



**THE INFLUENCE OF BRAND IMAGE AND PRODUCT VARIATION ON
CONSUMER BUYING INTEREST OF GEPREK BENSU (CASE STUDY IN
GORONTALO CITY)**

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Abstract

This study aims to determine whether brand image and product variety influence consumer purchasing interest at Geprek Benu restaurants in Gorontalo City. This research method uses a quantitative approach with three variables, namely brand image (X1), product variety (X2), and purchasing interest (Y). The sample used in this study amounted to 96 respondents, who had never made a purchase at Geprek Benu in Gorontalo City and were the general public of Gorontalo City and students of Gorontalo State University. The sampling technique used was purposive sampling. Data analysis used was descriptive analysis and multiple linear regression analysis. The results showed that brand image had a positive and significant effect on purchasing interest, indicated by a regression coefficient value of 0.551. Product variety also had a positive and significant effect on purchasing interest with a coefficient value of 0.345. Simultaneously, brand image and product variety had a significant effect on consumer purchasing interest. This was indicated by the results of the multiple linear regression test with an F-value of 147.696 and a significance of 0.001. These findings reflect that strengthening brand image and providing product variations that suit consumer preferences can increase purchasing interest, especially among the younger generation.

Keywords: Brand Image, Product Variety, Purchase Interest



INTRODUCTION

In an increasingly competitive business world, companies are required to continuously improve the effectiveness of their marketing strategies to attract consumer attention and generate purchasing decisions. One important indicator of a successful marketing strategy is consumer purchase intention, which is a measure of a consumer's propensity to make a purchase. A stronger purchase intention indicates a greater desire to purchase the product. Purchase intention is a consumer's plan to purchase a particular product after careful consideration. This plan reflects consumer behavior influenced by specific experiences, needs, and desires for a product. (Wardhana, 2024) Therefore, understanding the factors that influence purchasing interest is crucial for companies in developing relevant and targeted marketing approaches.

Brand image is a consumer's perception of a brand, shaped by experience, reputation, quality, and marketing communications. Brands with a positive image are more easily trusted and remembered, thus increasing consumers' desire to try and purchase the product. (Kotler & Keller, 2016), a strong brand image can increase consumer loyalty, competitive advantage, and purchasing interest.

Meanwhile, product variety is a crucial factor influencing consumer purchasing interest. Modern consumers want products that meet their individual needs and preferences. Adequate product variety can increase satisfaction, create the perception that a company cares about consumer desires, expand market reach, and trigger repeat purchases due to curiosity or satisfaction with the available options.

Consumer purchase intention arises from a combination of their perceptions, attitudes, and preferences toward a brand or product. When a brand image is positively embedded in consumers' minds and supported by an attractive product variety, the urge or desire to purchase a product increases. This is an important factor to study, particularly for fast food brands like Geprek Benu.

Geprek Benu is a nationally recognized fast food brand that also has a presence in Gorontalo City. This brand is synonymous with its fried chicken (chicken geprek) served in various flavors and spiciness levels. While its popularity is widespread nationally, this does not necessarily reflect the level of consumer loyalty locally. Gorontalo City itself is dominated by young consumers, particularly students. Therefore, a study is needed to determine public perception of Geprek Benu's brand image and product range, and to what extent these two factors influence purchasing intention. Fierce competition from local geprek



chicken restaurants in Gorontalo City has caused Ayam Geprek Benu to experience a decline in customer numbers. The following table shows the monthly decline in customers.

Table1.
Total Sales of Geprek Benu in Gorontalo City Decline

Information	Total Sales
November 2024	517 portions
December 2024	310 servings
January 2025	140 portions

Source: Interview Results with the Supervisor of Geprek Benu, Gorontalo City (2025)

Several factors contributing to the decline in consumer interest at Geprek Benu include numerous competitors offering lower prices and an incomplete menu. This requires evaluation and improvement by Geprek Benu to regain customers and maintain its position in the geprek chicken market in Gorontalo City.

The urgency of this research lies not only in its study of consumer behavior but also in its contribution to providing strategic implications for business development, particularly at the local level. In the fast-paced and competitive digital era, consumer decision-making patterns are undergoing significant changes and cannot always be predicted conventionally. Therefore, companies need to identify the key factors influencing purchasing intention in order to design more effective marketing strategies tailored to the needs of their target markets.

