

## Analysis of The Influence of Direct Marketing and Brand Image on Purchasing Decisions and Consumer Loyalty of 500 ml Sweet Condensed Milk of The Bagus Brand at PT. Riau Food Lestari Pekanbaru

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### ABSTRACT

This research aims to determine and analyze the influence of direct marketing and brand image on purchasing decisions and consumer loyalty of 500 ML Brand Bagus sweetened condensed milk at PT. Riau Food Lestari. The population in this research is consumers who shop at PT. Riau Food Lestari is spread and the exact number is not known. Furthermore, sampling in this research used the Roscoe approach which resulted in 120 respondents and was determined using the accidental sampling method. Data analysis in this research uses the second-generation multivariate data analysis method, namely SEM or Structural Equation Model. Based on the results of the research conducted, the results showed that direct marketing has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, direct marketing has a positive and significant effect on consumer loyalty, brand image has a positive and significant effect on consumer loyalty, and purchasing decisions have a positive and significant effect on consumer loyalty of 500 ML Good Brand sweetened condensed milk at PT. Riau Food Lestari.

**Keywords:** Direct Marketing; Brand Image; Purchasing Decisions; Consumer Loyalty

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**SDGs:** Responsible Consumption and Production (12); Decent Work and Economic Growth (8); Industry, Innovation, and Infrastructure (9); Zero Hunger (2)

### INTRODUCTION

Sales of sweetened condensed milk products in Indonesia at this time continue to show strong growth, with several major brands having a dominant presence in the market (Yarmanelis et al., 2022). A strong brand image plays an important role in influencing consumer preferences and purchasing decisions, in addition to smart and innovative Direct Marketing helps these brands to maintain and increase customer loyalty (Bakhroini et al., 2022). PT. Riau Food Lestari is a company engaged in the distribution of general necessities, located on Jalan Soekarno - Hatta Gang Nusa Indah. This company was established in 2007 in the city of Pekanbaru, Riau. Various products sold by PT Riau Food Lestari Pekanbaru, such as soap for household purposes, snacks, soft drinks, including various types of condensed milk, one of which is the Bagus brand (Marliza et al., 2022).

Based on data from PT Riau Food Lestari regarding the sales of Bagus brand milk in the company, it is known that the sales rate of Bagus brand sweetened condensed milk at PT Riau Food Lestari Pekanbaru has been over the past five years (Hafni et al., 2024). Sales of Bagus brand sweetened condensed milk in 2018 increased to 56.87%, and in 2019 decreased to 50.78% due to the covid-19 pandemic which caused a global economic decline. And from 2020 to 2021 it increased to 87.95%, but in 2022 it decreased to 65%. Every company wants consumers who have high loyalty (Nasien et al., 2025). Especially with fierce competition, in order to be able to survive and win the competition, you must have loyal consumers (Susanti et al., 2025). Having loyal consumers is one way to encourage the company to stay alive and survive and even grow. To get loyal consumers, companies must identify and continue to work to maintain their loyalty that is committed, so that consumers can become consumers in the long term.

Djuniardi et al., (2023) argue that consumer loyalty is a deeply held commitment to buy or re-endorse a preferred product or service in the future, even though the influence of the situation and marketing efforts have the potential to cause customers to switch. This is because with a loyal attitude to the company, consumers will choose to use the company's products or services repeatedly and are not affected by marketing strategies carried

out by other companies. Income is obtained when consumers make transactions or decide to buy dishes from a restaurant, but how satisfied consumers are after making a purchase and their decision to continue choosing the restaurant and being willing to recommend is the main key to the success of a restaurant known as consumer loyalty. Therefore, it is important for a company to maintain a loyal attitude from consumers in order to make a profit. In order to get a detailed overview of the loyalty of consumers of 500 ml sweetened condensed milk of the Bagus brand at PT Riau Food Lestari Pekanbaru, a pre-survey of research was carried out by distributing a questionnaire to 37 consumers of Bagus milk at PT Riau Food Lestari.

The results of the pre-survey showed that of the 37 consumers who were sampled before the survey, 36 people or 97.30% of consumers bought back products at PT Riau Food Lestari Pekanbaru, while 1 person or 2.7% of other consumers answered no. Furthermore, out of 37 consumers, there are 32 people or 86.49% of consumers who want to recommend products at PT Riau Food Lestari to others, while the remaining 5 people or 13.51% of consumers choose not to be willing to recommend products at PT Riau Food Lestari to others. The reason is that there are still several factors that are considered less than this company, starting from the availability of products, forms of promotion, services and a better image of other companies (Mamonto et al., 2023).

This shows that consumer loyalty needs to be a concern for PT. Riau Food Lestari Pekanbaru so as not to affect the revenue results that will be received in the future to reduce the company's income, especially in the sale of 500 ml sweetened condensed milk of the Bagus brand. According to Saputri & Pranata (2014) consumers who are already loyal cannot see other brands because basically consumers will believe in the brand of the product that is already known before, even consumers can just choose optimistically the brand that has been known without the need to spend efforts to compare it with other brands.

