*Corresponding author: Alif Nur Aliah, Department of Management, Faculty of Economics and Business, Universitas Muslim Indonesia, Indonesia.

Email: alif.manto99@gmail.com

MARKETING | RESEARCH ARTICLE

The Effect of Advertising and Brand Image on Purchasing Decisions for Telkomsel Mobile Cards

Alif Nur Aliah[1*], Asdar Djamereng[2], M. Mapparenta[3]

[1,2] Department of Management, Faculty of Economics and Business, Universitas Muslim Indonesia, Makassar, Indonesia. Email: alif.manto99@gmail.com[1*], asdar.djamereng@umi.ac.id[2], mapparenta.mapparent@umi.ac.id[3]

Abstract: This study aims to determine the effect of advertising and brand image on purchasing decisions for Telkomsel mobile cards at SMA Negeri 3 Barru. This research was conducted using a quantitative approach and causal method. The quantitative approach is used to measure the relationship between the variables under study numerically, while the causal method helps in identifying the cause-and-effect between the variables. The research sample consisted of 100 students of SMA Negeri 3 Barru, who are potential consumers of Telkomsel mobile card products in the neighborhood. Research data were collected through two methods, namely observation and questionnaires filled out by SMA Negeri 3 Barru students. Observations were made to obtain information about student behavior related to cellular card purchasing decisions. In addition, questionnaires were used to collect data on students' perceptions of Telkomsel's advertisements and brand image as well as their purchasing decisions. After data analysis was carried out, it was found that the advertising and brand image variables had a significant influence on the purchasing decision variable. These results indicate that effective advertising and a positive brand image can increase the likelihood of SMA Negeri 3 Barru students to choose Telkomsel mobile cards as their choice. This study concludes that advertising and brand image play an important role in influencing purchasing decisions for Telkomsel cellular cards among SMA Negeri 3 Barru students. Therefore, telecommunications companies must continue to improve advertising strategies and build a strong brand image to support sales growth and maintain market share in the school environment and the local community. This study also provides insight for other researchers who are interested in digging deeper into the factors that influence purchasing decisions in an educational environment.

Keywords: Advertising, Brand Image, Purchasing Decisions.

JEL Classification Code: M1, M21, M31

1. Introduction

Economic development continues and always increases every year. Especially as in the current era of globalization, people seem to continue to need every information available, the characteristics and diversity of Indonesian society towards information and communication needs that continue to grow every year encourage developments for every fulfillment of community needs. Information media such as print media (newspapers, magazines, journals, letters, and others) and electronic print media (radio, television, telephone, and internet) seem to have become a basic need for every community.

Communication today has become a basic need for elements of society, and it cannot be denied that the development of telecommunications today encourages business opportunities or competition between every existing business venture. When in the old days where people still used the media mail through the POS office for telecommunications or landline media to communicate with each other, business partners, friends, and relatives. With the emergence of smartphones, it seems to have displaced the use of letters or landlines from the midst of society, because the use of smartphones that allow communication is faster, mobile (can move), lightweight, economical, and others, and the development of mobile phones has now become a separate lifestyle in the midst of society, the

development of mobile phone media continues to launch interesting software or applications that greatly help the performance of each company.

According to Lovelock (2007) Customer loyalty does not occur without cause, there are many reasons that make customers loyal such as customer satisfaction. Customer satisfaction is a short-term emotional reaction of customers to the performance of certain services. Customers assess their level of satisfaction and dissatisfaction after using services and use information to update their perceptions of quality, but attitudes towards quality do not depend on experience. Consumers do not only judge satisfaction based on word of mouth or company advertisements. However, customers must use a service to determine whether they are satisfied with the results. According to Kotler and Keller (2009) Creating strong and close relationships with customers is the dream of all marketers and this is often the key to long-term marketing success. Companies that want to form strong customer ties must pay attention to several diverse considerations. Meanwhile, according to Tjiptono (2011). Satisfaction can provide several benefits including the relationship between the company and the customer being harmonious, being the basis for repeat purchases and creating customer loyalty and word of mouth recommendations that benefit the company. Smartphone communication media and providers or cellular card operators are an inseparable unit, where smartphones will not be able to function without a provider and vice versa, the provider will not function if there is no smartphone, so with the development of people's needs for communication, the use of smartphones and the need for providers are currently growing. Three major telecommunications companies listed on the Indonesia Stock Exchange (IDX), namely PT Telekomunikasi Indonesia Tbk (TLKM), PT XL Axiata Tbk (EXCL), and PT Indosat Tbk (ISAT), both recorded financial performance growth. In the second quarter of 2019, ISAL and EXCL recorded revenue growth of up to 19% and 13.4%, respectively. Meanwhile, TLKM excelled under the digit model of 7.7%.

