



The Influence Of Company Image And Product Marketing Strategy On Purchasing Decisions Of Regional Apparatus Organisations (OPD) Via E-Catalogue (Case Study At Pt Kreatif Niaga Mandiri)

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ABSTRACT

This study aims to analyze the influence of corporate image and marketing strategy on purchasing decisions for goods and services through the local e-catalog at PT Kreatif Niaga Mandiri. Government procurement of goods and services, regulated under LKPP Regulation No. 9 of 2021, provides a local e-catalog platform that facilitates effective fulfillment of needs by Government Agencies (OPD). In this study, a path analysis model is applied to understand the relationship between independent variables (corporate image and marketing strategy) and the dependent variable (purchase decision) using a quantitative causality approach. Data were collected via an online survey using a closed questionnaire distributed to 72 OPD respondents through Google Forms. The findings indicate that both corporate image and marketing strategy have a significant and simultaneous effect on purchasing decisions. A positive corporate image enhances consumer trust, while an effective marketing strategy attracts purchasing interest. Based on these findings, it is recommended that PT Kreatif Niaga Mandiri strengthen its corporate image, improve service quality, and optimize digital marketing strategies to maintain the company's relevance and competitiveness.

INTRODUCTION

Indonesia is entering the category of countries whose economic growth is developing quite rapidly and with quality. As Indonesia's economy grows and develops, the government needs more governance. When these needs are met through the purchase of goods or services.

(Suryono et al., 2022). Procurement of government goods and services is an activity to achieve goods and services that aim to meet the needs of Ministries, Institutions, Regional Apparatus, and Government Agencies. The acquisition of goods and services should be carried out efficiently, effectively, transparently, openly, competitively, fairly or non-discriminately and accountably. The recorded process starts from planning the needs compiled in the General Procurement Plan (RUP) until the completion of all activities to provide goods / services and funded by the APBN / APBD (Mawarni et al., 2020).

According to the Government Procurement Agency (LKPP) Regulation Number 9 of 2021 concerning Online Stores and Electronic Catalogues in Government Procurement, types of electronic catalogues include the National Electronic Catalogue, Sectoral Electronic Catalogues compiled and managed by ministries and institutions and Local Electronic Catalogues managed by Regional Governments and have compiled electronic information catalogues. The criteria for goods in local e-catalogues are repetitive and standard.

In Bengkulu Province, an increase in the number of products is also evident, although the scale is smaller compared to the national level. From August 2022 - July 2023, the number of products featured in the Bengkulu Local E-Catalogue increased from 18,209 to 21,435 in the period August 2023 - July 2024. This represents a significant increase, indicating that more local products are now available on the Bengkulu E-Catalogue. With the increase in the number of products listed, marketing opportunities through E-Catalogue become even greater. This is mainly because the E-Catalogue provides a broad platform for products to be more widely recognised, both nationally and locally. The increase in the number of products live shows that more suppliers are utilising E-Catalogue as a means to expand their market, which in turn opens up opportunities for more effective and efficient product marketing. This is particularly relevant for local products in Bengkulu which now have greater opportunities to be promoted and sold through E-Katalogue, expanding their market reach and improving the competitiveness of local products at the national level.

One of the companies that has implemented marketing through local E-catalogue is PT Kreatif Niaga Mandiri which is located at Jl. Salak Raya No 51-52 Kel. Lingkar Timur, Kec. Singaran Pati, Bengkulu City. Based on field data from PT Kreatif Niaga Mandiri, it has 72 regular customers spread across various regions in Bengkulu province. PT Kreatif Niaga Mandiri is one of the companies engaged in the sale of goods and services through the E-Catalogue system which has been equipped with the Indonesian Standard Business Field Classification (KBLI) in accordance with the needs of the procurement of goods and services in each region in Bengkulu Province. Windi and Ellyawati (2014) explain that company image is the result of a collection of processes where consumers compare various attributes owned by the company. Consumers will make subjective perceptions about the company and all its activities. In line with this view, Rosim (2013) explains that image can also be interpreted as the public's perception of the company's identity, someone towards the company based on what they know or think about the company concerned.

