

## **THE INFLUENCE OF BRAND IMAGE AND ADVERTISING EFFECTIVENESS ON PURCHASING DECISIONS FOR SUPERMIE INSTANT NOODLES IN GRESIK DISTRICT**

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### **ABSTRACT**

Instant noodles are one of the most popular food products and are widely consumed by the public. In the midst of intense competition in the instant noodle industry, it is important for producers to understand the factors that influence consumer purchasing decisions. The purpose of this study was to identify and analyze the effect of brand image and advertising effectiveness on purchasing decisions for Supermie instant noodles in Gresik Regency. This study uses quantitative research methods. The data collection technique was carried out by distributing questionnaires which were measured using a Likert scale. The data that has been collected is then analyzed with a Structural Equation Model (SEM) based on Partial Least Square (PLS). The results showed that brand image and advertising effectiveness were able to contribute well to consumer purchasing decisions for Supermie instant noodles in Gresik Regency.

**Keywords:** *brand image, advertising effectiveness, purchase decision, instant noodle, supermie*

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### **INTRODUCTION**

Instant noodles have become an alternative food to rice for Indonesians. In addition to the ease of cooking and can be stored for a long period of time, this makes Indonesia the second largest instant noodle-consuming country after China. Based on data from the World Instant Noodles Association (WINA) as of May 13, 2022, the consumption of instant noodles in Indonesia amounted to 13.27 billion servings in 2021. In Indonesia, instant noodles are currently a popular and popular food because they are affordable, easy to serve, and taste good. The ease of serving instant noodles such as the availability of instant spices and a variety of flavors such as onion chicken, chicken broth, chicken soup, and others will foster public interest in consuming instant noodles as a substitute for rice (Ananta, 2023).

PT Indofood CBP Sukses Makmur Tbk is the first producer in creating instant noodles, one of the instant noodle brands launched by PT Indofood CBP in 1968 was instant noodles under the Supermie brand. Because at that time there were no competitors from other brands, so many consumers chose to buy Supermie instant noodles (Firmansyah, 2022). To meet the needs of its consumers, the company began to innovate by releasing other instant noodle brands such as indomie and Sarimi. This caused Superman's position to begin to decline.

Companies are required to have an advantage over their competitors in order to survive in the competition through the creation of greater value to customers. According to Kotler and Keller (2009) in Habibah (2017) marketing is an organizational function and a series of processes of creating, communicating, and delivering value to customers to establish relationships with customers to benefit the company so that the company can achieve its goals. The company's success in influencing consumer purchasing decisions is supported by efforts

to build communication with consumers by building brands and innovating on a product (Muharam & Soliha, 2017).

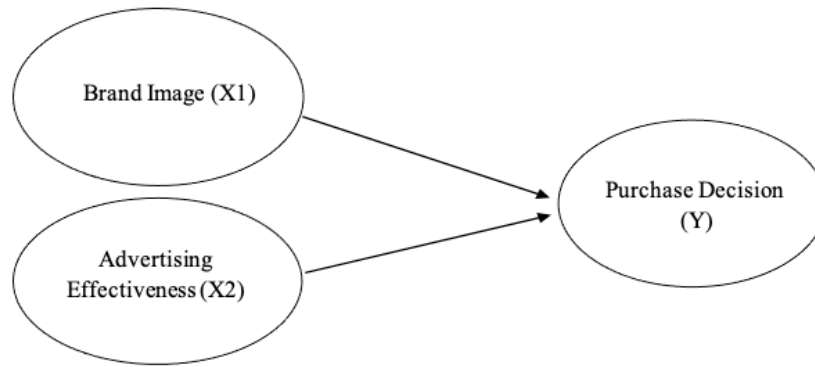
Brand image is an important factor in influencing consumer purchasing decisions. Consumers tend to trust products with well-known brands or brands that are already widely available in the market. According to Kotler and Lane (2012) in Anggraeni and Soliha (2020) brand image is the vision and beliefs that consumers harbor, as a reflection of the associations that are held in consumers' memories. If consumers have no experience with a product, they tend to trust a preferred or well-known brand (Habibah, 2017). So in addition to brand image, advertising effectiveness is also a consideration for consumers in deciding on a purchase. Measuring effectiveness is very important.

Without measuring the effectiveness, it will be difficult to know whether the company's goals can be achieved or not. According to Cannon, et al (2009) in Nurhayati (2022) effectiveness depends on how well the medium fits into a marketing strategy, namely, on the objectives of the promotion, the target market to be reached, the funds available for advertising, and the nature of the media, including who will be reached, with what frequency, with what impact, and at what cost. An advertisement should represent the product being advertised. Advertising aims to influence consumer affection and cognition, evaluation of feelings, knowledge, meaning, beliefs, attitudes, and images related to products and brands.