The performance of telecommunications issuers in the two quarters of 2019 was a turning point after the same period last year suffered minus growth in the revenue post. The problem faced last year was the SIM card registration policy. This policy restricted the use of new SIM cards, thus suppressing the company's revenue from new subscribers. The policy did not last long and then changed again, even though SIM card registration was still carried out, the company did not limit the use of new SIM cards anymore and made it easier for people to register repeatedly on different SIM cards, and the company also benefited from the abolition of last year's policy. TLKM posted a net profit in the first semester of 2019 of Rp.11,000,000,000,000 (eleven trillion). This profit increase reached 23.6% compared to the same period last year. Furthermore, EXCL was able to score a profit of Rp. 282,700,000,000 (two hundred and eighty-two billion seven hundred million rupiah), after one year earlier it had to lose Rp. 81,700,000,000 (eight quintillion seven hundred million rupiah). Meanwhile, ISAT still had to record a loss in the first semester of this year. However, this loss decreased compared to the same period last year. In the first semester of 2019, ISAT posted a loss for the year of Rp. 331,800,000,000 (three hundred thirty-one billion eight hundred million rupiah), while last year it was Rp. 693,700,000,000 (six hundred ninety-three billion seven hundred rupiah). The improvement in the financial performance of telecommunications issuers is related to the increase in data and internet posts. In general, the portion of data revenue is more than 50% of total cellular revenue. In fact, XL and Indosat touched more than 80%.

2. Research Method and Materials

The research approach is the whole way or activity in a study that starts from formulating a problem to making a conclusion. There are two types of research approaches, namely quantitative approaches, and qualitative approaches. The quantitative approach is information or data presented in the form of numbers, while the qualitative statement of information or data presented in the form of questions because the researcher usually collects data by meeting face to face directly interacting with people at the research site. The research location was carried out at SMAN 3 Barru which is in Tellumpanua Village, Tanete Rilau District, Barru Regency. The research time planned in this study is approximately 2 (Two) months. Starting from November to December. According to Sugiyono (2014: 80) population is a generalization area of objects / subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions. In this study the

population to be studied is SMAN 3 Barru students who use Telkomsel cellular cards. The total population in this research amounted to 179 students from SMAN 3 Barru The sample is part of that population (Sugiyono, 2012: 389). The sample is a way of collecting data that is not comprehensive, but only part of the population. Husein Umar (2008: 141), suggests that the sample size of a population can use various methods, one of which is to use the Slovin technique with the following formula. The number of samples in this study amounted to SMAN 3 Barru Students As a complement to this discussion, it is necessary to have data or information both from inside and outside the school. The author obtained data related to using the following methods: This research was conducted at the school concerned to obtain data related to writing by means of observation Is a way of collecting data that the author does by making direct observations to the object to see up close the activities carried out. The next is the interview, which is a form of research conducted by interviewing the parties concerned in the organization to obtain data related to the discussion material. Then, questionnaire is a way of collecting data by providing data or distributing lists to respondents, with the hope that they will respond to the list of statements. Then, documentation is a method of collecting data by copying data relevant to the research. This technique is used to find data about the Effect of Advertising and Brand Image on Purchasing Telkomsel Cards at SMAN 3 Barru Students.

