

The Influence of Advertising, Sales Promotion and Personal Selling on Purchasing Decisions on Sasa Product Advertisements On Inews Tv

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ABSTRACT

Technological developments make product communication in the form of television advertisements easier to reach the market. The aim of this research is whether there is a significant influence between advertising on purchasing decisions for Sasa products in advertisements on iNews TV (case study of students from the Faculty of Business Economics). Is there a significant influence between sales promotion on purchasing decisions for Sasa products in advertisements on iNews TV (case study of students from the Faculty of Business Economics). Is there a significant influence between personal selling on the decision to purchase Sasa products in advertisements on iNews TV (case study of students from the Faculty of Business Economics). This research utilizes quantitative methods using survey techniques to obtain a number of research data. The population is all students from the Faculty of Economics and Business, Wijaya Kusuma University, totaling 3600, then the sample is calculated using the Slovin formula to be 360. The results will be tested via SPSS with the multiple linear regression analysis formula. The results show that 1) Advertising (X1) has a positive and significant effect on purchasing decisions, 2) Sales Promotion (X1) has a positive and significant effect on purchasing decisions, and 3) Brand Image (X3) has a positive and significant effect on purchasing decisions.

Keywords: Advertising, Sales Promotion, Brand Image, Buying decision

1. INTRODUCTION

In this modern era, the development of technology and communication media is changing rapidly. Technological developments are increasingly dynamic and innovative, so it is necessary to apply technology and communication media through advertising on iNews TV television. iNews TV is a national television that has the largest regional network in Indonesia, by presenting the most local content in Indonesia. Communication media through advertising directs consumers to interact prospective consumers with companies when viewing advertisements on TV. Television advertising supports fierce competition demanding companies to be more active in promoting their products.

One product that utilizes technology to promote is Sasa products. Sasa or PT Sasa is a company engaged in the field of food and spices that was founded in 1918. Sasa has a mission to create happiness for both individuals and families through taste experiences that suit their tastes and help consumers enjoy delicious, healthy, and quality food. Advertising is one of the ways used by Sasa products to introduce products and attract consumers to buy the products offered. Sasa food and spice products have rivals in the market, although not yet the first choice of all consumers and still growing, PT Sasa continues to improve its marketing strategy to attract more sales.

Consumer decision making is an important factor in purchasing Sasa products. Purchasing decisions are an important aspect of customer behavior that refers to the purchase of a product or service (Sinambow and I 2015). Consumer decision making for Sasa products is a complex process involving all stages from problem recognition to post-purchase activities. All consumers have their own needs in everyday life. Therefore, consumers make different decisions. So that purchasing decisions on Sasa products become an urgency in research. Purchasing decisions start with desires, while desires are human needs that are shaped by a person's culture and personality. Recognition of needs and wants, information search, and evaluation of purchase alternatives are part of the purchasing decision approach to solving problems in human activities to buy goods to fulfill their wants and needs (Gunawan, Miming Saputra & Setiansah 2021). Therefore, it is important for PT Sasa to examine the factors that influence consumer purchasing decisions.

One of the factors that influence purchasing decisions is advertising. Advertising is a form of indirect communication based on information about the advantages and benefits of a product, which is arranged in such a way as to create pleasant feelings that will change a person's mind to make a purchase (Heridiansyah 2012). Often consumer purchasing behavior depends on whether consumers like or dislike advertisements for advertised products (Stephen et al. 2020).

Good quality advertisements are likely to influence consumers to buy the product, while poor quality advertisements will have the opposite effect. Advertising has an indispensable role in creating a product in the minds of consumers. Therefore, an advertisement must be attractive and able to communicate relevant information related to products and brands to consumers. In addition, advertising has a significant effect on the consumer purchasing decision process (Widayanto, Haris, and Syarifah 2023). Meanwhile, research conducted by Arga Pratama & Kristina Anindita shows that advertising has no positive effect on purchasing decisions (Pratama and Hayuningtias 2022).

