

# THE EFFECT OF ADVERTISING ATTRACTION, BRAND IMAGE AND PRICE ON THE PURCHASE DECISION OF INDOMIE INSTANT NOODLES IN STUDENTS OF THE FACULTY OF TEACHING AND EDUCATIONAL SCIENCES

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## ABSTRACT

This research intends to see how the influence of Advertising Attractiveness, Brand Image and Price in Purchase Decisions of Indomie Instant Noodles in Teaching and Education Faculty Students. This study used the SPSS version 22 application. In this study, the population used was all 75 students of the Teaching and Education Faculty, in the questionnaire distribution technique (questionnaire). The method used in the research is a quantitative approach. In this study, data testing was carried out, namely the validity test, the reliability test in Alpha Crobach, the classical assumption test and multiple linear regression analysis to provide evidence for the research hypothesis. Obtaining analysis provides evidence that Advertising Attractiveness has a significant influence on Purchasing Policy,

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## 1. INTRODUCTION

Indomie is known for having a variety of flavors, ranging from the taste of each region in Indonesia, the original taste, the taste of soto, the taste of chicken onions, and the taste of chicken broth. No wonder Indomie has become a part of people's hearts. The jargon created by Indofood is "Indomie Seleraku". Advertising attractiveness according to [1] is that products in advertising receive support. Advertising is something that moves people, talks about their wants or needs and generates interest. According to Kenneth and Donald [2] Brand Image reflects the feelings consumers and businesses have about the entire organization as well as individual products or product lines. According to Kotler [3], price is the amount of money charged for a particular product. According to Kotler and Armstrong [4] "Purchasing decisions are decision processes in which consumers actually decide to buy one product among various alternative choices". Purchasing decisions are one of the consumer behaviors that arise towards a product or service offered or desired by a consumer [5].

Table 1. Top Brand Indexs of Instant Noodles in Bag Packaging (MIDKB)

Brands	TBI 2019	Information
Indomie	71.7%	TOP
Delicious Noodles	17.6%	TOP
Supermi	3.7%	
Sarimi	3.3%	

Source: Top Brand Indexs 2019, <https://www.topbrand-award.com>

Based on the data in the table, Indomie is in first place with 71.7% followed by Mie Sedap in second with 17.6%, then Supermi is in third place with 3.7% and Sarimi is in fourth place with 3.3%. Indomie is the most popular product in Indonesia and dominates the market share. Indomie Instant Noodles in Bag Packaging (MIDKB) are liked by all ages. One of those who like it is the Teacher Training and Education Faculty students. Besides the delicious taste and practical presentation, the price is also affordable. Noodles with gravy and fried variants that have a soft texture, delicious taste and various flavors.

The Conceptual Framework determines the logical link between theoretical underpinnings and empirical research. The study uses a quantitative technique which allows for many interpretations. The

quantitative method is a research technique used to carry out research on a population or a certain part of a population in order to carry out the process of testing a hypothesis [6].

In accordance with the review of the theoretical basis and previous research, the conceptual framework is:

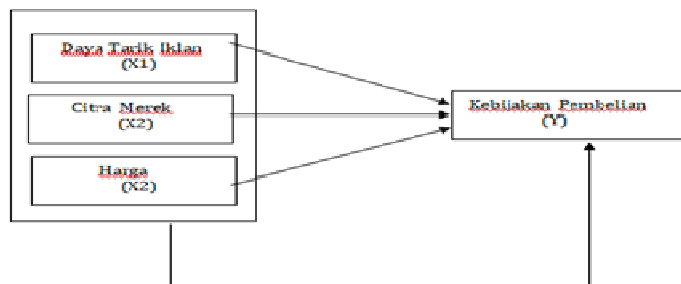


Figure 1: Conceptual Framework

## 2. METHOD

In this study, the type of research was quantitative research, the data sources for this research were interviews, distribution of questionnaires, and documentation studies. The research population to be used in this research was all students of the Indonesian Language Faculty of Education and Teacher Training during the 2022 period at Prima Indonesia University with a total population of 300 students. The sample in this study was determined by random sampling technique with the slovin formula, where the number of samples was 171 respondents.

