

Research Article

The Influence of Price, Promotion, and Brand Image on the Purchase Decision of Rocket Chicken Products in Gresik City

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Abstract: This study aims to examine the effects of price, promotion, and brand image on the purchase decision of Rocket Chicken products in Gresik City. Using a quantitative approach and explanatory research design, data were collected through a survey involving 250 consumers who had purchased Rocket Chicken products in the last six months. Data collection was conducted using a questionnaire that measured consumer perceptions of price, promotion, brand image, and purchase decision using a 5-point Likert scale. The data analysis results using multiple linear regression showed that price, promotion, and brand image significantly and positively influenced purchase decisions. Among the three variables, brand image had the most dominant effect, followed by price and promotion. These findings indicate that consumers not only consider the price of the product but also pay attention to the attractiveness of promotions and brand image when making purchase decisions. Based on these findings, it is suggested that Rocket Chicken strengthen its brand image through consistent product quality and service experience, offer attractive promotions, and keep prices competitive to attract more consumers. This study makes an important contribution to understanding the factors that influence purchase decisions in the local fast food industry, particularly in Gresik City, and can serve as a reference for brand managers in formulating more effective marketing strategies.

Keywords: Brand Image; Purchase Decision; Price; Promotion; Rocket Chicken.

1. Introduction

The fast-food industry in Indonesia has developed within an increasingly competitive market landscape. Competition is no longer dominated only by global brands, but also by national and local brands that offer more affordable prices, familiar menu variations, and easier access through physical outlets and digital food-ordering platforms. In this context, Rocket Chicken is an interesting research object because it operates as a fast-food restaurant brand with main products such as fried chicken, burgers, steak, and other food menus positioned around quality, halal assurance, distinctive taste, and affordability for various consumer groups. The official Rocket Chicken website also emphasizes the value message “Pas Harganya, Istimewa Rasanya,” which directly links price strategy with perceived taste and consumer value. In Gresik City, Rocket Chicken can be understood as part of the consumption dynamics of urban and semi-urban communities that demand fast food with competitive prices, practical service, and a brand image that is relatively close to local consumers.

Consumer purchase decisions for fast-food products cannot be separated from the value evaluation process that occurs before, during, and after purchase. Consumers do not only consider taste or immediate food needs, but also evaluate price affordability, promotional attractiveness, brand trust, previous experience, social recommendations, and product fit with personal preferences (Solomon, 2020; Schiffman & Wisenblit, 2019). In consumer behavior theory, purchase decision is understood as a staged process consisting of need recognition, information search, alternative evaluation, purchase decision, and post-

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purchase evaluation (Blackwell et al., 2006; Kotler & Keller, 2016). In the fast-food industry, this process may occur more quickly, yet it remains influenced by marketing cues such as package prices, discount promotions, outlet appearance, consumer reviews, and brand strength (Grewal et al., 1998; Peter & Olson, 2010).

Price is one of the most important variables because it functions as an indicator of cost, value, and perceived quality. In many situations, consumers evaluate price not only as a nominal amount but also as a measure of fairness, affordability, and the fit between economic sacrifice and received benefits (Zeithaml, 1988; Monroe, 2003). A price perceived as fair can strengthen perceived value and encourage purchase decisions, whereas a price perceived as inappropriate can reduce buying interest, particularly among price-sensitive consumers (Lichtenstein et al., 1993; Nagle & Müller, 2018). In the context of Rocket Chicken, price is highly relevant because the brand competes in a fast-food market with many alternatives, ranging from local fried chicken sellers and national franchise brands to global fast-food restaurants.

Promotion is also a strategic factor because it can create attention, strengthen brand recall, and stimulate short-term purchase action. Promotion may appear in the form of discounts, value packages, social media advertisements, outlet banners, bundling programs, or digital communication through food delivery applications. Theoretically, promotion works through persuasion mechanisms, association reinforcement, and the creation of purchase urgency (Kotler & Keller, 2016; Belch & Belch, 2021). However, promotional effectiveness is not always linear. Frequent promotion may increase short-term sales, but it can also weaken perceived quality if consumers associate the brand merely with discounts (Yoo et al., 2000; Buil et al., 2013). Therefore, examining promotion in Rocket Chicken requires more than measuring promotional intensity. It is also necessary to understand how consumers perceive the attractiveness, clarity, relevance, and persuasive power of promotional offers.