Mebyanti Permata P and Pandji Soegiono (2019) state that brand image and product quality have a positive and significant effect on purchasing decisions for Supermie noodles at Aini Swalayan Surabaya. It is also reinforced by research conducted by Yovianty et al (2022) where the results of the study obtained that the effectiveness of advertising and brand trust has a joint influence on purchasing decisions for Lemonilo products that increase purchasing decisions. The average consumption of instant noodles in Gresik Regency in 2020 was 0.083%, in 2021 it increased by 0.086%, and in 2022 it increased by 0.147% so Gresik Regency is a potential market in the consumption of instant noodle products. The purpose of this study is to identify and analyze the effect of brand image and advertising effectiveness on purchasing decisions for Supermie instant noodles in Gresik Regency (Ananta, 2023).

## **METHOD**

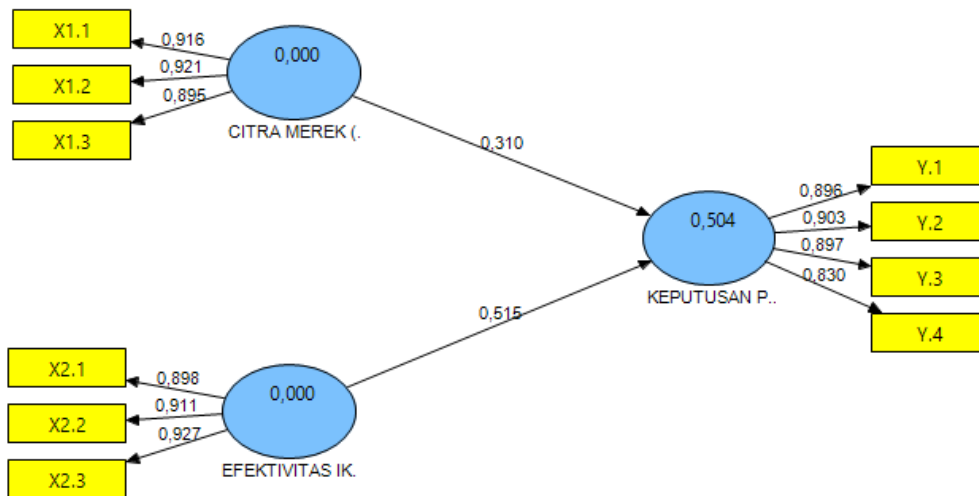
This research uses quantitative research methods. The data collection technique was carried out by distributing questionnaires which were measured using a Likert scale. The population in this study were consumers of supermie instant noodles in the Gresik Regency area. Because the population size is not known with certainty, the determination of the number of samples used is based on the sample measurement guidelines according to Arizal (2020), namely the number of samples is the number of indicators multiplied by 5-10 estimated parameters. In this study, the number of indicators was 10 with 10 parameters. So the research sample used was  $10 \times 10 = 100$  respondents. The data that has been collected is then analyzed with a Structural Equation Model (SEM) based on Partial Least Square (PLS). The results showed that brand image and advertising effectiveness were able to contribute well to consumer purchasing decisions for Supermie instant noodles in Gresik Regency.



**Figure 1. Research framework**

**RESULTS AND DISCUSSION**

**Interpretation of PLS Data Processing Results**



**Figure 2. Outer model with factor loading, path coefficient and R - square**

Source: data processing, SmartPLS output

From the PLS output image above, it can be seen the magnitude of the factor loading value for each indicator which is located above the arrow between the variable and the indicator, it can also be seen the magnitude of the path coefficients above the arrow line between the exogenous variables and the endogenous variables. In addition, it can also be seen the amount of R-Square which is right inside the endogenous variable circle (Purchase Decision variable).

**Cross Loading**

**Table 1. Cross Loading**

<b>Indicator</b>	<b>Brand Image (X1)</b>	<b>Purchase Decision (Y)</b>	<b>Advertising effectiveness (X2)</b>
X1.1	0,915879	0,473186	0,323725
X1.2	0,921495	0,506712	0,428851
X1.3	0,894954	0,494952	0,465141
X2.1	0,332443	0,539381	0,897884
X2.2	0,437932	0,656238	0,910791
X2.3	0,444126	0,581989	0,927177
Y.1	0,533729	0,895954	0,586502
Y.2	0,407049	0,903286	0,558328
Y.3	0,543360	0,896756	0,559896
Y.4	0,410386	0,830471	0,600559

Source: Processing questionnaire data

From the results of processing cross-loading data, it is obtained that all loading factor values on each indicator (shaded) both on the Brand Image variable (X1), Advertising Effectiveness (X2), and Purchasing Decisions (Y), show a loading factor value that is greater than the loading factor indicators of other variables, so it can be said that all indicators in this study have fulfilled their validity or good validity.

