

Effect of Ads

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EFFECT OF ADS AND QUALITY OF PRODUCTS ON DECISION OF PURCHASING FRISIAN FLAG PRODUCT IN MEDAN CITY

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Abstract

The company must be aware that in the era of globalization, advertising and product quality is an important factor to achieve success. Where advertising and product quality can affect consumers to buy goods and services companies at that time they need. To meet the needs and provide satisfaction, the company promotes through advertising, and has a good product quality in the hope that consumers decide to buy products offered. The purpose of this research is to know the influence of advertisement and product quality to purchase decision of Frisian Flag milk in Medan City. Sampling technique in this research use Accidental Sampling. The samples taken as many as 100 respondents who buy Frisian Flag products in the city of Medan. Data collection techniques with questionnaires distributed. The results of this study using Multiple Linear Regression where the most influential independent variables on the purchase decision of Frisian Flag milk in Medan City is the variable value of product quality (X_2) of 0.685. To test hypothesis in this research, the researcher use t test (partial test), result of t test (partial test) influence of advertisement to decision obtained t arithmetic (2,904) > t table (1,66) this show there is an influence of advertisement significant for purchasing decision while the influence of product quality to purchase decision obtained t arithmetic (10,997) > t table (1,66) This shows there is influence of product quality to purchasing decision. Besides, F test (simultaneous) where the value of F arithmetic (83,635) > F table (3,09) this shows there is a significant influence of advertisement and product quality together to purchase decision. After that, the test of determination and obtained by the number 0.633 or 63,3%, which means that the relationship between advertising and product quality to purchase decision is strong.

Keywords: *Advertising, Product Quality and Purchase Decision*

Preliminary

A. Background

Companies must realize that in the era of globalization, advertising is a key and essential factor for success. Where the ad has a goal is to introduce and influence consumers to buy goods and services companies at the time they need. Because, with the familiar products of the company then the company would be easy to do marketing. To meet the needs and provide the satisfaction, many companies do promotions through advertising that offers promise and convenience to consumers even did not hesitate to throw each other company products of other companies in order to attract consumers.

Products related to efforts to develop a "product" that is appropriate for the target market and in any running business processes, products to be sold must have good quality and is expected according to the given price. With good product quality, a company can maintain its business and compete with other competitors. Besides improving the quality of the product is expected to be increased for those who want to open a new business, due to improvements in product quality can indirectly affect customer satisfaction, and it is expected that consumers can make repeat purchases of the products we sell, so it can automatically increase the amount of revenue per month.

PT. Adam Dani Lestari is one company that markets and distributes nutritional products and healthy food. The main products the company markets, such as milk Frisian Flag. Frisian Flag Sweetened condensed milk produced by a variety of package sizes, ranging from small sachet packaging, cans to large size plastic packaging (pouch). Frisian Flag at an economical price that is Omela, the price of Frisian Flag notch more expensive than Omela is Frisian Flag Krimer that have packing light blue, and the highest price for sweetened condensed milk Frisian Flag is Frisian Flag Gol packaging colored products gold.

Frisian Flag ready to drink liquid produced by small packs ranging from 90 ml packs to 1000 ml. Ready to drink liquid milk packaging Frisian Flag is packaged in a bottle or in the form box. Frisian Flag Milk Low-Fat milk production to meet consumer demand that is feeding a lower fat content than other Frisian Flag milk from milk or other competitors. Problems that occur when viewed from dairy products Frisian Flag can be aesthetically of quality dairy products Frisian Flag, which can be seen a lot of companies that offer their products with the same quality even higher quality, with the increasing number of new products such as milk Dancow , Indomilk, Morinaga and other milk that goes into a product with the same quality and cheaper prices, resulting in higher competition and impact on the enterprise market.

In addition, many companies that offer products through the media as a place to market the products they sell, with the number of ads that sell milk products notably time or print media made a lot of people who know the products offered by the company that competition between companies is increasing. Another factor influencing the purchase decision is an advertisement. Advertising is done because of the presence of advertising can arouse the interest of society became the target moved to make purchases and to disseminate information about a product from the company to the public. With the ads more incentive it will increase the purchasing decisions of a product.

Theoretical Basis

1. Advertisement

According to the Advertising Council of Indonesia (DPI) (2007 Pg.16) "Advertising is a marketing communication messages or public communication about a product that is delivered through a media, financed by a known initiator, and addressed to the part or the whole of society." According to Junaidi (2012 hal.109) revealed that the "rent a structure and composition that is nonpersonal information communication, generally carried out by paying characterized by persuasive, about products (goods, services, and ideas) were identified as sponsors through various media."

