Influence Of Promotion And Brand Image On Determining Society's Interest To Request Classic Dangdut Songs At Radio Rama FM Bandung

[1] Yenny Maya Dora, [2] Anwar Alawi

Abstract

Radio Rama FM Bandung is one of radio that broadcasts dangdut with various genres, ranging from classical dangdut, koplo, to EDM. In addition, Rama FM also often promotes by using various media both offline and online. The image of Rama FM itself among the society is considered good or positive, because Rama FM often holds various activities involving the society in it, and this radio is one of the dangdut radios that has been around for a long time. However, public interest in requesting classical dangdut songs is still small and is still dominated by Koplo dangdut. The purpose of this study is to determine the effect of promotions and imagery on people's interest to request classical dangdut songs on Rama FM Bandung radio. Research data collection was carried out by distributing questionnaires to 122 respondents, namely the Rama FM radio listening society. The analytical method used in this research is descriptive and verification analysis. And the data obtained from the analysis using the SPSS program, Lisrel or path analysis to determine the direct relationship between variables in the study. The results of this study indicate that the promotion variable significantly influences interest, but the image variable has no significant effect. However, together the promotion and image variables influence the society's interest to request classic dangdut songs on Rama FM Bandung radio.

Keywords: Promotion, Brand Image, and Interest

INTRODUCTION

Dangdut music has become a characteristic inherent in society and an identity of the Indonesian State, because this music originated and was created by artists in this country. The form of dangdut music has its roots in Malay music in the 1940s. Malay rhythm is very thick with elements of the flow of music from India and rhythm of music from Arabic, drum beat elements which are part of the elements of Indian music combined with elements of curiosity of singers and harmonization, with a unique musical rhythm is a characteristic of the Malay rhythm and became the beginning of Malay rhythm mutation to dangdut. Towards the 1970s, one of Malay music artists, Rhoma Irama, began to demonstrate musical ability in the music genre. But the feeling of dissatisfaction and the desire to create something new, pushed Rhoma Irama to create a new musical rhythm, namely the Malay music rhythm combined with the flow of rock music, pop, and other rhythms, so that the results created are dangdut rhythms. The development of dangdut music itself is so fast that it creates various dangdut music genres, ranging from classical dangdut, koplo, to dangdut remix. Radio Rama FM Bandung is one radio that is still active in promoting dangdut music, in general by making various media to provide information about the dangdut channel itself, as well as promoting classic dangdut songs, especially by presenting broadcasts or impressions with the name "Rama Memory ". Rama Memory itself is a dangdut program that contains dangdut songs with the classic dangdut genre. Radio Rama FM also uses various media to simplify the process of promoting their channels, including using some of the following media: 1. Website, Rama FM's radio website itself contains various kinds of information related to the radio. Such as profiles, programs or

events, and news updates that are often given. So that with the website apart from being one of the promotional media, it also makes it easier for listeners to access various information. 2. Instagram and Twitter online media, the development of technology and information requires Rama FM radio to be active in it, therefore to facilitate the promotion and distribution of information about dangdut radio music, Rama has Instagram and Twitter social media accounts. The goal is that listeners can more easily obtain various information loaded by Rama FM radio. With the existence of these various media provides a positive image for Rama FM radio among the community, it can be interpreted that many peoples who like this radio by becoming followers (followers) in various media available, including the online media Instagram which has 9,884 followers and Twitter followers as many as 12,000 peoples. In addition, the purpose of making various media in order to provide various kinds of information related to music and dangdut shows that are on the radio. In addition, Rama FM also has a good image of its own identity as a dangdut radio in the city of Bandung, as evidenced by the frequent holding of various events that directly involve the community in it. However, public interest in requesting classical dangdut songs is still small, compared to koplo and remix dangdut. Based on the preliminary description which is the background of the problem in the research and which has been stated above, the main issues that can be formulated in this study are:

1. What is opinion of Rama FM radio listeners regarding promotion, image, and interest in requesting classic dangdut songs.
2. What is the effect of promotion on the interest in requesting classic dangdut songs on Rama FM radio.
3. How does the influence of brand image on the interest in requesting classic dangdut songs on Rama FM radio.
4. How does the promotion and brand image influence the interest in requesting classic dangdut songs on Rama FM radio.

