



## **THE BRAND IMAGE MEDIATES ADVERTISING WITH PURCHASE DECISIONS**

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### **Abstract**

*The purpose of this study was to explain the effect of brand image in mediating the relationship between advertising and purchasing decisions. This research was conducted on Xiaomi brand smartphone consumers who live in the city of Denpasar. The sample size taken was 130 people with purposive sampling method. Data were collected by distributing questionnaires that used a 5-point Likert scale to measure 13 indicators. The analysis technique used is path analysis and single test. The results of the study found that advertising had a positive and significant effect on brand image. This study also found that each of the advertising and brand image variables had a significant positive effect on purchasing decisions. This shows that the better the advertisement and brand image will increase the purchasing decisions of Xiaomi brand smartphone consumers.*

*Keywords: Advertising, brand image, purchasing decisions*

### **INTRODUCTION**

The development of telecommunication technology in Indonesia is currently experiencing very rapid progress, this is indicated by the increasing number of smartphone users. Consumer choices on smartphones are increasingly diverse. Nowadays smartphone is no longer considered a luxury item, but has become a basic necessity of almost every individual. Our society is very thirsty for browsing, chatting, playing games, playing videos and

also for working and studying using a tablet or smartphone. The internet has also become a basic requirement for every individual, because with the internet, humans have a lot of information.

Mobile is a technology that develops rapidly from year to year. Many new brands have sprung up in the world of mobile phone competition that are competing with each other to create their superior products. Manufacturers are required not only to create products but also to understand the wants and needs of consumers. This is needed by producers to be able to compete with other producers. By understanding consumer behavior, producers can create products according to consumer desires.

The internet is also useful for doing business, politics, economics and socializing. The emergence of this community behavior has made the demand for smartphones increase rapidly. The increasing demand and need of the public for smartphones has attracted companies in Indonesia and foreign companies to compete to meet consumer demand, because of course many companies do not want to miss a golden opportunity to take advantage which is arguably not small.

Indonesia is one of the largest prospective markets for smartphone sales, because the level of demand for the smartphone category is very high. There are several smartphone brands competing in this business in Indonesia, including: Samsung, Apple, Oppo, Xiaomi, Vivo and many more. This situation causes intense competition among competitors in the telecommunications sector.

The advantage of a Xiaomi smartphone is that it has a very affordable price, various features and is supported by a fairly elegant product design, OS MIUI, always getting updated firmware updates every week, the camera results are quite clear according to [techno.okezone.com](http://techno.okezone.com).

The decline in the market share of Xiaomi smartphones is inseparable from increasing competition from other Chinese vendors such as Huawei, Lenovo, TCL, Coolpad, and OPPO who are able to make cheap smartphones and can imitate Xiaomi's way of selling smartphones to achieve success. This is also due to the high expectations of sales targets. This decline was also motivated by changes in the sales mechanism which previously implemented the flash sale system, now Xiaomi is more likely to implement the mechanism by opening physical stores in several countries.

The Xiaomi smartphone brand has been known to the Chinese public since 2011, became known to the Indonesian public in 2013 and began to explode in the market in 2014 with its flagship product, the Xiaomi smartphone based on Xiaomi IDC data. Xiaomi smartphones use the Android operating system and are very popular with all circles at this time.

The features offered by these products are very varied and are able to match smartphone products that have been circulating on the market for a long time.

In making a smartphone purchase decision, there are several things that must be considered, one of which is the brand image according to Hutami and Sari (2016). Among the marketing strategies to win the competition, companies are faced with brand buying decisions. To create a strong brand the company must build a mission for the image (image) and vision of how the brand image. Building a positive brand image can be achieved with a strong marketing program by highlighting the advantages of the product and what differentiates it from other products. A positive brand image in the minds of consumers will trigger consumers to refer it to others.

Brand is not just the identity of a product and as a differentiator from competitors' products, but more than that. Brands have a special emotional bond that is created between consumers and the company. Brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in the consumer's memory. If the company succeeds in creating a positive and strong image, the results will be felt in the long term, especially if it is always able to maintain it, namely by consistently delivering and fulfilling the promises attached to the image that is deliberately formed.

A strong brand can be one of the competitive advantages. Brand is not just the identity of a product and as a differentiator from competitors' products, but more than that. Brands have a special emotional bond that is created between consumers and the company. Brand image (brand image) is the perception and belief carried out by consumers, as reflected in the associations that occur in the consumer's memory.

Brands that have a good image will trigger consumers to do word of mouth because consumers believe in brands (Ismail and Spinelli, 2012).

According to Kotler (2013: 297) explaining the notion of advertising is a form of presentation and promotion of a product, goods, services, and ideas, non-personally by a certain sponsor where for broadcasting it usually has to pay for a media. If a product has a good brand image and the accuracy of the advertisement, of course it can increase consumer decisions to buy a product. According to Kotler & Armstrong (2012: 188), purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy.

## LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Based on research conducted by Rosyid, et al. (2016) revealed that advertising has a positive effect on consumer purchasing decisions for Honda Revo Astra Motor Kebumen motorbikes. Likewise, the research results of Kumar and Raju (2015) revealed that

advertisements have an effect on purchasing decisions for male and female consumers. According to research by Sembiring, et al. (2015) revealed that advertising has a positive and significant effect on consumer purchasing decisions of PT. Yamaha Mataram Sakti in Semarang City. According to research by Sivanesan (2014), advertising has a positive and significant effect on consumer purchasing decisions. Contrary to research results from Yazia (2014) which revealed that advertising has no effect on purchasing decisions.

*H1: Advertising has a positive and significant effect on purchasing decisions.*

Research from Huda and Khuzaini (2013) states that advertising has an effect on brand image. This condition shows that advertising is an effective means of creating a product's brand image in the minds of consumers. Companies must be good at making advertisements to communicate messages and form the brand image of their products effectively to potential customers. Likewise, according to research conducted by Anggi and Suesanto (2016) also said that advertising has a positive and significant effect on brand image.

*H2: Advertising has a positive and significant effect on brand image.*

According to Mendrofa (2010), brand image in general has a positive influence on purchasing decisions. Fristiana (2012) in her research states that brand image on purchasing decisions has a positive and significant effect. Likewise, according to Heriyati and Septi (2013) in their research, it states that there is a significant influence between brand image variables on consumer purchasing decision variables on Nexian cellphones. Malik et al. (2013) and Musay (2018) also get the same results that brand image has a significant effect on purchasing decisions.

Contrary to research conducted by Saeed et al. (2013) which states that consumers in Sahiwal do not pay attention to brand image in buying clothing products, because in Sahiwal people are not affected by environmental impacts. They choose the brand according to their own choice, they don't keep up with the changing environment.

*H3: Brand image has a positive and significant effect on purchasing decisions.*

Fianto (2014) obtained the results of the analysis showing that brand image has a positive and significant influence on buying behavior among students at thirteen private Islamic universities in East Java, Indonesia. In contrast to the research conducted by Ranto (2014), it is found that brand image does not have a significant effect on purchasing decisions for SME products in Yogyakarta.

According to research by Situmorang (2017), the results show that advertising has a direct effect on purchasing decisions and obtaining advertising results indirectly affects purchasing decisions through brand image. Purnamasari and Murwatiningsih (2015) in their research also found that promotion has a direct effect on purchasing decisions through brand

image. This shows that brand image is a pathway to increase purchasing decisions on the effect of promotion on purchasing decisions.

*H4: Brand image is able to mediate the relationship between advertising and purchasing decisions.*

## **METHODS**

This research was conducted in Denpasar City. The choice of Denpasar City as the research location was because Denpasar City is one of the most densely populated areas in Bali with a total population of 1,102,203 people in 2016 ([www.denpasarkota.go.id](http://www.denpasarkota.go.id)). In addition, Denpasar City also has a fairly high mobility for economic growth and is supported by the high purchasing power of the people for smartphone products. So that the answers to the questionnaire can reflect the role of brand image in mediating the relationship between advertising and purchasing decisions for Xiaomi smartphones in Denpasar City.

The population in this study were Xiaomi smartphone consumers domiciled in Denpasar City with an unknown or infinite population. In this study, the sampling method used was non probability sampling. The number of indicators in this study were 12, so the sample size used was  $13 \times 10 = 130$  samples. The sample used in this research is Xiaomi smartphone consumers in Denpasar City.

In this research, the analysis technique used is the path analysis technique. The basis for calculating the path coefficient is correlation and regression analysis and the calculation uses software with the SPSS for windows program.

## **RESULTS AND DISCUSSION**

### **Respondent Profile**

The number of respondents used in this study were 130 respondents who had responded to the questionnaire of this study and had met the criteria set out in the criteria for research respondents, namely residing in Denpasar City, 17 years of age or at least having completed high school education and had a desire. to use a xiaomi smartphone. The total number of questionnaires received was 140 which were distributed online or given directly to respondents. The online questionnaire that fulfilled the criteria amounted to 130 out of a total of 140 respondents who sent answers, thus the number of questionnaires whose data were processed was 130, in other words, the sample members were 130 people. The characteristics of the respondents are presented in Table 1.