According to Junaidi (2012 Page 111.) revealed that "Advertising should use the medium to reach audiences. Advertising medium is a medium which is paid by advertisers to place their ads so that they can reach a wide audience, from this medium known various forms of advertising are used, such as radio advertising, television, newspapers, outdoor advertising and so on." According to Junaidi (2012 hal.113) advertising objectives, namely:

a. For media information

Advertising is intended to inform a product of goods and services to the public. Not only in products but also other things.

b. For Influencing consumer

Ads can direct consumers to consume goods or services, or to change the attitude to match with what is desired by the advertiser.

c. To remind consumers

Advertising is intended to allow consumers always remember certain products that remain faithful to consume.

According Rot Zoill through Widyatama Renda (2007 p.147) describes the function of advertising in the four functions. The fourth of these functions are described as follows:

d. Precipitation function

Ads serve to accelerate change in a condition of the original state can not take the decision to become able to take decisions. An example is the increasing demand, creating awareness and knowledge about a product.

e. function Persuasion

Advertising serves to generate appropriate audience the advertised message. These include emotional appeal, convey information about the characteristics of a product, and persuade consumers to buy.

f. Reinforcement function (affirms)

Advertising is able to confirm the decision taken by the audience.

g. Reminder function

Advertising is able to remind and reinforce the products being advertised.

Broadly speaking, according Jefkins (2006 p.39) advertising can be classified into six (6) categories:

1. Consumer ads. There are two kinds of common items purchased by consumers that consumer goods (consumer goods) and durable goods (durable goods) all the goods advertised through the media in accordance with the social layer that was about to be targeted.
2. Business Ads into business or rent between Business. The usefulness of these ads is to promote non-consumer goods and services, meaning they are equally firm.
3. Advertising Trade. These ads give informsi on the distributor, wholesaler or small traders, agents and exporters / importers of goods that are available for resale. These ads offering to order or ask for further information, as well as help the salesman pitch to contact the owner of the stock of goods
4. Advertising Retail. These ads are created and distributed by the supplier, the company or the manufacturer of the product, and advertising is typically placed at all locations that sell these products to consumers.
5. Advertising Finance. Financial advertising include advertisements for banks, savings services, insurance and investment. Financial advertising purpose is to raise funds and offer capital loans, either in the form of insurance, the sale of shares, bonds, debentures or pension funds.
6. Recruitment ads. This type of advertising aimed at recruiting prospective employees and shapers include column ad that promises confidentiality ordinary applicants or advertising leaflets.

Product quality

According to Kotler (2009 p.67) states that "The quality of products is the overall characteristics and properties of a product that affects the ability to satisfy stated or implied needs".

According to Goetsch and Davis (2008 p.4) states that "The quality of products is a dynamic condition related to goods, services, people, products, and environments that meet or exceed expectations".

According Tjiptono and Gregory Chandra (2008 hal.130) there are eight dimensions of products that can be used to analyze the characteristics of quality goods, as follows:

1. Performance

In connection with the functional aspects of the core products that are bought, such as speed, fuel consumption, ease and comfort in driving, and so on. Considered a key characteristic when the customer wants to buy an item.

2. Features

That is the second aspect of performasi which adds to the basic functions related to options and development.

3. Reliability

In connection with the probability of an item successfully carry out their functions in periode certain time under certain conditions. Thus reliability are characteristics that reflect the likelihood or probability of success rate in the use of the goods.

4. Conformation

Related to the degree of conformity with the specifications set in advance based on the customer's wishes. Conformation reflect the degree to which the characteristics of the product design and characteristics opersi meet established standards.

5. Durability

Is the size of the lifetime of a product. This relates to the characteristics of the durability of the items related to how long the product can continue to be used.

6. Capability Service

That characteristic related to speed, hospitality or courtesy, competence, comfort and convenience in refit or repair; as well as the handling of complaints satisfactorily.

7. Aesthetics

Is a characteristic that is subjective to relate to personal considerations and reflection of individual preferences. Thus, the aesthetics of a product have more to do with personal feelings and includes certain characteristics such as: physical form motors, attractive, model / artistic design, color, and so on.

8. Perceived Quality

That is the image and reputation of the product as well as the responsibility of the company to him. Usually due to lack pengetahuan buyer will attributes or features of the product to be purchased, the buyer perceives the quality of the aspect of price, brand name, advertising, corporate reputation, and the State author (country-of-origin, country-of-manufacture, country-of-assembly, or country-of-brand). In the concept of the product confirms that consumers will like the products that offer the most quality characteristics, performance or innovative. The managers in the organization decide attention to produce a superior product and improve its quality over time. They assume that buyers admire the products are well made and can appreciate the quality and performance (Kotler 2009 hal.20).