LITERATURE REVIEW
Promotion
According to Buchari (2013: 179) Promotion is a type of communication that gives a convincing explanation of potential consumers about goods and services. The purpose of promotion itself is to get attention, educate, remind and convince potential customers. According to Perreault, Cannon and McCarthy (2014: 330) explained that "Promotion is communicating information between the seller and the potential buyer or others in the channel to influence attitudes and behavior". In this study, researchers took dimensions from Kotler and Keller in Apriyani (2017) and took two dimensions adjusted to this study, namely regarding 1. Advertising. "Any paid from non-personal presentation and promotion of ideas, goods, or services by an identified sponsor". 2. Online and Social Media Marketing. Online activities and programs designed to engage customers or prospects and directly or indirectly increase awareness, enhance image, or lead to sales of products and services.

Brand Image
According to Kotler and Keller in Ulum (2014) Image is a number of beliefs, ideas and impressions held by someone about an object. Meanwhile, according to Sutisna in Permadi (2014) image is the total perception of an object that is formed, by processing information from various sources every time. The dimensions in this study refer to Keller's opinion in Putri (2016), which is regarding: 1. Brand Identity is a physical identity associated with the brand or product so that consumers easily recognize and distinguish it from other products. Such as logos, colors, packaging, location, corporate identity that covers the slogan and others. 2. Brand Benefit and Competence. It is the typical values and advantages offered by a brand to consumers that enable consumers to feel the benefits because their needs, desires, dreams and obituaries are realized by what is offered.

Interest
According to Kinnear and Taylor in Fitriah (2018) states that buying interest is part of the consumer behavior component in consuming attitudes, the tendency of respondents to act before the purchase decision is actually implemented. According to Slamenton in Kurnia (2013) Buying interest is something that feels more like and feels an interest in a thing or activity, without any discussion. Dimensions in this study refer to the opinion of Kotler and Keller in Jovita (2017), where researchers only take two dimensions that are tailored to the research conducted, including: 1. Attention is the initial stage in assessing a product or service needed by prospective customers, where in this stage prospective customers learn the products / services offered. 2. Interest is the interest of prospective customers arising after getting more detailed information by observing products / services.

Research Hypothesis

Based on the above frame of mind, in conducting this research the writer formulated the hypothesis as follows:

1. Promotion has a significant effect on people's interest to request classic dangdut songs on Rama FM Bandung radio
2. Brand image has a significant effect on people's interest in requesting classic dangdut songs on Rama FM Bandung radio.
3. Promotion and Image have a significant effect on people's interest in requesting classic dangdut songs on Rama FM Bandung radio.

OBJECTIVE AND BENEFITS OF RESEARCH

Research purposes

Purpose of this research is to collect, process and analyze data and interpret it about promotions and brand image of the public's interest in requesting classical dangdut songs on Rama FM Bandung radio. Based on background and problem formulation, this research aims to:

1. To find out the opinion of Rama FM radio listeners on promotions, images and interests in making requests for classical dangdut songs.
2. To determine the effect of promotion on people's interest in requesting classical dangdut songs on Rama FM Bandung radio
3. To determine the effect of imagery on people's interest in requesting classical dangdut songs on Rama FM Bandung radio.
4. To find out the effect of promotion and image on people's interest in requesting classic dangdut songs on Rama FM Bandung radio.

