The Effect of Advertising and Personal Selling on Buying Decision with Brand Image as an Intervening Variable for Indofood Brand in Solo Raya

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ABSTRACT

This research aimed to determine, through the use of the brand image as an intervening variable for the Indofood brand in Solo Raya, the direct or indirect effects of advertising and personal selling on purchasing decisions. Using purposive sampling combined with non-probability sampling approaches, 100 samples were employed in this investigation. With the use of SMART PLS 3.0 software, the Structural Equation Model Partial Least Square (SEM-PLS) was utilized as the analytical technique in this work. The analysis's findings demonstrate that: Advertising influences consumer behavior in a positive and significant way; personal selling influences consumer behavior in a positive and significant way; advertising influences consumer behavior in a positive and significant way; personal selling influences consumer behavior in a positive and significant way; and brand image influences consumer behavior in a positive and significant way. Additionally, brand image can mediate the relationship between advertising and consumer behavior through positive and significant outcomes. The Indofood brand has effectively employed advertising and personal selling as marketing methods to boost its sales and reputation.

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1. INTRODUCTION

These days, entrepreneurs are looking to launch their companies in the food and beverage sector. We understand that this includes the need for bins, boards, and shelters in addition to the basic human basics of food and drink. Due to the industry's significant market share, many food and beverage companies have emerged globally, especially in developing countries like Indonesia. [1].

Businesses in the food and beverage industry fight hard to gain the loyalty of their clients. As evidenced by Mardalis (2005), provides evidence that the increased competitiveness among product providers in recent times is not solely attributable to globalization. [1]. But primarily because consumers have become more savvy, price-savvy, picky, forgiving, and exposed to a wide range of items. The intensity of competition is further heightened by advancements in communications technology, which provide consumers with more access to information about the variety of items available. (Ali & Widodo, 2022).

Businesses in Indonesia have been impacted by the Internet and the digital age that followed, especially in the food and beverage industry. In addition to using printing and analog technologies, the food and beverage industry is also impacted by the use of Internet technology since it helps them create their brand identity. [4]. The

loyalty of the client or consumer that a business is attempting to cultivate is the foundation of its brand image. Consumer behavior about the use and acquisition of goods from prior shopping experiences is known as loyalty. [5].

The business use a number of techniques, including public relations, to boost customer loyalty to a brand. A company's ambition to be a part of professionalism that successfully and efficiently creates consumer affection according to the needs and aspirations of consumers means that a company with a public relations department can create a positive brand image. As a result, public relations tasks become extremely important and highly needed in a company's brand image. [4].

Developing the company's image in addition to setting up a PR department allows the business to advertise and engage in direct sales to win over repeat customers. [6]. Advertising is any presentation and promotion of ideas, goods, or services that is supported by a named sponsor, according to Tjiptono (2008). Food and beverage companies always present compelling information about their products, emphasizing their delicious flavor and superior quality. Because of this, customers will be captivated to the products they offer and eventually grow devoted to the brand that the food and beverage firms are trying to promote. [8].

One of the elements that significantly contributes to higher sales volume is advertising, which has the power to influence behavior, convince, and point customers and potential customers toward the supplied goods and services. [9].

A company that engages in personal selling uses it to build rapport with customers and close deals. Personal selling is the finest strategy or plan for achieving the company's objectives in light of corporate rivalry. Effective personal selling strategies can be quite helpful to a company when it comes to product promotion. In this sense, personal sales are very important since they give sellers the chance to interact with clients one-on-one and in two ways, giving them information about the things they are selling and possibly swaying their purchase choice. [10].

Buying decisions can be impacted by brand image in addition to advertising and personal selling. Brand image is a reflection of how customers feel about certain items or product lines as well as the company as a whole. Customers show greater interest in purchasing products with stronger brand images because they feel that a product with a reputable brand image will provide them with greater security when using the product. [11].