### Coefficient of Determination (R<sup>2</sup>)

Table 2. Coefficient of Determination (R<sup>2</sup>)

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.526a	.277	.246	1.97143

a. Predictors: (Constant), Price (X3), Ad Attractiveness (X1), Brand Image (X2)

b. Dependent Variable: Purchase Decision

a. R = 0.526 that is the correlation between advertising attractiveness, brand image and price variables in high achievement variables.

b. The Coefficient of Determination (R square) value is 0.277, indicating that 27.7% of the variation in the Purchasing Policy variable (Y) can be explained by the variable Advertising Attractiveness (X1), Brand Image (X2), Price (X3). while the remaining 72.3% are other independent variables that are reluctant to be explained in the study.

### Method of Analysis

Multiple linear regression with equations, namely statistical methods to analyze research data as follows:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ . The coefficient of determination is used to determine the percentage change in the dependent variable caused by independent causes (R<sup>2</sup>). As R<sup>2</sup> grows, the percentage change in the dependent variable produced by the independent variable also increases [7]. Simultaneous test is used to identify the relationship between independent and dependent variables [8]. Simultaneous Hypothesis (F Test) H<sub>0</sub> is accepted, if the coefficient value  $t_{count} < t_{table}$  at significant  $t_{count} > 0.5$ . and H<sub>0</sub> is rejected, if the coefficient value  $t_{count} > t_{table}$  at significant  $t_{count} < 0.5$ . the impact between partially independent factors and the dependent variable (8), H<sub>0</sub> is accepted, if the value of the coefficient  $F_{count} < F_{table}$  at significant  $F_{count} > 0.5$ , and H<sub>0</sub> is rejected, when  $F_{count}$  coefficient value  $> F_{count}$  at significant  $F_{count} < 0.5$ .

## 3. RESULTS AND DISCUSSION

### Test Results of Multiple Linear Regression Models

This analysis is used to see the suitability of predictions if there is a strong bond between the Independent variables (X1) Advertising Attractiveness, (X2) Brand Image, (X3) Price and (Y) Purchasing Policy [9]. the formula for the multiple linear regression equation is:

$$a + b_1 + X_1 + + + e b_2 + X_2 b_3 + X_3$$

Table 3. Test Results of Multiple Linear Regression Models

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	9.173	3.107		2,952	.004
	Advertising Attractiveness (X1)	.308	.152	.269	2032	046
	Brand Image (X2)	.145	099	.202	1,460	.149
	Price (X3)	.150	.126	.149	1,190	.238

$$Y = 9.173 + 0.308X_1 + 0.145X_2 + 0.150X_3$$

- The constant (a) is 9.173 which is used if there is no value for the variable Advertising Attractiveness, Brand Image and Price. then the achievement value of purchasing policy is 9,173
- The Advertising Attractiveness Variable (X1) is worth 0.308 which is used for every 1 unit increase in the Advertising Attractiveness variable. The result value of Advertising Attractiveness increases by 0.308 units assuming the other variables are the same.
- The Brand Image variable (X2) worth 0.145 is used for each increase in the unit value of the Brand Image variable. Brand Image value increases 0.145 units assuming other variables are constant.

#### Simultaneous Hypothesis Testing (F Test)

Table 4: Simultaneous Hypothesis Testing Process (f Test)

		ANOVAa				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	105,576	3	35,192	9055	.000b
	residual	275,944	71	3,887		
	Total	381,520	74			

- Dependent Variable: Purchasing Policy (Y)
- Predictors: (Constant), Price (X3), Ad Attractiveness (X1), Brand Image (X2).

Based on the table. degrees of freedom 1(df) = -1 = 4-1= 3, and degrees of freedom 2(df) = nk = 75-4 = 71. Which n = total sample, k = total variable, so  $f_{table}$  the value at the significance level of confidence is 0.05, which is 2.50. The result of the hypothesis testing process is 9,055, which is greater than 2.50 in sig 0.000 < 0.05. and price simultaneously there is a significant positive effect on the purchasing policy variable of Indomie Instant Noodles for Teaching and Education Faculty Students.