Benefits of Research

1. The Practitioners, This research is expected to be able to add ideas and input to the community so as to maintain the authenticity of the dangdut song flow, namely classical dangdut, one of which is by requesting the song on dangdut radio. As well as giving advice to Rama FM radio regarding the factors that influence people's interest in requesting classical dangdut songs, so that in the end it can determine a better marketing strategy in order to increase the number of classical dangdut listeners on Rama FM Bandung radio.
2. Academic Parties, This research can be used as a material for comparison and more in-depth development to study the field of Marketing Management, especially regarding promotion factors and images of people's interest in requesting classical dangdut songs on Rama FM Bandung radio.

RESEARCH METHODS

Profile of Radio Rama FM Bandung

Radio Rama FM Bandung was founded in 1972 with the company name PT. Radio Salam Dwihasta, this radio always prioritizes the principle of listener satisfaction being the main thing, it is proven that this radio is successful in packaging its program well and interestingly and getting positive responses from the public as its listeners. Radio Rama 104.7 FM Bandung provides entertainment programs and content including news, information, art, culture and other activities. Radio Rama FM provides several music genres including dangdut, Sundanese songs and pop music. However, the majority of song genre broadcasts played and provided by this radio are dangdut music, so this radio is known as dangdut radio in Bandung. In addition, Rama FM radio has the slogan "G'Boy Mania" which has a range of radio broadcasts covering areas of Bandung, Purwakarta, Sumedang, Garut, Ciamis and Tasikmalaya. However, that's not all because all listeners everywhere can listen to Rama 104.7 FM Bandung radio broadcasts via audio streaming.

Research Types and Methods

According to Durianto (2013: 15) The research method is "a scientific way to obtain data with certain uses. The scientific way means that research activities are based on scientific characteristics, namely rational, empirical and systematic ". The research method used in this research is descriptive and verification methods with a quantitative approach. Definition of descriptive research methods according to Umar (2013) Are:"The method that serves to describe or give a picture of the object in question through data or samples that have been collected as they are, without conducting analysis and making conclusions that apply to the public". While the verification research method according to Sugiyono (2015: 10) states that "the verification method is interpreted as a study conducted on a particular population or sample with the aim to test the hypothesis that has been prepared". Then the method of kauntitaitive approach according to Sugiyono (2015: 14), namely: "The research method based on the philosophy of

positivism, is used in researching the sample and research manipulation, the general sampling technique is done by random sampling, while the data collection is done by utilizing instruments the research used, the analysis of the data used is quantitative / can be measured with the aim to test the hypothesis set previously ".

Data and Data Sources
Sources of data in this study use primary and secondary data. Primary data obtained from empirical research results using questionnaires, interviews and structured to the radio listeners community Rama FM. While secondary data were obtained from the Rama FM Bandung radio company, reports and journals concerned with research conducted by researchers.

Research Population
According to Sugiyono (2015: 148) Population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study is the classical dangdut song listener community on Rama FM Bandung radio. The population in this study is considered unknown because the number of people who consume dangdut songs via Rama FM Bandung radio is too much.

Research Samples
According to Zulganef (2018: 119) Sample is defined as a subset or subset of the population consisting of elected population members. The sample size according to Suhartanto (2014: 249) is a measure that shows the number of elements of the population taken as a sample where the research will be focused. The sample size is the result of decisions made by researchers so that estimates of population parameters are good. Decision making related to sample size must consider three factors, namely the margin of error, the desired level of trust, and population variation / dispersion. the number of people who will be prospective respondents in this study as many as 122 prospective respondents using the iteration method, where the prospective respondents are people who listen to dangdut songs on Radio Rama FM Bandung.

Method of collecting data
Data collection methods obtained through primary data and secondary data. The questionnaire as a data collection instrument which is a translation of the indicator variables before being used to collect data in the field, must first be tested for its validity and reliability. Validity shows the extent to which the instrument can be used to measure what is being measured, while reliability shows that the extent to which the measuring instrument can be trusted or relied on, Sugiama (2013). Therefore, after the instrument is valid and reliable, it can be used to collect data in the field.

