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ID092 – The Influence of Advertisement and Brand Image on Purchase Decision of Acer Notebook at Pt. Logikreasi Utama Medan

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Abstract

This study aims to analyze the influence of advertisement and brand image on purchase decision of Acer notebook at PT Logikreasi Utama Medan partially and simultaneously. The research method used is descriptive quantitative research method. The population in this study is all consumers buy Acer Notebook at PT Logikreasi Utama Medan taken from the year 2016 from January to December amounted to 4,340 people and research sample 98 people with Slovin formula. Data analysis technique is done by using validity and reliability test, classical assumption test, multiple linear regression analysis and hypothesis testing. The results show that, advertisement and brand image partially have an effect on purchasing decision. Simultaneously, advertisement and brand image have effect on purchasing decisions. The value of determination coefficient of 90.2% while the remaining 9.8% can be explained by other variables not examined in this study such as promotion and distribution. Conclusion states that advertisement and brand image partially and simultaneously have an effect on purchase decision of Acer notebook at PT Logikreasi Utama Medan.

Keywords: advertisement; brand image; purchase decision

1. INTRODUCTION

Nowadays, technology grows rapidly. The competition among computer product companies such as Acer, Toshiba, Panasonic, Asus are very straight in Indonesia. Every company competes by creating new inovations on the products to attract the consumers.

A company has to anticipate the competitive economy growth by innovating the accurate strategies in order to keep the company exists and to reach the goals of the company.

Considerations are taken by the consumers before purchasing a product, for example, by the advertisement and brand image of a product that advertised. If the strategies of the marketing of the product are done well, the consumers will be sure to purchase.

Advertising is every forms of displaying non personal and promotion of idea, good, or service by certain sponsor which requires payment. An effective advertising is able to make the consumers purchase the goods and services advertised. By advertisement, the consumers are convinced to purchase the product.

Besides advertisement, other marketing activity which has role to influence the product is brand image. Brand image is as the type of association of the consumers in remembering a certain brand. Brand image managed well will produce positive consequencies, such as raising the comprehension on the aspects of consumers' behavior in purchasing decision,

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THE INFLUENCE OF ADVERTISEMENT AND BRAND IMAGE ON PURCHASE DECISION OF ACER NOTEBOOK AT PT. LOGIKREASI UTAMA MEDAN

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ABSTRACT

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Keywords :advertisement, brand image, purchasedecision

1. INTRODUCTION

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Besides advertisement, other marketing activity which has role to influence the product is brand image. Brand image is as the type of association of the consumers in remembering a certain brand. Brand image managed well will produce positive consequences, such as raising the comprehension on the aspects

of consumers' behavior in purchasing decision, convincing the consumers on the product and raising the sustainability of competitive excellence.

Based on the pre-survey done by the researcher at PT. Logikreasi Utama Medan, it is found sales decision cases as in Table 1.

Table 1. The Sales of Acer Notebook at PT Logikreasi Utama Medan at 2013 – 2016

year	sales (unit)	difference / deviation (%)
2013	5.453	-
2014	5.185	(4,91)
2015	4.817	(7,10)
2016	4.340	(9,90)

Source: PT. Logikreasi Utama Medan, 2017

The table shows that the reduction of purchasing Acer notebook occurs in 2013-2016. The reductions of the purchasing are 1.113 units or 20,41% since 2013 were alleged because of the bad intensity of advertisement and brand image.

Based on post-survey done by the researcher, it is found that advertising matters can be seen at the comparative data on the sales between Acer notebook to Asus from year 2013 to 2016.

Table 2. the comparative sales between Acer notebook to Asus at PT. Logikreasi Utama Medan in the year 2013-2016

year	Acer Notebook Sales (unit)	Asus Notebook Sales (unit)
2013	5.453	7.617
2014	5.185	7.842
2015	4.817	8.468
2016	4.340	8.771

Source: PT Logikreasi Utama Medan, 2017

Table 2 shows that the sales of Acer notebook decreases and Asus notebook increases every year since 2013 to 2016. Alleged that advertisement model

PT. Logikreasi Utama Medan in marketing Acer notebook is in common model and less attractive compared with the marketing model of the brand by other company. It is alleged that the advertisement on TV media by PT. Logikreasi Utama Medan is unable to convince the consumers.

Pre-survey shows that the case of brand image can be seen at the lack of popularity of Acer notebook at PT. Logkreasi Utama Medan than Asus notebook. Low specifications of Acer notebook than other brands and also uninteresting design of the notebook also become the reasons why the consumers choose other brands.