Picture 1. Market share of domestic instant noodles July-Sept 2016
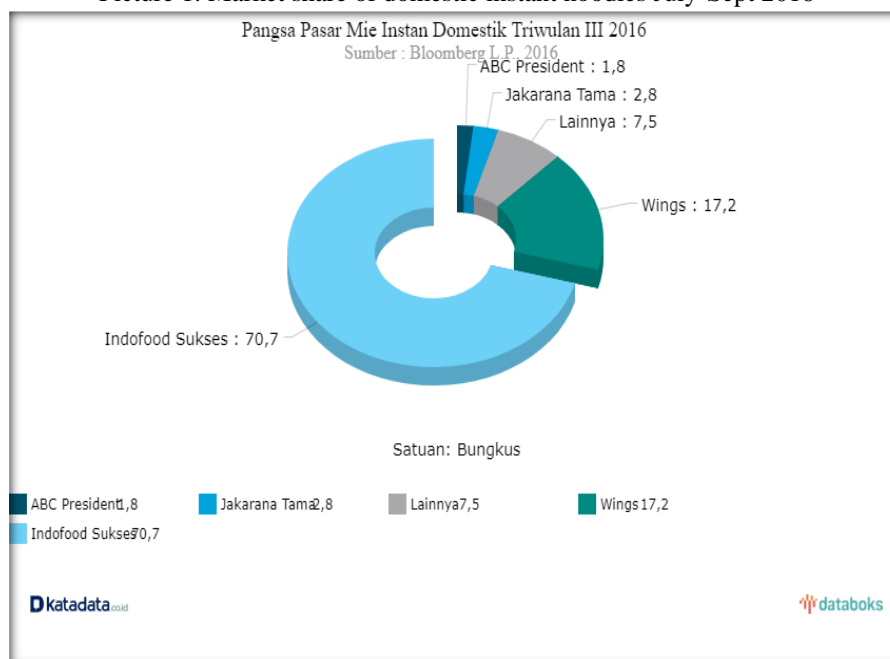
Source: Katadata Insight Center (KIC)

Because it is a food and beverage company that has employed a variety of marketing strategies to compete on a national and international scale, the Indofood brand was selected for this study. One of their most well-known creations that has gained international recognition is Indomie, demonstrating how well-known their products have become. Based on data from Bloomberg, Indofood Success Makmur has an instantaneous market share of approximately 70,7%. [12].

Picture 2. The most consumed Indonesian brand of instant noodles in the last year (Dec 2022)
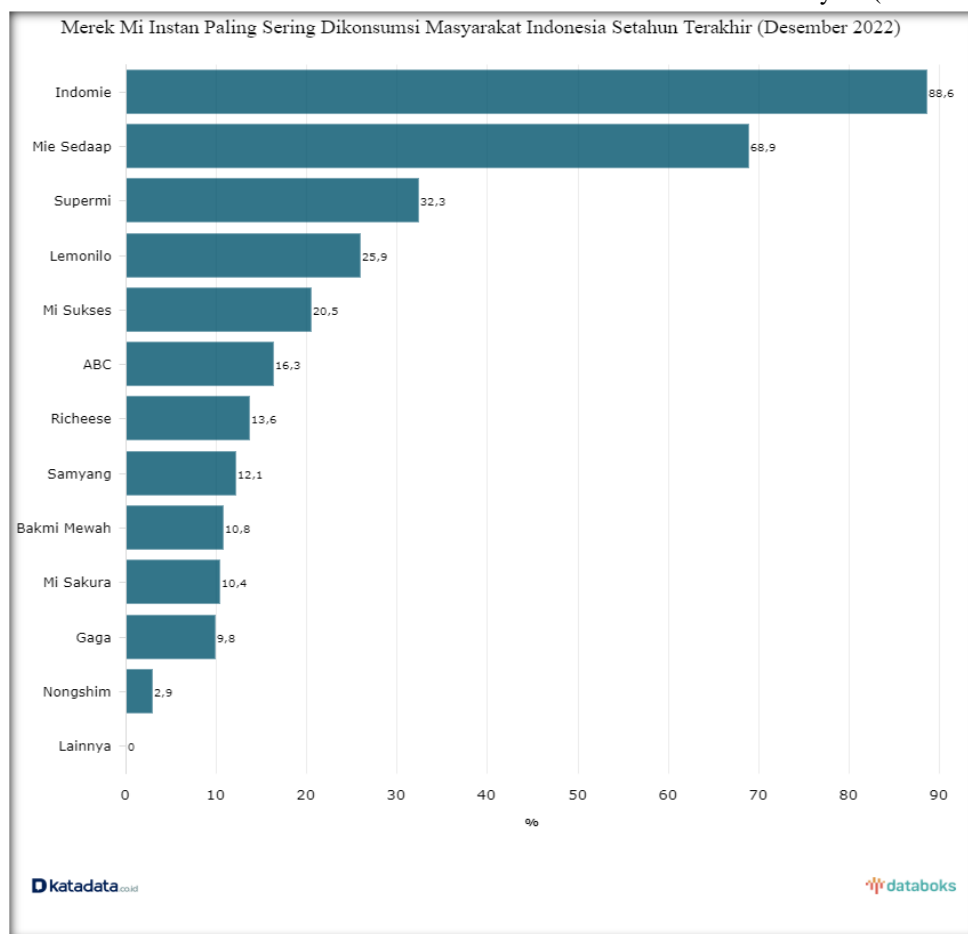

