THE INFLUENCE OF ADVERTISING AND SALES PROMOTION TOWARD CONSUMERS PURCHASE DECISION
(Survey on Brawijaya University under-graduate student as Nescafe consumer)

Arda Norochim Sukamto
Andriani Kusumawati
Yusri Abdillah
Faculty of Administrative Sciences
Brawijaya University
Malang
Email : arda.nurochim@yahoo.co.id

ABSTRACT

The research objectives are: 1) To explain the influence of advertising on consumer’s purchase decision. 2) To explain the influence of sales promotion on consumer’s purchase decision. 3) To examine which one of the two variables has dominant effect on consumer’s purchase decision. The type of this research is explanatory research with quantitative approach. This research used Accidental sampling technique with the number of respondents 100 respondents data, the research data was distributed on questionnaire by using Likert scale. The variables of this research are Advertising (X1), Sales Promotion (X2) and Purchase Decision (Y). The research was held in Academic UB Halalan Thoyyiban Canteen, which formerly known as Citra Land (CL). UB Halalan Thoyyiban Canteen is located in Jl. MT. Haryono No.6 Malang. The location is inside Brawijaya University (UB). This research is using regression data analysis methods. The result of this research shows that advertising variable (X1) has a significant influence toward purchase purchasing decisions (Y). The results also show that sales promotion (X2) has a significant influence toward purchase decisions (Y). Advertising (X1) has a dominant influence toward Purchase Decision (Y), rather than Sales Promotion (X2).

Key word: Advertising, Sales Promotion, Purchase Decision
1. INTRODUCTION

Along with the time development that supported by human lifestyle development, the business world has experienced the excessive competition, especially in food and beverages industry. Eventually makes the companies purposed for one goal, the goal of the companies are to survived and developed their business in order to gain more profit for the long term of company’s goal. Advertising and Sales promotion are media that used by the company in order to introduce their product to the consumer. Therefore, advertising and sales promotion as the media for introducing product and service should be interesting and persuasive to the consumer.

A company cannot make dream to be a well known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements. As the primary mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individual’s interest in their products. They need to understand what makes potential customers behave the way they would like. It also appears that advertising may have the potential to contribute to brand choice among consumers. The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people’s memories. Memories about the brand consist of those associations that are related to brand name in consumer mind.

Advertising and sales promotion is activity intended to produce some short-term change in behavior. Essentially, promotion is the form of communication in marketing. Which is to spread, to influence, and to remind the target of segmentation product? Advertising and sales promotion is also hold the important role to increase the volume of selling product because the volume of selling product is based on the purchase decision. A promotion through advertising media is very efficient way because it has a strong persuasive capability and also provides the details of the product to the targeted segmentation. The company that goes to that goal should be more concerned the needs of the consumer, which means the company makes the product that able to sell the product. Especially when the sales promotion activity met an obstacle, which means the company is fall into the hardship in marketing. Eventually decrease the number of sales that affected the purchase decision. The role of sales promotion in marketing section will increase the sales in order to introduce and to search the new consumers.

Advertising and sales promotion aims to achieve their positive perspective. The advertising and sales promotion is not just as a medium for consumer awareness about a product, but also to encourage the consumer’s purchase decision. The reason why advertising and sales promotion were chosen because advertising and sales promotion are the part of promotion mix. And promotion mix is one of components of marketing mix (Durianto, 2003). The various representation of advertising product and sales promotion manner able to affect the consumer purchase decision. The writer chosen the two out of four promotional mix element which is advertising and sales promotion because advertising is capable to introduce a product and provides information of the product in the long term and in a versatile range of the consumer range, advertising also available in the various media. Along with sales promotion, sales promotion has a purpose of to search a feedback that related with the product because sales promotion is able to increase the number of sales that related with the purchase decision. Currently, coffee is a product of consumer goods by customs purchase consumers can be classified into convenience goods, namely products are purchased and used on a regular basis (staples). Based on durability, coffee is a nondurable product that is used for once usage. In this case, Nescafe is the best example due to its reputation to the consumer. In 1930, the Brazilian government approached nestle. The nestle’s coffee expert, Max Morgenthaler, and his team set out immediately to find a way of producing a cup of coffee that could be made simply by adding the water, this product known as Nescafe. Nescafe was introduced in Switzerland on 1 April 1938. The popularity of Nescafe grew rapidly after WWII.