Problem identification drawn based on the background above.

1. Does advertisement influence the purchase decision of Acer notebook at PT. Logikreasi Utama Medan?
2. Does brand image influence the purchase decision of the product at the company?
3. Do advertisement and brand image influence the purchase decision of of the product at the company?

The aims of this research are as follow.

1. To analyse the influence of advertisement on the purchase decision of Acer notebook at PT. Logikreasi Utama Medan.
2. To analyse the influence of brand image on the purchase decision of the product at the company.
3. To analyse the influence of advertisement and brand image on the purchase decision of the product at the company.

2. LITERATURE REVIEW
Purchase Decision

According to Sangadji and Sopiah (2013), purchase decision is a behavior that is based on the will created when the consumer conciously chooses one of alternative acts exist. Meanwhile, Assauri (2013) states that purchase decision is a decision making process in purchase which includes the determination of purchasing or not and the decision obtained by the previous activities.

According to Assauri (2013), consumers' behavior and purchase relate to the process of the product to be purchased in purchase process. Theory of consumer's behavior in purchasing is based on the consideration of economy condition, which states that someone should purchase is a result of economy counting rasionally, so that they will purchase those which give the best advantage, appropriate to the desire of the consumer and also to the cost relatively.

Kotler and Keller (2009) say that five steps faced by consumers in purchase decision making are problem identification, information seeking, alternative evaluation, purchase decision, and behavior after purchase. There are four purchase behaviours of the consumers in purchase decision making:
- Complex buying behavior
- Dissonance – Reducing buyer Behavior
- Habitual buying behavior
- Variety seeking buying behavior.

The indicators of purchase decision treated by the researcher is the awareness of need, desire to test, the stability on the quality of a product, and the conviction to purchase a product.

Advertisement

According to Hasan (2013), advertisement is one of company's efforts in displaying or conveying non personal promotion message to convince the consumers purchase the product (idea, good, or service) financed by sponsor identified. Moreover, Mursid (2014) says that advertisement is a supply activity to a group of society directly and verbally, by the view (in news form) of idea, good or service.

Assauri (2013) states that advertisement can be differed to many types, based on its use. Based on the media used to communicate the news or information to the receiver, advertisement is differed as follow.
1. Printed advertisement, advertisement form at daily newspapers or magazines.
2. Electronic advertisement, in radio and tv show.
3. Outdoor advertisement, in the form of billboard or poster
4. Speciality advertisement, include every kind of present or gift given freely such as pen, calendar, etc, which is relatively cheaf in price and usually the name of company given on.
5. Direct mail, in the form of printing product sent directly to the consumers by post office.
6. Transit advertisement, buletin, poster, sign and sticker in or out of the public transportation and stations.

According to Setiadi (2013), advertisement media that can be used are television, radio, newspaper, magazine and out of society media. Hasan (2013) says that advertisement indicators in this research are language, picture, message, and color.

Brand Image

According to Mawara (2013) brand image is primary value of marketing and brand has been a crusial element contributed to the successful of a

marketing organization. Meanwhile, according to Mandagie (2014), brand image is thing perceived by customer about a brand.

A good brand can support the successful of a product. So that, a brand must have characteristics as stated by Kotler and Keller (2009) as follow.

1. Brand must be able to function preciously for the company.
2. Brand must be able to manage inventory records and accountancy records.
3. Brand name must have registration number and legal protection.

According to Sunyoto (2014), basiccally brand naming created by four functions: identity function, identity of a product and the company can be known from brand. It is caused that brand label must display important information; quality function, a brand can show about the quality of a product. Well known brand shows the quality of the product good. Consumers will not repeat purchasing on bad quality products; loyalty function, a company succeeds getting costumers if the identity clear, the quality good, and the consumers repeat purchasing; image function, it is compulsory for the company to keep its product image good by brand. For example, Honda motorbike, Honda motorbike company always innovates its product variants.

According to Sunyoto (2014), the indicators of a brand image are show image of a product, create modern impression, have its own identity, and portray product quality.

Theoretical Framework

Purchase decision is the customer formed preference by brand which creates the aim to purchase the product of loved brand. Purchase decisions in this research are influenced by advertisement and brand image.

Advertisement is a supply activity to a group of society directly or verbally, by view (in news form) about a idea, product, or service. Advertisement is a must for company management. The higher intensity of advertisement, the higher the trust of consumer to purchase the product.

Brand image is the thing perceived about a brand by the customers. Making the consumers well know the brand is good for the brand image be more positive. The higher brand image, the higher the trust of consumers to purchase the product.