Source: Katadata Insight Center (KIC)

The majority of Indonesian consumers most frequently consume Indomie, a product of the Indofood brand. The Kurious survey from the Katadata Insight Center served as its foundation (KIC). The majority of respondents, or 88.6%, stated that they had used Indomie instant noodles the most during the previous year. Consequently, 68.9% of those surveyed claimed to have used Mie Sedaap regularly over the previous 12 months. Then, within the same time frame, 32.3% of the participants took Supermi. According to the survey, among respondents, Indomie is the most well-liked instant noodle brand in Indonesia.

Even though Indofood has run marketing campaigns to establish a brand identity, brand switching by customers is unavoidable. A positive company image will benefit the business, while a poor image would have the opposite impact and be harmful to the business. (Ekhsan *et al.*, 2022). A company's reputation is one of the most important variables in the business field. (Rahayu *et al.*, 2021).

The research carried out by Nadia Maudita Deatami and Imroatul Khasanah (2019) entitled "ANALYSIS OF ADVICE INFECTION AND PRODUCT DESIGN FACTED BUY DECISIONS WITH BRAND CITRA AND VARIABLE INTERVENING", the analysis's conclusions lead to the following conclusions: product design positively and significantly influences brand image; advertising influences positively and significantly influences brand image; brand image positively and significantly influences purchasing decisions; and product design positively and meaningfully influences decisions to buy.

Picture 3. Conceptual Model of The Research
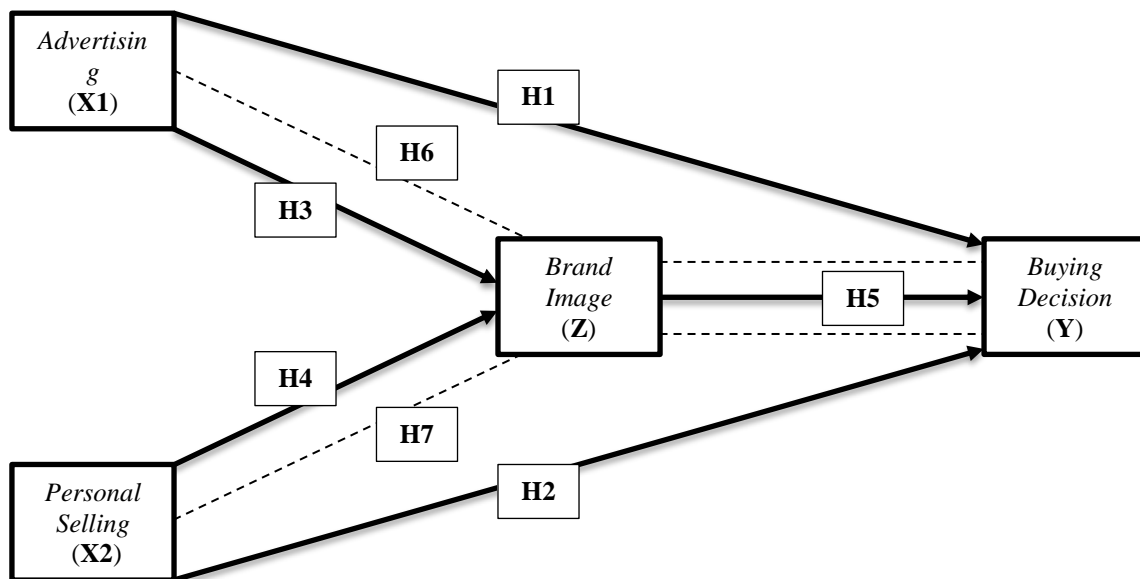
1.1 Advertising