According to Kotler (2009 hal.291) there are four indicators in measuring the quality of products, namely:

1. It feels nice that the products offered have a quality flavors
2. Features include characteristics are secondary products which complements the function
3. Durability packaging that is how long the product can continue to be used
4. Durability is a measurement of the product cycle, both technically and time. Called a durable product if it survives after repeated use or has been used for a long time

Buying decision

According to Kotler and Armstrong (2009 hal.181), consumer purchase decision is to buy the most preferred brand of various alternatives, but two factors could be between purchase intent and purchasing decisions. The first factor is the attitude of others and the second factor is the situational factors. Therefore, preferences and purchase intentions do not always result in an actual purchase. Decision-making is an activity of individuals who are directly involved in obtaining and use of goods on offer. According to Setiadi, (2010 hal.341), defines a decision (decision) involves a choice between two or more alternative actions or behavior. According to Sutisna and Sunyoto (2008 p.86), there are three important things of understanding consumer purchase decision model is as follows:

1. With the models, views on consumer behavior can be seen in the perspective of integrated
2. Consumer purchase decision model can be used as the basis for the development of an effective marketing strategy
3. Consumer purchase decision model can be used as the basis for segmentation and positioning

According to Kotler (2009 hal.202), there are five different roles that might occurrence in a purchase decision, namely:

1. Originator (initiators), is the person who first suggested the idea of buying.
2. People who affects (influences), is one who gives effect accounted for advice.
3. The decision-maker (the decider's), a person who determines the part or the whole decision-making.
4. Buyers (buyers), ie which do the actual purchase
5. User (user), namely a person or persons who enjoy or use the product or service

According to Schiffman (2012 p. 14) there are several indicators in the process buying decision :

1. Quick to decide, ie indicators purchasing decisions quickly see whether consumers in deciding product purchasing decisions.
2. Purchase itself, ie see whether the purchasing decisions made by consumers based keingginan of himself
3. Acting as product excellence, the purchase decision is made as viewed from the advantages of these products
4. Confidence on the purchase, purchasing decisions made by consumers to be confident without much doubt.

According to Kotler (2009 hal.291) there are four indicators to measure the purchasing decision, namely:

1. Steadiness on a product that buyers are confident with the product purchased
2. The habit of buying a product that buyers always buy the same product
3. Provide recommendations to others are the buyer provides information on the product purchased
4. Re-purchase that buyers buy back the same products

Research Methods

This study uses associative research approach. Research associative according to Sugiyono (2013 p. 5) is a research that aims to determine the relationship between two or more variables. Research variables and operational definitions are used in this study is

1. Advertisement

Ads can be interpreted as a form of activity to communicate, attract and persuade some or all of the community to take action in response to ideas, goods, or services that are presented.

2. Product quality

The quality of products is the overall combination of characteristics of the goods and services the marketing, engineering, manufacturing and maintenance which includes products and services used to meet the expectations of customers.

3. Buying decision

Purchasing decisions are problem-solving activities by individuals in the alternative selection of the appropriate behavior of two or more alternative behaviors and is considered the most appropriate action in the purchase with advance through the stages of the decision-making process.

The population of research is all consumer Frisian Flag in Medan unknown number. This research use Accidental Sampling of sample types. Accidental sampling that sampling by chance, that anyone consumer Frisian Flag by chance met with the researchers can be sampled. Researchers quesiner spread over 10 days x 10 customers, then all the samples number is 100 people. In this study, data collection techniques used were documentation, interviews and questionnaires. Data analysis can be done in stages as follows:

1. Multiple Linear Regression Analysis
2. Partial test (t test)
3. Simultaneous Significance test (test F)
4. Test Determinants (r^2)

DATA ANALYSIS AND DISCUSSION

A. Research result

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Multiple Linear Regression Analysis

Based on the multiple linear regression analysis calculations are performed through the statistics, then the results are as follows:

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Coefficientsa

Model	Coefficients unstandardized		standardized coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	2382	2,022		1,178	.242
Advertisement	.184	.063	.189	2904	.005
kua_produk	.685	.062	.715	10 997	.000

a. Dependent Variable: Kept_Pemb

Based on SPSS output above, the regression equation as follows: $Y = 2,382 + 0,184X_1 + 0.685X_2$

The model shows the sense that:

a. Constant = 2.382

If the variable advertising and product quality is assumed to remain the purchase decision will increase by 2,382.

b. Ad coefficient X_1

Promotion coefficient value of 0.184. States that every an increase of 1 scores for the ad will be followed by an increase in purchasing decisions by 0.184.

c. Product Quality coefficient X2

Value figures show the product quality coefficient of 0.685. states that if there is an increase of 1 scores for the quality of the product will be followed by an increase in purchasing decisions by 0.685

Partial test (t test)

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Coefficientsa

Model	Coefficients unstandardized		standardized coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	2382	2,022		1,178	.242
Advertisement	.184	.063	.189	2904	.005
kua_produk	.685	.062	.715	10.997	.000

Dependent Variable: Kept_Pemb

Based on the partial test results for advertising variables obtained tarithmetic $(2,904) > t_{table}(1.66)$ with a significance value of $0.005 < 0.05$ then H_0 is rejected and H_a accepted. This shows that the partial found no significant effectadvertising on purchasing decisions.