The title of this research was chosen based on the topic's relevance to the dynamics of current marketing strategies, particularly in the highly competitive fast-food industry. Brand image plays a crucial role in shaping consumer perceptions of a product's quality, trustworthiness, and reputation, while product variety plays a key role. It becomes an important aspect because modern consumers show diverse preferences and tend to want flexible choices.

Geprek Benu as one of the national fast food brands that has opened a branch in Gorontalo City is an interesting object to research, considering its popularity at the national level is not necessarily... ensuring local consumer loyalty, especially if perceptions of the brand image and product range do not align with local market needs and expectations. This study aims to determine consumers' perceptions of Geprek Benu's brand image and product range in Gorontalo City and their influence on purchasing intention.



LITERATURE REVIEW

Brand Image

Brand image is a mental image of a brand formed in the minds of consumers. (Tamindael & Ruslim, 2021) Brand image is a consumer's perception of a brand, formed from associations in the consumer's mind. This brand image is formed from the accumulation of consumer perceptions of a brand from various sources. Consumers tend to choose brands with a positive image because they are perceived to provide better added value. (Firmansyah, 2019), there are several indicators of brand image:

- a. Corporate Image is the consumer's perception of a company's reputation, credibility, and service.
- b. User Image describes consumer perceptions of product users, related to personality, lifestyle, and social status.
- c. Product Image is related to the attributes, benefits, services, and quality of the product.

Product Variations

Product variety is a collection of unique items within a brand or product line that can be differentiated by size, price, appearance, or other characteristics. Product variety allows consumers to evaluate, differentiate, and select options that best suit their needs. Product variety also refers to the variety of goods available for purchase by customers, encompassing visible and observable differences (Koto & Saputra, 2025).

According to Benson quoted in (Indrasari, 2019) Product variations can be identified through a number of specific indicators, namely: variations in product size, variations in product type, variations in product materials, variations in product design, and variations in product quality.

Purchase Interest

Purchase intention is an important stage in the purchasing decision-making process, where consumers choose and consider several brands before making a purchase on their most preferred option (Rokhmawati et al., 2022). Purchase interest arises when consumers are influenced by the products they see and then develop a desire to own them. This purchase interest is closely related to consumer needs and can be influenced by factors such as accessible location and affordable price. (Tania et al., 2022).

According to Ferdinand in (Kurniawan, 2020), purchasing interest can be identified through four indicators: transactional interest, referential interest, preferential interest, and exploratory interest.



RESEARCH METHOD

This study uses a quantitative approach with a causal associative research type, which aims to determine the influence of brand image and product variations on consumer purchasing interest in Geprek Bensu in Gorontalo City. Primary data was obtained through distributing questionnaires to respondents, supported by secondary data from relevant literature and documents. The study population was the people of Gorontalo City and students at Gorontalo State University who had never purchased Geprek Bensu, with a sample size of 96 respondents selected using a purposive sampling technique.

Data analysis was conducted using two approaches. Descriptive analysis was used to describe the respondent profile and distribution of responses, while multiple linear regression analysis was used to examine the influence of brand image and product variety on purchase intention, both partially and simultaneously. Validity and reliability tests were conducted to ensure the quality of the instrument, and classical assumption tests were applied to ensure the feasibility of the regression model.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Validity testing is an assessment process to determine whether a questionnaire can measure what it should measure accurately. (Janna & Herianto, 2021) The test results showed that all items had a calculated r value greater than the r -table (0.361) with a total of 96 respondents. This indicates that all questionnaire items are valid and suitable for use in measuring each research variable.

Reliability testing aims to determine whether the data generated by an instrument is reliable and has high consistency. (Darma Budi, 2021). The reliability testing of all variables in this study is reliable because Cronbach's Alpha is greater than the significance level used, namely 0.70. Therefore, the research variables can be declared reliable.

Normality Test

The normality test aims to ensure that the residual values in the regression model are normally distributed. A good regression model should have normally distributed residual values. (Mardiatmoko, 2020). Based on the results of the normality test in this study, a significance value of 0.084 was obtained. It can be concluded that this value is significant because it is greater than 0.05, or $0.084 > 0.05$. This indicates that the residual values are normally distributed.