According to Sugiyono (2001) variable measurement is a set of rules needed to quantify data from measuring a variable. The data that has been collected is then measured using a measurement scale and scoring. The tool used to collect data is a questionnaire given directly to employees at the Camba sub-district office. The questions asked and contained in the questionnaire have included indicators of the variables used in this study, namely the compensation variable and the employee performance variable. Then the instrument to determine the degree of agreement and disagreement of respondents to the questions contained in the questionnaire uses a Likert scale. Sugiyono (2012) states that "the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena". In this study, researchers chose 5 question items to respondents with a score between 1 and 5. In giving question items, where usually the Likert scale has 5 question items. This aims to eliminate floating answers from respondents which will confuse researchers when processing data later. The choices are made tiered from the highest to the lowest intensity because the answer choices are tiered, the answers can be weighted according to their intensity with the following categories: Strongly agree (SS) is scored 5; Agree (S) is scored 4; Undecided (RR) is scored 3; Disagree (TS) is scored 2; Strongly Disagree (STS) is scored 1.

According to Umar (2002) the validity test is a degree of accuracy of the research measuring instrument on the actual issue or meaning being measured. This validity test serves to determine whether the questions on the questionnaire that we will use are relevant to the problem to be examined or not. To find out whether each item in the instrument is valid, it can be done by correlating the item score with the total score. Sugiyono (2010) suggests that the minimum requirement to be considered eligible if r = 0.3. According to Ghozali (2005) the reliability test is a tool used to measure questionnaires which are indicators of variables or constructs. The reliability test is intended to determine the level of consistency of the measuring instrument in its use.

Reliability testing with the help of spss for windows realeas using the cronbach's alpha method, the r count is represented by the alpha value. If the Cronbach's alpha value is> 0.60, then the questionnaire tested is proven reliable. The normality test aims to test whether in the regression model, the dependent variable, the independent variable, or both have a normal distribution or not. A good regression model is to have a normal data distribution or the distribution of statistical data on the diagonal axis of the normal distribution graph (Ghozali, 2011). Normality testing in this study was used by looking at the Asymp Sig of the actual data. While the basis for decision making for the data normality test is to look at the Asymp Sig data when it is greater than 0.05. According to Ghozali (2018) multicollinearity testing aims to test whether the regression model found a correlation between independent variables. The basis for making this test decision is as follows (Ghozali, 2018). According to Ghozali (2018: 137) the heteroscedasticity test aims to test whether in a regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals of an observation to another observation is constant, it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good model is one in which heteroscedasticity does not occur. To test the presence or absence of heteroscedasticity, the Glejser test is used, which regresses

the absolute value of the residuals on the independent variables. There is no heteroscedasticity if the significance value is> 0.05. Conversely, heteroscedasticity occurs if the significance value is> 0.05. To analyze the data, the multiple linear regression analysis method was used. The data obtained was transformed using the SPSS for windows version 24 program and used the multiple linear regression equation, with the formula:

$$Y = a + b1X1 + b2X2 + e$$

Information:
Y: Purchase Decision constant
b_1: Standard regression coefficient of advertising
b_2: Standardized regression coefficient of Brand Image
X_1: Advertising
X_2: Brand Image
e: Error Terms

3. Results and Discussion

3.1. Statistical Result

This study describes the effect of advertising and brand image on purchasing decisions for Telkomsel cellular cards at SMA Negeri 3 Barru students. In this study, a sample of 100 employees was taken as a research sample.

Table 1: Characteristics Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Men	32	32.0	32.0	32.0
	Women	68	68.0	68.0	100.0
	Total	100	100.0	100.0	

Based on table 1 above shows that SMA Negeri 3 Barru students with male gender are 32 people (32%) and students with female gender are 68 people (68%). This shows that SMA Negeri 3 Barru is dominated by female students as many as 68 people or 68%.

Table 2: Characteristics by Grade

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	X	25	25.0	25.0	25.0
	XI	42	42.0	42.0	67.0
	XII	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Based on table 2 above shows that in this study it is divided into several parts of students based on their respective grade levels, namely in class X (Ten) as many as 25 people (25%), then in class XI (Eleven) as many as 42 people (42%), and in class XII (Twelve) as many as 33 people (33%). So it can be concluded that in this study, respondents who filled out the questionnaire were dominated by students from class XI (Eleven) as many as 42 people (42%).