When an advertiser pays a mass media source to air their advertisement, they are engaging in non-personal sponsorship of ideas, goods, or services. This type of sponsorship is known as advertising. (Ali & Widodo, 2022). As a potent weapon of promotion, advertising is defined by Deatami & Khasanah (2019), as the use of paid media by a seller to convey compelling information about a product (ideas, commodities, or services) or an organization.

As a potent weapon of promotion, advertising is defined by Deatami & Khasanah (2019), as the use of paid media by a seller to convey compelling information about a product (ideas, commodities, or services) or an organization. When making a purchase, however, a process of integration is involved in weighing several potential behaviors and selecting one. One of the elements that significantly contributes to higher sales volume is advertising, which has the power to influence behavior, convince, and point customers and potential customers toward the supplied goods and services. [9].

This hypothesis is based on the results of research by Akbar & Darmaputra, (2022), who found that advertising has a positive and significant influence on buying decisions.

H1: Advertising positive and significant effect on Buying Decision.

A product's greatness is the basis of advertising, an indirect kind of communication that shapes a product's enjoyment to the point where it induces a desire in the consumer that will lead them to make a purchase. Customers are influenced by advertising, which also helps them recall details about the product and make repeat purchases. Since consumers are viewed as the market rulers, marketers concentrate on a number of aspects to draw in more clients. The brand name will be highlighted in advertising, allowing the company to become well-known for its eye-catching marketing.

This hypothesis is based on the results of research from Deatami & Khasanah (2019) who found that advertising has a positive and significant influence on brand image.

H3: Advertising positive and significant effect on Brand Image.

1.2 Personal Selling

Tini *et al.* (2020), define personal selling as a face-to-face engagement between people with the goal of developing, enhancing, mastering, or maintaining exchange connections that are mutually beneficial for both sides. [15].

According to Tini *et al.* (2020), personal selling is a face-to-face interaction between individuals aimed at creating, developing, mastering, or preserving mutually advantageous trade connections. The buying decision is the phase of evaluation when a consumer develops preferences for a brand. During this phase, consumers also aim to purchase the most preferred brand. A company's aims can be effectively promoted through personal selling in the face of competitive business environments. Product marketing will greatly benefit from a company's appropriate use of personal selling.

This hypothesis is based on the results of research by Tini *et al.* (2020), who found that personal selling has a positive and significant influence on buying decisions.

H2: Personal Selling positive and significant effect on Buying decision.

Engaging in a face-to-face, two-way conversation with potential clients about the advantages or practicality of a certain product or service is known as personal selling. A brand's image, according to Laras & Firmanyah (2019), is a collection of consumer perceptions about a brand. Marketing communication initiatives can impact consumers' decisions by effectively communicating the superior quality of the company's offerings. Consumer opinion of the brand will also be shaped by communication about the product's quality.

This hypothesis was formulated on the basis of a study by Talitha (2020), which found that personal selling has a positive and significant influence on brand image.

H4: Personal Selling positive and significant effect on Brand Image.

1.3   Brand Image

Deatami & Khasanah (2019), define a brand image as an embodiment of the external features of a product or service, encompassing the brand's endeavor to fulfill the social or psychological requirements of its clientele. The perception of the brand was formed via experience and familiarity with it. [17]. This view is also supported by Laras & Firmanyah (2019), who characterize "a brand image as a set of consumer beliefs about a brand," endorse this point of view as well. According to that assertion, a brand's success within an organization is greatly influenced by its image.

The buyer's decision to purchase is the result of several decisions. (Herdiana & Alamsyah, 2017). Customers' perceptions of certain products or product lines as well as the business as a whole are reflected in a brand's image. Because they think a product with a reputable brand will be safer for them to use after purchase, customers are more interested in buying a product with a stronger brand image.