Data analysis technique
In order for the data obtained to have a high level of accuracy and consistency, the research instrument used must be valid and reliable Sanusi (2014). By using valid and reliable instruments in data collection, it is expected that research results will be valid and reliable. So a valid and reliable instrument is an absolute requirement to get valid and reliable research results Sugiyono (2015).

Validity test
According to Sugiyono (2015: 125) states that valid means the instrument can be used to measure what should be measured. A questionnaire can be said to be valid if the questions on the questionnaire are able to reveal what will be measured by the questionnaire so that all questionnaire items used to measure a variable will be tested for validity. The presentation process is done by analyzing each question contained in the questionnaire for each dimension. according to Kaplan and Saccuzo (2010) Decisions regarding the validity of question items in the questionnaire, namely:
• If r is positive and r> 0.30 then the question item is valid
• If r is not positive and r <0.30 then the question item is invalid
With the understanding that the higher the correlation is close to 1.00, the better the validity.

Reliability Test

Reliability indicates the consistency of an instrument in measuring a concept and helps to access "the goodness" of a measurement data. According Suhartanto (2014: 180) The key word in reliability is the measurement accuracy. An instrument can be said as a reliable measuring tool if used to measure something of the same type can provide consistent results. The reliability test criteria according to Ghozali (2013: 42) is to measure the reliability test with the Cronbach Alfa statistical test. Reliability test criteria, if Cronbach Alfa > 0.60 then the variable is considered reliable. Meanwhile according to Sugiyono (2015: 215). A research instrument indicates adequate reliability if the Cronbach Alpha coefficient is greater or equal to 0.70. The reliability test criteria are, if α (alpha)> 0.70 (meaning the variable is declared reliable).

Descriptive Test

To answer the number one goal in this study, which is a description of the variables studied, the frequency distribution analysis (score calculation and range interval) is used. For responses or answers from respondents to the questions in the questionnaire, each item has a certain score. The score has a range from 1 (one) to 5 (five). The score has a purpose in calculating the lowest and highest score that will be used in the range of score classification for each variable. The lowest score is obtained by multiplying the number of statements (1 statement) with the lowest answer score (ie = 1), then multiplied by the total respondents (122 people). Then it will produce the lowest score of: 1 x 1 x 122 = 122. For the highest score per statement item obtained from the multiplication of the number of statements (1 statement) with the highest answer score (ie = 5), then multiplied by the total respondents (122 people) . Then it will produce the highest score of: 1 x 5 x 122 = 610.

Hypothesis Test

According Suhartanto (2014: 286) Hypothesis is a statement about a population parameter that will be verified. The analysis used in this study is path analysis.

a. Path Analysis

Path Analysis is part of the Regression model that can be used to analyze the causal relationship between one variable with another variable. The causal relationship system involves two types of variables, namely independent variables or better known as independent variables that are usually symbolized by the letters $X1, X2, ... Xm$, and the dependent variable or the affected variable, which is known as the dependent variable which is usually symbolized by the letters $Y1, Y2, ... Yn$.

b. Path coefficient

The path coefficient indicates the magnitude of the direct effect of a variable that affects the variable affected or from an exogenous variable on an endogenous variable. The assumptions of the path analysis itself are as follows:
1. The relationships between variables in the model are linear and additive.
2. all errors (residuals) are assumed to be uncorrelated with others.
3. Variables are assumed to be measured directly ε
4. The model is only in the form of rekrusive or handover
5. variables are measured by an interval scale.

The conventional symbol or notation to symbolize the path coefficient is Dillon & Goldstein's pij in Juanim (2004), where i reflects the dependent variable and j reflects the independent variable. If the model is recursive (one-way model), the path coefficient can be expanded using a simple correlation or multiple regression. As we will see, the path coefficient is equivalent to the regression weight. The path coefficients are usually included in the path diagram exactly on each line of the path expressed in numerical values.