Based on the partial test results for the variable quality of the products obtained by tarithmetic $(10.997) > t_{table}(1.66)$ with a significance value of $0.000 < 0.05$ then H_0 is rejected and H_a accepted. This shows that the partial that there is a significant influence on purchase decisions of product quality.

Simultaneous Test (Test F)

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ANOVA

Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	1405.631	2	702.815	83.635	.000b
	residual	815.129	97	8.403		
	Total	2220.760	99			

Dependent Variable: Kept_Pemb

Predictors: (Constant), kua_produk, advertising

From the ANOVA test or F test at Can Farithmetic $(83.635) > F_{table}(3:99)$ with a significance level of 0.000. Because a significant probability of much less than 0.05 then H_0 is rejected and H_a accepted. This shows that simultaneously stating that there was a significant effect of advertising and product quality together on purchasing decisions Frisian Flag PT.Adam Dani Lestari.

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coefficient of Determination

Model Summaryb

Model	R	R Square	adjusted R Square	Std. Error of the estimate	Durbin-Watson
1	.796a	.633	.625	2.89886	1.631

Predictors: (Constant), kua_produk, advertising

Dependent Variable: Kept_Pemb

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Based on the above table can be seen the value of R Square of 0.633 or 63.3%, which means that the relationship between advertising and product quality to the purchasing decision is strong. On the table are also shown the value of Adjusted R Square that is equal to 0.625 or 62.5%, which means the effect of advertising and product quality on purchasing decisions by 62.5%, while the remaining 37.8% of other variables not examined by this study, for example, promotion, service and other variables.

B. Discussion

There is a positive effect of advertising variable (X1). To the purchase decision variable (Y) indicated tarithmetic (2.904)> ttable(1.66) with a significance value of 0.005 <0.05. With this kind of relationship contained the sense that the higher / better X1(Advertising) would then high / good variable Y (purchase decisions). Then also obtained that advertising significantly influence purchasing decisions. There is a positive influence product quality variables (X2). To the purchase decision variable (Y) indicated tarithmetic (10.997)> ttable(1.66) with a significance value of 0.000 <0.05. With this kind of relationship contained the sense that the higher / better X1(Quality products) it will be higher / better variable Y (purchase decisions). Then obtained also that the quality of products significantly influence purchasing decisions.

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Tests were conducted simultaneously shows that advertising variables (X1) And the quality of the product (X2) Influence on purchase decisions (Y) PT.Adam Dani Lestari in Medan. With the value of Farithmetic (83.635)> Ftable(3:09) with a significance level of 0.000. Furthermore, the R-square value obtained amounted to 0.625 indicated that about 62.5% of the purchase decision variables (Y) affected ad (X1) And the quality of the product (X2). The rest is influenced by other variables not examined in this study, such as promotion, service quality and other variables.

Conclusions And Recommendations

Conclusion

There is a positive effect of advertising variable (X1). To the purchase decision variable (Y) which is indicated by the regression coefficient, and for tarithmetic (2.904) > ttable (1.66) with a significance value of 0.005 <0.05, this shows that the partial found no significant effect of advertising on purchase decisions. There is a positive influence product quality variables (X2). To the purchase decision variable (Y) which is indicated by the regression coefficient of 0.685, and for tarithm (10.997)> ttable (1.66) with a significance value of 0.000 <0.05, this shows that the partial that there is a significant influence on purchase decisions of product quality.

Tests were conducted simultaneously shows that advertising variables (X1) And purchasing decisions (X2) Influence on purchasing decisions (Y) Frisian Flag products. With the value of Farithmetic (83.635)> Ftable (3:09) with a significance level of 0.000. The coefficient of determination obtained at 0.633 or 63.3%, which means that the relationship between advertising and product quality on purchasing decisions is strong, while the rest influenced by other variables such as promotions, and other services.

Suggestion

1. To further increase sales of dairy products Frisan Flag should be more attention to the price of dairy products that are accessible to all people.
2. To increase sales by purchasing decisions, companies pay more attention to product quality and customer satisfaction to prioritize the use of the product with the reliability of the products offered, causing a sense of interest to the consumer to make a purchase.

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3. We recommend the introduction of the product and the excellence of the products offered is introduced via the internet to attract the attention of consumers.

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