Before a consumer's attitude of loyalty to a brand or company appears, a purchase decision must first emerge from that consumer (Marlim et al., 2025). A purchase decision is an action from a consumer to buy or not to buy a product or a person's decision where the person chooses one of several available alternatives (Bafadhal, 2020). Before forming a loyal attitude from consumers, a purchase decision must first appear. When the purchase decision is continuously repeated, then the consumer has been referred to as a loyal consumer (Purwati et al., 2025).

The first factor that allegedly affects consumer loyalty and purchase decisions is direct marketing (Desnelita et al., 2025). Direct marketing is a company's activity to streamline sales and marketing processes or systems where the person or organization that conducts marketing communicates directly with target consumers to make sales (Panuju, 2019). One of the benefits of direct marketing according to Rabbani et al., (2023) is the benefits for buyers where direct marketing is said to be interactive and related to sellers. This shows that through direct sales, it will allow interest from consumers to end up in a purchase decision. In addition, when there is a good direct sale or direct marketing and captivates consumers on their first purchase, then it is likely that the consumer will return again repeatedly making purchases at the company until they are called loyal.

Another factor that allegedly affects consumer loyalty and purchasing decisions is brand image. Brand image is a person's perception of a brand that is formed from information and past experiences with the brand and is related to attitudes in the form of beliefs and preferences towards a brand, Wisnu & Permana (2022). When a company has a good brand image, it will make it easier for the company to be found by consumers in the information search stage so that it can make a purchase decision from that consumer (Stevany et al., 2022). In addition, a loyal consumer is caused by a product and the brand image grows from past information and experience, thus when the brand image of a company is good, it is possible for a loyal attitude from a consumer to arise (Walettina & Anton, 2022).

The purpose of this study is to analyze the influence of Direct Marketing and Brand Image on Purchase Decisions and Consumer Loyalty of 500 ML Sweetened Condensed Milk of Good Brand at PT. Riau Food Lestari Pekanbaru.

## LITERATURE REVIEW

### Purchase Decision

A purchase decision is an action from a consumer to buy or not to buy a product or a person's decision where the person chooses one of several available alternatives (Bafadhal, 2020). Lotte et al., (2023) stated that there are three indicators in determining purchasing decisions: (1) Steadiness of Products, (2) Habits in Buying Products, and (3) Speed in Buying Products.

### **Consumer Loyalty**

Djuniardi et al., (2023) argue that consumer loyalty is a deeply held commitment to buy or re-endorse a preferred product or service in the future, even though the influence of the situation and marketing efforts have the potential to cause customers to switch.

Djuniardi et al., (2023) outline 4 indicators that can be used to measure consumer loyalty, which are as follows: (1) Buying again regularly, (2) Buying between product/service lines, (3) Recommending products to others (refers other), and (4) Demonstrating immunity to the full of the competition.

### **Direct Marketing**

Direct marketing is a company's activity to streamline sales and marketing processes or systems where the person or organization that conducts marketing communicates directly with target consumers to make sales (Panuju, 2019). Meanwhile, Kurniawan et al., (2023) stated that direct marketing is an interactive marketing system that utilizes one or several advertising media to elicit measurable responses and/or transactions in any location. According to Armstrong et al., (2014) direct marketing indicators, namely: (1) Face to face selling or knowledge and art of influencing carried out by sellers, (2) Telemarketing or the use of telephone networks and call centers to attract customers and provide products to consumers, and (3) Online marketing or a form of marketing that is basically a public website, has a great influence on computer networks of different types (Putra et al., 2024).

### **Brand Image**

Brand image is a person's perception of a brand that is formed from information and past experiences with the brand and is related to attitudes in the form of beliefs and preferences towards a brand, Wisnu & Permana (2022). Firmansyah (2023) mentions brand image or brand description, which is a description of consumer associations and beliefs in a certain brand. Then there are several functions of the brand image such as: market entrance, source of added value of products, store of company value and strength in product distribution (Sudarno, Suyono, et al., 2022).

Devi et al., (2023) stated that there are 3 things that are indicators of brand image, namely as follows: (1) Corporate Image (an association that is described by the public or perceived by consumers as a company that makes or produces products or services), (2) User Image (an association that is interpreted or perceived by consumers towards people who use products or services), and (3) Product Image (impressions or perceptions formed in the minds or perceptions of consumers towards the products or services being marketed) (Wati, Irman, et al., 2024).

### **The Influence of Direct Marketing on Purchase Decisions**

One of the benefits of direct marketing according to Rabbani et al., (2023) is the benefits for buyers where direct marketing is said to be interactive and related to sellers. This shows that through direct sales, it will allow interest from consumers to end up in a purchase decision. Based on the results of research conducted by Sabar et al., (2020) it was concluded that direct marketing has a positive and significant effect on purchase decisions. Meanwhile, research from Pasaribu & Handayani (2015) concluded that direct marketing has a negative and insignificant effect on purchase decisions. Based on this, the hypothesis of this study is as follows:

**H1: Direct Marketing has a positive effect on Purchase Decisions.**

### **The Influence of Brand Image on Purchase Decisions**

One of the stages in encouraging purchase decisions, according to Jusuf (2021), is information search. When a company has a good brand image, it will make it easier for the company to be found by consumers in the information search stage so that it can make a purchase decision from that consumer. Based on the results of research from Rachmawati & Andjarwati, (2020) it is stated that brand image has a positive and significant effect on purchase decisions, in contrast to research from Saidi et al., (2023) which states that brand image has a positive and insignificant effect on purchase decisions. Another study from Abdjul et al., (2018) stated that brand image had a negative and significant effect on purchase decisions, while research from Setyawati et al., (2022) stated that brand image had a negative and insignificant effect on purchase decisions. Based on this, the hypothesis of this study is as follows:

