Enrichment: Journal of Management, 12 (1) (2021) 926-935

Published by: Instiute of Computer Science (IOCS)

Enrichment: Journal of Management

Journal homepage: www. enrichment.iocspublisher.org

The Effect of Advertising and Brand Image on Consumer Purchase Interest of Harum Pucuk Tea at PT Mayora Indah Tbk

Suryanto Sosrowidigdo

Business And Economics,
University BSI, Jl Kramat Raya no.98 Kwitang, Central Jakarta, Indonesia

A R T I C L E I N F O

Keywords:

Advertising,
Brand Image,
Consumer Buying Interest

ABSTRACT

In today's business competition, marketing strategy for brand image is very important in a product, because it is possible that existing consumers will not switch to other products because they believe and are loyal to the brand that has been consumed. The method used in this research is descriptive quantitative method, which is a type of research that produces new data obtained by using statistical or measurement procedures. Data collection methods used are observation, questionnaires and documentation. The results of the correlation test prove that there is a very strong influence between advertising, brand image on consumer buying interest with a correlation value of 0.801 which means the correlation between variables is very strong. The results of the coefficient of determination test show that R square is 0.683. The results of the multiple linear regression coefficient test show that Y = 1.239 + 0.310X1 + 0.893X2. The results of the above analysis indicate that PT Mayora Indah Tbk has a very strong and significant influence between advertising and brand image on consumer buying interest and based on the results of the regression equation test, advertising and brand image have a positive effect on consumer purchases. interest

E-mail:
Suryanto.sys@bsi.ac.id

Copyright © 2021 Enrichment : Journal of Management.
All rights reserved.

1. Introduction

In the current era of globalization, companies and individuals are required to think globally so that they can develop rapidly or at least survive so that the development and sophistication of technology is increasing so that the level of public consumption also increases(Djelantik, 2016). Currently, technological sophistication makes it easier for companies, both manufacturing, trade and services to try to sell the company's name and image to the wider community(Rahmiati, 2018). On the other hand, the development of technology also makes the level of competition between companies increasingly tight(Almilia, 2009).

Companies need a special marketing strategy in order to face the competition(Pasigai, 2009). This is where the role of brand image is very important in a product, because with a brand image it is possible that existing consumers will not switch to other products and will continue their purchases because they believe and are loyal to the brands that have been consumed.

You can say that Teh Pucuk Harum has been launched in the market for a long time, this brand is quite successful in the market. Teh Pucuk is able to surpass several brands that have been circulating previously such as Ultra, Teh Kotak, Teh Gelas, and Frestea. Based on the explanation that has been explained, it is necessary to conduct research on the influence of advertising and brand image on consumer buying interest from tea beverage products packaged with the Teh Pucuk Harum brand at PT Mayora Indah Tbk in West Jakarta.

Enrichment: Journal of Management is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0)

2. Method

The method used in this data analysis is descriptive quantitative method (pandemic), a type of research that produces new findings that can be achieved (obtained) by using statistical procedures or other means of quantification (measurement). And to know the basis of calculations such as correlation coefficient, determination, multiple regression through SPSS calculation.

2.1 Research Variable Theory

According to Renald Kasali, advertising in order to facilitate buying and selling actually existed long before Gutenburg invented the printing system in 1450, which was known in the form of chain messages. According to Terence A.Shimp in general, advertising has the most important communication function for business companies and other organizations, namely:(Fitriah, 2018):

a. Informing

Make consumers aware of new brands, and facilitate the creation of a positive brand image.

b. Persuading

Effective advertising will be able to persuade (persuade) customers to try the advertised product or service.

c. Reminding

Advertising keeps the company's brand fresh in the minds of consumers, effective advertising also increases consumer interest in existing brands and purchases of a brand that they may not choose..

d. Adding Value

Advertising provides added value to the brand by influencing consumer perceptions, effective advertising causes the brand to be seen as more elegant, stylish, prestigious, and superior to competitors' offerings.

e. Assisting

The main role of advertising is as a companion that facilitates other efforts of the company in the marketing communication process.

Brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase(Firmansyah, 2018),

According to Hoeffler and Kotler in Dipa, the brand image indicators are as follows: (Veronika, 2016):

a. Professional Impression

The product or service has a professional impression or has the impression of having expertise in what field it sells.

b. Modern Impression

The product or service has a modern impression or has technology that always keeps up with the times.

c. Serving All Segments

The product or service is able to serve all existing segments, not only serving special segments.

d. Attention to Consumers

Products or services made by producers pay attention to or care about the wants and needs of consumers.

2.2 Framework for Thinking

Based on the theories and previous research, it can be described systematically the relationship between the variables in the research framework as follows,(Amalia, 2019):

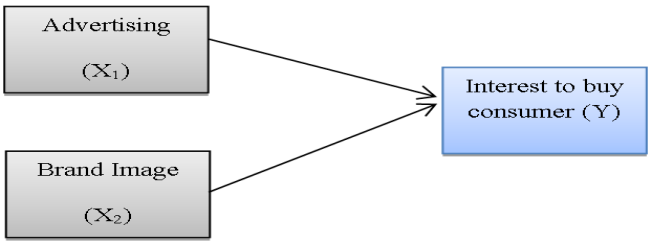

Figure 1. Framework for Thinking

In Sinatrya's research, explaining that advertising and brand image simultaneously or together have a positive and significant effect on consumer buying interest (Randi Saputra, 2018).

2.3 Hypothesis

The hypothesis according to Sugiyono is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question sentence (Veronika, 2016). The hypotheses that have been formulated based on the formulation of the problem in this study are as follows:

H1 : There is a strong, positive and significant influence between advertisements on consumer buying interest in Teh Pucuk Harum at PT Mayora Indah Tbk.

H2 : There is a strong, positive and significant influence between brand image on consumer buying interest in Teh Pucuk Harum at PT Mayora Indah Tbk.

H3 : There is a strong, positive and significant influence between advertising and brand image on consumer buying interest in Teh Pucuk Harum at PT Mayora Indah Tbk

2.4 Research Instrument Test

The research instrument is a tool used to measure the observed natural and social phenomena (Sutejo, 2020).

The instruments used to measure variables in the natural sciences are widely available and have been tested for validity and reliability:

a Research Instrument Validity Test

Valid means that the instrument can be used to measure what it is supposed to measure.

b Research Instrument Reliability Test

A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data.

2.5 Basic Concepts of Calculation

a Population

Generalization area consisting of objects and subjects that have certain qualities and characteristics that are applied by researchers to draw conclusions (Randi Saputra, 2018). The population in this study are consumers who buy Harum Pucuk Tea in Indonesia, totaling 140 consumers.

1) Sample

The sample is part of the number and characteristics possessed by the population. Systematic sampling is a sampling technique based on the sequence of population members who have been given serial numbers, for example, members of a population consisting of 100 people(Sutejo, 2020).

In this study, the authors used a non-probability sampling technique, namely Systematic Sampling. The size of the research sample using the Slovin formula approach will be determined by the value of the error rate, where the greater the error rate used, the smaller the number of samples taken(Riyanto, 2018).

Formula:

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

Information:

n = Number of samples

N = Total population

e = Error rate in sampling

2) Correlation Coefficient Test
3) Correlation analysis is used to find the relationship between two or more independent variables which are jointly linked to the dependent variable so that it can be seen the amount of the contribution of all independent variables that are the object of research on the dependent variable, as follows(Malonda, 2018):

$$r = \frac{N(\sum xy) - (\sum x \sum y)}{(N\sum x^2 - (\sum x)^2 (N\sum y^2 - (\sum y)^2 ½}$$

Information:
r = Correlation coefficient value
x = Value of the first variable
y = Value of second variable
N = Number of data

Table 1.
Correlation Level and Relationship Strength

Number	Correlation Value (r)	Relationship Level
1	0,00 - 0,199	Very weak
2	0,20 – 0,399	Weak
3	0,40 – 0,599	Enough
4	0,60 – 0,799	Strong
5	0,80 – 0,100	Very strong

4) Coefficient of Determination Test

Coefficient of Determination Test (DT) is a number that states or is used to determine the contribution or contribution given by a variable or more X (independent) to variable Y (terikat)(Malonda, 2018).

