive market. Companies must ensure that sales promotions are communicated, provide real value to consumers, and are designed to trigger immediate action while supporting long-term brand positioning. Furthermore, by creating promotional strategies aligned with consumer expectations and market trends, businesses can foster stronger relationships with consumers, increase brand preference, and enhance market competitiveness. Thus, it becomes essential for companies to view sales promotions as a strategic tool not only for boosting short-term sales but also for building and maintaining a strong and positive brand image in the minds of consumers.

Public Relations on the Brand Image

The results of this study indicate that public relations have a positive and significant influence on brand image, confirming that the public relations efforts carried out by the company have been effective in building consumer trust and enhancing the brand's reputation. This finding illustrates that public relations are a strategic tool for developing and maintaining a favorable brand image, particularly by fostering positive relationships between the company and the public. According to marketing communication theory, public relations play a critical role in managing the communication flow between organizations and stakeholders, helping to shape perceptions, enhance credibility, and strengthen brand associations. The ability of public relations to deliver messages that resonate with consumers' values and expectations is essential in positioning the brand positively in a competitive market. The study reveals that public relations activities contribute to shaping a strong brand image through several vital indicators. First, creative and innovative events organized by the company reflect its commitment to continuously innovate and provide a unique experience for consumers, reinforcing the brand's positioning as forward-thinking and customer-oriented. Second, sponsorship initiatives are designed to reach a broad audience, ensuring the brand's message extends beyond existing customers and connects with the larger public. Third, the brand demonstrates its concern for consumer lifestyle needs, highlighting the relevance of its products in everyday life. These indicators illustrate how public relations efforts communicate corporate messages and engage the audience in a manner that builds emotional and cognitive connections with the brand.

This finding aligns well with integrated marketing communication (IMC) theory, which emphasizes that public relations are integral to the communication mix and are designed to foster mutual understanding between companies and their audiences. Through consistent and strategic public

relations campaigns, companies can build trust and enhance brand equity by effectively managing the flow of information and public perception. Public relations' positive and significant effect on brand image also supports the findings of (Prabela et al., 2016), who demonstrated that public relations significantly influence brand image, confirming that relational marketing efforts are key to building strong brand identities. This alignment with prior research strengthens the credibility of the current findings and underscores the necessity of continuous public relations activities to sustain a positive brand image. From a practical perspective, these findings suggest that companies should prioritize public relations as a central component of their brand-building strategies. Public relations campaigns should create meaningful consumer interactions through innovative events and socially relevant sponsorships that reflect the brand's values and commitment to customer needs. Companies can foster stronger emotional ties with consumers by emphasizing transparency, creativity, and responsiveness, ultimately enhancing brand loyalty and advocacy. Therefore, companies must recognize that public relations support immediate marketing objectives and contribute significantly to shaping the long-term brand image in a competitive and dynamic marketplace.

Personal Selling on the Brand Image

The findings of this study reveal that personal selling has a positive and significant influence on brand image, indicating that personal selling activities carried out by the company have been practical in shaping consumers' perceptions of the brand. This result demonstrates that the company's approach through direct interaction with customers has successfully fostered trust and strengthened the brand's reputation. In marketing theory, personal selling is a crucial element of Integrated Marketing Communication (IMC) that involves direct communication between salespeople and consumers, enabling the company to convey information, address customer concerns, and create a personalized experience that reinforces brand identity. The ability of sales representatives to engage in interactive dialogue, provide accurate product information, and effectively communicate product advantages is essential in building a positive brand image and influencing customer decisions. This study shows that several key indicators shape the success of personal selling in improving brand image. Consumers perceive Panasonic television salespeople as friendly and capable of engaging in interactive conversations, reflecting the company's commitment to customer-oriented service. Salespeople can provide the information customers need regarding the product, which is essential in helping customers make informed purchasing decisions. Additionally, salespeople can effectively communicate and convince customers of the superior quality and benefits of Panasonic televisions, which enhances customers' confidence and preference toward the brand. These findings emphasize that personal selling is not merely about closing sales but also about building long-term relationships that positively shape brand perception.

This finding aligns with Integrated Marketing Communication (IMC) theory, which emphasizes that personal selling is vital in creating meaningful and persuasive communication that directly influences customers' understanding and attitude toward the brand. Personal selling allows for personalized and targeted interactions that are difficult to achieve through other communication methods, making it a critical component in strengthening the brand image. Moreover, these findings are consistent with the study conducted by Zulfikry (2017), which also concluded that personal selling significantly affects brand image, confirming that personalized communication and direct engagement are effective strategies for building strong brand associations. From a practical perspective, these results suggest that companies should continue prioritizing and improving their personal selling strategies to enhance their brand image. Sales representatives should be well-trained to communicate product advantages, address consumer needs effectively, and interact in a way that builds trust and loyalty. Companies should also focus on developing a customer-centric personal selling approach, ensuring that salespeople are knowledgeable about the products and empathetic and responsive to customer concerns. By fostering high-quality personal interactions, companies can strengthen customer relationships, improve brand perceptions, and ultimately increase customer loyalty and preference for their products. Therefore, personal selling should be considered a strategic component in branding efforts, contributing to long-term competitive advantage and sustainable brand equity.