**H2: Brand Image has a positive effect on Purchase Decisions.**

### The Effect of Direct Marketing on Consumer Loyalty

When there is a good direct sale or direct marketing and captivates consumers on their first purchase, then it is likely that the consumer will return again repeatedly making purchases at the company until it is called loyal. Based on the results of research from Nasution et al., (2022) it was concluded that direct marketing has a positive and significant effect on consumer loyalty, while research from Wiyarno et al., (2023) concluded that direct marketing has a negative and insignificant effect on consumer loyalty. Based on this, the hypothesis of this study is as follows:

**H3: Direct Marketing has a positive effect on Consumer Loyalty.**

### The Influence of Brand Image on Consumer Loyalty

A loyal consumer is caused by a product and brand image grows from past information and experiences, thus when a company's brand image is good, it is possible for a loyal attitude to arise from a consumer. Based on research from Aziz & Moharrang (2019) concluded that brand image has a positive and significant effect on consumer loyalty, this result is different from research from Ayoan (2021) which concluded that brand image has a positive and insignificant effect on consumer loyalty. Other research from Chalimatussa'adah, (2021) concluded that brand image has a negative and significant effect on consumer loyalty, while research from A. R. Astuti & Sudarusman (2019) concluded that brand image has a negative and insignificant effect on consumer loyalty. Based on this, the hypothesis of this study is as follows:

**H4: Brand Image has a positive effect on Consumer Loyalty.**

### The Influence of Purchase Decisions on Consumer Loyalty

The commitment given by competitors is not something that can change their opinion about the product, besides that loyal consumers will become indirect promotional ambassadors to other consumers. Before forming a loyal attitude from consumers, a purchase decision must first appear. When the purchase decision is continuously repeated, then the consumer has been referred to as a loyal consumer. Research from Widodo (2021) concluded that purchase decisions have a positive and significant effect on consumer loyalty. Meanwhile, another study from Rahmani (2022) concluded that purchase decisions have a negative and insignificant effect on consumer loyalty. Based on this, the hypothesis of this study is as follows:

**H5: Purchase Decision has a positive effect on Consumer Loyalty.**

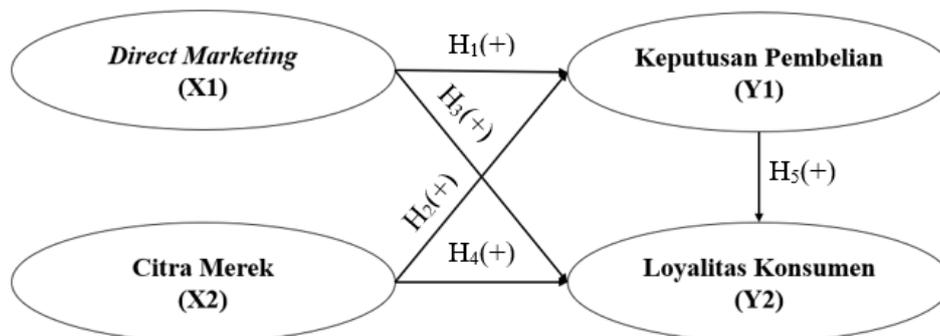


Figure 1. Framework of Research

## RESEARCH METHODS

The population in this study is consumers who shop at PT. Riau Food Lestari spread and the number is not known for sure. Sampling in this study uses the Roscoe approach with a sample of 120 respondents (Junaedi et al., 2024). The technique in determining the sample to be used is the accidental sampling method (Sudarno, Renaldo, et al., 2022). The Data Analysis method used is Respondent Characteristics Analysis to find out the analysis of the influence of Direct Marketing, and Brand Image on Purchase Decisions and Consumer Loyalty, so respondents are asked to provide research on Direct Marketing indicators, and Brand Image (Dalil et al., 2024). Where the respondents will be divided based on characteristics based on business income, length of business, business location and purchase intensity (Susanti et al., 2024). Hypothesis Testing (Partial Test or T), a hypothesis is a specific prediction statement. This explains concretely (not theoretically) what to expect in the study even

though not all studies have a hypothesis (Setiaman, 2020). The basis for making the decision of the partial test is as follows: (1) If  $t_{\text{calculate}} > t_{\text{table}}$  or  $P \text{ value} < \alpha = 0.05$  (5%), then there is a partial influence of the independent variable on the dependent variable, and (2) If  $t_{\text{calculate}} < t_{\text{table}}$  or  $P \text{ value} > \alpha = 0.05$  (5%), then there is no partial influence of the independent variable on the dependent variable (Wati, Yusrizal, et al., 2024).