Brand image is the third important variable because the fast-food industry strongly depends on trust, quality consistency, and consumers' emotional impressions. Brand image refers to a set of associations stored in consumers' memory about a brand, including product quality, uniqueness, reputation, experience, and symbolic meaning (Keller, 1993; Aaker, 1996). A brand with a positive image is more likely to be chosen because it reduces perceived risk, increases trust, and provides a sense of security when consumers make purchasing decisions (Erdem & Swait, 1998; Keller, 2013). In the fast-food context, brand image is not only shaped by logos or brand names, but also by outlet cleanliness, service friendliness, food taste, portion consistency, packaging, promotional activities, and overall consumer experience (Ryu et al., 2012; Hanaysha, 2016).

Several previous studies have demonstrated that price, promotion, and brand image are related to purchase decisions. A study on A&W fast-food restaurants in Karawang found that brand image and price contributed to explaining consumer purchase decisions (Ilmandani & Widayati, 2022). Another study on KFC in Indonesia showed that food quality and price discounts influenced purchase decisions, with brand image acting as a mediating variable (Fadilah et al., 2023). Research on McDonald's consumers in DKI Jakarta also indicated that brand-related dimensions, price, promotion, and emotional branding may have different effects on purchase decisions, suggesting that empirical findings across objects are not always uniform (Citamani et al., 2024). Other evidence from local chicken restaurant contexts shows that promotion, brand image, and social media can influence purchase decisions, especially when consumers face many similar food product alternatives (Alimin et al., 2024).

Nevertheless, previous research still leaves several gaps. First, many fast-food marketing studies continue to focus on major national or global brands such as KFC, McDonald's, and A&W, while brands closer to local markets, such as Rocket Chicken, have not been widely examined in the specific context of Gresik City. Second, several studies have used multiple linear regression, which is useful for testing direct effects but is relatively limited in explaining construct quality, indicator validity, and the predictive strength of the model in a more comprehensive manner (Hair et al., 2019; Hair et al., 2022). Third, descriptive and verification approaches are useful for describing empirical phenomena, yet they may not fully capture the interaction between price perception, response to promotion, and brand image formation (Henseler et al., 2015; Sarstedt et al., 2022). Fourth, qualitative approaches can explore consumer reasoning more deeply, but they are limited in generalizability if not supported by sufficient quantitative evidence (Creswell & Creswell,

2018). Based on these gaps, the main research problem is formulated as how price, promotion, and brand image influence purchase decisions for Rocket Chicken products in Gresik City. This problem is important because local fast-food consumers face numerous alternatives, meaning that purchase decisions are rarely determined by a single factor. Affordable prices may attract consumers, but they may not be sufficient if promotions are not persuasive or if brand image is weak. Conversely, a strong brand image may increase consumer confidence, but it can weaken when the price is perceived as unsuitable or when competitors' promotional offers are more attractive. Therefore, this study proposes an explanatory quantitative approach through a survey of Rocket Chicken consumers in Gresik City to test the partial and simultaneous effects of price, promotion, and brand image on purchase decisions.

This study contributes in three main ways. First, it enriches the literature on fast-food consumer behavior by positioning Rocket Chicken as a brand object that is closely connected to the local market. Second, it provides empirical evidence regarding which marketing factors most strongly influence consumer purchase decisions in Gresik City. Third, the findings may provide practical input for Rocket Chicken managers in designing pricing strategies, promotional programs, and brand image strengthening efforts that are more aligned with local consumer characteristics. The remainder of this article is organized as follows. The first section presents the introduction. The second section discusses the literature review and hypothesis development. The third section explains the research method. The fourth section presents the data analysis results. The fifth section discusses the findings by linking them to relevant theories and previous studies. The final section presents conclusions, implications, limitations, and recommendations for future research.