Table 1. Profile of Respondents

No	Variable	Classification	Total (Person)	Percentage (%)
1	Gender	Male	67	51,54
		Female	63	48,46
<b>Total</b>			<b>130</b>	<b>100</b>
2	Age (Year)	17-20	15	11,54
		21-25	108	83,08
		26-35	7	5,38
<b>Total</b>			<b>130</b>	<b>100</b>
3	Educational Background	Senior High School	130	100
<b>Total</b>			<b>133</b>	<b>100</b>
4	Job	Studen	95	73,08
		Civil	24	18,47
		Private	8	6,15
		Entrepreneur	3	2,3
<b>Total</b>			<b>130</b>	<b>100</b>

Denpasar is all respondents with different genders who have relatively the same numbers. The dominant Xiaomi smartphone consumers are 21-25 years old, this is related to the productive age at that age. Based on education level variables, it is dominated by respondents with high school education or equivalent. This shows that Xiaomi smartphone consumers in Denpasar City are dominated by residents at the high school education level or equivalent so that Xiaomi consumers are also dominant among students who use Xiaomi as their communication tool.

### Path Analysis Results

Data testing in this study was done using path analysis. Path analysis is an extension of multiple linear regression analysis to test the causality relationship of two or more variables.

Table 2. Results of the Regression Equation Path Analysis 1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
1 (Constant)	4.538	.947		4.791	.000
Iklan	.719	.060	.741	11.980	.000
R1 Square					0,549
F Statistic					143,513
Significance					0,000

Based on the results of the substructure path analysis 1 as presented in Table 2, the structural equation is as follows:

$$Y_1 = \beta_1 X + \varepsilon_1$$

$$Y_1 = 0.741 X + \varepsilon_1$$

The value of  $\beta_1$  is 0.741 which means that advertising has a positive effect on the brand image, in other words if the advertising factor increases it will result in an increase in the Xiaomi smartphone brand image by 0.741.

Table 3. Results of the Regression Equation Path Analysis 2

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
1 (Constant)	3.940	1.054		3.737	.000
Advertising	.311	.091	.272	3.422	.001
Brand image	.699	.094	.594	7.459	.000
R1 Square					0,666
F Statistic					116,450
Significance					0,000

Based on the results of the path analysis for substructure 2 as presented in Table 3, the structural equation is as follows:

$$Y_2 = \beta_2 X + \beta_3 Y_1 + \varepsilon_2$$

$$Y_2 = 0.272 X + 0.594 Y_1 + \varepsilon_2$$

The value of  $\beta_2$  is 0.272 which means that advertising has a positive effect on Purchasing Decisions, in other words if the Brand image factor increases it will result in an increase in the Purchase Decision of Xiaomi smartphones by 0.237.

The value of  $\beta_3$  is 0.594 which means that Brand image has a positive effect on Purchasing Decisions, in other words if the Brand image factor increases it will result in an increase in the Purchase Decision of Xiaomi smartphones by 0.526.

### Testing the coefficient of determination ( $R^2$ ) and the error variable ( $e$ )

Based on the substructure 1 and 2 substructure models, the final path diagram model can be drawn up. Before compiling the final path diagram model, first the standard error values are calculated as follows:

$$Pe_i = \sqrt{1 - R_i^2}$$

$$Pe_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,549} = 0,671$$

$$Pe_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,666} = 0,578$$

Based on the calculation of the effect of error (Pe<sub>1</sub>), the result of the effect of error (Pe<sub>1</sub>) is 0.671 and the effect of error (Pe<sub>2</sub>) is 0.578. The results of the total coefficient of determination are as follows:

$$\begin{aligned} R_m^2 &= 1 - (Pe_1)^2 - (Pe_2)^2 \\ &= 1 - (0,671)^2 - (0,578)^2 \\ &= 1 - (0,450) - (0,335) \\ &= 1 - 0,785 = 0,215 \end{aligned}$$

The total determination value of 0.85 means that 85% of the variation in Purchasing Decisions is influenced by variations in Advertising and Brand image, while the remaining 15% is explained by other factors that are not included in the model.

The total determination value of 0.85 means that 85% of the variation in Purchasing Decisions is influenced by variations in Advertising and Brand image, while the remaining 15% is explained by other factors that are not included in the model.

### **The Effect of Advertising on Brand image**

Hypothesis testing on the effect of advertising on brand image shows that advertising has a significant positive effect on brand image. This means that the better the advertisements provided by the Xiaomi smartphone company will increase the brand image of the Xiaomi smartphone company. Based on the results of the analysis of the influence of advertising on brand image, the Sig. t is 0.000 with a beta coefficient value of 0.828. Sig value. t 0.000 < 0.05 indicates that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. This result means that advertising has a positive and significant effect on brand image. The results of this study support the research of Rosyid, et al. (2016), Raju (2015), Sembiring, et al (2015), Sivanesan (2014), Yazia (2014) which reveal that advertising has a positive and significant effect on brand image.