Formula:

$$DT = (r)2 \times 100\%$$

5) Multiple Linear Regression Test

Multiple Linear Regression Test is a condition (up and down) of the dependent variable, if two or more independent variables as predictors are manipulated (increase in value)(Sutejo, 2020).

Formula:

$$Y = a + b1X1 + b2X2$$

Information:
Y = dependent variable, namely consumer buying interest
a = Constant of multiple regression equation
b1 = Ad regression coefficient
X1 = Advertising variable
b2 = Brand image regression coefficient
X2 = Brand image variable

6) Pengujian Hipotesis

a. Uji t (Uji Parsial)
b. The t test is used to partially or individually test the effect of the independent variables resulting from the regression equation individually affecting the value of the dependent variable, then it can be done with the t statistical test(Randi Saputra, 2018).
c. f test (simultaneous test)
d. The f test is used for data on two or more variables resulting from the regression equation which together have a significant effect on the dependent variable. According to Ghozali, normality testing aims to test whether the regression model and the confounding variables have a normal distribution. In this study, the normal probability plot is used which is a graphical analysis and statistical test(Randi Saputra, 2018).

3. Discussion and Results

In determining the number of samples to be studied, the authors use an error rate of 5% because in research it is impossible for the results to be 100% perfect. The greater the error rate, the smaller the sample size studied. The number of samples to be used is 103 respondents with the following calculations:

$$n = \frac{140}{1+140.(5\%)^2} = \frac{140}{1+140.0{,}0025} = \frac{140}{1{,}35} = 103 \text{ Respondent}$$

Table 2.
Description of Respondents by Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student /	62	60.2	60.2	60.2
	Entrepreneur/Entrepreneur	8	7.8	7.8	68.0
	Employee	26	25.2	25.2	93.2
	Another	7	6.8	6.8	100.0
	Total	103	100.0	100.0	

Based on Table 2, it can be seen that the respondents who liked the Pucuk Harum Tea product the most were students, namely 60.2%.

3.1 Research Instrument Test

Based on the research that will be used, it must be tested first. The aim is to determine the validity and reliability of the instrument so that it can be known whether or not the instrument to be used in the study is feasible. With this the number of respondents as many as 103 people. In this case the authors test the validity and reliability using SPSS version 22 as follows:

1. Data Validity Test

r table with degrees of freedom (n validity test will be tested with SPSS, by comparing the value of r compared to the value of -2). Where the researcher uses n = 103 (103-2 = 101) with a significance level of 5% (0.05) the value of r = 0.1937.

Table 3.
Validity Test Results of X1 Advertising Variables

Variabel X_1	r value. Count	Value of r.Table	Sig Value	Information
1	0,897	0,1937	0,000	Valid
2	0,880	0,1937	0,000	Valid
3	0,851	0,1937	0,000	Valid

Based on Table 3, to find out the significance or not, the calculated r on the X1 variable needs to be compared with the r table. If r count is greater than r table, then it can be declared a valid instrument.

Table 4.
Results of the X2 Variable Validity Test Brand image

Variabel X2	r value. Count	Value of r.Table	Sig Value	Information
1	0,931	0,1937	0,000	Valid
2	0,938	0,1937	0,000	Valid

Based on Table 4, to find out the significance or not, the calculated r on the X2 variable needs to be compared with the r table. If r count is greater than r table, it can be declared a valid instrument

Table 5.
Validity Test Results for Variable Y Consumer buying interest

Variabel Y	r value. Count	Value of r.Table	Sig Value	Information
1	0,883	0,1937	0,000	Valid
2	0,922	0,1937	0,000	Valid
3	0,896	0,1937	0,000	Valid

Based on Table 5, to find out the significance or not, the calculated r on the Y variable needs to be compared with the r table. If r count is greater than r table, then it can be declared a valid instrument.