Top Brand survey for Business to Consumer (B2C) respondents involved 9900 random samples and 2500 booster samples. This survey was done in 19 (nineteen) cities, namely Jakarta, Bogor, Tangerang, Banten, Bandung, Semarang, Jogjakarta, Malang, Surabaya, Medan, Makassar, Pekanbaru, Balikpapan, Banjarmasin, Palembang, Samarinda, Denpasar and Manado. Meanwhile, Top Brand survey for B2B respondents involved 1600 companies located in Jabodetabek, Bandung, Surabaya and Medan.
The B2C respondent criteria for random samples are male or female, 15 - 65 years old, Socioeconomic status (SES) or monthly family spending categories from SES D (average spending of more than Rp. 1.200.000 per month) to SES A (average spending of more than Rp. 4.8 million per month). Meanwhile, the B2C respondent criteria for booster samples are SES A. These samples are used to increase the incidence rate of premium products.

2. LITERATURE REVIEW

2.1. Promotional Mix

The promotion element of the marketing mix of the organisation includes all the relevant “activities, materials, and media used by a marketer to inform and remind prospective 39 customers about a particular product offering” (Connett, 2004:11). Elements of promotional mix are also called as tools, means, or components. Basically, there are five elements involved in promotional mix. Some authors have considered more elements, too. However, we will consider five elements as shown in Figure 1.

1. Advertising:

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. It is a way of mass communication. It is the most popular and widely practiced tool of market promotion. Major part of promotional budget is consumed for advertising alone. Various advertising media – television, radio, newspapers, magazines, outdoor means and so forth– are used for advertising the product.

2. Sales Promotion:

Sales promotion covers those marketing activities other than advertising, publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness. Sales promotion mainly involves short-term and non-routine incentives, offered to dealers as well consumers. The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, contests, etc.

3. Personal Selling:

Personal selling includes face-to-face personal communication and presentation with prospects (potential and actual customers) for the purpose of selling the products. It involves personal conversation and presentation of products with customers. It is considered as a highly effective and costly tool of market promotion.

4. Publicity:

Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. William J. Stanton defines: “Publicity is any promotional communication regarding an organisation and/or its products where the message is not paid for by the organisation benefiting from it.” It is the traditional form of public relations. Publicity is not paid for by the organisation. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations. Publicity involves giving public speeches, giving interviews, conducting seminars, charitable donations, inauguration by film actor, cricketer, politician or popular personalities, stage show, etc., that attract mass media to publish the news about them.

5. Public Relations:

The public relations is comprehensive term that includes maintaining constructive relations not only with customers, suppliers, and middlemen, but also with a large set of interested publics. Note that public relations include publicity, i.e., publicity is the part of public relations.

2.2. The Definition of Advertising

According to the British practice advertisement institute in Jefkins (2007:5), advertising is the most persuasive message of sales that directed to the potential consumer regarding with the potential product of goods or services with the lowest cost that company could offer.
Advertising is the effort of the company to persuade the consumer to recognize their products, whether services or goods. The cost of advertising is intentionally lower compared to the other business activities of the company.

Kotler and Armstrong (2008:150) pointed that advertisement should be able to communicate to the consumer and more persuasive to the target of the consumer. Advertisement is the way how company able to make a communication to the consumers, and also the media to persuade the consumer that targeted by the company. Advertisement is the good method to inform and to persuade the consumer. Usually, advertisement is the effective communication media to the consumers, especially when the company tries to offer the new product to the consumer.