The second factor that influences purchasing decisions is sales promotion. Sales promotion or sales promotion is an important element in marketing strategy. Sales promotions aim to communicate with consumers or potential customers who are expected to influence purchasing decisions. Business actors must offer various attractive sales promotion programs to get positive feedback from consumers so that they make the consumer shopping experience more enjoyable so that they can make purchasing decisions. There is previous research conducted by Paskalia which states that promotion has a positive influence on purchasing decisions (Salma et al. 2022). The same thing was stated in research conducted by Priccila and Mumuh Mulyanayang that sales promotions have a positive influence on consumer purchasing decisions (Anggelina 2022). However, in contrast to research conducted by Yusroni which states that sales promotion has no positive and insignificant effect on purchasing decisions.

The last factor, personal selling is the process of introducing and building an understanding of a product to prospective buyers through direct or face-to-face communication (Dellamita, Fauzi DH, and Edy 2014). Personal selling provides oral and face-to-face presentation of products to one or more prospective buyers with the aim that the goods offered are sold (Nainggolan et al. 2022). Personal selling is done by direct communication between the seller and the buyer where the seller explains the characteristics of a product to the buyer (Dellamita et al. 2014). Personal selling is very necessary in an effort to achieve the desired goals, because the way of delivery is an effort so that information can be conveyed to the public, especially to consumers about the existence of a product. Previous research conducted by (Hapsari and Prasetyo 2019). which states that personal selling variables have a positive and significant effect on purchasing decisions. Meanwhile, research conducted by (Samsinar et al. 2020) shows that personal sales variables have a negative and insignificant effect on the purchase of SR Olshop skin care products in Makassar.

Therefore, this research is very important to study because there is still a research gap regarding advertising, sales promotion, and personal selling on purchasing decisions. This research was conducted with the aim of 1) Is there a significant influence between advertising on purchasing decisions for Sasa products in advertisements on iNews TV (case study of Faculty of Economics Business students). 2) Is there a significant influence between sales promotion on purchasing decisions for Sasa products in advertisements on iNews TV (case study of Faculty of Business Economics Students). 3) Is there a significant influence between personal selling on purchasing decisions for Sasa products in advertisements on iNews TV (case study of Faculty of Business Economics Students).

2. RESEARCH METHODS

This research is related to associative research, namely the title of research that intends to describe and test the hypothesis of two or more variables. In this study, associative methods are used to determine the effect of advertising, sales promotion, and brand image on purchasing decisions. This research utilizes quantitative methods which can be interpreted as research methods to test hypotheses. The type of research used in this research is quantitative research using the survey method. According to Kerlinger (Fox et al. 2022) suggests that survey research is research conducted on large and small populations, but the data studied is data from samples taken from these populations, so that relative events, distributions, and relationships between sociological and psychological variables are found.

The population taken in this study were all students of the Faculty of Economics and Business, Wijaya Kusuma University. The sample determination was carried out using the Slovin formula. The population in this study was 3600, so the percentage of leeway used was 5% and the calculation results could be rounded to achieve suitability. The results of the sample calculation using the Slovin formula which became respondents in this study were adjusted as many as 360 people from the entire total population. Utilizing primary data from survey actions taken and secondary data from journal documentation and various other studies. The results of the sample calculation using the Slovin formula which became respondents in this study were adjusted as many as 360 people from the entire total population. The test was carried out starting from the normality test using the Kolmogorov-Smirnov test, linearity test, heteroscedacity test and multiple linear regression analysis as a hypothesis test.

3. RESULTS AND DISCUSSIONS

In accordance with the results of the research and the collection of data, the data related to this research turned out to be diverse. The results were then tested to determine certain information so that it would enlarge other information

related to this research. The first test relates to data normality. The normality test is conducted to determine whether the residual values (existing differences) under study have a normal or abnormal distribution. The results will be presented in table 1.

Table 1. Acquisition of Data Normality

Variables	Results	Description
Nilai Asymp. Sig	0,200 > 0,05	Normal

In accordance with table 1, it states that of the 360 respondents used, based on the normal P-P Plot residual graph above, it shows that the data distribution has been normalized (straight line). And to further confirm the results of the normality test, it can be seen from the output results that the Kolmogorov-Smirnov value is significant at $0.200 > 0.05$. Thus, the residual data is normally distributed and the regression model has met the assumption of normality. After testing and the existing data is declared normal, multiple linear regression testing is continued which is presented in table 2.