A good company image will make consumers familiar with the company and easy to decide to use the service. Image is the public's perception of the company or its products, so building an image is very important because image can affect customer and public perceptions (Muis & Fahmi, 2017). In addition, trust is also one of the things that must be considered, consumer trust has a huge influence on the sustainability of a company, because if the company is no longer trusted by consumers, the product will be difficult to develop in the market. However, if the product is trusted by consumers, the company's products will develop in the market (Mutiarawati, 2019). Marketing is based on the needs, wants and demands of an individual, or group. Where later this will be the beginning to create, offer and exchange a product of value with other parties (Diniaty & Agusri, 2014). Marketing strategy is the marketing logic by which companies hope to create customer value and achieve profitable relationships (Kotler and Armstrong, 2016). Swasta (2018) argues that marketing strategy can be

interpreted as a grand design that describes how a company must operate to achieve its goals. Marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level, reference and allocation, especially as a company's response in facing an ever-changing competitive environment and circumstances. In research T. Prasetyo Hadi Atmoko (2018).

According to Kurz (2016) the effect of marketing strategy is the entire company programme designed to determine the target market and satisfy consumers by building a combination of elements of the marketing mix: product, distribution, and price will affect the ups and downs of sales. Strategy is specifically defined as an action that is incremental (always increasing) and continuous, and is carried out based on the perspective of what customers expect in the future. Dimas hendika Wibowo (2017), Marketing strategies that can be applied include holding exhibitions of high quality goods but at prices that are relatively affordable to the public compared to other products in their class, product guarantees, and discounts on goods according to certain items. Irfan (2021). By implementing a strategy. accurate marketing through the use of opportunities to increase sales, so that the company's position or position in the market can be improved or maintained, Kereh (2018) Formulating a marketing strategy means carrying out procedures.

LITERATURE REVIEW

Management

Management is a science and an art, between the two cannot be separated. Management as a science, because it has been studied for a long time, and has been organized into a theory. Management as an art, here considers that in achieving a goal, cooperation with others is needed. The definition of management according to G.R. Terry (2011:16) is a unique process consisting of planning, organizing, motivating, and controlling actions to determine and achieve goals through the utilization of human resources and other resources. According to Siswanto (2011:7): "Management is the science and art of taking action to achieve goals." According to Robbins (2012:4) is: "Management is the process of coordinating work activities so that the work is completed effectively and efficiently with and through other people." Based on several expert opinions regarding management, it can be shown that management is a science and art that consists of various processes, namely planning, organizing, directing, and supervising human resources and other resources owned by the company so that they can work effectively and efficiently to achieve a goal.

Marketing Management

Middle Theory in this study is about marketing management. According to Kotler and Keller (2012:6) Marketing management regulates all marketing desires, therefore marketing management is very important for the company. The definition of marketing management according to Kotler and Keller (2012:6): Marketing management as the art and science of choosing target markets and achieving, maintaining, and growing customers by creating, delivering and communicating common customer value. While the definition of marketing management according to Tjiptono (2014:2): Marketing management is a total system of business activities designed to plan, price, and distribute products, services and ideas that can satisfy the desires of the target market in order to achieve organizational goals. From the several definitions above, it can be concluded that marketing management is an art and science to choose markets and get them and maintain them which are designed to satisfy the desires of the target market.

Definition of Purchasing Decision

A purchasing decision is a process of recognizing a problem, seeking information or choosing two or more alternative products, or in other words making a purchasing decision, especially a number of steps taken by consumers before making a purchasing decision on a product (Kotler, 2016). In another definition, the purchasing decision-making process Before purchasing a product or service, consumers often make an assessment to choose the product they want to buy. The evaluation and selection used will lead to a decision. The purchasing decision-making process includes the purchasing decision-making process with alternative evaluation, stages of the purchasing decision-making process, levels of the purchasing decision-making process and factors that influence the purchasing decision process. According to Kotler (2016), there are at least five stages in the purchasing decision process that each individual goes through in making a purchase. According to Sudaryono (2016:99), defining a purchasing decision is when someone is faced with two choices, namely buying and not buying, and then he chooses to buy, then he is in a position to make a decision. When someone before buying the desired product will definitely see the product and observe it, it is not surprising that wherever they are a buyer will ask in detail the target they want to buy so that they do not regret it later when the product they get is according to what they want. Generally, someone buys a product usually after they see family, friends, even other people using or having an interesting product and what they need. Therefore, family, friends and other people can influence someone who wants to buy or have a product that they need and want.

Definition of Corporate Image

Corporate image is needed to influence the minds of customers through a combination of advertising, public relations, physical form, word of mouth, and various actual experiences regarding the use of goods and services from the company's products. Kotler & Keller (2009:403) argue that image is a collection of perceptions and beliefs held by consumers, as reflected in consumer associations or memories, which are always remembered first when hearing a slogan and embedded in the minds of consumers. Corporate image is the image of an organization as a whole, so it is not just an image of its products and services. Based on the understanding of experts, it can be concluded that image is formed based on the impression felt, knowledge and experience of the audience regarding the company. Based on several opinions, corporate image is a positive or negative reputation owned by a company based on public assessment. This research emerged because of information.