This hypothesis was formulated on the basis of research by [11], who found that brand image has a positive and significant influence on buying decisions.

H5: Brand Image positive and significant effect on Buying Decision.

1.4   Buying Decision

According to Deatami & Khasanah (2019), making a purchase involves integrating multiple behaviors into one process to evaluate and select one.

According to Deatami & Khasanah (2019), define a brand image as an embodiment of the external features of a product or service, encompassing the brand's endeavor to fulfill the social or psychological requirements of its clientele. The company's advertising efforts will strengthen its brand image, which will influence consumers' interest in purchasing the goods and ultimately lead to a purchase decision.

This hypothesis is based on research from Deatami & Khasanah (2019), who found that brand image can mediate the relationship between advertising and buying decisions.

H6: Advertising positive and significant effect on Buying Decisions mediated by Brand Image.

Advertising is the non-personal presentation and promotion of ideas, goods, or services by a specified sponsor that requires a specific payment, such as the advertiser paying a mass media outlet to air their advertisement. (Ali & Widodo, 2022). Through simultaneous brand introductions through personal marketing communications, the corporation hopes to build its brand recognition and persuade customers to purchase the product. If customers are happy with the things they purchased, they will also never forget the brand name.

This hypothesis is based on research by [8], which found that brand image can mediate the relationship between personal selling versus buying decisions.

H7: Personal Selling positive and significant effect on Buying Decisions mediated by Brand Image.

2. RESEARCH METHOD

Sugiyono (2013), states that particular specimens and representative populations are studied using quantitative research methods. Drawing on the positive philosophy—which holds that symptoms and occurrences may be defined, relative fixed, concrete, observable, measurable, and have a causal relationship—research instruments are used to gather data, which is then statistically analyzed to evaluate the set hypotheses. Descriptive research, according to Sugiyono (2013), is a type of study that describes data obtained with no purpose of reaching broad conclusions through data analysis.

One helpful tool for gathering data from respondents on statements created using a questionnaire is a variable measurement scale. The variables used in this study are personal selling and advertising as independent variables, purchasing decisions as dependent variables and brand image as intervening variables. The data utilised to compile this study are primary data. Primary data are those that are gathered straight from the research sample's respondents. Spreading and distributing questionnaires to the targeted respondents was the data-gathering strategy employed to get precise data and information. A method for determining each respondent's ideas and opinions

about a specific phenomenon is the Likert scale. (Sugiyono, 2008). Using the following research scale: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for highly agree.

Sugiyono (2013), defines a population as a generalization region made up of items or subjects that meet specific criteria, such as quantity and features, that are determined by the researcher before conclusions are drawn. The Solo Raya Society, which has purchased Indofood products, is the study's population.

Purposive sampling is a method of selecting samples by taking into account specific factors that are based on the researchers' subjective assessment of certain qualities that are thought to be related to population characteristics. From the sampling techniques used, the characteristics of the respondents selected are as follows: 1. Respondents who have purchased products produced by Indofood in the last six months, 2. Responds who are older than or equal to 17 years to more than or equivalent to 64 years, 3. A respondent who is domiciled in Solo Raya for at least 1 year.

According on the amount of indicators in the latent variable, Ferdinand (2014) recommended a sample size. In particular, 5 to 10 signals should make up the sample size. Since there are sixteen indicators used in this study, sample sizes can range from 80 to 160 based on estimations made using the quantity of indicators collected. For this investigation, 100 responders are the minimum sample size. The study employs a different approach that changes a covariance-based SEM technique to a variance-based one: the Partial Least Square (PLS) analytical tool with SmartPLS software version 3.0. The PLS model is more forecasting. The method of evaluating a partial least squares (PLS) model involves both an external and an internal model evaluation.

The model's reliability and validity are measured by the outer model (valid and reliable). The model is assessed using tests for Composite reliability, Cronbach's Alpha, and Convergent Validity. An interior model is a structural model that forecasts the latent variables' causal linkages. This model is evaluated using the Coefficient of Determination (R^2) and Goodness of Fit (Q^2).