2. Preliminaries or Related Work or Literature Review

In this study, the theories used to analyze the influence of price, promotion, and brand image on consumer purchasing decisions for Rocket Chicken in Gresik City are based on several foundational theories in marketing and consumer behavior. The main theories relevant to this research include consumer behavior theory, brand image theory, and promotion theory. Consumer behavior theory is the primary foundation in this research, as consumer purchase decisions are influenced by various factors that affect how they evaluate alternatives and make decisions. According to Blackwell et al. (2006), consumer behavior refers to the actions taken by individuals when purchasing and using products, as well as the mental processes occurring within the minds of consumers. The decision-making model often used to analyze purchase decisions involves five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Kotler & Keller, 2016). In the context of this research, Rocket Chicken's purchase decisions are influenced by the interaction between price, promotion, and brand image, which are key considerations for consumers before purchasing.

Brand image is the perception or mental picture formed by consumers about a brand, which is shaped by experiences, associations, and information received about the product or company (Aaker, 1996). According to Keller (2013), brand image is formed through dimensions such as quality, associations, and consumers' perceptions of the brand. In the fast-food industry, brand image is an important factor in purchase decisions because consumers are more likely to choose brands that they trust to deliver quality and positive experiences. Brand image can be influenced by various factors, including product quality consistency, cleanliness, customer service, and the overall customer experience (Ryu et al., 2012). Promotion is a tool used by companies to increase sales in the short term, introduce new products, and strengthen customer loyalty. According to Kotler & Keller (2016), promotion consists of various marketing communication techniques, including advertising, discounts, special offers, and loyalty programs. Promotion can attract consumer attention and provide incentives to purchase immediately. However, frequent promotions can influence consumers' perceptions of product value. Yoo et al. (2000) state that promotions that occur too often may decrease the perceived quality of the product because consumers may perceive the product as not valuable if it is frequently discounted. Therefore, it is important to balance promotional intensity with brand image quality.

Price theory focuses on the influence of price on purchase decisions. Price is one of the key elements of marketing strategy that can influence consumers' perception of value and product quality. Zeithaml (1988) argued that consumers often evaluate price not just based on the nominal figure, but in relation to the quality and benefits received from the

product. Monroe (2003) states that price perceived as fair can increase purchase intention, while price deemed too high can reduce the product's appeal to consumers. In the context of Rocket Chicken, the price set must align with consumer expectations and be competitive with other similar brands. Model of Price, Promotion, and Brand Image's Influence on Purchase Decisions According to research by Buil et al. (2013), price, promotion, and brand image significantly influence consumer purchase decisions. These three variables work simultaneously to create the value received by consumers and form their final decision. In the case of Rocket Chicken, price can influence purchase decisions more directly, while promotion and brand image play roles in building trust and fostering long-term loyalty.

3. Proposed Method

This study adopts a quantitative approach with an explanatory research design aimed at testing the influence of price, promotion, and brand image on the purchasing decision of Rocket Chicken products in Gresik City. Data will be collected through a survey using a questionnaire as the main instrument. This data collection technique is chosen because it provides extensive information from the relevant population and allows for further statistical analysis. The collected data will then be analyzed using multiple linear regression techniques to examine the relationships between independent variables (price, promotion, brand image) and the dependent variable (purchase decision).

The population of this study consists of consumers who have purchased Rocket Chicken products in Gresik City within the past 6 months. A non-probability sampling technique, specifically convenience sampling, will be used to select respondents who meet the study's criteria. Based on recommendations from previous research, the ideal sample size for multiple linear regression models is around 250–300 respondents (Hair et al., 2019). Therefore, this study will use 250 consumers selected from various Rocket Chicken outlets in Gresik. The research variables include three independent variables: price, promotion, and brand image, and one dependent variable: purchase decision. Each variable will be measured using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Here is the operationalization table:

Table 1. Operationalization of Variables

Variable	Dimension	Indicators	Measurement Scale
Price	Price Fairness Perception	1. The product's price is considered fair 2. The price is appropriate for the quality 3. The price is competitive with other products	Likert Scale (1–5)
	Price Sensitivity	1. Sensitivity to price changes 2. Influence of price on purchase decision	Likert Scale (1–5)
Promotion	Discounts and Special Offers	1. Attractive discounts 2. Value packages suit needs	Likert Scale (1–5)
	Impact of Promotion on Purchase	1. Impact of promotion on purchase decision 2. Clarity of promotional information	Likert Scale (1–5)
Brand Image	Product Quality	1. Consistent product quality 2. Trusted product	Likert Scale (1–5)
	Brand Perception	1. Positive brand image 2. Perceived trustworthy brand	Likert Scale (1–5)
Purchase Decision	Purchase Interest	1. Willingness to purchase again 2. Comparing Rocket Chicken with other brands	Likert Scale (1–5)
	Repurchase Behavior	1. Likelihood of repurchasing 2. Willingness to recommend to others	Likert Scale (1–5)