3.2 Data Reliability Test

Reliability tests will be carried out both for the independent variable (free) and for the dependent variable (bound). Reliability test aims to see whether the questionnaire has consistency if the

measurements are carried out with the questionnaire repeated. The basis for taking the Cronbach's alpha reliability test for an instrument is declared reliable if the reliability coefficient is at least 0.6 which will be processed using the help of SPSS version 22.

Table 6.
Reliability Test Results of X1 Advertising Variables

Reliability Statistics

Cronbach's Alpha	N of Items
.855	4

Based on Table 6, from the calculations obtained the reliability value of the advertising variable based on Cronbach's Alpha of 0.855 which is greater than the reliability coefficient of 0.6. Based on the results of the reliability test, it is concluded that this instrument item is said to be reliable and trustworthy so that it can be used as a research tool.

Table 7.
Reliability Test Results for Variable X2 Brand image

Reliability Statistics

Cronbach's Alpha	N of Items
.910	3

Based on Table 7, from the calculations obtained the reliability value of the brand image variable based on Cronbach's Alpha of 0.910 which is greater than the reliability coefficient of 0.6. Based on the results of the reliability test, it is concluded that this instrument item is said to be reliable and trustworthy so that it can be used as a research tool.

Table 8.
Reliability Test Results Variable Y Consumer buying interest

Reliability Statistics

Cronbach's Alpha	N of Items
.863	4

Based on Table 8. from the calculation, the reliability value of the consumer buying interest variable based on Cronbach's Alpha is 0.863 which is greater than the reliability coefficient of 0.6. Based on the results of the reliability test, it is concluded that this instrument item is said to be reliable and trustworthy so that it can be used as a research tool.

3.3 Research Data Analysis

a Uji Koefisien Korelasi

Test the correlation coefficient to be able to determine the strong or weak influence of advertising, brand image on consumer buying interest, by looking for Pearson Correlation between advertising, brand image on consumer buying interest.

Table 9
Correlation Coefficient Test Results

Correlations

		IKLAN	CITRAMEREK	MINATBELIKONSUMEN
ADVERTISEMENT	Pearson Correlation	1	.721**	.718**
	Sig. (2-tailed)		.000	.000
	N	103	103	103
BRAND IMAGE	Pearson Correlation	.721**	1	.801**
	Sig. (2-tailed)	.000		.000
	N	103	103	103
INTEREST TO BUY CONSUMER	Pearson Correlation	.718**	.801**	1
	Sig. (2-tailed)	.000	.000	
	N	103	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

From the calculation of table 9. shows that the value of the Pearson Correlation between advertising and consumer buying interest is 0.718 and between brand image and consumer buying interest is 0.801. The results of the data processing in the table show a significance number of 0.000 where p = 0.000 <0.005 which means that there is a significant relationship between advertising, brand image and consumer buying interest. The correlation number close to 1 (one) indicates a very strong relationship. The results of data processing on the correlation coefficient in table 9. the results of the correlation coefficient on the influence of advertising, brand image, and consumer buying interest are above the number 0.801 which shows that there is a very strong relationship between variables..

The Pearson Correlation SPSS version 22 value between brand image and consumer buying interest is also proven by using the correlation coefficient test calculation formula as follows:

$$r = \frac{N(\sum xy) - (\sum x \sum y)}{(N\sum x^2 - (\sum x)^2 (N\sum y^2 - (\sum y)^2 ½}$$

$$r = \frac{(103.30287) - (2262.1354)}{(103.50694) - (2262)^2 (103.18256 - (1354)^2 ½}$$

$$r = \frac{3119561 - 3062748}{(5221482 - 5116644)(1880368 - 1833316) ½}$$

$$r = \frac{56813}{104838.470521/2}$$

$$r = \frac{56813}{323,78.216,91½}$$

$$r = \frac{56813}{70231,11}$$

$$r = 0,801$$

b Coefficient of Determination Test

The coefficient of determination test is used to determine the contribution of the advertising variable, brand image (X) to consumer buying interest (Y).