To investigate the theory of an exogenous variable having a direct impact on the impacted variable (endogen), direct effect analysis is helpful. The influence of an exogenous variable is in the opposite direction if the route coefficient value is positive; if the value increases, the endogenic variable will likewise rise. The hypothesis of the indirect influence of an exogenous variable mediated by the mediator or mediation variable on the affected variable (endogenous) can be tested with the help of indirect effects analysis.

In this study, the independent variable is advertising (X1) and personal selling (X2), the dependent variable is buying decision (Y) and brand image is the mediating variable (Z).

3. RESULT AND DISCUSSIONS

3.1 Respondent Profile

Table 1. Characteristics of the sample (n=100)

Characteristics of Respondents	f	%
Gender		
Male	44	44
Female	56	56
Age		
18-23 Years Old	76	76
24-29 Years Old	21	21
>30 Years Old	3	3
Education		
Junior High School	4	4
Senior High School	25	25
Diploma	12	12
Bachelor	59	59
Job		
TNI/Polri/Civil Servants	1	1
Businessman	11	11
Employee/Labor	9	9
Student	69	69
Other	10	10
Have purchased Indofood products		
Yes	100	100
No	0	0

Source: Processed primary data (2023)

Table 1 above indicates that the majority of responders are female (56%) respondents, 18-23 Years Old (76%), Bachelor (59%), Student (69%), and respondents who have purchased Indofood products (100%).

3.2 Data Test Result
3.2.1 Validity and Reliability Test
   • **Validity Test**

Table 2. Outer Loading

Variable	Indicator	Outer Loading
Advertising (X1)	X1.1	0,564
	X1.2	0,749
	X1.3	0,877
	X1.4	0,728
	X1.5	0,839
	X1.6	0,767
Personal Selling (X2)	X2.1	0,791
	X2.2	0,854
	X2.3	0,849
	X2.4	0,711
	X2.5	0,697
	X2.6	0,755
Brand Image (Z)	Z.1	0,764
	Z.2	0,756
	Z.3	0,760
	Z.4	0,817
	Z.5	0,813
Buying Decision (Y)	Y.1	0,798
	Y.2	0,824
	Y.3	0,779
	Y.4	0,886

Source: Processed primary data (2023)

As can be seen in Table 2 above, every variable indicator in several studies has an outer loading value higher than 0.7. On the other hand, according to Chin (1998), a measuring scale between 0.5 and 0.6 is considered sufficient to satisfy the convergent validity requirements. No variable indication in the aforementioned data has an outer load value lower than 0.5. After funds for investigation are determined to be eligible or valid for all indications, additional analysis might be conducted.

Table 3. Average variance extracted (AVE)

Variable	AVE (Average Variance Extracted)	Description
Advertising (X1)	0,578	Valid
Personal Selling (X2)	0,606	Valid
Brand Image (Z)	0,515	Valid
Buying Decision (Y)	0,677	Valid

Source: Processed primary data (2023)

The study's AVE (Average Variance Extracted) values for all the variables are larger than 0.5, as can be observed in Table 3. There is a secondary value for each variable in this study: Buying Decision (Y) = 0.677, Brand Image (Z) = 0.515, Personal Selling (X2) = 0.606, and Advertising (X1) = 0.578. It implies that every variable in this research can be considered legitimate in terms of discriminatory validity.

   • **Reliability Test**

Table 4. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbachs Alpha
Advertising (X1)	0,890	0,850
Personal Selling (X2)	0,902	0,869
Brand Image (Z)	0,852	0,785

Variable	Composite Reliability	Cronbachs Alpha
Buying Decision (Y)	0,893	0,840

Source: Processed primary data (2023)

Table 4 above allows for the display of all study factors for the composite reliability value that have a value greater than 0.7. 0.890 for Advertising (X1), 0.902 for Personal Selling (X2), 0.852 for Brand Image (Z), and 0,893 for Buying Decision (Y). This suggests that every variable already satisfies the composite reliability, hence indicating a high degree of reliability for the variable as a whole. All of the study's variable cronbach alpha values are displayed in the above table as being above >0.6, meaning that the construction can be considered reliable overall because the chronbach alfa values have qualified.