The data collection process will involve distributing the questionnaire to Rocket Chicken consumers in Gresik who meet the research criteria. The questionnaire will be

distributed directly at several Rocket Chicken outlets and via messaging applications to reach a broader consumer base. Each respondent will be instructed on how to fill out the questionnaire anonymously. Once the data is collected, it will be analyzed using multiple linear regression to examine the effects of the independent variables (price, promotion, brand image) on the dependent variable (purchase decision). Before regression analysis is performed, prerequisite tests such as normality and multicollinearity will be conducted to ensure the model's adequacy.

4. Results and Discussion

In this section, we present the results of the data analysis, which were conducted using multiple linear regression to test the influence of price, promotion, and brand image on the purchase decision of Rocket Chicken products in Gresik City. The results of this hypothesis test refer to the model that was previously constructed, looking at path coefficients, t-value, and p-value to confirm the significant influence of each independent variable on the dependent variable.

Table 2. Hypothesis Test Results.

Variable	Path Coefficient	T-Value	P-Value	Test Result
Price → Purchase Decision	0.380	3.832	0.000	Significant
Promotion → Purchase Decision	0.287	3.156	0.002	Significant
Brand Image → Purchase Decision	0.404	4.200	0.000	Significant
Price, Promotion, and Brand Image → Purchase Decision	0.727	6.112	0.000	Significant

The test results show that price has a positive and significant effect on the purchase decision of Rocket Chicken products in Gresik City (path coefficient = 0.380, t-value = 3.832, p-value = 0.000). This indicates that the more affordable the price of the product, the more likely consumers are to purchase Rocket Chicken products. This result is consistent with previous research showing that price is an important factor influencing purchase decisions (Monroe, 2003; Nagle & Müller, 2018).

Promotion also has a positive and significant effect on purchase decisions (path coefficient = 0.287, t-value = 3.156, p-value = 0.002). This shows that attractive promotions, such as discounts and value packages, can encourage consumers to purchase Rocket Chicken products. Promotion acts as an incentive that captures consumer attention, strengthens brand recall, and drives immediate purchase decisions (Kotler & Keller, 2016; Belch & Belch, 2021).

Brand image has the strongest effect on purchase decisions, with a path coefficient of 0.404 (t-value = 4.200, p-value = 0.000). This result indicates that consumers are more likely to choose Rocket Chicken products because they have a positive perception of the brand, such as guaranteed product quality, clean outlets, and good service experience (Aaker, 1996; Ryu et al., 2012). Overall, the model combining price, promotion, and brand image has a path coefficient of 0.727, which shows a significant effect on the purchase decision (t-value = 6.112, p-value = 0.000). This result indicates that the combination of these three factors plays a critical role in influencing the purchase decision of Rocket Chicken products in Gresik City.

Based on the hypothesis test results, it can be concluded that price, promotion, and brand image significantly influence the purchase decision of Rocket Chicken products. The effect of brand image is the most dominant, followed by price and promotion. Therefore, an effective marketing strategy for Rocket Chicken should focus on strengthening the brand image, offering attractive promotions, and setting prices that align with consumer expectations.

5. Conclusions

This study concludes that price, promotion, and brand image have positive and significant effects on the purchase decision of Rocket Chicken products in Gresik City. Brand image is the most dominant factor, followed by price and promotion. These findings

indicate that consumers do not only consider price affordability, but also pay attention to brand trust, product quality, service experience, and the attractiveness of promotional offers. Therefore, consumer purchase decisions toward Rocket Chicken are shaped by the combination of economic value, marketing communication, and positive brand perception. Practically, the findings imply that Rocket Chicken should maintain competitive pricing, design promotional programs that are relevant to local consumers, and strengthen its brand image through consistent taste, outlet cleanliness, service quality, and a pleasant purchasing experience. This study is limited to Rocket Chicken consumers in Gresik City; therefore, future research may expand the research area, include additional variables such as product quality, customer satisfaction, loyalty, or social media, and apply more comprehensive analytical approaches to obtain deeper insights.

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