Based on the explanation about, the relation betwen product quality, advertisement, and price to the purchase decision can be seen at the theoretical framework below.
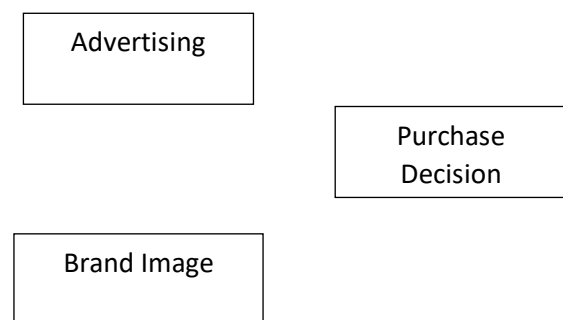
Advertising

Purchase Decision

Brand Image

Figure 1. theoretical framework

Hypothesis

Hypothesis is temporary answer to be proven the realibility by the research. The hypotheses of this research are as follow.

According to Wibawa (2016), advertisement influences positively to the purchase decision on motor bike in Singaraja. Consumers' needs stated that advertisement can give additional value on brand by influencing the perception of consumers on the product and by advertisement starred by celebrity can

increase the trust on a product and increase the purchase decision. This is also confirmed by the research result of Mawara (2013), Edbert (2014), Mandagie (2014), Arshad (2014) and Sivanesan (2014), which state that advertisement influences the purchase decision.

H$_1$: Advertisement influences the purchase decision of Acer notebook at PT. Logikreasi Utama Medan.

According to Wibawa (2016), brand image positively and significantly influences the purchase decision on Motor bike at Singaraja. The purchase decision stated that creating the impression to be a basic characteristic in modern marketing, that is, by paying more attention and creating strong brand. The implication shows that product brand creates image of the product in the brain of the consumers about purchase decision. This is also confirmed by the research result of Mawara (2013), Edbert (2014), Mandagie (2014), Arshad (2014) and Sivanesan (2014), which state that brand image influences the purchase decision.

H$_2$: Brand image influences the purchase decision of Acer notebook at PT. Logikreasi Utama Medan.

A product advertised and has good brand image is one of consumers' interest to purchase the product. It means that the better advertisement and brand image of a product, the higher trust of consumers to purchase the product.

H$_3$: advertisement and brand image influence the purchase decision of Acer nootebook at PT. Logikreasi Utama Medan.

3. RESEARCH METHOD
Method used

This research uses descriptive quantitative method with coutable and measureable numbers in analysis method. This method is to calculate the enormity of the influence quantitatively from the conversion of one or more other phenomenon using statistical analysis tool.

Research operational variable.

Research variable is an attribute of a group of object researched which has variation between one to the other in the group. The variables of this research are divided into two:

a. Bound Variable
Purchase decision is the consumer forms preference to the brand which convinces to purchase the loved brand.

b. Homoscedastisity Variable
Homoscedastisity variables in this research are advertisement and brand image.

Population and Sample

The population of this research is all consumers which bought Acer notebook at PT Logikreasi Utama Medan in January 2016 to December 2016 amount 4.340 consumers.

Sampling techniques used is incidental sampling technique. Sugiono (2012) state that incidental sampling technique is sampling determination technique based on accidental, that is, anyone coincidentally meets the researchers can be the sample in consideration that the consumer is appropriate to be data source.

For more than 100 consumers as the population of this research, the formula used is by using Slovin formula and margin error about 10% (for population more than 1000 persons)

$$n = \frac{N}{1 + Ne^2}$$

Note:
n=sample
N=population
e= margin error (10%)
Sample obtained is:

$$n = \frac{4.340}{1 + 4.340(0,1)^2} \; 97,74 \text{ (rounded up 98)}$$

Then, sample of this research is 98 customers .

Validity and Reliability Tests

According to Sugiyono (2012), validity test done to measure the validity of data obtained after research by questionnaire. Questionnaire is valid if T_{count} higher than 0,30. Reliability test is used to show that the questionnaire give the consistency in measuring the same phenomenon. A questionnaire becomes reliable if it has reliability or alpha 0,60 or more.

Data Analysis Technique

1. Classical Assumption Test

Classical assumption test can be done to get the representative result for regression model used.

a. Normality test

Normality test aims to find out that the distribution of data follows or closes to the normal distribution or not. Normality test is done by using Kolmogrov Smirnov approach.

b. Heteroscedatisity Test

Heterosceditisity test of the varians of independent variable is the constancy to every certain value of free variables (homoscedastisity). In this research, the heteroscedastisity can be seen by Glejser test.

c. Multicolinearity Test

Multicolinearity means that the existence of perfect linear relationship among some or all variables explain of regression model.

2. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is an analysis to measure the influence among more than one free variables to bound variables. The equation of multiple linear regressin analysis is

Y = a + b₁X₁ + b₂X₂ + e

Note:
Y= purchase decision
a=constancy
e=standar error
X₁= advertisement
X₂=brand image
bi=regression coefficient

3. Hypothesis Test

a. T-test (partial test)

T-test is a test to find out the significance of the influence of free variable to bound variable individually and to consider that other bound variable constant.

b. F-test (Simultaneous Test)

F-test is used to test the influence of free variable simultaneously to bound variable.

c. Determination Coefficient (R₂)

Determination coefficient (R₂) aimed to find out the best accuracy level in regression analysis. It is shown by the value of determination coefficient between 0 (zero) to 1 (one). Because the free variables of this research are more than two, the determination coefficient used is *Adjusted R Square.*

RESULT AND ANALYSIS

Multiple linear regression analysis

Based on the SPSS output, the equation of multiple linear regression analysis of this research is Y = 1,818+ 0,517 X₁ + 0,429 X₂

Based on the equation above, the portrayals are as follow.

1. The constants (a)=1,818, showing constants value, if the advertisement (X₁) and Brand Image (X₂) are to be 0, the purchase decision 1,818.

2. Advertisement coefficient (X₁) 0,517, which means that advertisement variable (X₁) influences positively to the purchase decision, in other words, if advertisement (X₁) is increased for one unit, the purchase decision will

increased 0,517 unit. Positive coefficient means that that is why the purchase decision of Acer notebook at PT. Logikreasi Utama Medan increases.
3. Brand image coefficient (X_2) 0,429, which means that brand image (X_2) variable has positive influence to purchase decision, on the other words, if brand image (X_1) is increased for one unit, the purchase decision will increase 0.429 unit. Positive coefficient means that there is positive relation between brand image variable to purchase decision, that is why the purchase decision of Acer notebook at PT. Logikreasi Utama Medan increases.

Hypothesis Test
1. T-test (partial test)
Based on the SPSS output, it can be seen that t_{count} value for advertisement variable is 10.130 and ttable value 1.985, $t_{count} > t_{table}$ (10.130 > 1.985) and significant value (0.000 < 0.05). So, it can be concluded that first hypotheses is accepted. It means that advertisement positively and significantly influences the purchase decision of Acer notebook at PT. Logikreasi Utama Medan. The t_{count} value of advertisement variable is 8.537 and ttable 1.985, then $t_{count} > t_{table}$ (8.537 > 1.985) dan significant values (0.000 < 0.05). it can be concluded that the second hypotheses is accepted which means that brand image positively and significantly influences the purchase decision of Acer Notebook at PT Logikreasi Utama Medan.
2. F-test (Simultaneous Test)
SPSS output shows that the result of t_{count} at column F is 435.995 with significance value 0.000. based on the criteria of hypotheses test, if $F_{count} > F_{table}$ or (435.995 > 2.74) and significance value (0.000 < 0.05), it means that the third hypothesis is accepted. Stated that advertisement and brand image positively and significantly influences the purchase

decision of Acer Notebook at PT Logikreasi Utama Medan.
3. Determination Coefficient (R2)
SPSS output shows that determination coefficient value in column R Square is 0.902 which means that 90.2% of the variable of purchase decision can be explained by the advertisement and brand image variables. Whereas, the rest 9.8% are the other variables such as promotion and distribution which are not tested.

Discussion
The result of t-test shows that hypoteses 1 is accepted which means that advertisement positively and significantly influences the purchase decision of Acer notebook at PT. Logikreasi Utama Medan because $T_{count} > t_{table}$(10.130>1.985), and significance value (0.000<0.05). Advertisement coefficient (X1) is 0.517 which means that the variable positively influence the purchase decision. In other words, if advertisement increases for one unit, the purchase decision will increase about 0.517 unit. Positive coefficient means that the positive relation between advertisement to purchase decision exists. The more increasing advertisement, the more the purchase decision of Acer notebook at PT. Logikreasi Utama Medan. The result of questionnaires show that advertisement positively influences the purchase decision because the advertisement language of Acer notebook are real and can be easily understood. The language used convinces the consumers to have more knowing about the product. The advertisement image of Acer notebook is more interesting and attractive compared with Samsung or Asus, so that the consumers convince to purchase the product. On the other side, the result of questionnaires show that messages in the advertisement do not negatively influence the purchase decision of the consumers.