2.3. **The Definition of Sales Promotion**

According to Jefkins (2007:151), sales promotion described as the specific activities of promotion, usually in the short-term activity. The sales promotion usually held on the point of sale or point of purchase, this activity used to be as the merchandising activity. Besides, sales promotion haves an uncommon names. These are known as both “scene advertising” and “tactical advertising”. Sales promotion could be associated with direct response marketing, lots of games and prizes are offered through mail-shots.

On the other hand, Kotler and Armstrong (2008:204) described that both personal sales and advertisement are strongly related with each other. Both activities are related with the other type of promotion, that known as sales promotion. Sales promotion is based on from short-term intensive to endorse the selling both goods and services. On the other hand, advertisement offers the reason to buy the products or services. Sales promotion offers to buy the product at present time.

The purpose of sales promotion is diversified in the variable ways, the seller could use customer’s promotion in order to increase the number of purchase in the short-term of time or to improve the relationship between the long-term customers. The purpose of trading promotion is to encourage the retailer to sell the new items and provides more supplies, to purchase earlier, or to advertise the product of the company and provides more spaces to new product storage. From the perspective of sales division, the purpose of sales promotion is to gain more support from sales division for the old product or recent product in order to gain new consumers for the seller.

2.4. **The Definition of Purchase Decision**

Tjiptono (2005:19) explains that based on the purpose of the purchase, the consumer can be classified into two groups, the end consumer (individual) and organizational consumers (Industrial consumer, Broker consumer, Business consumer). According to Kotler and Armstrong (2008:13) consumer purchase decision is purchase the most preferred brand, the brand most likely to be purchased by consumers. Suryani (2008: 13) purchase decision tend involve two parties or more. Generally there are five parties that involved, following:

a. **Initiator**, the first people that suggest purchasing product/services.

b. **Influencer**, the people that define purchase decision.

c. **Decider**, the people that define purchase decision.

d. **User**, the people who consumer and using the product/service.

Kotler (1988:195) consumers purchase decision making process has the following steps:

a. **Problem recognition**, the buying process starts with the buyer’s recognizing a problem or need. The buyer senses a difference between his or her actual state and a desired state. The need can be triggered by internal or external stimuli. The person has learned how to cope with this drive ad is motivated toward a class of objects that he or she knows will satisfy the drive.

b. **Information search**, an aroused consumer may or may not search for more information. If the consumer’s drive is strong, and an affordable gratification object is at hand, the consumer is likely to buy object then. If not, the consumer’s need may simply be stored in memory. The consumer may undertake no further search, some further search, or a very active search for information bearing on need. There are two kinds of stimuli. Lighter situation called strengthening the attention by becoming more receptive with the product information. At this level, people are just more sensitive to product information. The next level, maybe that person began to actively search for information: find readings, call friends, and visit the store to learn about a specific product. The main concern of marketers is the main information source become a consumer reference.
and influences each relative source on next buying decision.

Consumer information sources are classified into four groups of reference:
1) Personal sources: family, friend, neighborhood;
2) Commercial sources: Advertising, salesman, distributor, packaging, display on shop;
3) Public sources: mass media, organization survey that determine level;
4) Experience sources: handling, assessment, use products.

c. Evaluation of Alternate, some consumer uses information to arrive at a brand choice set. Some basic concepts will explain the evaluation process of the consumer. First, consumers trying to fulfill their needs. Second, a consumer looking for certain benefits the product. Third, consumers looked at each product at each product as the collection of attributes with differing capabilities in providing benefits that are used to satisfy their needs.

d. Purchase, this process starts from the introduction of the issues, information retrieval, and evaluation of alternative, purchase decisions, and post purchase behavior. The task of marketers is to understand purchase behavior in every stage. The attitude of others, situation factor that can’t estimate, as well as the risk that thought can affect purchase decision. The consumer obtains the selected alternative or an acceptable substitute.

e. Post-purchase behavior, after purchasing the product, the consumer will experienced some level of satisfaction or dissatisfaction. The consumer will also engage in post purchase actions and product uses of interest to the marketer. Consumers evaluate whether the selected alternative fulfill the needs and expectations immediately after use.

