

Influence of Advertising and Sales Promotion on Buying Decision

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ABSTRACT

Purpose –The purpose of this study was to determine the effect of advertising and sales promotion on Buying decisions for the president brand luggage at the Pekanbaru Transmart Mall.

Methodology/approaches – Source of data obtained from primary and secondary data. the total population is 520 consumers, while the total sample is 84 consumers, the sampling technique is incidental sampling. Data analysis was descriptive and quantitative (in the form of classic assumption tests and hypothesis testing).

Findings –The results showed that both the partial and simultaneous tests of all independent variables had a significant effect on the dependent variable. And the magnitude of the influence of the independent variable on the dependent variable is 36.40 percent while the remaining 63.60 percent is influenced by other variables outside the research.

Novelty/values –Qhat the factors that influence purchasing decisions are sales promotions and advertising.

Keywords: advertising, sales promotion and purchase decisions

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INTRODUCTION

Many factors influence the development of fashion trends in Indonesia, including the internet and social media which are currently popular. Men's and women's fashion are inseparable. Every man and woman wants to look elegant, attractive and beautiful. Therefore, men and women are synonymous with clothes, shoes, bags, jewelery and accessories with the latest designs that attract attention. That's why manufacturers create innovations in the form of bags to meet consumer tastes in the fashion industry. Especially especially for people who will travel long distances or travelers.

Companies that take advantage of technological developments succeed in spreading new trends widely in society quickly. In the face of rapidly changing trends, consumers are required to follow and adapt so they are not left behind.

Business people in the fashion industry must have the ability to create innovations so as to attract consumers' interest in following current trends. In addition to focusing on the products offered, this trend must also pay attention to consumer needs in accordance with the products provided.

The President brand luggage bag is one that people who always travel long distances care about very much, because it is very easy to carry a lot of clothes. The current president brand luggage bag at the Pekanbaru Transmart Mall.

With so many brands of luggage bags at the Pekanbaru Transmart Mall, consumers have many alternatives in choosing luggage bags. So that companies carry out aggressive marketing so that the purchase decision is in the company. Meanwhile, sales of President brand luggage bags at Pekanbaru Transmart Mall, sales data show that there has been a decline from 2021-2022, as shown in the following table:

Table 1
Sales data of the president's luggage bag at the Pekanbaru Transmart Mall.

Year	Sales Amount
2021	Rp. 756,270,000
2022	Rp. 658,778,450

Source: Pekanbaru Transmart Mall, 2023

Based on the table above, it can be explained that the sales of luggage bags for the president of the Pekanbaru Transmart Mall brand during a period of 1 year have decreased, namely from 2021 of Rp. 756,270,000, down to Rp. 658,778,450 in 2022. The decline in sales of the president brand luggage bags was influenced by several factors including advertising and sales promotion factors that were not maximized.

Factors that influence consumer purchasing decisions are advertising and sales promotions. Companies use promotions to drive transactions and encourage consumers to buy certain products with high levels of activity. Promotion also has the ability to stimulate demand for a product. With this promotion, it is hoped that consumers will be interested in trying the product and encourage existing consumers to make purchases more frequently, resulting in repeat purchases.

Advertising) is any form of presentation and promotion of ideas, goods or services paid for by an identified sponsor. (Tjiptono and Diana, 2020) Advertising is a reinforcer of consumer confidence in making purchasing decisions. Advertising as a form of presentation, non-personal promotion of ideas for goods and services by a certain sponsor using payment. Producers must also be selective in making advertisements. Attractive advertising by showing product superiority, quality and facilities that can convince potential customers to make a purchasing decision. In addition to showing product superiority, quality and facilities that consumers get, producers must also be clear in conveying messages and directed. In this increasingly modern era, we can display advertisements in various media. (Pratama AN, & Hayuningtias KA 2022).

Apart from advertising, the factors that influence purchasing decisions are sales promotions. According to Kotler and Armstrong (2015: 501), sales promotion is a short-term incentive to encourage desire and to try or buy a product/service. With the company increasing the promotion of the product to be sold, it means that it will affect consumer decisions in buying or in other words consumers do not think much in deciding to buy a product that is offered because promotions are made attractive and make consumers more easily interested in buying.

In several previous studies, we also still find research gaps that have different results. First, Natalia and Mulyana's research (2014) Advertising influences consumer purchasing decisions. Then, the results of research by Suhandi (2020) also confirmed that advertising had an effect on purchasing decisions (Y) for Wardah brand lipstick products.