Table 10

Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826[a]	.683	.676	1.204

a. Predictors: (Constant), BRAND IMAGE, ADVERTISING

Based on the results of table 10, it shows that R Square in the influence of advertising, brand image on consumer buying interest is 0.683 or 68.3%. This shows that the influence of the independent variable (X) advertising, brand image and the dependent variable (Y) consumer buying interest as much as 68.3%. The remaining 31.7%. Influenced by other factors. The value of the coefficient of determination can also be proven by using the formula for calculating the coefficient of determination as follows:

KD = $(r)^2$ x 100%

kd = $(0,826)^2$ x 100%

kd = 0,683 x 100%

kd = 68,3%

c Multiple Linear Regression Test

In calculating the regression equation test, the author uses multiple linear regression equation test for two independent variables and one dependent variable.

Table 11.
Multiple Linear Regression Test Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.239	.837		1.480	.142
	ADVERTISING	.310	.086	.293	3.601	.000
	BRAND IMAGE	.893	.123	.590	7.256	.000

a. Dependent Variable: INTEREST TO BUY CONSUMER

Based on Table 11. From the SPSS output above, the constants and coefficients of the multiple linear regression equation are obtained in column B, with the regression coefficient value for the X_1 variable (Advertising) is 0.310 and the regression coefficient X_2 (brand image) is 0.893. So by referring to the multiple linear regression equation formula Y = a + b1X1 + b2X2, the multiple linear regression equation can be formed as follows:

$$Y = 1{,}239 + 0{,}310X1 + 0{,}893X2$$

From the above equation, it can be explained as follows:

a. a = 1.239 is a constant. If the advertising and brand image variables are equal to zero, then the dependent variable (consumer buying interest) is positive.
b. B1 = 0.310 is the coefficient of the advertising variable (X1), if the ad is increased by 1 unit, the consumer's buying interest will increase by 0.310 units.
c. c. B2 = 0.893 is the variable coefficient of brand image (X2), if the brand image is increased by 1 unit then consumer buying interest will increase by 0.893 units.

From the information above, it can be seen that advertising and brand image have positive values, meaning that advertising and brand image have a positive effect on consumer buying interest.

d Hypothesis testing

1) T test (Partial Test)

This t-test was conducted to determine whether partially brand image has a significant effect on consumer buying interest. This test is performed by comparing the value of t Count with the value of t Table. The results of testing the t hypothesis can be seen in the following table

Table 12.
T-Test Results (Partial Test)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.239	.837		1.480	.142
	ADVERTISING	.310	.086	.293	3.601	**.000**
	BRAND IMAGE	.893	.123	.590	7.256	**.000**

a. Dependent Variable: INTEREST TO BUY CONSUMER

Based on Table 12. SPSS output results above indicate that there are two independent variables Advertising (X1) and Brand Image (X2) have a significant influence on the dependent variable Consumer buying interest (Y) with the following details:

a) Advertisement (X1)

For the Advertising variable (X1) has a significant value of 0.000. The value of sig t < 5% (0.000 < 0.05). Then H1 is accepted, this shows that advertising (X1) has a significant effect on consumer buying interest (Y).

b) Brand Image (X2)

The brand image variable (X2) has a significant value of 0.000. The value of sig t < 5% (0.000 < 0.05). Then H2 is accepted, this shows that brand image (X2) has a significant effect on consumer buying interest (Y).

e F Test (Simultaneous Test)

Test F test is used to determine whether the independent variables together have a significant effect on the dependent variable at a significance level of 5%. The results of testing the F hypothesis can be seen in the following table:

Table 13
F Test Results (Simultaneous Test)
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	311.915	2	155.958	107.631	.000[b]
	Residual	144.900	100	1.449		
	Total	456.816	102			

a. Dependent Variable: INTEREST TO BUY CONSUMER
b. Predictors: (Constant), ADVERTISING, BRAND IMAGE

Based on the calculation results which can be seen in table 13. significant F is 0.000. So sig F < 5% (0.000 < 0.05). Which means that simultaneously the variables X1 and X2 have a significant effect on the Y variable. Then H3 is accepted.