3. RESEARCH METHOD

The type of research that used in this research is the explanatory method. According to Singarimbun and Effendi (2006: 5) “explanatory research is the type of research that purposed to describe the casual relationship between variables through hypothesis test. The research approaching of this research uses a quantity research method approaching, the purpose of this method is to analyze the effect of brand awareness and quality product to the purchase decision. The location of research will be held in Academic UB Halalan Thoyyiban Canteen was established on 24 March 2016 originally named Citra Land (CL) Canteen located in MT. Haryono No. 6 Malang is inside the University campus Brawijaya (UB). The population of this research is consumers of Nescafe in Halalan Thoyyiban Canteen, which is also the college student of Universitas Brawijaya (UB). In determining the informant this research, researchers use two techniques by using purposive sampling technique and accidental sampling. In this research, the types and sources for data comprise of primary data and secondary data. This research is using regression data analysis methods.

4. RESULT AND DISCUSSION

4.1. Description of variables

4.1.1. Advertising (X1)
Results average score the answers of the respondents or the value of the grand mean of the variable promotion sales of 4.01. This shows the influence of advertising and sales promotion to the consumer purchase decision of Nescafe. The average distribution of the answer lies with the highest item X1.7 (the ease of advertisement appearing time) with a score of 4.01.

4.1.2. Sales promotion (X2)
The result of the average score of respondents or grand mean score of 3.96 advertising variables. This shows the influence of advertising and sales promotion to the consumer purchase decision of Nescafe. The average distribution of the answer lies in the item X2.1 (the amount of sample that gives to the consumer in the works) with a score of 4.01.

4.1.3. Purchase decisions (Y)
Results average score the answers of the respondents or the value of the grand mean of the variable purchase decisions of 4.05. This shows the influence of advertising and sales promotion to the consumer purchase decision of Nescafe. The average distribution of the answer lies with the highest item Y15 (Available money on the consumer) with a score of 4.37. While the average distribution of the answer lies in the lowest item Y1 (Purchase products based on the consumer needs) with 4.02.
4.2. Inferential Statistical Analysis

4.2.1. Classic assumption test

Table 1. The Result of Normality Test

<table>
<thead>
<tr>
<th>Unstandardized Residual</th>
<th>N</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Parameters</td>
<td>Mean</td>
<td>.0000000</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
<td>3.34855986</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td>Absolute</td>
<td>.083</td>
</tr>
<tr>
<td></td>
<td>Positive</td>
<td>.074</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
<td>-.083</td>
</tr>
<tr>
<td>Test Statistic</td>
<td>Asymp. Sig. (2-tailed)</td>
<td>.090</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2017

From the above calculation results obtained sig. amounting to 0.090, which means greater than 0.05, it can be concluded the data were normally distributed residual provision H0 is accepted and Ha is rejected.

Table 2. The multicollinierity test results

<table>
<thead>
<tr>
<th>Free variable</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>Advertising</td>
<td>.485</td>
</tr>
<tr>
<td>Sales promotion</td>
<td>.485</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2017

Based on Table 2, it can be concluded that the value of advertising and sales promotion VIF <10 and tolerance values> 0.1 means that all free variables in this study revealed no multikolinieritas.

The heterokedastisitas test is used to determine whether the residual has a range of homogeneous (constant) or not. Testing heterokedastisitas is expected to have a range of residual homogeneous. Testing heterokedastisitas discernible through the scatter plot. The residual is said to have a range of homogeneous when the residual points on a scatter plot spread randomly. From the test results in Figure 4.4 in May that the diagram looks scatter plots form a specific pattern. It can be inferred that there is a symptom of heterokedastisitas. Results of testing the assumptions of heterokedastisitas can be seen in Figure 1.