Second, research with different results conducted by Yunita and Rukmini (2021) which confirms that advertising does not have a significant effect on the decision to buy formula toothpaste in the people of Denai Kuala village, Pantai Labu Deli Serdang sub-district, or

because the advertisement made by XL is less attractive. Furthermore, Pratama and Hayuningtias' research (2022) states that advertising has no effect on purchasing decisions. It means that no matter how good the Honda Scoopy advertisement is, it will not affect the purchasing decision.

Based on the description, previous research and the phenomena encountered in the field, it is deemed necessary to emphasize that the purpose of this research is to find out the influence of advertising and sales promotion on purchasing decisions of President brand luggage bags at Mall Transmart Pekanbaru.

LITERATURE REVIEWS

Advertising (*advertising*)

According to Kotler and Armstrong (2015) Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a certain sponsor that requires payment. Meanwhile, according to Hermawan (2017) advertising is all forms of non-personal presentation and promotion of ideas, goods or services carried out by certain companies. So that advertising is a form of impersonal communication used by goods or service companies. (Sunyoto, 2019). Then according to Radjapati, et al (2018) explains advertising is an important promotional component used by companies to carry out persuasive communications to targeted buyers and communities, with the aim of influencing action by creating awareness and desired behavior.

According to Syasindy and Hidayati (2020) Advertising is one of the most widely used forms of promotion by companies in promoting their products. Advertising is one element of the marketing mix which is flexible in nature where it can change at any time according to time and place. Advertising is the only element of the marketing mix that provides positive value to the company. In order to be successful in marketing an item or service, every company must provide attractive advertisements appropriately. Because advertising can determine the success or failure of a purchase decision and is an important consideration for consumers who are making a buying decision process (Iskamto, 2020, 2021; Iskamto & Karim, 2021).

Sales promotion (*Sales Promotions*)

According to Kotler and Armstrong (2015: 204) sales promotion is a short-term incentive to encourage sales of products or services. According to Tjiptono (2015: 546), sales promotion is any form of long-term offer or incentive aimed at buyers, retailers or wholesalers and is designed to obtain a specific and immediate response.

Appropriate sales promotion indicators in promoting the product. According to Kotler & Keller in Kurniawan (2020) there are five indicators of sales promotion as follows: First, Promotion Frequency, namely the number of sales promotions carried out at one time through sales promotion media. Second, Promotional Quality, namely how well and optimally the sales promotion is carried out. Third, Promotion Quantity, namely the value or number of sales promotions carried out by the company. Fourth, the promotion time is how long the promotion is carried out by the company. Fifth, the accuracy or suitability of promotional targets is a necessary factor to achieve the company's desired target (Christine et al., 2022).

Buying decision

According to Schiffman and Kanuk Engel (Sangadji & Sopiah, 2017), consumer decision is an integration process that combines knowledge to evaluate two or more alternative behaviors, and chooses one of them.

Information processing is a process in which stimuli such as marketing information are received, interpreted, stored in memory and then retrieved so as to link marketing and other external influences with consumer decision-making processes (Familmaleki, Aghighi, & Hamidi, 2015).

There are five stages of consumer behavior in making purchasing decisions according to Kotler & Keller in (Kurniawan, 2020), namely: First, Recognition of Needs. Recognition of needs arises when consumers face a problem, namely a situation where there is a difference between the desired state and the actual situation. Second, Information Seeker Information seeking begins when consumers perceive that these needs can be met by buying and consuming products. Consumers will search for information stored in their memories (internal search) and seek information from outside (external search).

Then the third stage, alternative evaluation. Alternative evaluation is the process of evaluating product and brand choices, and choosing them according to consumer desires. In this process, the consumer compares various selected brands that can provide benefits to him and the problems he faces. Fourth, purchase decision. After the above steps are carried out, the buyer will determine his attitude in making a decision whether to buy or not. If choosing to buy a product, in this case the consumer is faced with several alternative decision making such as product, brand, seller, place, price, seller, quantity and time. Fifth, the results after buying a product, consumers will experience several levels of satisfaction and dissatisfaction.

hypothesis

Based on the problem formulation and literature review, as well as the relationship between the variables stated above, several hypotheses were obtained. According to Sugiyono in Ansori, PB. (2020) the hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a statement sentence. It is said temporarily because the new answers given are based on relevant theory, not yet based on empirical facts obtained through data collection. Following are some of the hypotheses in this study, namely:

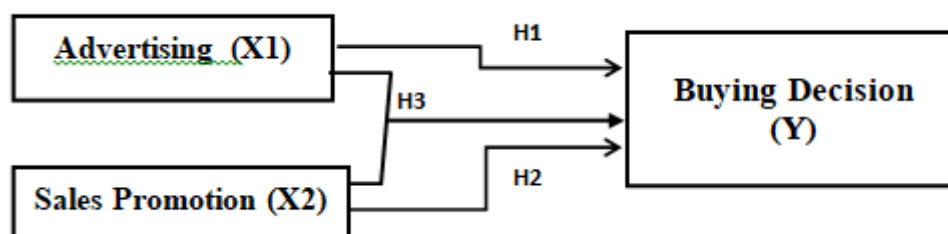
H1: Advertising has an effect on the Purchase Decision of the president's brand luggage bag at the Pekanbaru Transmart Mall.

H2: Sales promotion has an effect on purchasing decisions for the president's brand luggage bag at the Pekanbaru Transmart Mall.

H3: Advertising and Sales Promotion simultaneously influence the Purchasing Decision of the president brand luggage bag at the Pekanbaru Transmart Mall.

Or with the Conceptual Framework as follows:

Figure 1



METHODS

This research was conducted at PT. Cemerlang bag located at the Pekanbaru Transmart Mall, which is located at Jalan Deliberation, Payung Sekaki District, Pekanbaru City. The data analysis technique uses quantitative analysis with multiple regression methods, which is a method that looks at the effect of several independent variables on the dependent variable.

Sources of research data are primary data and secondary data. According to Sugiyono (2016: 193) primary sources are resources that directly provide data to data collectors. The primary data obtained is observational data which asks a number of questions to consumers who buy the president brand bag at the Pekanbaru Transmart Mall. According to Sugiyono (2016: 193) secondary data is data that does not directly provide data to data collectors, for example through other people or through documents. In this research is a questionnaire that is distributed directly to consumers.

The population in this study were all consumers who bought the president brand luggage bags at the Pekanbaru Transmart Mall, totaling 520 people. then based on the help of the slovin formula, the research sample became 84 consumers. Furthermore, the sampling method for this research is purposive sampling, namely the technique of determining the sample based on certain considerations (Ansori, PB. 2020). The consideration referred to in this study is that everyone has purchased products from this company.

Data collection methods used in this study include questionnaires, interviews and observations. In accordance with the type and nature of this research, all data to be collected is arranged systematically and descriptively. The data analysis method used in this study is the Likert scale used to measure attitudes, opinions, and social perceptions. Scores of respondents' answers in research. (Ansori, PB. 2018).

To assist in processing the data, the SPSS (Statistical Package For Social Science) program is used. While the test equipment used to test the regression equation and the coefficient of determination and standard error and to see the effect of the independent (independent) variable on the dependent (dependent) variable in this writing

RESULTS AND DISCUSSION

Respondent Description

After distributing the questionnaires, an overview of the research respondents was obtained from their occupation and level of education as follows:

Table 2: General Description of Respondents

Description	Number of Respondents	%
Age		
19-23 years	1	1%
24-28 years	13	16%
29-23 years	44	52 %
>34 years	26	31%
Work		
civil servant	9	10%
Self-employed	16	19%
Private sector employee	46	55%

Teacher	13	16%
Amount	84	100%

Source: Processed Data, 2023

Based on table 2 above, most of the respondents in this study were 29-33 years old, namely 44 people or 52%, 19-23 years old 1 person or 1%, 24-28 years old 13 people or 16% and age > 34 years as many as 26 people or 31.0%. From these data it shows that the average age of the respondents tends to be young, so it can be said that the users of the president brand luggage at the Pekanbaru Transmart Mall are people who are young and understand the quality of the suitcase.

And table 2 also explains that Most of the respondents in this study worked for private employees, namely as many as 46 people or 55%, as civil servants as many as 9 people or 10%, as entrepreneurs as many as 16 people or 19.0% and as teachers as many as 13 people or 16%.

