

Abstract

At the beginning of 2020, all countries in the world were hit by an outbreak of the coronavirus or COVID-19 which greatly affected people's lives and caused a lot of panic and losses. One of them was Indonesia, which suffered losses, in various industrial sectors including the culinary business experiencing disruptions such as the supply of raw materials, product demand, labor shortages, and business uncertainty. Currently in Indonesia, many fast-food restaurants have been affected by COVID-19, one of which is the Pizza Hut fast-food restaurant. The purpose of this study was to find out whether the method used by the Pizza Hut company was successful in increasing revenue during the pandemic period since the beginning of 2020. This study also aims to determine the effect of promotion and brand image on consumer purchasing decisions for Pizza Hut Jabodetabek during the COVID-19 pandemic. 19. Sampling was done by non-probability sampling method with purposive sampling type, converting ordinal data into interval data using MSI (Method Success Interval), Data analysis techniques used by researchers are validity and reliability tests, descriptive analysis, classical assumption test, multiple linear regression analysis, partial hypothesis test (t), simultaneous hypothesis test (F) and coefficient of determination. The sample used in this study was 400 respondents. While the analytical tool was used with the help of SPSS version 22. Based on the results of research from the descriptive analysis shows that the variables Promotion (X1), Brand Image (X2), and Purchase Decision (Y) are in the good category. The results of the research based on descriptive analysis for the promotion variable were in the good category of 82.35%, the brand image variable was in the good category of 85.5%, and the purchasing decision variable was in the good category of 82.74%. Promotion, Brand Image has an influence on the dependent variable, namely Purchase Decision by 65.3% and by 34.7%, indicating that it is influenced not examined in this study.

Keywords: Marketing, Promotion, Brand Image, Purchase Decision