Partial Test (t-Test)

T test (test of significance of individual parameters) is used to test the effect of independent variables on the dependent variable partially. The steps in this t test are as follows:
1. Making a Hypothesis, namely:
    H0: The independent variable partially has no effect on the related variable
    Ha: The independent variable partially influences the related variable.
2. Determine the value of α (level of significance) that is 0.05.
3. Make decisions with the provisions:
  a. If the value of t calculated according to the calculation results is smaller than the value of t table (t count <t table), then H0 is accepted and Ha is rejected.

b. If the value of t arithmetic according to the calculation results is greater than the value of t table (t arithmetic> t table), then H0 is rejected and Ha is accepted.

Simultaneous Test (F-Test)

F test is used to determine the effect of independent variables on related variables simultaneously. The steps in this F test are as follows:

a. Make a hypothesis, namely:

H0: Independent variables together have no effect on the related variable

Ha: Independent variables jointly influence related variables.

b. Determine the value of α (level of significance) that is 0.05

c. Make a decision with the provisions:

a. If the value of f arithmetic according to the calculation results is smaller than the value of f table (f arithmetic <f table), then H0 is accepted and Ha is rejected

b. If the value of f arithmetic according to the calculation results is greater than the value of f table (f arithmetic> f table), then H0 is rejected and Ha is accepted.

RESULTS AND DISCUSSION

Descriptive Analysis of Promotion, Brand Image and Interests

This research is supported based on the results of a questionnaire distributed to respondents, in this case the radio listener community of Rama FM Bandung. The tables below explain the respondent's profile regarding the gender, age and occupation of the respondent.

Classification Based on Gender Society

Table above shows the number of respondents obtained by researchers by sex, in this study men were the dominant number compared to women. Because many researchers find male respondents, especially in the environment of researchers who are side by side with various traders and other workers. Starting from rice traders, bird traders and cleaning employees. In addition, researchers also used the Google form application to get the results of the questionnaire.

Keterangan	Frekuensi	Persentase
Laki-Laki	95	77,9%
Perempuan	27	22,1%
Total	122	100%

Classification Based on Society Age

Keterangan	Frekuensi	Persentase
<20 Tahun	2	1,6%
21-30 Tahun	100	82,0%
31-40 Tahun	16	13,1%
41-50 Tahun	3	2,5%
>50 Tahun	1	0,8%
Total	122	100%

Table above shows that ages 20-30 were the most respondents in this study, because researchers found the most respondents in this age range. In addition, traders and employees who are around the research environment are in that age range. In that age range, many people consume various types of song genres, including dangdut songs.

Keterangan	Frekuensi	Persentase
Wirausaha	28	23,0%
Pegawai Swasta/Negeri	50	41,0%
Pekerja Lainnya	44	36,1%
Total	122	100%

Classification Based on Society Work

Table above shows that the majority of respondents in this study are people who have jobs as private or public employees. Then the majority of the people who were respondents in this study were those who had other jobs, including cleaning employees, and other field workers. The respondent is a party that is easily found by researchers, because the researcher's location is close to the Cicaheum Bandung traditional market and industrial area. It can be concluded that the respondents contained in this study are dominated by men with an age range of 21-30 years, and have a job as a public

or private employee. Because in this age range many people are still active in listening to music, as well as dangdut music.

Recapitulation Descriptive Analysis of Promotion

Variabel	Score	Category
Brand Image	3.028	Positive
Promotion	2.833	Knew

Recapitulation Descriptive Analysis of Brand Image

Variabel	Score	Category
Interest	4.845	Interest

Recapitulation Descriptive Analysis of Interest

Variabel	Promotion	Interest
Promotion	1,000	
Interest	0,282	1,000

Verificatife analysis
Correlation Matrix
Using the Lisrel program to calculate path analysis, structural equations such as the following formula are obtained:
Interest = 0.282*Promotion, Errorvar.= 0.920 , R^2 = 0.0795