Definition of Marketing Strategy

According to Kotler as quoted by Danang Sunyoto (2014:18) marketing is "a social and managerial process by which individuals or groups obtain what they need and want through creating or exchanging products and values". According to Lesser Robert Bittle as quoted by Buchari Alma (2013:199) Strategy is "a fundamental plan to achieve company goals". Marketing strategy is making decisions in relation to marketing costs, marketing mix, marketing allocation with expected environmental conditions and competitor conditions. Marketing strategy is a series of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level, references and their allocations, especially as a company's response to the ever-changing environment and competitive conditions (Aji, Nadhila & Sanny, 2020). Marketing strategy has an important role in it, there are segmenting, targeting, and positioning that determine the success of a company in running its business in the marketing sector (Putri, 2018). According to Atmoko (2018) Strategy is the overall concept of how a company organizes itself and all activities with the aim of making the business run successfully, competing, and providing returns to shareholders. In marketing strategy there is a set of marketing tools known as the 4P marketing mix, namely product, price, place, promotion, while in marketing in the service sector there are several additional marketing tools, namely people,

process, and physical evidence (Atmoko, 2018). Based on the definition above, it can be interpreted that the marketing mix consists of controlled aspects, aiming to get the expected response from the target market. The marketing mix describes a collection of tools that can be used by management to influence sales (Kotler, 2003). Nurcholifah (2014) said that the implementation of the marketing mix can be applied in critical or dangerous conditions. The company's ability to maintain and increase sales depends entirely on the ability of management to apply the marketing mix concept.

Product

Product is considered as the core of marketing (Alipour et al., 2014; Abdelhady et al., 2019) and is the main component of the marketing mix elements. Decisions related to other marketing mix elements, such as price, distribution, and promotion, are highly dependent on the product itself (Kashani & Turpin, 1999; Abdelhady et al., 2019). Products can represent services, goods, ideas, or anything offered by a marketing organization (Kotler & Armstrong, 2016). According to Kotler & Armstrong (2010), a product is defined as anything that is offered to a market for attention, acquisition, use, or consumption and has the ability to satisfy consumer needs or wants. Consumers are those who buy and utilize the value of a company's offerings for the purpose of use or consumption, with the main objective of satisfying their needs (Indriani & Firmansyah, 2020). These consumer desires or needs are often related to product attributes, such as brand, packaging, labels, and complementary services (Kotler & Armstrong, 2016). As something produced by business owners, products are created with certain advantages designed to compete in the market. Sales success in a competitive market depends on the product's ability to meet consumer desires and needs. Kotler (2003) explains that products offered to the market must have utility and consumption value that can satisfy consumer desires or needs.

Price

According to Kotler & Keller (2016: p.67), price is one element of the marketing mix that generates revenue, while other elements generate costs. Price is also considered the most easily adjusted element in a marketing program, in contrast to product features, distribution channels, and communications that take longer to adjust. In addition, Kotler & Armstrong (2016: p.324) emphasize that price is the amount of money that must be paid by consumers to obtain a product or service, or the value exchanged to obtain benefits or ownership of the product or service. Price is also a very flexible and sensitive element (Pride & Ferrell, 2014), because it can be modified quickly to respond to market changes (Bennett, 2010). According to Hollensen (2006), price is one of the important components in the marketing mix and is the only element that generates revenue for the company (Malaval et al., 2014; Ferrell et al., 2017). The measures that characterize the price include price affordability, price suitability with product quality, price suitability with benefits obtained, and price competitiveness (Kotler & Armstrong, 2016: p.324). Price is one of the elements of the marketing mix that plays an important role. Price has a correlation value with other variables.

Place

Place, or often referred to as distribution in the marketing mix (Ivy, 2008; Firmansyah, Saepuloh, et al., 2023), refers to the method in which products, both goods and services, are distributed so that they can be used by customers (Thomas, 2008). Place is also related to the company's decision regarding the strategic location to establish a business or facility, which is very important in determining the success of product distribution (Indriani & Firmansyah, 2020). Kotler & Armstrong (2010) define place as a collection of independent organizations, which allow products or services to be available so that customers can use or consume them. This place or location refers to a place where consumers can get the desired product (Abdelhady et al., 2019).