Data Quality Test

Validity test

The results of the validity test for research can be seen in table 3 below:

Table 3
Validity Test Results

Variable	Statement Points	Count	Rtable	Information
Advertising (X1)	P1	0.451	0.2146	Valid
	P2	0.475	0.2146	Valid
	P3	0.442	0.2146	Valid
	P4	0.496	0.2146	Valid
	P5	0.461	0.2146	Valid
	P6	0.398	0.2146	Valid
Sales Promotion (X2)	PP1	0.588	0.2146	Valid
	PP2	0.571	0.2146	Valid
	PP3	0.424	0.2146	Valid
	PP4	0.459	0.2146	Valid
Purchase Decision (Y)	KP1	0.287	0.2146	Valid
	KP2	0.515	0.2146	Valid
	KP3	0.315	0.2146	Valid
	KP4	0.508	0.2146	Valid
	KP5	0.598	0.2146	Valid
	KP6	0.450	0.2146	Valid

Source: Processed Results of SPSS, 2023

Based on Table 3, the results of testing the validity of the independent variables, namely Advertising (X1) and Sales Promotion (X2) and the dependent variable, namely purchasing decisions (Y) above, because the numbers $r_{count} > r_{table}$, all variables in this study are declared valid, so they are feasible to use as a research instrument.

Reliability Test

Reliability testing was carried out with internal consistency using cronbach's alpha technique. Based on the results of the attachment SPSS cronbach's alpha for a significant level of 5%, the results are as follows:

Table 4
Reliability Test Results

No	Variable	Criteria	Cronbach's Alpha	Information
1	Advertising (X1)	0.60	0.721	Reliable
2	Sales Promotion (X2)	0.60	0.721	Reliable
3	Purchase Decision (Y)	0.60	0.706	Reliable

Source: Processed Data 2023

Table 4 shows that the reliability of Sales Promotion (X) and Purchase Decision (Y) variables is categorized as high because the value of Cronbach's alpha is above 0.60. This means that the level of reliability or level of trust of the variables used for Advertising (X1), Sales Promotion (X2) and Purchase Decision (Y) are reliable and can be used in further analysis.

Multiple Linear Regression Test

Multiple linear regression analysis is a linear relationship between two or more independent variables (X1 and X2), namely advertising and sales promotion with the dependent variable (Y) purchasing decisions. The results of the multiple linear regression test can be seen in table 4 below:

Table 5
Results of Multiple Regression Analysis
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	6,108	2,324		2,628	0,010		
Advertising	0.368	0.117	0.338	3.157	0.002	0.683	1,464
Sales promotion	0.502	0.157	0.344	3,207	0.002	0.683	1,464

a. Dependent Variable: Purchase Decision

Source: Processed Data 2023

Based on Table 5, the multiple regression equation is as follows:

$$Y = a + b_1.X1 + b_2.X2 + e$$

$$Y = 6.108 + 0.368X1 + 0.502X2$$

Information :

- Y = Buying decision
- a = Constant
- b1,b2,b3 = Regression Coefficient
- X1 = Advertising
- X2 = Sales promotion
- e = random error

Based on the results of the regression equation, it can be described as follows:

1. A constant of 6.108 means that if Advertising (X1) and Sales Promotion (X2) are worth 0, then Purchase Decision (Y) has a value of 6.108

2. The results of the regression coefficient of the variable X1 (Advertising) of 0.368 (with a positive sign), indicating higher Advertising, then the Purchase Decision will increase
3. The result of the regression coefficient of variable X2 (Sales Promotion) is 0.502 (with a positive sign), indicating that the higher the Sales Promotion, the Purchase Decision will increase.

Hypothesis testing

F Test (Simultaneous)

to test the hypothesis simultaneously is to calculate linear regression between variables simultaneously. The output results from SPSS processing are as follows:

Table 6
F test results
ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	261,663	2	130,831	23.165	.000b
residual	457,480	81	5,648		
Total	719,143	83			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Sales Promotion, Advertising

From table 6 above it can be seen that the significance level of 0.000 is less than 5%. Which means H0 is rejected and Ha is accepted, it can be concluded that the independent variables namely Advertising (X1) and Sales Promotion (X2) both have a positive and significant effect on Purchase Decision (Y) President Brand Luggage Bag at the Pekanbaru Transmart Mall.

t test (Partial test)

For advertising variables, from the SPSS calculation results in table 5, a tcount value of 3.157 is obtained and the magnitude of the ttable is at a significant level of 5%. While the degree of freedom of the test is $nk-1 = 84 - 3 = 81$. So that a ttable value of 1.989 is obtained. Based on the data above, it is found that the value of $tcount > ttable$ is $3.157 > 1,989$. Means there is a partial influence between advertising on purchasing decisions.