4. Conclusion

Advertising and brand image is something that can not be separated from consumer buying interest, where these three things are very important for a company. From the results of research on advertising, brand image on consumer buying interest, it can be concluded as follows:

a. Based on the results of the correlation coefficient test using SPSS version 22, it is proven that there is a very strong influence between advertising, brand image on consumer buying interest with a correlation value above 0.801 which means the correlation between variables is very strong.
b. Based on the results of the coefficient of determination using SPSS version 22, it is known that the contribution given by advertising and brand image is 68.3% to consumer buying interest, the remaining 31.7%. Influenced by other factors.
c. Based on the results of multiple linear regression using SPSS version 22, it is known that the contribution given by X_1 (advertising) is 0.310 and X_2 (brand image) is 0.893. Then a multiple linear regression equation can be formed as follows: Y = 1.239 + 0.310X1 + 0.893X2.

5. References

Almilia, L. S. (2009). Analisa Kualitas Isi Financial And Sustainability Reporting Pada Website Perusahaan Go Publik di Indonesia. *Seminar Nasional Aplikasi Teknologi Informasi*, *2009*(Snati), 34–38.

Amalia, N. (2019). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess Di Bangkalan). *Jurnal Studi Manajemen Dan Bisnis*, *6*(2), 96–104. https://doi.org/10.21107/jsmb.v6i2.6688

Djelantik, S. (2016). Komunikasi Internasional dalam Era Informasi dan Perubahan Sosial di Indonesia. *Jurnal ILMU KOMUNIKASI*, *12*(7), 105–106.

Firmansyah, A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: CV Budi Utama.

Fitriah, M. (2018). *Komunikasi Pemasaran melalui Desain Visual*. Yogyakarta: CV Budi Utama.

Malonda, D. (2018). Analisis Citra Merek, Harga Produk Dan Kualitas Terhadap Keputusan Pembelian Handphone Samsung Pada Seluruh Gerai Â Gerai Seluler Di It Center Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *6*(4), 2288–2297. https://doi.org/10.35794/emba.v6i4.20997

Pasigai, M. A. (2009). Pentingnya Konsep Dan Strategi Pemasaran Dalam Menghadapi Persaingan Bisnis. *Jurnal Ilmu Ekonomi Studi Pembangunan*, *1*(1), 51–56.

Rahmiati, F. (2018). Analisis Penilaian Wisatawan Mancoyali. *ResearchGate*, (November), 78. Retrieved from https://www.researchgate.net/profile/Filda-Rahmiati/publication/328781058_ANALISIS_PENILAIAN_WISATAWAN_MANCANEGARA_TERHADAP_LOYALITAS_WISATA_BELANJA_DI_KOTA_BANDUNG/links/5bfccbc8a6fdcc76e722bd07/ANALISIS-PENILAIAN-WISATAWAN-MANCANEGARA-TERHADAP-LOYALITAS

Randi Saputra. (2018). PENGARUH IKLAN DAN CITRA MEREK TERHADAP MINAT BELI KONSUMEN PRODUK MEREK HONDA (Survei Konsumen Pada Dealer CV. Cempaka Motor di Kabupaten Sijunjung). *JOM FISIP*, *5*(1).

Riyanto, S. (2018). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik Kuantitatif*.

Yogyakarta: CV Budi Utama.
Sutejo, D. (2020). Implementasi Undang-Undang Tentang Administrasi Kependudukan Di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Aceh Timur. *Strukturasi: Jurnal Ilmiah Magister Administrasi Publik*, *2*(2), 162–167. https://doi.org/10.31289/strukturasi.v2i2.56
Veronika. (2016). Pengaruh Iklan dan Brand image terhadap Minat beli konsumen dengan brand image sebagai variabel mediasi. Retrieved from https://repository.usd.ac.id/5929/2/122214064_full.pdf. 110