Multicollinearity Test

Based on the results of the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in this regression model. For the brand image variable, the tolerance value is 0.216 (greater than 0.10) and the VIF value is 4.626 (less than 5). The same value is also found for the product variation variable, with a tolerance of 0.216 and a VIF of 4.626. Since all tolerance values are above 0.10 and the VIF value is below 5, it can be concluded that the two independent variables in this model do not have a multicollinear relationship and the model is suitable for further analysis.

Heteroscedasticity Test

The analysis results show that the significance value for the brand image variable is 0.146 and for the product variation variable is 0.562. Both have values greater than 0.05, indicating that there is no significant effect on the absolute value of the residual. Thus, the results of this heteroscedasticity test indicate that all independent variables have significance values above 0.05. Therefore, it can be concluded that the regression model does not experience heteroscedasticity problems, thus fulfilling the classical assumptions required in regression analysis.

Table 2.
Multiple Linear Regression Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	T	Sig.
(Constant)	-3,066	3,391	-	-0.904	0.368
Brand Image	0.843	0.167	0.551	5,052	<0.001
Product Variation	0.312	0.098	0.345	3.165	0.002

Processed Research Data Source (2025).

The results of the multiple linear regression test indicate that brand image and product variety have a positive influence on consumer purchase intention. This is indicated by the standardized beta coefficient values for brand image of 0.551 and product variety of 0.345. This means that every increase in the perception of brand image and product variety will be followed by an increase in consumer purchase intention. Therefore, the more positive the brand image and the more diverse the product offered, the higher the consumer purchase intention for Geprek Bensu products will also be.



Coefficient of Determination Test

Table 3.
Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.872	0.761	0.755	7,954

Processed Research Data Source (2025).

The analysis results in Table 3 show that the adjusted coefficient of determination (R Square) is 0.761, or 76.1%. This means that 76.1% of the variation in purchase intention can be explained by brand image and product variety. The remaining 23.9% is influenced by other factors not included in this study.

t-Test (Partial)

a) The Influence of Brand Image on Purchase Interest

The results of the analysis show that brand image has a positive and significant effect on purchase intention, with a regression coefficient of 0.843, a t-count of 5.052, and a significance level of 0.001 (<0.05). Since the t-count > t-table (5.052 > 1.985), the hypothesis H₁, which states that brand image has a significant effect on purchase intention, is accepted.

b) The Influence of Product Variety on Purchase Interest

Product variation also has a positive and significant effect on purchase intention, with a regression coefficient of 0.312, a t-count of 3.165, and a significance level of 0.002 (<0.05). Since the t-count > t-table (3.165 > 1.985), the hypothesis H₂, which states that product variation has a significant effect on purchase intention, is accepted.

F Test (Simultaneous)

The results of the analysis show that the Sig. value of 0.001 is smaller than the p-value of 0.05, which means that the independent variables (brand image and product variety) have a significant effect simultaneously on purchasing interest. In addition, based on the degrees of freedom of the numerator (df1 = 2) and denominator (df2 = 93), the F table value is 3.094. Thus, because the significance value is <0.05 and the calculated F > F table (147.696 > 3.094), it can be concluded that the brand image and product variety variables simultaneously have a significant effect on consumer purchasing interest at the Geprek Benu restaurant in Gorontalo City. These results support the hypothesis H₃, which states that brand image and product variety simultaneously have a significant effect on consumer purchasing interest.



Discussion

a) The Influence of Brand Image on Purchase Interest

The first hypothesis (H1), which states that brand image has a positive and significant effect on consumer purchasing interest in Geprek Benu in Gorontalo City, is accepted. This finding is supported by the demographic characteristics of respondents, who were mostly aged 16–25 years (95.8%) and were students (87.5%), a group that tends to be responsive to brand image and influenced by trends and social perceptions. Their perception of Geprek Benu's reputation is also relatively high, as indicated by an index score of 442 for the statement "Geprek Benu has a good reputation." The company's image indicator is the main factor driving the formation of purchasing interest, especially among young consumers. Marketing communication strategies through social media and product packaging also strengthen the brand image in the eyes of consumers.