Figure 1. Result of The Heteroscedacity test
Source: Processed Data, 2017

4.2.2. Hypothesis Testing

a. Partial test (t Test)

Table 3. The Result of t test

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>advertising</td>
<td>37.163</td>
<td>.469</td>
<td>12.141</td>
<td>.000</td>
</tr>
<tr>
<td>sales promotion</td>
<td>.430</td>
<td>.275</td>
<td>4.734</td>
<td>.000</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2017

Based on the obtained result Table 3. as follows:

a. Result test t variable advertising (X1) against variable purchasing decisions (Y) produce the value significance of t is 0.000. Result of the test shows that Sig. t < alpha (0.05) then the influence of variable advertising (X1) against purchasing decisions variable (Y) is significant. This means that H0 is rejected Ha accepted. So if advertising increases then the purchasing decisions will experience an increase. The great influence of the variable advertising (X1) against variable purchasing decisions (Y) = 0.430 (43%). In other word, advertising is partially influenced toward purchase decision significantly.

b. The Result variable t test sales promotion (X2) against variable purchase decisions (Y) produce the value significance of t is 0.002. Result of the test shows that Sig. t < alpha (0.05) then the influence of the variable sales promotion (X2) against purchasing decisions variable (Y) is negative. This means that H0 is rejected Ha accepted. So if sales promotion increases then the purchasing decisions will experience an increase. The great influence of the sales promotion (X2) against variable purchasing decisions (Y) = 0.275 (27.5%). Therefore, sales promotion is partially influenced toward purchase decision significantly.

Conclusion of the t test result shows that advertising (X1) and sales promotion (X2) partially (alone) significantly influence the purchasing decisions (Y). The great influence of the variable sales promotion (X2) against variable purchasing decisions (Y) = 0.539 (53.9%).
b. Simultaneous test (F test)

Table 4. The Result of Simultaneous Test (F Test)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1296.038</td>
<td>2</td>
<td>648.019</td>
<td>56.625</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>1110.072</td>
<td>97</td>
<td>11.444</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2406.110</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Processed Data, 2017

Based on Table 4, values Sig. F < 0.05, 0.000 namely α then the model regression analysis was significant. This means that H0 is rejected and Ha accepted so it can be summed up advertising (X1) and sales promotion (X2) for simultaneous effect significantly to purchasing decisions (Y). In advertising and sales promotion employee owned increases it will be followed by a decrease in purchasing decisions.

c. The dominant variable

In determining the dominant free variable in influencing the value of the dependent variable in a linear regression model, the researchers used a standard value of beta coefficients. Based on the regression analysis result table advertising 4.10, Advertising variable (X1) has a beta value of 0.469 while the variable sales promotion (X2) has a beta value of 0.321. So we can conclude advertising variables (X1) is the dominant variable in this study because it has a beta greater value in comparison with the beta value of the variable sales promotion (X2).

4.2.3. Coefficient of Determination (R²)

Table 5. Coefficient of correlation and Determination

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.734</td>
<td>.539</td>
<td>.529</td>
<td>3.383</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2017

Based on Table 5, shows that the coefficient of determination (R square) of 0.539. This suggests that the effect of advertising and sales promotion for 53.9% of the purchasing decisions. While the remaining 46.1% is influenced by other variables that are not included in this study. The reason why this research used unstandardized coefficient because three different variables of this research is using the same scale of Likert's scale.