The color of Acer notebook is not vary and less attractive that make no impression for the consumers. It can be seen at the score obtained above. Advertisement variable is the most dominant variable in influencing the purchase decision because the variable has the most regression coefficient value than brand image variable. The results of this research shows the consistence with the result of research done by Wibawa (2016), Mawara (2013), Edbert(2014), Mandagie (2014), Arshad (2014) and Sivanesan (2014) on the advertisement variable influences the purchase decision.

T-test shows that hypotheses 2 accepted which means that brand image positively and significantly influences the purchase decision of Acer notebook at PT. Logikreasi Utama Medan for $t_{count} > t_{table}$ (8.537 > 1.985) and the significance value (0.000 < 0.05). Brand image coefficient (X_2) 0.429 which means that the variable positively influences the purchase decision. In other words, the purchase decision will increase for 0.429 unit if brand image is increased per one unit. Positive coefficient means that positive relation between brand image to the purchase decision exist. The more increasing brand image, the more purchase decision of Acer notebook at company. Questionnaires show that brand image positively influences the purchase decision because its already famous, the consumers are common with the product, the quality and design of the product interesting, the more specification than its competitors, and it has modernity on technology. The questionnaires shows that brand image has negative influence on the purchase decision because the modern impression of the notebook can not increase the purchase decision. Its design, color and innovation are not interesting for the consumers. It can be seen by the score obtained above. The results of this research shows the

consistence with the result of research done by Wibawa (2016), Mawara (2013), Edbert(2014), Mandagie (2014), Arshad (2014) and Sivanesan (2014) on the brand image influences the purchase decision.

F-test shows that hypotheses 3 accepted which means that advertisement and brand image positively and significantly influence the purchase decision of Acer notebook at PT Logikreasi Utama Medan because $F_{count} > F_{table}$ or 4.35.995 > 2.74 and significance value 0.000 > 0.05. The result is appropriate with the hypotheses that the more advertisement and brand image, the more purchase decision on the product. The reasons for the consumers choose the product are as needed, as convinced that the product best, as wanted, and as habitual factors. It is strengthened by determination coefficient of R value 0.902, which means that 90.2% of purchase decision variable can be illustrated by advertisement and brand image variables. whereas, the rest, 9.8% can be defined by other variables such as promotion and distribution which are not tested in this research.

5. CONCLUSION AND RECOMMENDATIONS
Conclusion

The conclusion are drawed as follow.
1. The advertisement coefficient (X_1) 0.517 means that the varibale positively influences the purchase decision or, in other words, if the advertisement increases per one unit, the purchase decision will increase 0.517 unit.
2. Brand image coefficient (X_2) 0.429 means that the variable positively influences the purchase decision, or in other words, if brand image increases

per one unit, the purchase decision will also increase 0.429 unit.

3. Partially, advertisement influences the purchase decision of Acer notebook at PT Logikreasi Utama medan for $t_{count} > t_{table}$ or $10.130 > 1.985$ and significance value $0.000 < 0.05$.

4. Partially, brand image influences the purchase decision of Acer notebook at PT Logikreasi Utama medan for $t_{count} > t_{table}$ or $8.537 > 1.985$ and significance value $0.000 < 0.05$.

5. Simultaneously, advertisement and brand image influence the purchase decision of Acer notebook at PT Logikreasi Utama medan for $t_{count} > t_{table}$ or $435,995 > 2.74$ and significance value $0.000 < 0.05$.

6. Determination coefficient 0.902 means that 90.2% of the purchase decision variable can be illustrated by advertisement and brand image variables. The rest, 9.8% can be defined by other variables such as promotion and distribution which are not tested in this research.

Recommendations

The recommendations are given as follow.

1. For advertisement, the management of the company can increase the message in Acer notebook advertisement to convince the consumers' decision on using the type and color of Acer notebook at the advertisement of PT Logikreasi Utama Medan. The types and colors must be more vary than the other brands on the same kinds of product.

2. For brand image, the management of the company can increase more the impression of the consumers of Acer notebook by increasing modern impression of the product.

Acer notebook must always innovate the product to convince the consumers using the product. Its own style, design and characteristics must be more interesting than other brand at the same product to increase the purchase decision.

3. Further research must provide the other factors such as promotion and distribution in purchasing decision that can be used in the process of selling a product.

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