## RESULT AND DISCUSSION

### Result

**Table 1. Characteristics of Respondents**

Demography	Category	Number of Respondents	%
Operating Income	<10 Million	53	44,17
	10-20 Million	51	42,5
	20-30 Million	16	13,33
	>30 Million	0	0
	<b>Total</b>	<b>120</b>	<b>100</b>
Length of Business	<3 Year	48	40,0
	3-5 Year	40	33,3
	5-7 Year	20	16,7
	>7 Year	12	10,0
	<b>Total</b>	<b>120</b>	<b>100</b>
Business Location	Bukit Raya Kulim	27	22,5
	Marpoyan Dumai	40	33,33
	Rumbai Pekanbaru	29	24,17
	Other	24	20
	<b>Total</b>	<b>120</b>	<b>100</b>
Purchase intensity per month	<3 times	66	55
	3-5 times	44	36,67
	5-7 times	9	7,5
	>7 times	1	0,83
	<b>Total</b>	<b>120</b>	<b>100</b>

Source: Processed data, 2024

Based on the table above, consumers of PT. Riau Food Lestari from a total sample of 120 consumers, the majority have an income of <10 million per month with a total of 53 people or 44.17%. This result explains that the consumers of PT. Riau Food Lestari has a monthly net income value that is in the range of <10 million as a business person or business actor who resells products purchased from PT. Riau Food Lestari, especially sweetened condensed milk 500 MI Good Brand. Furthermore, the majority have a business span of <3 years, which is 48 consumers with a percentage of 40%. This result explains that most of PT Riau Food Lestari's consumers have just started their business as business people who resell products from PT. Riau Food Lestari, especially sweetened condensed milk 500 MI Good Brand.

In terms of business location, the majority have business locations in the Marpoyan Damai area, namely 40 people or 33.33%. This result explains that Marpoyan Damai is a location with a number of business people who resell products from PT. Riau Food Lestari, especially 500 MI Bagus Brand sweetened condensed milk, has the most compared to other areas in Pekanbaru City. Finally, from the intensity of purchases, the majority have a purchase intensity of <3 times per month, which is as many as 66 consumers or 55%. This explains that the consumers of PT. Riau Food Lestari makes the most periodic purchases in the range of <3 times per month, especially for 500 ml sweetened condensed milk products of the Good Brand.

### Data Quality Test

#### Validity Test

Validity tests are used to measure the validity or not of a questionnaire. The questionnaire is said to be good and valid, if the correlation coefficient is significant or  $r_{\text{count}} > r_{\text{table}}$ . The following are the results of the validity test in this study:

**Table 2. Validity Test**

Variable	Statement	R- Calculate	R-Table	Information
Consumer Loyalty (Y2)	Y2.1.1	0,729	0,1793	Valid
	Y2.1.2	0,760	0,1793	Valid
	Y2.2.1	0,759	0,1793	Valid
	Y2.2.2	0,779	0,1793	Valid
	Y2.3.1	0,729	0,1793	Valid
	Y2.3.2	0,761	0,1793	Valid
	Y2.4.2	0,760	0,1793	Valid
	Y2.4.2	0,705	0,1793	Valid
Purchase Decision (Y1)	Y1.1.1	0,711	0,1793	Valid
	Y1.1.2	0,724	0,1793	Valid
	Y1.2.1	0,713	0,1793	Valid
	Y1.2.2	0,719	0,1793	Valid
	Y1.3.1	0,731	0,1793	Valid
	Y1.3.2	0,716	0,1793	Valid
Direct Marketing (X1)	X1.1.1	0,755	0,1793	Valid
	X1.1.2	0,747	0,1793	Valid
	X1.2.1	0,703	0,1793	Valid
	X1.2.2	0,721	0,1793	Valid
	X1.3.1	0,764	0,1793	Valid
	X1.3.2	0,771	0,1793	Valid
Brand Image (X2)	X2.1.1	0,737	0,1793	Valid
	X2.1.2	0,714	0,1793	Valid
3	X2.2.1	0,713	0,1793	Valid
4	X2.2.2	0,745	0,1793	Valid
5	X2.3.1	0,827	0,1793	Valid
6	X2.3.2	0,708	0,1793	Valid

Source: Processed data, 2024

Based on the results of the data test, it can be seen that the r-count value is greater than the r-table value (0.1793), so all the question items used are valid.

### Reliability Test

The reliability test is used to determine whether the indicators used can be augmented or reliable as a variable measuring tool. The reliability test was carried out by the cronbach alpha statistical test. The limit of the cronbach alpha test is  $> 0.60$ . The following are the results of the reliability test in this study:

**Table 3. Reliability Test**

Variable	Alpha Value	Cut Off	Information
Consumer Loyalty (Y2)	0.887	0.60	Reliable
Purchase Decision (Y1)	0.812	0.60	Reliable
Direct Marketing (X1)	0.838	0.60	Reliable
Brand Image (X2)	0.836	0.60	Reliable

Source: Processed data, 2024

Based on the results of testing the measuring instruments used in this study, the *alpha value of Cronbach's* produced by processing using the help of SPSS is above 0.60, so the instrument used in this study is declared reliable or consistent when used in several measurements on the same subject.