For the sales promotion variable, from the SPSS calculation results in table 4, the tcount value is 3.207 and the ttable is large with a significant level of 5%. While the degree of freedom of the test is $nk-1 = 84 - 3 = 81$. So that a ttable value of 1.989 is obtained. Based on the data above, it is found that the value of $tcount > ttable$ is $3.207 > 1,989$. This means that there is a partial influence between sales promotions on purchasing decisions and according to research conducted by (Kurniawan, 2020) that sales promotions have an effect on purchasing decisions.

Coefficient of Determination (R2)

The coefficient of determination (R2) is used to determine the percentage of donation or contribution of the free variable Advertising (X1) and Sales Promotion (X2) to the dependent variable Purchase Decision (Y). We can see the results of the coefficient of determination in the table below:

Table 7
Test Results for the Coefficient of Determination (R2)
Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.603a	0.364	0.348	2,377	1,632

a. Predictors: (Constant), Sales Promotion, Advertising

b. Dependent Variable: Purchase Decision

Source: *Processed Results of SPSS, 2023*

Based on the above calculation, it is found that the R value is 0.708 or 70.8% and the coefficient of determination (R^2) = 0.348 or 34.8%, so the percentage of contribution or contribution of the independent variable to the dependent variable is 0.348 or 34.8% while the remaining is 65.2% is influenced by other variables not examined in this study.

DISCUSSION

The Effect of Advertising (X1) on Buying Decisions of President Brand Luggage at the Pekanbaru Transmart Mall

From the results of the partial test it can be said that advertising has a significant effect on the Buying decision of the President brand luggage bag at the Pekanbaru Transmart Mall. This is evidenced by the results of the hypothesis test, namely the tcount value of $3.157 > 1.989$, with a significance level of $0.000 < 0.05$. Means Proven Hypothesis.

The results of this study have results that are consistent with the research of Natalia and Mulyana (2014) Advertising influences consumer Buying decisions. Suhandi (2020) also confirmed that advertising had an effect on Buying decisions (Y) for Wardah brand lipstick products.

The Influence of Sales Promotion (X2) on the Purchase Decision of President Brand Luggage at the Pekanbaru Transmart Mall.

From the partial test results, it can be said that the Sales Promotion variable (X2) partially influences Buying decisions, indicated by its significance value above 5%. Based on the data above, it is found that the value of tcount $>$ ttable is $3.207 > 1,989$. Means there is a partial influence between sales promotions on Buying decisions

This means that this research is in line with previous research by Haryani (2019) showing that it means that there is a partial influence between sales promotions on Buying decisions at Griya Puspendari Asri Tanjung Pinang Housing. As well as research by Kurniawan (2020) that sales promotions have an effect on Buying decisions.

The influence of advertising and sales promotion on the Purchase Decision of the President brand luggage bag at the Pekanbaru Transmart Mall.

The F test was conducted to see the effect of the independent variables simultaneously on the dependent variable. From the test results it is known that simultaneously the variables of advertising (X1) and sales promotion (X2) significantly influence Buying decisions. This can be seen in the F value of 23.165 or $>$ 2.72, then H_0 can be rejected at a 5% degree of confidence, or in other words that H_a can be accepted, namely simultaneously the independent variables affect the dependent variable. Means the third hypothesis (H_3) is proven. This study corroborates previous research by Haryani (2019) where it was jointly concluded that the results of simultaneous testing proved that advertising and sales promotions had a simultaneous effect on Buying decisions at Griya Puspendari Asri Tanjung Pinang Housing.

Conclusion

This study has proven three hypotheses with the results: First, this research results that advertising has a positive and significant effect on Buying decisions of the president brand luggage bag at the Pekanbaru Transmart Mall or Hypothesis 1 is proven to have an effect. Second, this study also proves that sales promotions partially have a positive and significant effect on Buying decisions for President brand luggage bags at the Pekanbaru Transmart Mall. Third, simultaneously advertising and sales promotion have a positive and significant effect on the Buying decision of the President brand luggage bag at the Pekanbaru Transmart Mall.

Suggestion

In order to complete the results of this study, the authors provide the following suggestions: First, provide advice to the management of PT. Tas Cemerlang Pekanbaru to increase advertising on social media so that it can reach young consumers or the millennial generation. Second, giving advice to PT. Cemerlang Pekanbaru Bag to make sales promotions in the form of sales encouragement in the form of price discounts, because many other brands have dared to make large percentage sales discounts. Especially for bags that are slow moving in sales. Third, to provide suggestions for future researchers to examine beyond the advertising and sales promotion variables, as a continuation of this research which has limited results on the factors that influence consumer Buying decisions.

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