**Average Variance Extracted (AVE)**

**Table 2. Average Variance Extracted (AVE)**

	<b>AVE</b>
<b>Brand Image (X1)</b>	0,829643
<b>Purchase Decision (Y)</b>	0,778128
<b>Advertising Effectiveness (X2)</b>	0,831798

Source: Organize Questionnaire Data

The next measurement model is the Average Variance Extracted (AVE) value, which is the value that shows the amount of indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good validity adequacy for latent variables. In reflective indicator variables, it can be seen from the average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

The AVE test results for the Brand Image variable (X1) were 0.829643, the Advertising Effectiveness variable (X2) was 0.831798, and the Purchasing Decision (Y) was 0.778128, the three variables showed a value of more than 0.5, so overall the variables in this study can be said to have good validity.

**Inner Model (Structural Model Testing)**

**Table 3. Path Coefficients (Mean, STDEV, T-Values)**

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	P Values
<b>Brand Image (X1) -&gt; Purchase Decision (Y)</b>	0,309745	0,308884	0,083253	3,720524	0,000
<b>Advertising Effectiveness (X2) -&gt; Purchase Decision (Y)</b>	0,515336	0,516365	0,069410	7,424522	0,000

Source: Organize Questionnaire Data

From the table above, it can be concluded that the hypothesis that states:

1. Hypothesis 1: It is suspected that Brand Image (X1) has a positive effect on Purchasing Decisions (Y) Supermie Instant Noodles in Gresik Regency can be accepted, with path coefficients 0.309745, and a T-statistic value of  $3.720524 > 1.96$  (from the table value  $Z\alpha = 0.05$ ) or a P-Value of  $0.000 < 0.05$ , with significant (positive) results.
2. Hypothesis 2: It is suspected that Advertising Effectiveness (X2) has a positive effect on Purchasing Decisions (Y) Supermie Instant Noodles in Gresik Regency can be accepted, with path coefficients 0.515336, and a T-statistic value of  $7.424522 > 1.96$  (from the table value  $Z\alpha = 0.05$ ) or a P-Value of  $0.000 < 0.05$ , with significant (positive) results.

As the significance of the results of the T-Statistic value can be seen from the smartPLS output with bootstrapping in the following figure:

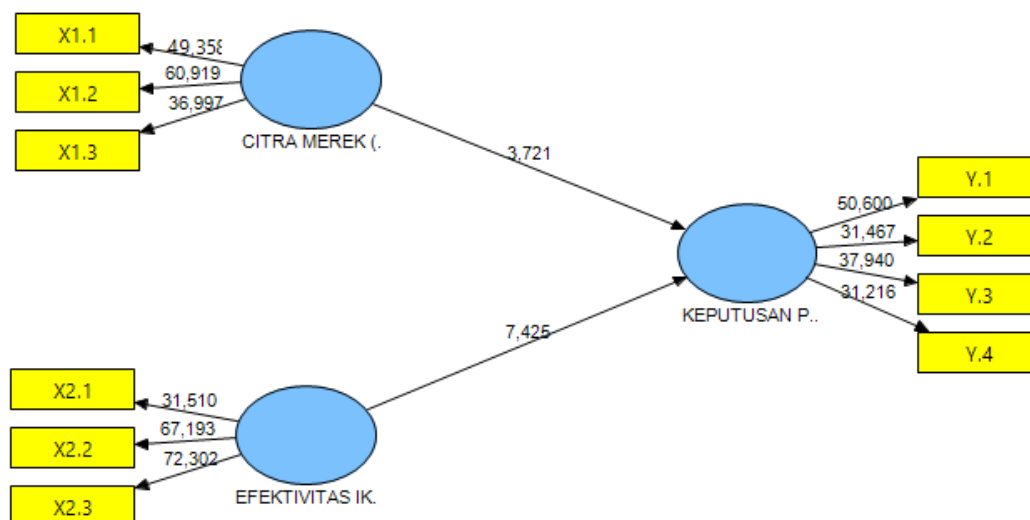


Figure 3. Inner Model with Bootstrapping T-Statistic significance value

Source: data processing, smartPLS output

### **The Effect of Brand Image on Purchasing Decisions on Supermie instant noodles**

Based on the results of the research that has been done, it shows that Brand Image has a significant influence on Purchasing Decisions, this is evidenced by the t-statistic value of  $3.720524 > 1.96$  (from the table value  $Z\alpha = 0.05$ ) or P-Value  $0.000 < 0.05$ . This shows that brand image has a significant influence on purchasing decisions on supermie instant noodles. This is in line with research conducted by Mebyanti Permata P and Pandji Soegiono (2019) with the results of Brand Image having a significant positive impact on Purchasing Decisions for Supermie instant noodles.