## Outer Model Analysis

### Reflective Indicators

#### Convergent Validity Test

Convergent validity relates to the principle that the variable manifests of a construct should be highly correlated. The validity test can be seen by the size of the loading factor. The valid loading factor value is  $>0.5$ . Where the results of the convergent validity test in this study are as follows:

**Tabel 4. Loading Factor**

Variable	Indicator	Loading Factor
Consumer Loyalty	Y2.1	0.880
	Y2.2	0.862
	Y2.3	0.808
	Y2.4	0.877
Purchase Decision	Y1.1	0.827
	Y1.2	0.825
	Y1.3	0.867
Direct Marketing	X1.1	0.889
	X1.2	0.868
	X1.3	0.873
Brand Image	X2.1	0.861
	X2.2	0.881
	X2.3	0.862

Source: Processed Data, 2024

Based on the table above, it can be seen that the results have met the convergent validity because all loading factors  $> 0.5$  and it is concluded that the convergent validity of all construction groups is valid.

#### Construction Reliability Test

The composite reliability test is an alternative to the Cronbach Alpha test, to measure the convergent validity of a reflective model. The composite reliability value varies from zero to 1. The composite reliability value for minimal exploratory research is 0.60 or more than 0.70 in confirmatory studies. The AVE and CR test result data are shown in the following table:

**Table 5. Construction Reliability Test**

Variabel	Composite Reliability	Cronboach Alpha
Direct Marketing	0.909	0.850
Brand Image	0.902	0.837
Purchase Decision	0.878	0.791
Consumer Loyalty	0.917	0.880

Source: Processed data, 2024

Based on the results of the validity and reliability test of the measurement model, it can be concluded that all variables observed to be valid for measuring their latent variables and the reliability of the measurement model is also good. This shows that the indicator is reliable in compiling escogen constructs.

#### Formative Indicators

This measurement can be done by testing the assumption of multicollinearity. The way to detect it is to analyze tolerance and VIF (Variance Inflation Factor) values. If the  $VIF > 10$ , then multicollinearity occurs. The following are the results of the multicollinearity test of this study:

**Table 6. Multicollinearity Test**

Variable	Indicator	VIF
Direct Marketing	X1.1	2.206
	X1.2	2.020

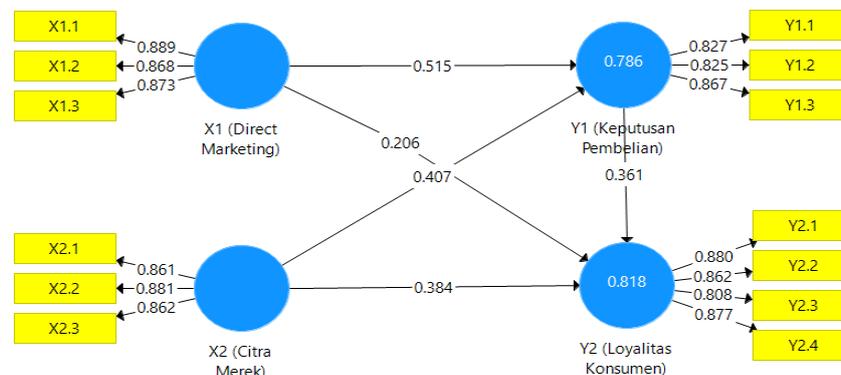
Variable	Indicator	VIF
Brand Image	X1.3	2.012
	X2.1	1.887
	X2.2	2.152
Purchase Decision	X2.3	1.899
	Y1.1	1.603
	Y1.2	1.630
Consumer Loyalty	Y1.3	1.831
	Y2.1	2.385
	Y2.2	2.372
	Y2.3	2.015
	Y2.4	2.450

Source: Processed data, 2023.

Based on the results of the multicollinearity test in the table above, it can be stated that there is no symptom of multicollinearity between variables because the VIF value between the indicators is still below 10.

### Structural Model Analysis (Inner Model)

Structural model analysis or inner model is carried out by path analysis, as follows:



Source: SmartPLS Processed Data, 2024

Figure 2. SEM PLS Path Analysis Results

Based on the results of the SmartPLS calculation in the figure above, the structural model path analysis equation I and II can be obtained as follows:

$$Y1 = 0.515X1 + 0.407X2$$

$$Y2 = 0.206X1 + 0.384X2 + 0.361Y1$$

### Coefficient of Determination (R<sup>2</sup>), Predictive Relevance (Q<sup>2</sup>) and Effect Size (F<sup>2</sup>)

The indication of the structural model is expressed in the value of coefficient weight, determinant coefficient and significance. The following are the results of the determination coefficient (R<sup>2</sup>), Predictive Relevance (Q<sup>2</sup>) and Effect Size (F<sup>2</sup>) tests in this study:

Table 7. Testing of Determination Coefficient (R<sup>2</sup>), Predictive Relevance (Q<sup>2</sup>) and Effect Size (F<sup>2</sup>)

Variable	R-Square	R-Square Adjusted	Q <sup>2</sup> Value	F <sup>2</sup> Value		
				Direct Marketing	Brand Image	Purchase Decision
Purchase Decision	0.786	0.783	0.536	0.343	0.214	
Consumer Loyalty	0.818	0.813	0.576	0.048	0.185	0.153

Source: Processed Data, 2024

Based on the table above, the results of the determination coefficient or R-square test found that the adjusted R-Square value of the Purchase Decision was 0.783 or 78.3%. Thus, the decision to purchase 500 ml

sweetened condensed milk of the Bagus brand at PT Riau Food Lestari Pekanbaru was influenced by direct marketing and brand image by 78.3%. While the remaining 21.7% was influenced by other factors that were not disclosed in this study.