4.2.4. Coefficient of correlation (R)

Table 6. Interpretation of Correlation Coefficient

<table>
<thead>
<tr>
<th>Interval Coefficient</th>
<th>Level Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00-0.199</td>
<td>Very low</td>
</tr>
<tr>
<td>0.20-0.399</td>
<td>Low</td>
</tr>
<tr>
<td>0.40-0.599</td>
<td>Moderate</td>
</tr>
<tr>
<td>0.60-0.799</td>
<td>Strong</td>
</tr>
<tr>
<td>0.80 – 1.00</td>
<td>Very strong</td>
</tr>
</tbody>
</table>

source: (Sugiyono, 2010)

If seen in Table 4.12 correlation coefficient value of 0.734 in the category from 0.80 to 1.00. This indicates that the free variables and the dependent variable has a very strong relationship. The conclusion that the relationship between free variables and the dependent variable is positive. So that when the free variable (advertising and sales promotion) increases, the dependent variable (purchasing decisions) will decline

4.3. Discussion

4.3.1. Descriptive Analysis Discussion

Consumers agree that advertising influence on purchase decisions. It can be known from the respondents through the questionnaire that has been done by researchers. In advertising variables are 12 items statements, such statements are none from the average score of respondents or grand mean value of advertising variables of 4. This shows the influence of advertising to the consumer purchase decision of Nescafe. The result of the average score of respondents or grand mean value variable sales promotion by 4.01. This shows the influence of advertising and sales promotion to the consumer purchase decision of Nescafe. The average distribution of the ultimate answer lies in the item X1.7 (the ease of advertisement Appearing time) with a score of 4.01.

a) Sales promotion (X2)

Sales promotion can be seen from the respondents through the questionnaire that has been done by researchers. It can be known from the respondents through the questionnaire that has been done by researchers. In advertising, there are 4 variables statement items, from the statement there results an average score of respondents or the value of the variable sales promotion grand mean of 4.09. This shows the influence of sales promotion to the consumer purchase decision of Nescafe. The result of the average score of respondents or grand mean score of 3.96 advertising variables. This shows the influence of advertising and sales promotion to the consumer purchase decision of Nescafe. The
The average distribution of the ultimate answer lies in the item X2.

b) Purchasing decisions (Y)

The influence of advertising and sales promotion to the consumer purchase decision of Nescafe. It can be known from the respondents through the questionnaire that has been done by researchers. It can be known from the respondents through the questionnaire that has been done by researchers. In advertising, there are 4 variables statement items, from the statement there results an average score of respondents or grand mean value of the variable purchase decisions 4.02. The result of the average score of respondents or grand mean value variable 4.05 purchase decisions. This shows the influence of advertising and sales promotion to the consumer purchase decision of Nescafe. The average distribution of the ultimate answer lies in the item Y15 (Available money on consumer) with a score of 4.37.

4.3.2. Hypothesis Test Result

a. The Result of Partial Influence of Independents Variables Toward Dependent Variable

1. Advertising influence on Purchase decisions

Based on the results of the t test advertising variables (X1) acquired significance < (alpha) 0.05 so variable advertising consumers have a significant influence on purchase decisions. Based on the description of the analysis in this study showed that the average response items on the majority of advertising variable is agreed that the grand mean score of 4.03. This means that consumers have to buy advertising in nesacafe. Therefore, the advertising of Nescafe has a role to influence the consumers’ purchase decision.

In theory this study According to Jefkins (1997: 151), sales promotion Described as the specific activities of promotion, usually in the short-term activity. The sales promotion usually held on the point of sale or point of purchase, this activity used to be as the merchandising activity.

Empirically, this study supports previous research conducted by Nwanko (2013). The research of this title is "Influence of appeals advertising preferences and personality consumption in Nigeria". The advertisement in this research is used as a form of persuasion by agencies, Influencing people's ability to change the attitude of the others. The purpose in this research is to find out the significant influence of advertising appeals on telecom consumption preferences, there was no significant influence of personality on telecoms consumption preferences, there was no significant influence of the interaction effect.

2. Sales promotion influence on Purchase decisions

Based on the results of the variable t test sales promotion (X2) obtained significance < 0.05 (alpha) so that the variable sales promotion has significant effects against purchase decisions. Based on an analysis of description in this study shows that the average answer items on sales promotion variables majority is agreeing with the value of the grand mean of 4. This means consumers agree to purchase decisions buy nescafe. Then it can be inferred that advertising can be an important factor that can help or harm the purchase decisions. Therefore, sales promotion also has a role to influence the consumers’ purchase decision.