1. Validity Test

Table 3: Validity Test Results

Variables	Item	Pearson Correlation	Sig. (2-tailed)	Information
X_1 (Advertisement)	X1.1	0,297**	0,003	Valid
	X1.2	0,464**	0,000	Valid
	X1.3	0,409**	0,000	Valid
	X1.4	0,366**	0,000	Valid

Variables	Item	Pearson Correlation	Sig. (2-tailed)	Information
	X1.5	0,397**	0,000	Valid
X_2 (Brand Image)	X2.1	0,501**	0,000	Valid
	X2.2	0,602**	0,000	Valid
	X2.3	0,353**	0,000	Valid
	X2.4	0,536**	0,000	Valid
	X2.5	0,456**	0,000	Valid
Y (Purchase Decision)	Y1.1	0,550**	0,000	Valid
	Y.1.2	0,419**	0,000	Valid
	Y.1.3	0,541**	0,000	Valid
	Y.1.4	0,517**	0,000	Valid

Based on the data in table 3, it is known that all indicators used to measure variables in the study have a correlation coefficient greater than 0.30 so all indicators in this study are valid.

2. Reliability Test

Table 4: Reliability Test Results

Variables	Cronbach Alpha's	> 0,600	Information
X1 (Advertising)	0,750	0,600	Reliable
X2 (Brand Image)	0,715	0,600	Reliable
Y (Purchase Decision)	0,639	0,600	Reliable

The data in table 4, namely the results of the reliability test, show that all variables in this study have a large alpha coefficient value of> 0.600 so that it can be said that all concepts measuring each variable in this questionnaire are reliable, which means that the questionnaire used in this study is a reliable questionnaire.

3. Regression Analysis

Table 5: Multiple Linear Regression Test Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.921	2.253		1.297	.198
Total X1	.329	.090	.307	3.651	.000
Total X2	.351	.066	.447	5.325	.000
a. Dependent Variable: Total Y					

From the results of the analysis with the help of SPSS 26.0 above, the regression equation can be written as follows:

$$Y = 2.921 + 0.329 X1 + 0.351 X2$$

In the multiple linear regression equation above, it can be explained in detail as follows:

a. Constant (a); The constant is 2.921, this means that if there is no change in the independent variable, the purchase decision (Y) is 2.921
b. Advertising (X1). The regression coefficient value for the advertising variable (X1) is 0.329. The nature of this research can be stated that advertising (X1) has a positive effect on purchasing decisions (Y) will increase while the brand image variable is considered constant.
c. Brand Image (X2); The regression coefficient value for the brand image variable (X2) is 0.351. The nature of this research can be stated that brand image (X2) has a positive

effect on purchasing decisions (Y) will increase while the advertising variable is considered constant.

4. F Statistical Test

Table 6: F Statistical Test Results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.657	2	14.329	28.804	.000b
	Residual	48.253	97	.497		
	Total	76.910	99			
a. Dependent Variable: Total Y						
b. Predictors: (Constant), Total X2, Total X1						

Based on the processing results in table 9, it shows that from the F test, the Fcount value is 28.804 with a significance value of 0.000 or smaller than the probability value (p-value) of 0.005 (0.000 <0.005). The results of hypothesis testing in this study indicate that the effect on advertising, and brand image together (simultaneously) have a significant influence on purchasing decisions.

5. Test Coefficient of Determination R²

Table 7: Test Results of the Coefficient of Determination R²

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910a	.773	.760	.60530
a. Predictors: (Constant), Total X2, Total X1				

Based on the results of the coefficient of determination test in table 10, the Adjusted R Square value obtained is 0.706, which indicates that purchasing decisions in this study are influenced by advertising and brand image by 76% and the remaining 24% is influenced by other variables that have not been examined in this study.