Standerr	(0.0872)	(0.118)
Z-values	3.233	7.778
P-values	0.001	0.000

Hypothesis Test

Partial Test				
Hypotesis	t_{hitung}	t_{table}	**Conclution**	**Statistical Result**
Promotion influences interest	3,23	1,65	Signifikan	H_0 Rejected Promotion influences interest

Table above shows that after partial retesting between the promotion and interest variables there is a change in the value of z values, which from the beginning had a value of 3.14 changed to 3.23. This value means that tcount is greater than ttable, therefore the results show that H0 is rejected, which means promotion influences interest. This shows that a good promotion or can continuously increase people's interest in requesting classic dangdut songs on Rama FM Bandung radio. From the resulting structural equation, we can know the magnitude of the path coefficient for each variable. The magnitude of the path coefficient for each variable is shown in the table below:

Scale of the Path coefficient

Individual Influence	PYX1=0,282
Residual Coefficient Influence	PYe=0,920

By using the equation and path coefficient table above, it can be described the structural relationship between the three variables. The figure below is an illustration of the relationship structure and path coefficients of each variable.

Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Scale of Direct and Indirect Effects

	Effect (%)		
Correlation	Path coefficient	Direct	Score (%)
Promotion to society interest	0,28	7,9	8,18
	Total		8,0
	Residu		92,0

Table above shows that the promotion variable has a direct effect of 7.9% and indirectly of 0.28% with a total of 8.18%. The influence is in the less strong category. In addition, what influences people's interest in requesting classical dangdut songs, which are considered to be very strong or large, can be seen from the table above, namely the residual factor or other factors with a value of 92.0.

Discussion of Research Results

Based on the results of the hypothesis test that has been carried out in this study, then:

1. The first hypothesis is that promotion has a significant effect on people's interest to request classical dangdut songs on Rama FM Bandung radio.

The results show that promotion has a significant effect on people's interest to request classical dangdut songs on Rama FM radio. This research is similar to or similar to the research conducted by Latifah and Wardani (2019). The results show that the product promotion is available on most social media or the internet by product sellers influences online shopping interest in Blitar City. The same thing was stated by Pratama (2017) in his research explained that promotion significantly influences the interest in visiting the Orok Waterfall Tourism Object.

2. The second hypothesis is that the image has a significant effect on people's interest to request classical dangdut songs on Rama FM Bandung radio.

The results show that the image does not significantly influence people's interest in requesting classical dangdut songs on Rama FM radio. buying interest of Universitas Brawijaya students in using Pepsodent toothpaste. The same thing was stated by Karunia (2017) Brand image influences consumer buying interest of The Papandayan Bandung hotel.

Conclusion and Suggestion

Conclusion

The conclusion of the research on promotion and brand image in determining the public's interest in requesting classic dangdut songs on Rama FM Bandung radio can be stated as follows:

1. Public opinion regarding promotion, brand image, and interest in requesting classic dangdut songs is as follows:

a. Society knows that the promotion of Rama FM radio is more by using online media, including Instagram, Twitter and YouTube. This is in accordance with what is done by Rama FM, which is more often promoted by using online media. This is because it will make it easier for Rama FM to disseminate information about various programs and programs, besides that many people today also use online media as a medium of entertainment or communication. However, there are indicators that are still lacking in the promotion variable, namely regarding advertisements aired by Rama FM radio through banner or billboards. This happens because Rama FM uses the media to promote it when it has activities or events held either by Rama FM itself or in collaboration with other companies.

b. Radio Rama FM is one of the radios in Bandung, especially specialized in dangdut broadcasts. However, people do not know much about Rama FM, which is the most superior radio compared to other radios. Because there are still many radios in the city of Bandung and maybe more in the community. But there are good indicators or the community gives a good response, namely the Rama FM radio indicator as dangdut radio in the city of Bandung. This is because one of them is Rama FM has been established for a long time and dangdut radio broadcasts dangdut music with various genres, ranging from classical dangdut, koplo, and EDM. So the image attached to dangdut radio is very thick on Rama FM Bandung radio.