It can be seen that the indicator in the brand image that has the highest mean is the favorability of brand association with a mean value of 4.04. The content of the indicator is that the supermie brand has a lower price than other brands. Lower pricing will cause affection in the minds of the public for supermie instant noodles. This is an advantage for Supermie because many people will recognize Supermie as instant noodles at a lower price. When the people of Gresik Regency recognize Supermie as an instant noodle brand at a low price, it is an advantage that the company has so that it can increase purchasing decisions.

The strength of the brand image in the minds of consumers will lead to a stronger sense of confidence felt by consumers in Supermie instant noodle products. besides that, the perceptions that arise in the minds of consumers of Supermie instant noodles, the lifestyle of someone who wants to be fast and practical and the quality of products and products offered by Supermie. A person will also judge from the image that arises from Supermie's side of the treatment obtained by a consumer, if a good image is received, he will get good feedback as well, if he gets a bad image, he will also get bad feedback, if someone has a neutral feeling, it also has no effect on Supermie. When consumers recognize Supermie products, the image given by Supermie to consumers must be good, because when the consumer image is good towards Supermie products, it will influence a person's purchasing decisions towards a brand. It can be concluded that when the brand image is good for consumers, a good Purchasing Decision will be formed, and vice versa, if a brand image is bad for consumers, a bad Purchasing Decision will also be formed.

### **The Effect of Advertising Effectiveness on Purchasing Decisions on Supermie instant noodles**

Based on the results of the research that has been done, it shows that Advertising Effectiveness has a significant influence on Purchasing Decisions, this is evidenced by the t-statistic value of  $7.424522 > 1.96$  (from the table value  $Z\alpha = 0.05$ ) or P-Value  $0.000 < 0.05$ . This means that the higher the effectiveness of advertising, the higher the consumer purchasing decision for Supermie diamond noodles. This research is in line with research conducted by Livia Yovianty, Rezi Erdiansyah, Sisca Aulia (2022) which shows that Advertising Effectiveness is able to influence purchasing decisions for lemonilo products with significant results.

It can be seen that the indicator in Advertising Effectiveness that has the highest mean is understanding (Cognitive Response) with a mean value of 4.10. The content of this indicator is that the supermie instant noodle advertising message is easy to remember and understand, and leaves a pleasant impression. It can be seen from the results of the highest mean that the people of Gresik Regency consider Supermie instant noodle advertisements to be very easy to remember and leave a pleasant impression. When advertising can influence consumers by

embedding messages or product brands in the minds of consumers, it will encourage consumers to make purchasing decisions for a product. It is proven that effective advertising can influence people in Gresik Regency to decide to buy Supermie instant noodles. Thus, the understanding (cognitive responsive) of the Supermie brand greatly influences people's purchasing decisions for Supermie instant noodles.

The effectiveness of advertising on Supermie instant noodles can influence purchasing decisions, because when consumers receive an understanding and impression of a pleasant message contained in Supermie instant noodle advertisements, consumers will feel addicted to watching the next Supermie advertisement. It can be concluded that when the effectiveness of advertising for a brand is good for consumers, good purchasing decisions will be formed, and vice versa, if the effectiveness of advertising for a brand is bad for consumers, bad purchasing decisions will also be formed.

## **CONCLUSION**

Based on the research data obtained from the questionnaire analyzed using Partial Least Square (PLS) to examine the effect of brand image and advertising effectiveness on purchasing decisions for Supermie instant noodles, it is concluded that brand image is able to make a good contribution to consumer purchasing decisions for Supermie instant noodles in Gresik Regency. This shows that the more Supermie instant noodle consumers believe in the Supermie brand image, the more Supermie instant noodle purchasing decisions will increase. Then, the effectiveness of advertising is able to make a good contribution to the purchasing decisions of Supermie instant noodle consumers in Gresik Regency. This shows that the higher the effectiveness of advertising on consumers in remembering Supermie advertisements, the more purchasing decisions for Supermie instant noodles will increase.

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