From the table, it can also be seen that the adjusted R-Square value of Consumer Loyalty is 0.813 or 81.3%. Thus, the loyalty of consumers of 500 ml sweetened condensed milk of the Bagus brand at PT Riau Food Lestari Pekanbaru is influenced by direct marketing variables, brand image and purchase decisions by 81.3%. While the remaining 18.7% was influenced by other factors that were not disclosed in this study.

Furthermore, based on the predictive relevance (Q2) test, it can be seen that the Q-Square value of the Purchase Decision is 0.536, meaning that the predictive sample reuse to validate the exogenous construct model has a value of  $> 0$  and shows that the first model in this study has a relatively strong predictive relevance. The Q-Square Consumer Loyalty value of 0.576 was also obtained, meaning that the predictive sample reuse to validate the exogenous construct model had a value of  $> 0$  and showed that the second model in this study had a relatively strong predictive relevance.

Finally, based on table 8, it is shown that the Direct Marketing and Brand Image variables have a moderate or medium influence on Purchase Decisions. In addition, the Direct Marketing variable has a small or low influence on Consumer Loyalty and the Brand Image and Purchase Decision variables have a moderate or medium influence on Consumer Loyalty.

### Hypothesis Testing (Partial or t Test)

A hypothesis is a specific prediction statement. This explains concretely (not theoretically) what to expect in the study, although not all studies have hypotheses. A partial test or t was carried out to determine the magnitude of the influence of independent variables individually on the dependent variables and the value of the Table with a significance value of 5%. The following are the results of hypothesis or t testing in this study:

**Table 8. Hypothesis Testing – Path Coefficients**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Information
<b>Direct Marketing → Purchase Decisions</b>	0.515	6.859	0.000	Significant
<b>Brand Image → Purchase Decision</b>	0.407	4.888	0.033	Significant
<b>Direct Marketing → Consumer Loyalty</b>	0.206	2.134	0.000	Significant
<b>Brand Image → Consumer Loyalty</b>	0.384	4.397	0.000	Significant
<b>Purchase Decisions → Consumer Loyalty</b>	0.361	3.754	0.000	Significant

Source: Processed Data, 2024

Based on the table above, the following research results are obtained:

1. Based on the results of the research that has been carried out, the influence of the *Direct Marketing* variable on Purchase Decisions with a  $T_{table}$  of 1,981 has a  $T_{count}$  value of 6,859 and a significance value (*P Value*) of 0.000 which means that the  $T_{count}$  value (6,859)  $>$   $T_{table}$  (1,981) and the significance value or *P Value* (0.000)  $<$  a  $\alpha$  value = 0.05. This shows that the *Direct Marketing* variable has a significant positive effect on the Purchase Decision of 500 ML Sweetened Condensed Milk of the Good Brand at PT. Riau Food Lestari Pekanbaru, then  $H_1$  in this study was accepted.
2. Based on the results of the research that has been carried out, the influence of the Brand Image variable on Purchase Decisions with a  $T_{table}$  of 1,981 has a  $T_{count}$  value of 4,888 and a significance value (*P Value*) of 0.033 which means that the  $T_{count}$  value (4,888)  $>$   $T_{table}$  (1,981) and the significance value or *P Value* (0.033)  $<$  a value  $\alpha$  = 0.05. This shows that the Brand Image variable has a significant positive effect on the Purchase Decision of 500 ML Sweetened Condensed Milk of Good Brand at PT. Riau Food Lestari Pekanbaru, then  $H_2$  in this study was accepted.
3. Based on the results of the research that has been carried out, the influence of the *Direct Marketing* variable on Consumer Loyalty with a  $T_{table}$  of 1,981 has a  $T_{count}$  value of 2,134 and a significance value (*P Value*) of 0.000 which means that the  $T_{count}$  value (2,134)  $>$   $T_{table}$  (1,981) and the significance value or *P Value* (0.000)  $<$  a  $\alpha$  value = 0.05. This shows that the *Direct Marketing* variable has a significant positive effect on Consumer Loyalty of 500 ML Sweetened Condensed Milk Bagus Brand at PT. Riau Food Lestari Pekanbaru, then  $H_3$  in this study was accepted.

4. Based on the results of the research that has been carried out, the influence of the Brand Image variable on Consumer Loyalty with a  $T_{table}$  of 1,981 has a  $T_{count}$  value of 4,397 and a significance value ( $P Value$ ) of 0.000 which means that the  $T_{count}$  value (4,397) >  $T_{table}$  (1,981) and the significance value or  $P Value$  (0.000) < value  $\alpha = 0.05$ . This shows that the Brand Image variable has a significant positive effect on Consumer Loyalty of 500 ML Sweetened Condensed Milk Brand Bagus at PT. Riau Food Lestari Pekanbaru, then  $H_4$  in this study was accepted.
5. Based on the results of the research that has been carried out, the influence of the Purchase Decision variable on Consumer Loyalty with a  $T_{table}$  of 1,981 has a  $T_{count}$  value of 3,754 and a significance value ( $P Value$ ) of 0.000 which means that the  $T_{count}$  value (3,754) >  $T_{table}$  (1,981) and the significance value or  $P Value$  (0.000) < a value  $\alpha = 0.05$ . This shows that the Purchase Decision variable has a significant positive effect on Consumer Loyalty of 500 ML Sweetened Condensed Milk Brand Bagus at PT. Riau Food Lestari Pekanbaru, then  $H_5$  in this study was accepted.