Direct & Online Marketing on Brand Image

The results of this study reveal that direct and online marketing has a positive and significant influence on brand image, demonstrating that the company's efforts in reaching consumers directly and through online platforms have effectively contributed to shaping favorable brand perception. This finding underscores the critical role of direct and online marketing in modern brand communication, where businesses can interact more personally and efficiently with their target audiences through digital means. According to Integrated Marketing Communication (IMC), direct and online marketing are essential channels that allow companies to deliver targeted messages, maintain continuous interaction with customers, and quickly respond to their needs, thus reinforcing the brand image. The positive and significant impact of direct and online marketing on brand image reflects the company's success in utilizing various direct communication platforms, such as websites, social media, email, and mobile messages, to engage customers and communicate value propositions clearly and persuasively. The study also shows that direct and online marketing contributes to improving brand image through several critical indicators. Customers recognize that Panasonic televisions frequently provide direct information about promotions and programs, ensuring they are well informed and engaged. Moreover, the promotional content offered is perceived to be aligned with customer expectations and needs, making the marketing efforts more relevant and effective. Furthermore, consumers indicate that the promotions and bonuses offered are actionable and elicit immediate responses, indicating that the company's marketing strategies are informative and capable of driving consumer action. These insights highlight that direct and online marketing strategies are crucial in creating dynamic and interactive customer relationships, fostering stronger brand associations, and enhancing brand loyalty.

This finding aligns with Integrated Marketing Communication (IMC) theory, which emphasizes that direct and online marketing are vital in achieving consistent and coordinated marketing communication. By enabling two-way communication and tailored messaging, these channels support the creation of a strong brand identity and ensure that customers receive timely, relevant, and personalized content that resonates with their preferences. Interacting directly with consumers also builds trust and familiarity, essential for developing a positive brand image in a competitive market. The result of this study is also consistent with the principles of IMC, where seamless integration of various communication tools, including digital platforms, reinforces brand meaning and value in the consumer's mind. This finding aligns with previous research by Zulfikry (2017), which found that direct and online marketing significantly influence brand image, confirming that personal and interactive communication channels are powerful tools for building and maintaining a strong brand identity. These consistent findings support the argument that leveraging direct and online marketing channels is relevant and necessary in today's digital era, where consumers are highly engaged with online content. From a practical perspective, these findings imply that companies should continue strengthening their direct and online marketing initiatives as a key strategy to enhance brand image. By leveraging digital platforms such as social media, email, websites, and messaging services, companies can ensure that their marketing communication is personal, interactive, and responsive to consumer needs. Additionally, designing promotional content that aligns with consumer desires and expectations will increase consumer engagement and strengthen their perception of the brand. Therefore, businesses must recognize that direct and online marketing are practical tools for promoting products and essential for building long-term consumer relationships and sustaining a strong and positive brand image in an increasingly digital and competitive market environment.

Dominant Influencing Factors of Television Electronic Products

The findings of this study indicate that among all variables examined within the integrated marketing communication framework, sales promotion emerges as the most dominant factor influencing brand image. The results demonstrate that sales promotion significantly shapes consumer perception and preference, reinforcing that well-executed promotional strategies can effectively capture consumer attention and strengthen brand associations. This outcome suggests that the company's promotional activities have successfully communicated product value, influenced purchasing behavior, and enhanced consumer recall of the brand. Sales promotion is key to engaging

consumers by offering added incentives, creating urgency, and reinforcing positive brand perception. Through various promotional techniques, such as discounts, bonuses, and exclusive offers, the company has generated interest, encouraged product trials, and fostered brand loyalty. The ability of sales promotion to create immediate consumer responses highlights its importance in building a strong and competitive brand presence. This finding aligns with Integrated Marketing Communication (IMC) principles, emphasizing that promotional activities should be strategically integrated with other marketing efforts to maximize their impact on consumer attitudes and brand equity.

Conclusion

This study analyzed the influence of integrated marketing communication elements—advertising, sales promotion, public relations, personal selling, and direct and online marketing—on the brand image of electronic television products. The findings of this study confirm that all five variables have a positive and significant effect on brand image. Furthermore, among these variables, sales promotion was the most dominant factor influencing the brand image, indicating that promotional activities are the most impactful in shaping how consumers perceive the television products offered. These results provide a comprehensive answer to the research questions, demonstrating that integrated marketing communication is crucial in enhancing brand image and ensuring that products are well-received by the target market.

From a theoretical perspective, this research contributes to expanding the understanding of Integrated Marketing Communication (IMC) and its role in shaping brand image, particularly in the context of the electronics industry. The study highlights the importance of integrating various communication tools to create a consistent and strong brand identity. From a practical and managerial standpoint, the findings emphasize the need for companies to intensify efforts in promoting and introducing their products to the public. Businesses, including Panasonic, should adopt more creative and targeted marketing strategies to ensure consumers' products are more widely recognized and preferred. Strengthening sales promotion programs that directly appeal to consumer interests while improving advertising, personal selling, public relations, and digital marketing will enhance customer engagement and loyalty.

This study has several limitations that should be acknowledged. First, the research focused on a limited number of respondents, which may not fully represent the diverse perspectives of all consumers in the broader market. Second, the study only analyzed five variables without considering other potential factors that may influence brand image, such as product quality, price, or after-sales service. Therefore, future research should expand the sample size to include a more diverse demographic and incorporate additional relevant variables that could provide a more comprehensive understanding of the determinants of brand image. Further studies are encouraged to examine the long-term impact of integrated marketing communication strategies on brand loyalty and market competitiveness, which could offer deeper insights into academic development and business application.

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