c. Society still less interested in requesting classic dangdut songs, this is due to factors that can cause inadequate efforts to increase public interest. Among them because classical dangdut is one of the old song genres and the singers are also counted as seniors, although there are classical dangdut singers who have a young age. Then the song with the classic genre does not give the people the pull to enjoy the song by dancing, because most of the song arrangements are solemn and seductive. However, there are indicators that the response from the community is considered good or good, namely regarding people's interest to listen to Rama FM radio because it broadcasts dangdut songs performed

by famous singers such as Via Vallen. This happens because famous singers can lead people to listen more to their songs on Rama FM radio.

Suggestion

As for suggestions in research on promotion and brand image in determining public interest to request classical dangdut songs on Rama FM Bandung radio can be stated as follows:

1. In order to make the promotion more maximum and evenly distributed, Rama FM radio can use billboards or banners as a promotional media, so that the promotion is carried out not only on online media or certain events. The contents of the promotion that is delivered can be in the form of frequencies that can be accessed by many people, so that it will provide knowledge to the public about the frequency of the Rama FM radio channel itself and expand its audience market segment.

2. To build a positive image of Rama FM radio as dangdut radio, it can be a sponsor of various events, at the event Rama radio can hold various quizzes with prizes or other things, the aim is to make the community interested and in the end more people know about Rama FM radio alone.

3. To increase public interest in listening to and requesting classic dangdut songs, Rama FM can add a special showtime for the classic dangdut itself. For example showing it at a time when many people listen to the radio, like lunch time. So that the duration can be applied for example from 13:00 to 15:00, at that hour it is used specifically for broadcasts and requests for classical dangdut songs.

REFERENCES

1. Armstrong, G., Kotler, P., & D.Opresnik, M. (2017). Marketing An Intoduction. New York: Pearson.

2. Arifin, E., & Fachrodji, A. (2015). The Influence of Product Quality Perception, Brand Image and Promotion of BAN ACHILLES Consumer Purchase Interest in SOUTH JAKARTA. MIX: Scientific Journal of Management.

3. Apriyani, M. (2017). The Effect of Product Quality and Promotion on Brand Image and Its Impact on Purchasing Decisions of FRESTEA Brands. repository.unpas.

4. Alma, B. (2013). Marketing Management and Marketing Services. Bandung: Alfabeta.

5. Andreani, G. (2013). Influence of Promotion through Social Media Against Interest in Buying Samsung Mobile Phones at University Students of North Sumatra. repository.unsu.ac.id

6. Ambarwati, M. (2015). The Influence of Brand Image on the Interest in Buying Universitas Brawijaya Students in Using Pepsodent Toothpaste. administrasibisnis.studentjournal.ub.ac.id

7. Durianto, D. (2013). Marketing Management. Yogyakarta: Andi Offset.

8. Dhevi, N. S. (2015). Influence of Promotion and Brand Image on Consumer Interest (Case Study of Hotel Prince Room Sales). Journal of Management.

9. Fitriah, M. (2018). Marketing Communication Through Visual Design. Yogyakarta: Deepublish.

10. Fatmawati, R. (2014). The Influence of the Minimarket Image on Customer Loyalty in the Cikutra BANDUNG ALFAMART Store. Repository.widyatama.

11. Hadi, A. (2019). The History and Development of Koplo's Dangdut in Indonesia. https://antvklik.com/sejarah-dan-perkembangan-dangdut-koplo-di-indonesia.

12. Hasibuan, Malayu S.P. (2017). Human Resource Management. Jakarta: PT Bumi Aksara.

13. Hananto, K. (2015). The Influence of Brand Image and Country of Origin Image Against Interest in Iphone Purchases. JOURNAL PARSIMONIA.

14. Indika, D. R., & Jovita, C. (2017). Instagram Social Media As A Promotional Tool To Increase Consumer Purchase Interest. Journal of Applied Business

15. Juanim (2004). ANALYSIS OF PATHWAYS IN MARKETING RESEARCH in Marketing Research SPSS & LISREL Data Processing Techniques. Journal of the Faculty of Economics, Pasundan University, Bandung.