Table 2. Multiple Linear Regression Results

No	Variables	Coefficient	Results	T-Test
1	Constant	-1.339	0,079	
2	Total X1	0,110	0,034	2,129 > 1,97
3	Total X2	0,425	0,00	6,495 > 1,97
4	Total X3	0,460	0,000	12,485 > 1,97

In accordance with multiple linear regression testing in table 2, several things can be conveyed. Advertising (X1) has a positive and significant effect on purchasing decisions (Y) because the *T*hitung value is $2.129 > T$ table 1.97 and the Signification value is $0.034 < 0.05$, it can be concluded that H1 is accepted. Hypothesis Testing Sales Promotion Variables (X2) on purchasing decisions (Y). Sales Promotion (X1) has a positive and significant effect on purchasing decisions (Y) because the *T*hitung value is obtained $6.495 > T$ table 1.97 and the Signification value is $0.000 < 0.05$, it can be concluded that H2 is accepted. Hypothesis Testing Brand Image Variables (X3) on purchasing decisions. Brand Image (X3) has a positive and significant effect on purchasing decisions (Y) because the *T*hitung value is obtained $12.485 > T$ table 1.97 and the Signification value is $0.000 < 0.05$, it can be concluded that H3 is accepted.

Table 3. Acquisition of F Test Data

F Test Result	Sig Value
273,904	0,000

In accordance with table 3, the simultaneous influence given by the three independent variables including Advertising (X1), sales promotion (X2) and brand image (X3) on purchasing decisions (Y) can be seen in Table 4.13. The significant value listed in table 3 is $0.000 < 0.05$ and *F*count $273.904 > F$ table 2.63. This shows that there is a simultaneous significant positive effect of advertising (X1), sales promotion (X2) and brand image (X3) on purchasing decisions (Y). This means that H4 is accepted.

Table 4. Obtaining the Coefficient of Determination Data

No	Variables	R	R Square	Adjusted R Square
1	Advertising (X1), sales promotion (X2) and brand image (X3) on purchasing decisions (Y)	0,835	0,698	0,695

Based on Table 4 shows that *R*² (adjusted *R* Square) is 0.695 or 69.5%. From these results it can be concluded that the three independent variables have an influence of 69.5% on the dependent variable and the rest is the influence of other variables not examined.

The influence of Advertising Variables (X1) on purchasing decisions (Y)

Advertising is a presentation that involves the nonpersonal promotion of a concept, product, or service by a specific sponsor for a fee. Conveying many messages, advertising is essential to marketing. These messages include brand awareness (public knowledge of the brand), strong brand associations (having a positive perception of a particular

brand), perceived quality (consumer perception that the product is part of a quality product), and brand loyalty (having loyal customers). Through advertising, a business can communicate with consumers in various ways, allowing potential buyers to understand the company's offerings. Customers can use this to compare the quality of the company's products with its competitors (Nagoy, 2018).

From the results of the partial test (T) conducted on the advertising variable on purchasing decisions, the significance value is $0.034 < 0.05$ and the Thitung value is $2.129 > T_{table} 1.97$, which means that there is a positive and significant effect of advertising on purchasing decisions, this shows how important advertising is in influencing consumer decisions to buy. The more advertisements that are made, the more purchases that may occur. This research is in line with research conducted by Yapan (2023) in his research found that advertising has a positive and significant effect on purchasing decisions. This research is also supported by research conducted by Saodin (2022), Putra (2021) and, Malina (2015) in the study found that advertising has a positive and significant effect on purchasing decisions.

Effect of Sales Promotion Variables (X2) on purchasing decisions (Y)

Sales promotion is a short-term promotional technique that aims to achieve the goal of encouraging customers or markets to respond to a new product or to attract customer attention to products that have received less attention (Nakarmi, 2018). Marketers carry out various activities to attract consumers through sales promotions, such as special prices, coupons, discounts, refunds, and others. Offers in sales promotions must be more attractive than existing promotions. So it can be concluded that sales promotion is the process of persuading potential customers; a company's communication strategy to encourage increased sales. Sales promotion is one of the short-term tactics along with advertising, public relations and personal selling to build long-term customer loyalty. Sales promotion focuses on customers to increase the number of sales.