This result is in line with research (Sholichah & Mardikaningsih, 2024) which states that brand image has a significant influence on purchasing interest and contributes to building consumer trust and loyalty. However, this differs from the findings (Lestari et al., 2019) which states that brand image has no significant effect on purchase intention, possibly due to differences in perceptions of product competitiveness. Based on consumer behavior theory, a strong brand image can shape positive perceptions, build trust, and differentiate a product from competitors. In the context of Geprek Benu, the influence of brand image is strengthened by national reputation and association with public figures such as Ruben Onsu, as well as consistent quality and service. Therefore, brand image is a strategic element in increasing consumer purchase intention.

b) The Influence of Product Variety on Purchase Interest

The second hypothesis (H2), which states that product variety has a positive and significant effect on purchase intention, is accepted. Although the effect is not as large as brand image, product variety still contributes to increasing consumer purchase intention of Geprek Benu in Gorontalo City. The majority of respondents from the younger age group showed a high preference for product flexibility, as indicated by the statement "Ayam Geprek Benu is available in various sizes to suit my needs," which obtained the highest index of 466. This indicates that young consumers value the diversity of portion choices, because it is directly related to consumption needs and purchasing power, especially for students.



Product variety is understood as a form of adaptation to the dynamics of market preferences. Consumers tend to be more attracted to products that offer multiple alternatives because this creates a higher perceived value and increases satisfaction. This finding aligns with research.(Cahyarani et al., 2024), which states that menu diversity and portion sizes have a significant influence on purchase intention, especially among young and urban consumers. Based on the Theory of Consumer Behavior, product variety plays a crucial role in the alternative evaluation stage, where diverse product choices can attract consumers' attention and encourage them to consider purchasing. Therefore, product variety not only increases brand awareness but also becomes a strategic element in shaping consumer purchase intention.

c) The Influence of Brand Image and Product Variety on Purchase Interest

The third hypothesis (H3), which states that brand image and product variety simultaneously have a positive and significant effect on consumer purchase intention, is accepted. This finding is supported by the characteristics of the majority of respondents aged 16–25 years (95.8%) and students (87.5%), a group known to be responsive to trends and brand identity. High purchase intention is also reflected in the index of 473 for the statement “I want to try Geprek Benu because I want to see if I like it,” which indicates exploratory interest, a desire to try new products based on curiosity. This means that Geprek Benu has succeeded in building brand awareness and interest among the younger generation, especially potential consumers who have never made a purchase.

This result is in line with research(Sholichah & Mardikaningsih, 2024), which states that brand image and product variety have a significant influence on purchasing interest. Although other studies(Cahyarani et al., 2024)stated that brand image is insignificant, but product variety plays a significant role. In the context of marketing management, Geprek Benu's success is evident in its integrated strategy of branding and product variety. The brand's association with public figures, consistent visual branding, and national reputation strengthen the brand's image, while product variety provides flexibility and added value for consumers. Based on consumer behavior theory, these two factors play a crucial role in shaping perceptions, building trust, and meeting consumer preferences, thus creating sustained purchasing interest in a competitive market.



CONCLUSION

Based on the results of the research conducted on the Influence of Brand Image and Product Variety on Consumer Purchase Intention of Geprek Benu in Gorontalo City, it can be concluded that brand image has a positive and significant effect on consumer purchase intention of Geprek Benu in Gorontalo City. Consumers who have a positive perception of brand image in terms of reputation, quality, and trust tend to have a higher desire to purchase the product. The regression coefficient value shows that brand image is a dominant factor in influencing purchase intention. Product variety also has a positive and significant effect on purchase intention, although the effect is smaller than brand image. Menu diversity and flexibility in portion choices are considered important by consumers, especially young respondents who are the majority in this study. This indicates that product variety remains an important strategy to attract and maintain consumer interest. Simultaneously, brand image and product variety have a significant influence on purchase intention. The combination of these two variables explains most of the variation in consumer purchase intention. This means that efforts to strengthen brand perception and expand product choices can increase consumer desire to purchase, especially for those who have never tried the product before.

Based on the conclusions obtained, the following are the implications of this research: For Geprek Benu management, it is recommended to continue maintaining and improving its brand image through consistent product quality, friendly service, and effective marketing communications. This is crucial for building consumer trust and loyalty, especially among students and young people. Product variations need to be continuously developed, both in terms of new menus, spiciness levels, and portion sizes to suit local consumer needs. Providing flexible options will help attract new consumers and increase customer satisfaction. For further research, it is recommended to add other variables such as price, promotions, or location as factors that also have the potential to influence purchasing intention, to obtain a more comprehensive picture of consumer behavior.

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