3.2.2 Multicollinearity Test

Table 5. Colinearity Statistic (VIF)

Variable	Brand Image	Buying Decision
Advertising (X1)	3,604	3,714
Personal Selling (X2)	3,604	3,290
Brand Image (Z)		3,547
Buying Decision (Y)		

Source: Processed primary data (2023)

The results of the Collinearity Statistics (VIF) utilized to investigate the multicollinearity test between the Advertising variable's result and the Brand Image and Buying Decision results 3,604 and 3,714, respectively are shown in Table 5 above. Next, the Personal Selling variable's value is compared to the Brand image (3,604) and the purchase decision (3,290). Each variable that has a cut-off value greater than 0.1 or equivalent to a VIF value less than 5 does not violate the multicollinearity test.

3.2.3 R Square and Q Square

- **R Square (R^2)**

Table 6. R Square Values

Variable	R-Square
Brand Image	0,718
Buying Decision	0,853

Source: Processed primary data (2023)

When assessing how much personal selling and advertising factors affect brand image, R^2 is utilized. Based on Table 6 above, this relationship is considered moderate, as indicated by the value of 0.718, or 71.8%. The extent to which advertising and personal selling influence purchasing decisions is then determined using R^2: a result of 0.853, or 85.3%, indicates a high link in this case.

- **Q Square (Q^2)**

Table 7. Q Square Values

Variable	Model	Nilai
Brand Image	Q^2 (=1-SSE/SSO)	0,514
Buying Decision	Q^2 (=1-SSE/SSO)	0,549

Source: Processed primary data (2023)

Table 7 above indicates that the value of Q^2 of the brand image generated by 0.514, or $Q^2 > 0.05$, is the outcome of the analysis conducted in this study. Hence, the quantity $Q^2 > 0.05$ is indicated by the value Q^2 of the purchasing decision generated by 0.549. As a result, the research's goodness of fit or model validity is good.

3.2.4 Hypothesis Test

- **Direct Effect**

Table 8. Path Coefficient

Direct Effect	Hypothesis	Original Sample	t-Statistics	P Values	Description
Advertising (X1) -> Buying Decision (Y)	H1	0,230	2,305	0,022	**Positive Significant**
Personal Selling (X2) -> Buying Decision (Y)	H2	0,414	3,586	0,000	**Positive Significant**
Advertising (X1) -> Brand Image (Z)	H3	0,176	3,128	0,007	**Positive Significant**
Personal Selling (X2) -> Brand Image (Z)	H4	0,692	5,087	0,000	**Positive Significant**
Brand Image (Z) -> Buying Decision (Y)	H5	0,336	3,388	0,000	**Positive Significant**

Source: Processed primary data (2023)

A statistical value of larger than 1,96 and a p-value of less than 0.05 are shown in Table 8 above. The statistical values of 2,305 > 1,96 and P value 0.022 < 0,05 support the widely held belief that advertising has a favorable and significant impact on consumers' purchase decisions. It is recognized that the statistical values of 3,586 > 1,96 and P value 0.000 < 0,05 support the second hypothesis, which holds that personal selling has a positive and significant impact on purchasing decisions. It is agreed upon that advertising has a major positive impact on a brand's image. The statistical numbers 3,128 > 1,96 and P value 0.007 < 0,05 support this. Given that personal selling has a positive and significant impact on brand image (statistical value of 5,087 > 1,96 and P value 0.000 < 0,05), the fourth hypothesis is accepted. It is accepted that the fifth hypothesis—that brand image influences purchasing decisions favorably and significantly—is true. Statistics showing 3,388 > 1,96 and P value 0.000 < 0,05 corroborate this.

- **Indirect Effect**

Table 9. Spicific Indirect Model

Indirect Effect	Hypothesis	Original Sample	t-Statistics	P Values	Description
Advertising (X1) -> Brand Image (Z) -> Buying Decision (Y)	H6	0,193	2,223	0,009	**Positive Significant**
Personal Selling (X2) -> Brand Image (Z) -> Buying Decision (Y)	H7	0,233	2,838	0,005	**Positive Significant**

Source: Processed primary data (2023)

Table 9 above provides the basis, with a P value of less than 0.05 and a statistical value more than 1,96. The statistical value of 2,223 > 1,96 and the P value of 0.009 < 0,05 confirm the sixth hypothesis, which states that advertising considerably and favorably influences buying decisions through brand image. P value 0.005 < 0,05 and statistical values of 2,838 > 1,96 support the seventh hypothesis, which suggests that brand image functions as a mediating factor between personal selling and buying decisions.