From the results of the partial test (T) conducted on the advertising variable on purchasing decisions, the significance value is $0.000 < 0.05$ and the Thitung value is $6.495 > T_{table} 1.97$, which means that there is a positive and significant effect of sales promotion on purchasing decisions. This research is in line with research conducted by Novia (2023) in her research found that sales promotion has a positive and significant effect on purchasing decisions. This research is also supported by research conducted by Radji (2023), Salsabila (2023), Indriawan (2022), and research conducted by Ningsih (2022) that there is a positive and significant effect of sales promotion variables on purchasing decisions.

The influence of Brand Image Variables (X3) on purchasing decisions (Y)

According to Kotler Keller (2008: 332) a brand is a name, symbol, image, design that is created as a distinctive feature of a company as well as a differentiator from competitors. According to Roni (2019), brand image is the culmination of consumer memories and beliefs. a strong brand image makes them more interested in buying products. Therefore, it is very important for marketers to build the right brand image. Customers choose brands according to their perceptions; they even trust well-known companies without prior exposure. A favorable perception of the brand, and the desire to seek out the brand are all influenced by a positive brand image (Kanuk, 2017).

From the results of the partial test (T) conducted on the advertising variable on purchasing decisions, the significance value is $0.000 < 0.05$ and the Thitung value is $12.485 > T_{table} 1.97$, which means that there is a positive and significant influence of brand image on purchasing decisions. This research is in line with research conducted by Santoso (2023) that there is a positive and significant effect of brand image variables on purchasing decisions. Furthermore, this research is also supported by research conducted by Ariando (2023) and Ula (2023) where a positive and significant influence is obtained given the brand image variable on purchasing decisions. The better the brand image of a product, the more consumer interest in making purchases, this is in line with Yulianti (2020) that in buying a product consumers pay attention to the brand image of a product to be purchased, the better and more famous a product is, the higher the purchasing decision.

Variable Effect of Advertising (X1), Sales Promotion (X2) and Brand Image (X3) on purchasing decisions (Y)

Advertising, Sales Promotion and Brand Image are components that can influence purchasing decisions. Advertising has a significant impact on influencing the decisions consumers make about what to buy. Companies can use advertising to present their goods to potential customers, explain the benefits of these goods, and build brand awareness. Advertising is able to reach a wide audience through various media, including social media, the internet, and television, which influences tastes and purchasing behavior (Saodin, 2022). Sales promotion is a marketing tactic that increases product appeal and can even drastically increase sales by providing direct incentives to consumers such as discounts, coupons, competitions, and free goods (Sopini, 2021).

Brand image refers to how consumers feel about a product or brand, which affects their decision-making process. Consumer preferences and purchasing decisions are shaped by a good brand image, which reflects reputation, quality and value (Pratiwi, 2021). Brand image, sales promotion and advertising are interrelated factors that influence

customers' decision to buy. Sales promotions offer direct incentives, advertising increases brand awareness, and a favorable impression of the brand influences customer preferences and experience.

From the results of the simultaneous test (F), it shows the results of the two independent variables including Advertising (X1), Sales Promotion (X2) and Brand Image (X3) on purchasing decisions (Y) obtaining a significant value of $0.000 < 0.05$ and a value of $F_{count} 273.904 > F_{table} 2.63$. This shows that there is a significant positive effect simultaneously Advertising (X1), Sales Promotion (X2) and Brand Image (X3) on purchasing decisions (Y). this is in line with research conducted by Wulandari (2018) that Advertising, Sales Promotion and Brand Image have a positive and significant effect on purchasing decisions.

4. CONCLUSION

In accordance with the results of the research conducted, the conclusions of this study can be determined. The results show that 1) Advertising (X1) has a positive and significant effect on purchasing decisions, 2) Sales Promotion (X1) has a positive and significant effect on purchasing decisions, and 3) Brand Image (X3) has a positive and significant effect on purchasing decisions.

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