Table 5. Partial Hypothesis Testing (t test)

Model		Unstandardized Coefficients		Standardized Coefficients		Q	Sig.
		B	std. Error	Betas			
1	(Constant)	9.173	3.107			2,952	.004
	Advertising Attractiveness (X1)	.308	.152	.269		2032	046
	Brand Image (X2)	.145	099	.202		1,460	.149
	Price (X3)	.150	.126	.149		1,190	.138

- Variable Ad Attractiveness (X1) has  $t_{hitung}$  worth 2.032 in a value of 1.99444 then  $> (2.032 > 1.99444)$  a sig value of 0.046 < 0.05 ie the hypothesis is accepted with a sig value rejected. then it is proven that the Advertising Attractiveness variable has an influence on the purchasing policy of Indomie Instant Noodles for University of Teacher Training and Science Students Education.
- Brand Image Variable (X2) has a value of 1.460 with a value of 1.99444 then  $> (1.460 < 1.99444)$  and a sig value of 0.149 > 0.05, namely the hypothesis is rejected, namely Brand Image in partial has a good and significant impact on Noodles Purchase policy Instant Indomi for Teaching and Education

Faculty Students.

- c. The price variable (X3) has a value of 1.190 and a value of 1.99444, then  $> (1.190 < 1.99444)$  and a sig value of  $0.138 > 0.05$ , namely the hypothesis is rejected, namely the price partially has a good and significant impact on the purchase policy of Indomie Instant Noodles in the Faculty of Teacher Training and Education.

## Discussion

### Effect of Advertising Attractiveness in Purchasing policy

In the acquisition of research research it is calculated by examining the hypothesis partially with value 2.032 and a value of 1.99444 so that  $> (2.032 > 1.99444)$  sig value  $(0.046 < 0.05)$  then the influence of Advertising Attractiveness (X1) in the buying process policy is significant. In increasing the attractiveness of advertising, the buying policy will experience a significant increase.

### Influence of Brand Image on Purchasing policy

It can be seen that the value is 1.460 and the value is 1.99444, then  $< (1.460 < 1.99444)$  and the sig value is  $0.149 > 0.05$ , so the hypothesis can be rejected, significantly good acceptance of Indomie instant noodle buying policy for teaching and education faculty students. If the brand image is improved, the purchasing policy will expand more optimally.

### Price Influence on Purchasing policy

In the process of calculating the hypothesis examination in partial has a value of 1.190 and a value of 1.99444 then  $(1.190 < 1.99444)$  and a sig value of  $0.138 > 0.05$  in this situation, namely a significant purchase policy is well received at a price, or by updating the price then Purchasing Policy is about to expand. because the price has a major influence on the purchasing policy of FKIP students.

## 4. CONCLUSION

Partial hypothesis examination research concludes that Advertising Attractiveness (X1) has a significant positive impact on purchasing policy (Y) in Teaching and Education Faculty Students. Advertising Attractiveness Variable (X1) 2.032 and 1.99444 so that  $> (2.032 > 1.99444)$  sig value  $(0.046 < 0.05)$ . In the partial hypothesis examination research results, it can be concluded that brand image (X2) has a significant and unfavorable impact on purchasing policy (Y) for students in the Teaching and Education Faculties. Where the Brand Image variable (X2) has that worth 1.460 and a value of 1.99444 then  $< (1.460 < 1.99444)$  and a sig value of  $0.149 > 0.05$ . In the results of the partial hypothesis examination research, it can be concluded that the price variable (X3) has an unfavorable and significant impact on purchasing policy (Y) for students in the Teaching and Education Faculties. Where is the price variable (X3) has a value of 1.190 and a value of 1.99444 then  $(1.190 < 1.99444)$  and a sig value of  $0.238 > 0.05$ .

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