In this case, consumers usually consider several important aspects related to location, such as accessibility, visibility, traffic, comfort, security, the surrounding environment, and the level of competition in the area. Nurcholifah (2014) said that the location of the company's operational and administrative offices has a strategic value that facilitates and facilitates the delivery of products from producers to consumers through trade transactions. The location of a business should be in a location that is easily accessible to the public. Therefore, it is important for an entrepreneur to be able to provide a strategic place so that products are easily accessible to consumers.

Promotion

Nurcholifah (2014) stated that promotion is one of the means for companies to introduce products produced by the company to the public as the target market for the product. Promotion is the process of introducing products that are marketed to the public. Promotion is the spearhead for conveying information about a product to the public. Currently, there are many media that can be used to carry out promotional actions optimally, one of which is through social media. Advertising is a form of promotion that is often used by companies to communicate their products to the target market, with the aim of influencing consumer purchasing decisions (Indriani & Firmansyah, 2020). Advertising can also be interpreted as conveying messages or information through the media to the public. According to Kotler & Armstrong (2010), promotion includes all activities carried out by companies to communicate their products to consumers, as well as persuade consumers to buy the products.

E-Catalog Concept

E-catalog is an online shopping application developed by the Government Goods or Services Procurement Policy Institute and provides various products from various communities needed by the government. The e-catalog feature provides efficiency for providers because they do not need to come directly to the location just to find information about the catalog and providers simply access the indicated page. E-catalog is one solution to minimize fraud and fraud. Many ministries still use the auction system for the procurement of goods and services. In its implementation, the auction system has several obstacles such as lack of efficiency in terms of cost, time, which can trigger fraudulent practices (Diani & Lubis, 1970). In accordance with the Utilization of E-Government, namely to increase the efficiency and effectiveness of government agencies in providing information and services, this means speeding up the process and saving costs. E-Government is the use of information technology by the government to provide information and services to its citizens. E-Government is the process of utilizing information technology to help run the government system more efficiently (Harakan et al., 2019). So the presence of this e-catalog application is expected to be able to accelerate work in the goods and services procurement policy institution in Sinjai Regency because of the efficiency of spending, procurement of goods and services can be carried out faster, users of goods have the flexibility to choose the goods needed through the e-catalog, there is healthy business competition because each provider offers prices openly and transparently (Iqbal, 2020). The government through Presidential Regulation Number 4 of 2015 concerning the Fourth Amendment to Presidential Regulation No. 54 of 2010 concerning Government Procurement of Goods/Services has begun to regulate in more depth the implementation of e-catalogs in the process of government procurement of goods/services carried out by the Government Goods/Services Procurement Policy Institution. With the enactment of the Presidential Regulation, the process of government procurement of goods/services can be carried out through the catalog. According to Presidential Regulation No. 4 of 2015, an electronic catalog or E-Catalog is an electronic information system that contains a list, type, technical specifications and prices of certain goods from various Government Goods/Services Providers. The implementation of procurement of goods/services through e-catalogs has become stronger after the issuance of Presidential

Regulation Number 16 of 2018 concerning Government Procurement of Goods/Services. Article 50 paragraph (5), states that the implementation of e-purchasing must be carried out for goods/services related to the fulfillment of national and/or strategic needs as determined by the minister, head of institution, or regional head. Therefore, for goods/services that are outside the criteria for fulfilling national and/or strategic needs, procurement of goods/services is not required to be carried out through the e-purchasing method. Therefore, the existence of this e-catalog application is based on the development of a government procurement system for goods and services which is an important part of the agenda of the transformation process to realize justice in order to build a clean and authoritative government system (good governance and clean government).

METHODS

The data analysis method used to process the data in this study is descriptive statistical analysis, data quality testing and hypothesis testing using the SPSS 25 program.

Descriptive Statistical Analysis

The average (mean), standard deviation, variance, minimum, maximum, total, range, kurtosis, and skewness (skewed distribution) of a data set can be seen using descriptive statistical analysis (Ghozali, 2018).

Data Quality Test

The quality of the data collection tools used in a study affects the quality of the data it produces. Measuring instruments that produce valid data and can be used to measure the objects being measured are called valid instruments. Validity tests and reliability tests are two ideas used to measure data quality (Ghozali, 2018).

Validity Test

The purpose of the validity test is to assess the reliability or validity of a research questionnaire. If the questions in a research questionnaire are able to describe and express something that is measured by the questionnaire, then the questionnaire is considered valid. Given this, it can be said that the validity test evaluates whether the items in our questionnaire accurately reflect the results we want to assess. If the significance value is less than 0.05, then the item is declared valid (Ghozali, 2018).