In theory this study According to Kotler and Armstrong (2008:13) consumer purchase decision is purchase the most preferred brand, the brand most likely to be purchased by consumers. The factor is the attitude of other people and situations that are not expected. The extents to which the attitudes people reduce the preferred alternative a person will depend on two things: the intensity of the negative attitudes of others towards the preferred alternative to the consumers and consumer motivation to comply with the wishes of others.

Empirically, this study reinforced Nochai, Nochai. (2011). The Influence of Sale Promotion Factors on Purchase Decisions: A Case Study of Portable PCs in Thailand. Indicated that the sale promotion factors are the important factors that impact on consumers' purchase decision on Portable PCs.

b. The Result of Simultaneous Influence of Independent Variables Toward Dependent Variable

Based on the results of a multiple linear regression analysis, the variables (X1), advertising and sales promotion (X2) F has a value of < 0.05 (alpha) so that advertising and sales promotion variables have significant effects against purchase decisions. The results of this research also show a correlation between advertising and sales promotion against strong categories includes performance. In
addition to this based on the value of R Square note
that variable advertising (X1) and sales promotion
(X2) contributes to the variable purchase decisions
(Y) of 0.539 (53.9%) and the rest is affected by other
variables that are not discussed in this study.

The result of this study supports previous
research conducted by Chaharsoughi, Ansari. (2011)
the Effect of Sales Promotion on Consumer Interest
to Purchase in IKCO Automotive Company. IKCO
co. automotive company sales promotion has a
positive effect on the consumer’s interest to purchase
the product.

c. Advertising (X1) has a dominant influence
toward Purchase Decision (Y), compared to
Sales Promotion (X2)

It is shown in table 4.8, X1 has a beta value
of 0.469 is greater than X2 is equal to 0.321.
Advertising became the dominant variable affecting
the buyer in determining purchase decisions. Nescafe
should further improve advertising to maintain
consumer to choose and buy products that are
produced.

5. CONCLUSION AND SUGGESTION
5.1. Conclusion
1. The result shows that advertising (X1) has a
significant influence toward purchase purchasing
decisions (Y). Therefore, Nescafe should maintain and improve their advertising as well in
order to manage the number of product sales.
2. The results show that sales promotion (X2) has a
significant influence to purchase decisions (Y).
Therefore, Nescafe should improve their sales
promotion capability.
3. Advertising (X1) has a dominant influence toward
Purchase Decision (Y), compared to Sales
Promotion (X2). It is shown X1 has a beta value
of 0.469 is greater than X2 is equal to
0.321. Advertising became the dominant variable
affecting the buyer in determining purchase
decisions.

5.2. Suggestion
1. From the results of research above, it suggested
that Nescafe should improve the sales promotion
factor in order increase the number of selling in
further development along with advertising,
which is already adjusted. Nescafe should
maintain and improve their advertising as well in
order to increase the number of sales for nescafe
themselves.
2. Given the fact that the independent variable in this
study is dominant in influence toward purchase
decision, it is expected that the results of this
research can be used as a reference for further
research to develop this research by consider other
variables beyond the variables included in this
research.

REFERENCE
Jefkins, Frank. 2007. Periklanan. Penerbit Erlangga:
Jakarta


___________ & Kevin Lane Keller, 2007.
Manajemen Pemasaran, cetakan pertama, edisi
bahasa Indonesia, Jakarta: PT. Indeks

___________; Armstrong, Garry, 2008. Prinsip-
prinsip Pemasaran, Jilid 1, Erlangga, Jakarta

Pada Strategi Pemasaran, Yogyakarta: Graha
Ilmu

Metode Penelitian Survei, LP3ES: Jakarta

Tjiptono, Fandy. 2005. Strategi Pemasaran, Edisi III,
CV. Andi Offset, Yogyakarta