6. Normality Test

Table 8: Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parametersa,b	Mean	4.6342000
	Std. Deviation	.69814019
Most Extreme Differences	Absolute	.106
	Positive	.106
	Negative	-.092
Test Statistic		.106
Asymp. Sig. (2-tailed)		.607c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the analysis data in the table, it is known that the Asymp. Sig. (2-tailed) of 0.607 is greater than 0.05 (0.100> 0.05). So, in accordance with the basis for decision making in the Kolmogorovsmirnov normality test above, it can be concluded that the data is normally distributed. Thus, it can be concluded that the normality requirements in the regression model have been met. Apart from using the Kolmogorov-Smirnov Normality Test, the normality test can also be done by looking at the histogram line. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model fulfills the assumption of normality, but if the data spreads far from the diagonal line, the regression model does not fulfill the assumption of normality.

3.2. Discussion

Effect of Advertising (X1) on Purchasing Decisions (Y)

From the results of the multiple regression analysis above, it can be seen the relationship between the Advertising Variable (Independent) on Purchasing Decisions (Dependent) at SMAN 3 Barru. Based on the research, it can be concluded that the Advertising Variable has a positive and significant effect on Purchasing Decisions and has a high level of significance. Advertising is news or messages to persuade and encourage people to be interested in the goods or services offered, advertisements are promoted through advertising media such as television, radio, newspapers, magazines, the internet, and others. Advertising is a communication model that can reach a wide public. Advertising can be used to build a long-term image and accelerate quick sales. In addition, advertisements are also standardized and can be aired repeatedly and can get a dramatization effect from the advertisements that are aired. Advertising is a form of indirect communication based on information about the advantages or benefits of a product, which is arranged in such a way as to create a sense of fun that will change someone's mind to make a purchase. Advertising itself contains notification to the public and is influencing the reader to do what is desired. Advertising is not limited to products, but also to information, invitations or calls to do something, such as an invitation to plant trees or stay away from drugs.

Based on research conducted by Agustina Sri Rezeki Simangsunsong in 2009 with this study entitled "Analysis of the Influence of Rexona Anti Perspiran Deodorant Advertising on Purchasing Decisions of Students of State High School 4 Medan." The purpose of this study is to determine and analyze the influence of Rexona Anti Perspiran Deodorant television advertising on purchasing decisions of students of State High School 4 Medan, the variables taken are advertising (X) and purchasing decisions (Y). In his research, Agustina Sri Rezeki Simangunsong used simple linear regression analysis method. Based on the results of the study, it shows that rexona anti-perspirant deodorant advertising has a significant influence on the purchasing decisions of high school students in Negeri 4 Medan. The suggestion from the research is that rexona is advised to be more aggressive in advertising its products. Companies can take advantage of these advertisements to increase sales volume. This has similarities in the current study, namely using the variables Advertising (X1) and Purchasing Decisions (Y) but in this study the researcher added the Brand Image variable (X2) as the object of research on Telkomsel Product Purchasing Decisions.

Meanwhile, research that has been conducted by Suparjo 2014 with the title research The influence of Brand Cirta on the decision making of purchasing a Hino dump truck type car at PT. Kumala Motor Sejahtra Makassar "The results of this study found that the effect of brand image simultaneously has a positive and significant effect on purchasing decisions. Brand quality variables, brand loyalty and brand association partially have a positive and significant effect on buyer decisions and brand association variables are the dominant factors that influence purchasing decisions. There is a similarity, namely that this research uses the Brand Image variable on purchasing decisions, but in this study the researchers used an additional variable, namely advertising to find out how the influence of advertising and brand image on brand image on purchasing decisions for Telkomsel products. Based on the results of tests carried out using a partial hypothesis test (t test) with the test results, the tcount value obtained is 77.170 greater than the t table of 32.333 (77.170> 32.333) with a significance value of 0.000 less than the significance level of 0.05 (0.000 <0.05) so that the Advertising variable (X1) has a significant and positive effect on Purchasing Decisions (Y).