Reliability Test

A tool for evaluating surveys that function as indicators of variables or constructs is a reliability test. If the responses from these people are generally constant and stable, the questionnaire is said to be reliable (Ghozali, 2018).

Normality Test

To find out whether the regression model has a normal distribution and data distribution, a normality test is carried out. At a significance threshold of 0.05, One Sample Kolmogorov-Smirnov is used to measure the normality test (Santoso, 2010). Based on this test, the data is said to be normally distributed if the significance value is greater than 0.05 and vice versa if the significance value is less than 0.05 then the data is not normally distributed.

Multicollinearity Test

To determine whether the regression model identifies a correlation or other relationship between independent variables, a multicollinearity test is used. There should be no correlation between independent variables in a proper regression model. This test uses VIF and Tolerance

values to see whether or not there is multicollinearity. If the VIF values are less than 10 and Tolerance is more than 0.1 then the data is free from multicollinearity.

RESULTS

Test Validity

The purpose of validity testing is to assess reliability or validity. a questionnaire study. If questions in a questionnaire study capable describe And express something that is measured by the questionnaire, then questionnaire the considered valid. Remember matter This, can it is said that the validity test evaluates whether the items in our questionnaire in a way accurately reflects results Which want to we assess. If the calculated r value or person correlation is more than 0.235 then the item is declared valid (Ghozali, 2018). The following are the results of the validity test on this research instrument:

Table 1.Validity Test Results

Variables	Item	r count	r table	Information
Corporate Image (X1)	XI1	0.834	0.235	Valid
	XI2	0.834	0.235	Valid
	XI3	0.649	0.235	Valid
	XI4	0.649	0.235	Valid
	XI5	0.834	0.235	Valid
	XI6	0.579	0.235	Valid
	XI7	0.834	0.235	Valid
	XI8	0.579	0.235	Valid
	XI9	0.272	0.235	Valid
	XI10	0.390	0.235	Valid
Marketing Strategy (X2)	XII1	0.512	0.235	Valid
	XII2	0.657	0.235	Valid
	XII3	0.657	0.235	Valid
	XII4	0.311	0.235	Valid
	XII5	0.309	0.235	Valid
	XII6	0.258	0.235	Valid
	XII7	0.280	0.235	Valid
	XII8	0.398	0.235	Valid
	XII9	0.544	0.235	Valid
	XII10	0.350	0.235	Valid
	XII11	0.289	0.235	Valid
	XII12	0.454	0.235	Valid
	XII13	0.544	0.235	Valid
	XII14	0.454	0.235	Valid
Purchase Decision (Y)	Y1	0.636	0.235	Valid
	Y2	0.664	0.235	Valid
	Y3	0.438	0.235	Valid
	Y4	0.664	0.235	Valid
	Y5	0.438	0.235	Valid

Source: Research Results 2024

Based on the results of the validity test on this research instrument, all items in the variables of Corporate Image (X1), Marketing Strategy (X2), and Purchasing Decision (Y) have a calculated r value (Pearson correlation above 0.235, which means that all items are declared valid (Ghozali, 2018). This shows that the instrument used to measure each of these variables meets the validity criteria and can be relied on to continue further analysis. This validity indicates that the items in the research instrument are able to accurately measure the concepts referred to in the variables being tested.

Tool For evaluate survey that works as indicator variable or construct is a test reliability. If the response from people the generally constant And stable, questionnaire it is said reliable (Ghozali, 2018). The following are the results of the Cronbach alpha test in this study:

Table 2 Reliability Test Results

Variables	Number of Questions	Cronbach's Alpha	Minimum Limit	Information
Corporate Image (X1)	10	0.802	0.600	Reliable
Marketing Strategy (X2)	14	0.671	0.600	Reliable
Purchase Decision (Y)	5	0.716	0.600	Reliable

Source: Research Results 2024

Based on the results of the reliability test using Cronbach's Alpha in this study, all variables showed values above the minimum limit of 0.600, which means that all variables, namely Corporate Image (X1), Marketing Strategy (X2), and Purchasing Decision (Y), were declared reliable (Ghozali, 2018). The Cronbach's Alpha value for each variable is 0.802 for Corporate Image, 0.671 for Marketing Strategy, and 0.716 for Purchasing Decision. This indicates that the research instrument has good internal consistency, so that the responses given by respondents are stable and reliable for further measurement.