### **The Effect of Brand image on Purchasing Decisions**

Hypothesis testing on the effect of Brand Image on purchasing decisions shows that Brand Image has a significant positive effect on Purchasing Decisions. This means that the better the Brand Image provided by the Xiaomi smartphone company will increase the Brand image in the Xiaomi smartphone company. Based on the results of the analysis of the effect of brand image on purchasing decisions, the Sig. t is 0.000 with a beta coefficient value of 0.594. Sig value. t 0.000 < 0.05 indicates that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. This result means that brand image has a positive and significant effect on purchasing decisions. The results of this



study support the findings of Huda and Khuzaini (2013). Anggi and Suesanto (2016) also say that Brand Image has a positive and significant influence on Purchasing Decisions.

### **The Effect of Advertising on Purchasing Decisions**

Hypothesis testing on the effect of advertising on purchasing decisions shows that advertising has a significant positive effect on purchasing decisions. This means that the better the Ads provided by Xiaomi smartphones will increase the Purchase Decision of Xiaomi smartphone consumers. Based on the results of the analysis of the effect of advertising on purchasing decisions, the Sig. t of 0.001 with a beta coefficient of 0.272. Sig value. t 0.000 <0.05 indicates that H0 is rejected and H1 is accepted. This result means that advertising has a positive and significant effect on purchasing decisions. The results of this study support the findings of Fianto (2014), Ranto (2014), Situmorang (2017), Purnamasari and Murwatiningsih (2015) Advertising is a way to increase purchasing decisions on the effect of promotion on purchasing decisions.

### **The Role of Advertising in Mediating Ads in Purchasing Decisions**

Hypothesis testing on the role of advertising in mediating advertising on purchasing decisions shows that advertising is able to mediate the effect of advertising on purchasing decisions. This means that Advertising partially mediates the influence of Advertising on Purchasing Decisions. In other words, Advertising strengthens the influence of Advertising on Purchasing Decisions which were originally valued at 0.272 but after the existence of Advertising as a mediating variable the influence of Advertising on Purchasing Decisions increased to 0.712. The results of this study support the findings of Fianto (2014), Ranto (2014), Situmorang (2017), Purnamasari and Murwatiningsih (2015) that advertising is a way to increase purchasing decisions on the effect of promotion on purchasing decisions.

### **Sobel test**

The sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. The Sobel test is formulated with the following equation and can be calculated using the Microsoft Excel 2007 application. The Sobel test is calculated using the following formula:

$$Z = \frac{ab}{\sqrt{b^2s_a^2 + a^2s_b^2 + s_a^2s_b^2}} \quad (1)$$

$$\text{Sig} = (1 - \text{NORMDIST}(Z)) + 2) \quad (2)$$

Information:

$$a = 0,741$$

$$s_a = 0,060$$

$$b = 0,594$$

$$s_b = 0,094$$

$$Z = \frac{0,741 \cdot 0,594}{\sqrt{0,594^2 \cdot 0,060^2 + 0,741^2 \cdot 0,094^2 + 0,060^2 \cdot 0,094^2}}$$

$$Z = \frac{0,4401}{\sqrt{0,0356 + 0,0696 + 0,0056}}$$

$$Z = \frac{0,4401}{0,1108}$$

**Z = 3,972**

The results of testing the mediation variable are in accordance with Table 4.17, namely the brand image obtained Z count of 3,972 > 1.96 with a significant level of 0.000 < 0.05, which means that H0 is rejected and H1 is accepted, which means that the brand image variable is assessed significantly as mediating the advertising variable in consumer purchasing decisions. Xiaomi smartphone in Denpasar.

## CONCLUSION

The findings of this study reinforce previous studies which show that advertising and brand image can influence consumer purchasing decisions. Advertising affects the brand image and consumer purchasing decisions. This proves that if the advertisement provided by a company is getting better, it will result in the advertisement being better in the minds of consumers. Good advertising will also influence consumer decisions to come and buy these smartphone products. Advertising is also a mediator to strengthen the influence between advertising and purchasing decisions. This means that if the advertisement and brand image provided are good, it will affect the consumer's purchasing decision.

The results of this study are expected to be useful as material for consideration, input and information for consumers in making purchases at the Xiaomi brand smartphone company and encourage consumers to be wiser in making purchases at the Xiaomi brand smartphone company. The results of this study are expected to be an additional reference and to strengthen the results of studies related to the Advertising variable in Purchase Decisions on Brand Image as a mediating variable on Xiaomi brand smartphone consumers in Denpasar City. The results of this study are expected to be useful as consideration, input and information for consumers in making purchases at the Xiaomi brand smartphone company and encourage consumers to be

wiser in making purchases at the Xiaomi brand smartphone company. Future research can distribute the questionnaire to a wider area and use more variables and conduct analysis in different companies.

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