16. Kotler, P., & Armstrong, G. (2018). Principles of Marketing (Global Edition). 17. England edition: Pearson

17. Kotler, P., & Armstrong, G. (2016). Principles of Marketing (Global Edition). London: Pearson

18. Kara, A. (2016). The Effect of Elevenia Online Shop Clothing Sales Promotion at BBM Group Against Buying Interest. Journal of Social and Political Sciences

19. Kotler, P., & Armstrong, G. (2014). Principles of Marketing, 15 th edition. New Jersey: Pearson Prentice Hall.

20. Kurnia, D. (2013). Effect of Advertising and Word of Mouth on the buying interest of Padang State University students on the M3 card. Journal of Management.

21. Gift, P. (2017). The Influence of Brand Image and Sales Promotion Against Consumer Interest in The Papandayan Hotel Bandung. repository.widyatama.

22. Latifah, N., & Wardani, S.I. (2019) Effect of Promotion on Purchasing Interests through the Advancement of Internet Technology in Blitar City. ejournal.iaiibrahimy.ac.id

23. Maria, C. (2019). Dangdut From Time to Time. https://www.goodnersfromindonesia.id?2019/10/16/dangdut-dari-masa-ke-masa- Jadi-digemari-oleh-milenial.

24. Oladepo, O. I., & Abimbola, O. S. (2015). The Influence Of Brand Image and Promotional MIX On Consumer Buying Decision - A STUDY OF BEVERAGE CONSUMERS IN LAGOS STATE, NIGERIA. British Journal of Marketing Studies.

25. Pratama, R. (2017). Influence of promotions and facilities on the interest of visiting the Curuk Orok tourism object in Garut. repository.widyatama.

26. Perreault, W. D., P.Cannon, J., & McCarthy, E. J. (2014). Basic Marketing. New York: MC Graw Hill.

27. Permadi, P. C. (2014). Effect of Brand Image on Word of Mouth and Purchasing Decisions. Journal of Business Administration.

28. Penitasari, N. (2017). The Effect of Price and Product Quality on Interest in Buying Shredded LELE BANG ZAY. eprints.umm.ac.id.

29. Putri, F. (2016). The influence of perception, product quality and consumer trust on brand image. repository.unpas.

30. Permani, F. H. (2017). The Influence of Word of Mouth and Brand Awareness on Interest in Becoming a Member of the Bandung Street Workout Addict. repository.widyatama.

31. Razak, I. (2016). Effect of Promotion and Price on Purchase Interest in INDIHOME Customers in DKI Jakarta Province. Krisnadwipayana Business Management Journal.

32. Rizan, M., Handayani, K. L., & kresnamurti, A. (2015). The Influence of Brand Image and Product Quality on Purchasing Decisions (Indomie and Mie Sedap). Indonesian Management Science Research Journal.

33. Rizky, M. F., & Yasin, H. (2014). Effect of Promotion and Price on Interest in Buying Obama Housing PT. Nailah Adi Kurnia SEI SENDS MEDAN. Journal of Management & Business.

34. Knight. D. A., & Helena, S. (2017). The Effect of Brand Image and Product Quality on Interest in Buying Porkball Products. journal.uc.ac.id

35. Sugiyono (2015). Educational Research Methods (Quantitative, qualitative and R&D approaches). Bandung: Alfabeta.

36. Sucahyowati, H. (2017). An Introduction to Management. East Java: Wilis.

37. Suhartanto, D. (2014). Marketing Research Methods. Bandung: Alfabeta.

38. Suharto, C. (2016). Analysis of the Effect of Brand Image, Price and Attractiveness of Advertising Against Consumer Purchase Interest at PT. Teenage Jaya. Journal of Bus Economics Send feedback

39. History Saved Community