Test Normality

For know whether model regression own distribution And normal data distribution, then a normality test is carried out. threshold significance 0.05, One Sample Kolmogorov-Smirnov used For measure test normality (Santoso, 2010). Based on this test, the data is said to be normally distributed if the value significance more big from 0.05 And on the contrary If mark significance not enough from 0.05 then data is not normally distributed . After the data was processed, the following results were obtained:

Table 3. Normality Test

Sig. (2-tailed)	Minimum Limit	Information
0.069	0.05	Normal

Source: Research Results 2024

Based on the results of the normality test in this study, the significance value obtained was 0.069, which is greater than the minimum limit of 0.05. Thus, the data is declared normally distributed. This shows that the data used in this study meets the assumption of normality, which is an important requirement in several statistical analysis methods, such as linear regression, to produce accurate and valid estimates.

Test Multicollinearity

To determine whether the regression model identifies a correlation or connection other between variable independent so test multicollinearity is used. It should be No there is a correlation between variable independent in model regression Which worthy. Test This use mark

VIF And Tolerance For see There is or whether or not there is multicollinearity. If the VIF values are less than 10 and Tolerance more than 0.1 so data free from multicollinearity. The following are the results of the Multicollinearity test in the study:

Table 4. Multicollinearity Test Results

Variables	VIF		Tolerance		Caption
	Mark	Maximum Limit	Mark	Minimum Limit	
Corporate Image (X1)	1,093	10	0.975	0.915	Free
Marketing Strategy (X2)	1,093	10	0.988	0.915	Free

Source: Research Results 2024

Regression Test Results

This study uses a multiple regression model because this study was conducted to determine the effect of several independent variables with one dependent variable, and also to describe the value of the dependent variable if the value of the independent variable increases and decreases, and to determine the direction of the relationship between the influence of the independent variable on the dependent variable. The following are the results of the regression test of this study:

Multiple Regression Test

Table 5. Multiple Regression Test Results and t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.572	.581		.984	.329
	Corporate Image (X1)	.397	.087	.435	4,573	.000
	Marketing Strategy (X2)	.483	.122	.377	3.962	.000

Based on the regression results presented in the table, the following is a linear regression equation that can be formed:

$$Y=0.572+0.397X1+0.483X2$$

Where:

Y = Purchase Decision (dependent variable)

X1= Corporate Image (independent variable)

X2= Marketing Strategy (independent variable)

Constant (intercept) = 0.572

Coefficient X1 (Corporate Image) = 0.397

X2 Coefficient (Marketing Strategy) = 0.483

The following is an interpretation of the results of the multiple regression test and t-test in this study:

The Influence of Corporate Image (X1) on Purchasing Decisions (Y)

Based on the regression results, the Corporate Image coefficient (X1) is 0.397, which means that every one unit increase in the corporate image variable will increase purchasing decisions by 0.397 units, assuming other variables remain constant. The significance value obtained is 0.000, which indicates that the influence of Corporate Image on Purchasing Decisions is very significant. A positive corporate image has a strong impact on increasing purchasing decisions by OPD. In the context of PT Kreatif Niaga Mandiri, a good corporate image affects the trust and loyalty of OPD in making purchases through e-catalogs.

Influence of Marketing Strategy (X2) on Purchasing Decisions (Y)

The regression coefficient for the Marketing Strategy variable (X2) is 0.483, which indicates that every one unit increase in marketing strategy will increase purchasing decisions by 0.483 units. This influence is greater than the influence of corporate image. A significance value of 0.000 indicates that marketing strategy has very significant influence on purchasing decisions. This confirms that effective marketing strategies, such as delivering the right message, relevant promotions, and attractive offers, are able to encourage OPDs to make purchasing decisions faster and more certainly. Marketing strategies act as one of one determining factor in purchasing decision making through e-catalog at PT Kreatif Niaga Mandiri. These two variables indicate that both corporate image and marketing strategy are equally important in influencing purchasing decisions, but marketing strategy has a stronger influence in the context of this study.

Simultaneous F Test

Table 6. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,065	2	1,533	25,801	.000 ^b
	Residual	4.099	69	.059		
	Total	7.164	71			

Based on the results of the F test presented in the table, the F value obtained is 25.801 with a significance level of 0.000. This significance value is much smaller than the critical limit of 0.05, so it can be concluded that the regression model used in this study as a whole is significant. This means that the independent variables Corporate Image (X1) and Marketing Strategy (X2) together have a significant effect on the dependent variable Purchase Decision (Y). This F test aims to test whether the regression model involving more than one independent variable (Corporate Image and Marketing Strategy) has a significant influence on the dependent variable (Purchase Decision). With an F value of 25.801 and a significance value of 0.000, these results indicate that both independent variables simultaneously have a real contribution to changes in Purchase Decisions. In other words, this regression model is quite good at predicting purchase decisions, and Corporate Image and Marketing Strategy together have a significant influence.