## Discussion

### The Influence of Direct Marketing on Purchase Decisions

Based on the results of respondents' responses or descriptive analysis regarding direct marketing, the average score produced was in the good category, with the highest score on consumer statements that felt that the marketing materials owned by this company were able to attract to buy products, especially 500 ML sweetened condensed milk of the Bagus brand, meaning that the marketing materials used in marketing products, especially 500 ML sweetened condensed milk of the Bagus brand from PT. Riau Food Lestari is able to be an attraction for consumers to make purchase decisions (Chandra et al., 2023). So this result explains that direct marketing used by a company in marketing its products is very important for a consumer to accept before deciding to make a purchase. For this reason, a company must increase the use of direct marketing in accordance with consumer needs, so that this will encourage a consumer's purchase decision to a product from a company.

In the hypothesis test, it was explained that direct marketing had a significant influence on the decision to purchase 500 ml sweetened condensed milk of the Bagus brand from PT. Riau Food Lestari in Pekanbaru. Direct marketing is a company's activity to streamline sales and marketing processes or systems where the person or organization that conducts the marketing communicates directly with the target consumer to make a sale. One of the benefits of direct marketing is the benefits for buyers where direct marketing is said to be interactive and related to the seller. This shows that through direct sales, it will allow interest from consumers to end up in a purchase decision. The results of this study are in accordance with research conducted by Sabar et al., (2020) which concluded that Direct Marketing has a positive and significant effect on Purchase Decisions. However, it is different from the research from Pasaribu & Handayani (2015) which may be caused by differences in population and research samples.

### The Influence of Brand Image on Purchase Decisions

Based on the results of respondents' responses or descriptive analysis of the brand image, the average value of the average score produced was in the good category, with the highest score on the consumer's statement that they felt that this company or PT. Riau Food Lestari has a good image to attract consumers. So this result explains that the brand image owned by a company is very important for a consumer to accept before deciding to make a purchase. For this reason, a company must improve its brand image and in accordance with the wishes and needs of consumers, so that this will encourage a consumer's purchase decision to a product from a company.

In the hypothesis test, it was explained that the brand image has a significant influence on the purchase decision of 500 ML sweetened condensed milk of the Bagus brand from PT. Riau Food Lestari in Pekanbaru. Brand image is a picture in the form of positive confidence in a certain brand and consumers who have a positive image of a brand, will be more likely to make a purchase. One of the stages in encouraging purchase decisions is information search. When a company has a good brand image, it will make it easier for the company to be found by consumers in the information search stage so that it can make a purchase decision from that consumer. The results of this study are in accordance with research conducted by Rachmawati & Andjarwati, (2020) which concluded that Brand Image has a positive and significant effect on Purchase Decisions. However, it is different from the research from Saidi et al., (2023), Abdjul et al., (2018) and Setyawati et al., (2022) which may be caused by differences in the population and research samples.

### The Effect of Direct Marketing on Consumer Loyalty

Based on the results of respondents' responses or direct marketing descriptive analysis, the average value of the average value produced was in the good category, with the highest score on consumer statements that

felt that the marketing materials owned by this company were able to attract to buy products, especially 500 MI sweetened condensed milk of the Bagus brand, meaning that the marketing materials used in marketing products, especially 500 MI sweetened condensed milk of the Bagus brand from PT. Riau Food Lestari is able to become a loyal consumer. So this result explains that direct marketing used by a company in marketing its products is very important for a consumer to accept so that it can encourage them to become loyal consumers. For this reason, a company must increase the use of direct marketing in accordance with consumer needs, so that this will encourage the higher loyalty of a consumer to a company.

In the hypothesis test, it was explained that direct marketing had a significant effect on consumer loyalty of 500 ml sweetened condensed milk of the Bagus brand from PT. Riau Food Lestari in Pekanbaru. Direct marketing is an interactive marketing system that utilizes one or several advertising media to elicit measurable responses and/or transactions in any location. In direct marketing, promotional communications are shown directly to individual consumers, with the aim that the messages are responded to by the consumers concerned, either by phone, post or by coming directly to the marketing place. When there is a good direct sale or direct marketing and captivates consumers on their first purchase, then it is likely that the consumer will return again repeatedly making purchases at the company until it is called loyal. The results of this study are in accordance with research conducted by Nasution et al., (2022) which concluded that Direct Marketing has a positive and significant effect on Consumer Loyalty. However, it is different from the research from Wiyarno et al., (2023) which may be caused by differences in the population and research sample.

#### **The Influence of Brand Image on Consumer Loyalty**

The results of respondents' responses regarding the brand image with the average value produced are in the good category, with the highest score on consumer statements that they feel that this company or PT. Riau Food Lestari has a good image to attract consumers. So this result explains that the brand image owned by a company is very important for a consumer to accept before becoming a loyal consumer. For this reason, a company must improve its brand image and in accordance with the wishes and needs of consumers, so that this will encourage the higher loyalty of a consumer to a company.