Picture 4. PLS Program Model
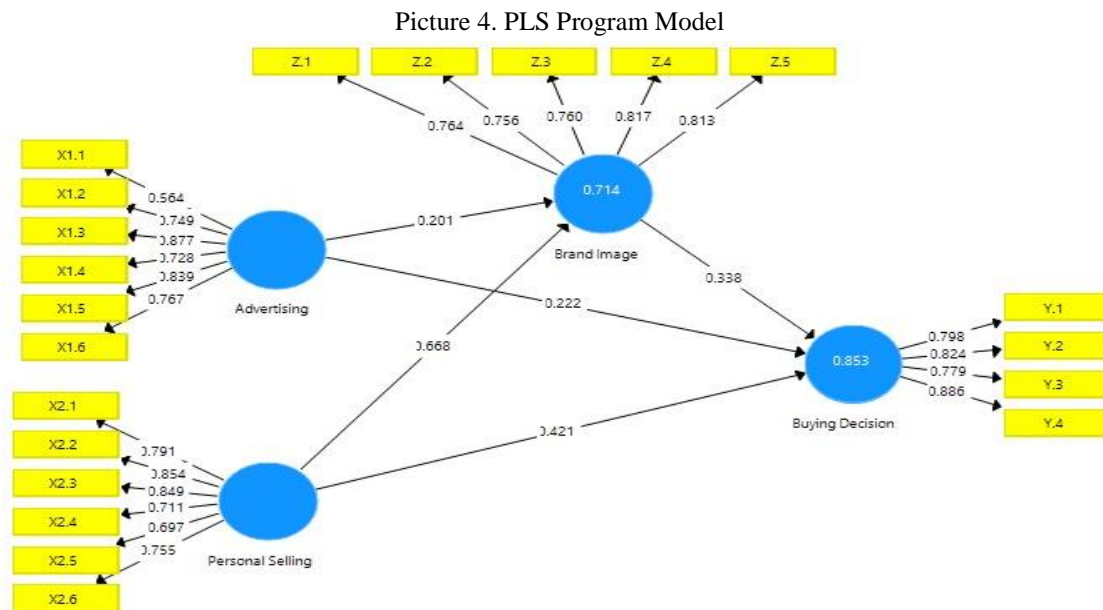
Source: Processed primary data (2023)

4. CONCLUSION AND RECOMMENDATION

The first hypothesis is supported by the positive and large influence that advertising has on the buying decision. The second hypothesis is accepted as personal selling influences purchasing decisions in a significant and positive way. The third hypothesis holds since advertising significantly and favorably affects brand image. As personal selling is positively and significantly impacted by the brand image, the fourth assumption can be accepted. The fifth assumption is acknowledged as brand perception significantly and favorably influences purchase decisions. The brand image created by advertising has a major and positive influence on purchasing decisions, leading to the acceptance of the sixth assumption. Personal selling significantly and favorably influences purchasing decisions through the brand image, which results in the acceptance of the seventh assumption.

The limitations of the research obtained by the researchers when conducting this research are as follows: 1. In this study only limited to the variables of ability Advertising and Personal Selling, as well as the mediation variable is Brand Image. Whereas for other factors that support Buying Decisions not studied, 2. The sample of this research is confined only to the territory of Solo Raya and has not been extended to other respondents outside Solo Raya, 3. The data is quantitative so the opinions or answers of respondents are very limited.

It is anticipated that additional characteristics not disclosed in this study will be able to be used in future research to explain related issues that might also influence a buying decision. It is anticipated that the sample range would be widened for more research so that clients of Indofood from various cities can also provide feedback. It is anticipated that future research would make greater use of qualitative data to enable respondents to provide a wide range of answers.

Acknowledgements

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