Coefficient of Determination Test

Table 7. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.411	.24373

These results indicate that the regression model used is quite good in explaining the relationship between Corporate Image and Marketing Strategy on Purchasing Decisions. Although only 42.8% of the purchasing decision variables can be explained by these two independent variables, this value is already adequate in the context of social research. This indicates that both variables have a significant influence, but there are other factors that also contribute to purchasing decisions that are not examined in this model.

Hypothesis Testing

Based on the results of multiple regression analysis in this study, the following are the results of the proposed hypothesis:

1. H1: The Influence of Corporate Image on Purchasing Decisions
The regression results show that Corporate Image (X1) has a coefficient of 0.397 and a significance value of 0.000. Because the significance value is less than 0.05, it can be concluded that H1 is accepted, which means that there is a significant influence between corporate image and purchasing decisions for goods and services through e-catalogs at PT Kreatif Niaga Mandiri. Any improvement in corporate image will significantly increase purchasing decisions.
2. H2: The Influence of Marketing Strategy on Purchasing Decisions Coefficient
regression for Marketing Strategy (X2) is 0.483 with a significance value of 0.000. Since this significance value is also smaller than 0.05, H2 is accepted, which means that marketing strategy significantly influences purchasing decisions of goods and services through e-catalogs. An effective marketing strategy plays a major role in improving purchasing decisions.
3. H3: The Influence of Corporate Image and Marketing Strategy Together on Purchasing Decisions
The F test produces an F value of 25,801 with a significance value of 0.000. Because this significance value is smaller than 0.05, H3 is accepted, which means that there is a significant influence between corporate image and marketing strategy simultaneously on purchasing decisions for goods and services through e-catalogs at PT Kreatif Niaga Mandiri. This regression model as a whole is able to explain most of the variations in purchasing decisions, although there are still other influencing factors.
4. Thus, all three hypotheses in this study are proven, and both corporate image and marketing strategy have a significant influence on purchasing decisions.

DISCUSSION

The Influence of Corporate Image on Purchasing Decisions

Based on the results of the regression test, the coefficient of the Corporate Image variable (X1) of 0.397 indicates that corporate image has a positive and significant influence on

purchasing decisions for goods and services through the local e-catalog at PT Kreatif Niaga Mandiri, with a significance value of 0.000 which is far below 0.05. This means that the better the corporate image, the higher the tendency of OPD (Regional Apparatus Organizations) to make purchases through the e-catalog. This finding is in line with the Corporate Image theory put forward by Kotler and Keller (2016), which states that a positive corporate image can form a good perception in the minds of consumers, thereby increasing their trust and loyalty. In the context of e-catalogs, OPDs as consumers are more likely to choose service or goods providers that have a good reputation, because they consider the company more credible and reliable. In addition, previous research conducted by Sukmawati et al. (2022) found that corporate image plays an important role in increasing purchasing decisions in the public sector. The study concluded that companies that are able to build a good image in the eyes of customers, either through transparency, business ethics, or service quality, are more successful in increasing sales. The results of this study are supported by research conducted by Cretu and Brodie (2007). Corporate image has a strong influence on purchasing decisions. Brand image is able to provide a more specific influence on customer perceptions of product quality, while corporate image has a broad influence on customer value perceptions and customer loyalty. Other results that support this finding are studies conducted by Tat Keh and Yi Xie (2009) which show that corporate image has a positive influence on customer trust and customer identification. Customer commitment mediates the relationship between the two relational constructs of customer trust and customer identification and behavioral intentions. The main determinants between corporate image and customer purchase intentions and willingness to pay premium prices. According to Nguyen and Leblanc (2001) in today's competitive environment, corporate reputation and corporate image are recognized as having the potential to impact customer loyalty to the company. The level of customer loyalty tends to be higher when the perception of corporate reputation and corporate image is very favorable. In addition, the addition of interactions between the two constructs contributes to further explaining customer loyalty.