In the hypothesis test, it was explained that the brand image had a significant effect on consumer loyalty of 500 ml sweetened condensed milk of the Bagus brand from PT. Riau Food Lestari in Pekanbaru. *Brand image* is a person's perception of a brand that is formed from information and past experiences with the brand and is related to attitudes in the form of beliefs and preferences towards a brand. A loyal consumer is caused by a product and the brand image grows from past information and experience, thus when the brand image of a company is good, it is possible to have a loyal attitude from a consumer. The results of this study are in accordance with research conducted by Aziz & Moharrang (2019) which concluded that Brand Image has a positive and significant effect on Consumer Loyalty. However, it is different from the research from Ayoan (2021), Chalimatussa'adah, (2021) and Astuti & Sudarusman (2019) which may be caused by differences in population and research samples.

#### **The Influence of Purchase Decisions on Consumer Loyalty**

The results of respondents' responses regarding purchase decisions with the average value produced are in the high category, with the highest score on consumer statements are always quick in making decisions to buy from this company, especially 500 MI sweetened condensed milk products of the Good brand and do not need much information to choose 500 MI sweetened condensed milk products of the Good brand from this company. So this result explains that the purchase decision of a consumer for a company's products is very important before becoming a loyal consumer. For this reason, a company must increase the purchase decision of consumers, so that this will encourage the higher loyalty of a consumer to a company, especially to a product.

In the hypothesis test, it was explained that the purchase decision had a significant effect on the consumer loyalty of 500 MI sweetened condensed milk of the Bagus brand from PT. Riau Food Lestari in Pekanbaru. A purchase decision is an action from a consumer to buy or not to buy a product or a decision of a person where the person chooses one of several alternatives available. The commitment given by competitors is not something that can change their opinion about the product, besides that loyal consumers will become indirect promotional ambassadors to other consumers. Before forming a loyal attitude from consumers, a purchase decision must first appear. When the purchase decision is continuously repeated, then the consumer has been referred to as a loyal consumer. The results of this study are in accordance with research conducted by Widodo (2021) which concluded that Purchase Decisions have a positive and significant effect on Consumer Loyalty. However, it is different from the research from Rahmani (2022) which may be caused by differences in population and research samples.

## CLOSING

The conclusions that can be drawn in this study based on the results of the research that have been carried out are as follows : (1) The results of the research that have been carried out show that Direct Marketing has a positive and significant effect on the Purchase Decision of 500 ML Sweetened Condensed Milk of the Good Brand at PT. Riau Food Lestari Pekanbaru. (2) The results of the research that have been carried out show that Brand Image has a positive and significant effect on the Purchase Decision of 500 ML Sweetened Condensed Milk of the Good Brand at PT. Riau Food Lestari Pekanbaru. (3) The results of the research that have been carried out show that Direct Marketing has a positive and significant effect on Consumer Loyalty of 500 ML Sweetened Condensed Milk Bagus Brand at PT. Riau Food Lestari Pekanbaru. (4) The results of the research that have been carried out show that Brand Image has a positive and significant effect on Consumer Loyalty of 500 ML Sweet Condensed Milk Brand Bagus at PT. Riau Food Lestari Pekanbaru. (5) The results of the research that have been carried out show that the Purchase Decision has a positive and significant effect on Consumer Loyalty of 500 ML Sweetened Condensed Milk Brand Bagus at PT. Riau Food Lestari Pekanbaru.

Suggestions that can be given regarding the results of the research based on the results of the research are as follows: (1) For academics, first for the next research, it is expected to be able to add other variables that can affect purchasing decisions and consumer loyalty. Furthermore, to other researchers who conducted similar research, it is hoped that this research can be used as one of the learning or reading resources that can be used to increase knowledge about marketing management, especially regarding purchase decisions and consumer loyalty (2) For companies, (a) Recommended to PT. Riau Food Lestari is expected to always pay close attention to how to create direct marketing to consumers to help increase purchase decisions and loyalty from consumers. One of the things that needs to be of concern for the company is related to how direct marketing can persuade consumers to buy goods from this company, especially 500 ml sweetened condensed milk products of the Good Brand. The solution that can be done is to use marketing materials from companies that have been considered attractive with the help of online-based marketing. (b) Recommended to PT. Riau Food Lestari is expected to always pay close attention to how to maintain and improve the brand image of the company to help in increasing purchasing decisions and loyalty from consumers. One of the things that needs to be a concern for the company is related to the brand image, which is how consumers can be interested in buying in this company because the products offered, especially the 500 ml sweetened condensed milk of the Bagus brand. The solution that can be done is to take advantage of the good image that the company has to attract consumers. (c) Recommended to PT. Riau Food Lestari to always attract purchasing decisions to increase loyalty from consumers. One of the things that needs to be a concern for consumers regarding purchase decisions is how consumers are willing to buy 500 ml sweetened condensed milk products of the Bagus brand from this company because of need. The solution that can be done is to take advantage of the speed of consumers in making purchasing decisions from companies and do not need information to choose products, especially 500 ml sweetened condensed milk products of the Bagus brand. (3) For consumers, it is hoped that they can use this research as information to increase knowledge or as a source of comparison related to companies that sell 500 ml sweetened condensed milk of the Good Brand, especially PT. Riau Food Lestari Pekanbaru.

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