The Effect of Brand Image (X2) on Purchasing Decisions (Y)

From the results of the multiple regression analysis above, it can be seen the relationship between the Brand Image Variable (Independent) on Purchasing Decisions (Dependent) at SMAN 3 Barru. Based on the research, it can be concluded that the Advertising Variable has a positive and significant effect on Purchasing Decisions and has a high level of significance. Brand image is a collection of perceptions about a brand that are interrelated in the human mind. "Brand image can be defined as a perception about the brand as reflected by the brand association held in consumer memory". This means that brand image is a perception about the brand as reflected by the brand association held in

consumer memory. "Brand association is anything linked in memory to a brand". This definition shows that brand association is something related to the brand in consumer memory. There is a close relationship between brand association and brand image where associations that are intertwined with a brand can form a brand image. Brand association can help the process of recalling information related to the product, especially during the decision-making process to make a purchase. So, between brand image and brand association have a close relationship that is inseparable from one another. Based on research conducted by Esti Maharani in 2018 with the research title The Effect of Brand Image Product Quality Price and Lifestyle on Purchasing Decisions for Matahari.Mall.com products. The results of the study state that brand image has a positive effect on buying decisions. There are similarities in this study, namely using brand image variables on product purchasing decisions but have differences, namely in this study only using advertising objects and brand image on purchasing decisions for telecommunication products. Meanwhile, research conducted by Ruby Tantia and Idola Perdini Putri in 2019 with the research title The influence of Shopee Ads on Jokowi's parody version on purchasing decisions. Hail from the study stated that there was a significant influence of the Jokowi version of shopee advertisements on purchasing decisions of Indonesian audiences by 52.8% while the remaining 47.2% was influenced by other variables. in this study, there are similarities, namely in this study using benchmarks to determine the influence on purchasing decisions but have differences in the objects to be studied, namely the shopee advertising variable because in this study using advertising objects and brand image. Based on the test results carried out using the partial hypothesis test (t test) with the test results, the tcount value obtained of 10.134 is smaller than the t table of 32.333 (10.134 < 32.333) with a significance value of 0.369 greater than the significance level of 0.05 (0.368> 0.05) so that the Brand Image variable (X2) has a positive but insignificant effect on Purchasing Decisions (Y).

The Effect of Advertising (X1) and Brand Image (X2) on Purchasing Decisions (Y)

From the results of the multiple regression analysis above, it can be seen the relationship between the Advertising and Brand Image Variables (Independent) on Purchasing Decisions (Dependent) at SMAN 3 Barru. Based on the research, it can be concluded that the Advertising Variable has a positive and significant effect on Purchasing Decisions and has a high level of significance. purchasing decision is the action of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, usually consumers always consider quality, price and products that are well known to the public Before consumers decide to buy, consumers usually go through several stages first, namely, problem recognition, information search, alternative evaluation, decision to buy or not and post-purchase behavior. According to the purchase decision is "the selection of an option from two or alternative choices". It can be interpreted that a purchasing decision is a person's decision where he chooses one of several alternative choices available. Based on the analysis, it is known that the resulting fcount value of 80.010 is greater than the ftabel, namely 48.5 (80.010>48.5) with a significance level of 0.000 less than the significance of 0.05 (0.000 <0.05) so it can be concluded that Advertising (X1) and Brand Image (X2) simultaneously affect Purchasing Decisions (Y) at SMA Negeri 3 Barru. Thus, the research hypothesis H1 which states that Advertising (X1) has a positive and significant effect simultaneously on Purchasing Decisions (Y) can be accepted.

4. Conclusion

Based on the results of the analysis and discussion that has been described, the research results can be concluded as follows: Based on the partial test results, it is known that advertising has a positive and significant effect on purchasing decisions at SMA Negeri 3 Barru with a larger tcount of 3.651 with a significant level of 0.000 smaller than 0.005. The tcount result is positive with a significance value for the advertising variable greater than the significance level. So, it can be concluded that purchasing decisions have a significant and positive influence on purchasing decisions. Seconly, based on the partial test results, it is known that Brand Image has a positive and significant effect on purchasing decisions at SMA Negeri 3 Barru with the tcount result of 5.325 with a significant level of 0.000 smaller than 0.005. The tcount result is a high value of the brand image variable. So, it can be concluded that purchasing decisions have a positive and significant influence on purchasing decisions. Thirdly, based on the simultaneous test on advertising and brand image, it is known that

the two variables have a significant effect simultaneously on purchasing decisions, it can be seen from the results of the larger ftabel with a significance level lower than the predetermined significance level. So it can be concluded that advertising and brand image have a positive and significant effect on SMA Negeri 3 Barru.

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