The Influence of Marketing Strategy on Purchasing Decisions

The results of the regression test show that Marketing Strategy (X2) has a coefficient of 0.483 with a significance value of 0.000, which means that this variable has a stronger influence than corporate image in influencing purchasing decisions. Effective marketing strategies, such as offering products that suit OPD needs, relevant promotions, and good communication, have been shown to increase purchasing decisions through e-catalogs. This finding is in accordance with Philip Kotler's Marketing Strategy theory (2017), which states that a well-designed marketing strategy, especially one that focuses on proper market segmentation and meeting consumer needs, can influence purchasing decisions. In this context, PT Kreatif Niaga Mandiri has implemented a marketing strategy that includes offering products tailored to OPD needs, using digital platforms for promotions, and providing special discounts for purchases through e-catalogs. Previous research by Haryanto (2021) also supports this finding, where the right marketing strategy has been shown to increase sales in the service-based business sector. Haryanto emphasized that consumers are more likely to make purchasing decisions when the company's marketing strategy can communicate the benefits of the product clearly and convincingly. According to marketing theory, marketing strategy aims to create value for customers and build profitable relationships with them (Kotler & Armstrong, 2016). In this context, E-Catalog acts as a strategic platform that allows companies to expand the reach of product marketing, both locally and nationally. Based on data obtained from the field, PT Kreatif Niaga Mandiri has utilized the local E-Catalog to market various products, which has contributed to the growth of the number of loyal customers to 60 consumers in various regions in Bengkulu Province. In line with previous research conducted by Dimas Hendika Wibowo (2017), a marketing strategy that involves selling quality products at competitive prices can increase consumer interest and sales volume. This can also be seen in the data on the increase in the

number of products displayed in the E-Catalog, which shows a significant increase at the national level, from 3,031,736 products in the period August 2022 - July 2023 to 5,512,714 products in August 2023 - July 2024. In Bengkulu Province, this increase is also reflected in the number of products displayed in the Local E-Catalog, which increased from 18,209 to 21,435 products in the same period. The Role of E-Catalog in Supporting Local Product Marketing LKPP Regulation Number 9 of 2021 explains that the E-Catalog is an electronic platform that contains a list of products, technical specifications, and prices of goods or services that are available digitally for the purposes of government procurement of goods and services.

Simultaneous Influence of Corporate Image and Marketing Strategy on Purchasing Decisions

The results of the F test show that simultaneously, Corporate Image and Marketing Strategy have a significant effect on Purchasing Decisions with an F value of 25.801 and a significance level of 0.000. This indicates that both variables together significantly influence purchasing decisions, and the regression model used can adequately explain variations in purchasing decisions. According to the Multiple Influence Theory, consumer decisions are not only influenced by one factor, but by various interrelated factors. In this case, a good corporate image and the right marketing strategy complement each other in influencing OPD purchasing decisions. When a company has a positive image and is supported by an effective marketing strategy, consumers will feel more confident in making purchasing decisions. Previous research by Putra et al. (2020) showed similar results, where corporate image and marketing strategy simultaneously had a significant effect on purchasing decisions in the public service market. Putra emphasized the importance of companies maintaining a balance between a good reputation and innovative marketing strategies to achieve optimal results. The simultaneous influence of corporate image and marketing strategy on purchasing decisions in the context of e-catalogs, especially at PT Kreatif Niaga Mandiri, has important relevance in today's digital business ecosystem. E-catalogs as a digital platform for procurement of goods require a good corporate image in order to be trusted by Regional Apparatus Organizations (OPD) in making purchasing decisions. Previous research supports that corporate image plays a significant role in increasing buyer trust in products offered digitally.

CONCLUSION

Based on the formulation of the problems that have been proposed, the conclusions of this study can be conveyed as follows:

1. The Influence of Corporate Image on Purchasing Decisions: The study shows that corporate image has a significant influence on purchasing decisions for goods and services via local e-catalogs at PT Kreatif Niaga Mandiri. A positive image increases the trust and interest of OPDs to make purchases, indicating the importance of a good reputation and perception of the company in influencing purchasing decisions.
2. The Influence of Marketing Strategy on Purchasing Decisions: The results of the study also indicate that marketing strategy has a significant influence on purchasing decisions for goods and services via local e-catalogs. The implementation of effective marketing strategies, including appropriate promotions and communications, can attract consumers' attention and increase their likelihood of making a purchase.
3. The Simultaneous Influence of Corporate Image and Marketing Strategy: This study found that corporate image and marketing strategy together have a significant influence on purchasing decisions for goods and services via local e-catalogs at PT Kreatif Niaga Mandiri. The combination of these two variables creates a synergy that strengthens purchasing decisions, emphasizing the importance of image management and the implementation of integrated marketing strategies in increasing sales.

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