

The Effect Of Advertising, Brand Image And Product Variations On Purchase Decisions On Mizone Drink in Sanden District, Bantul Regency

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Abstract. *This look at objectives to have a look at the effect of advertising, brand image, and product variations on purchasing decisions on Mizone drinks in Sanden District, Bantul Regency. This sort of research is quantitative research using a sample of 80 respondents. The sampling technique in this observe changed into the usage of purposive sampling and the data collection method turned into changed into the usage of a questionnaire. The results of the look at display that advertising partially has a positive and significant impact on purchasing decisions with a regression coefficient of 0.312 and a significant value of 0.000. brand image partially has a positive and a significant effect on purchasing decisions with a regressions coefficient of 0.301 and a significant value of 0.004. Product variations partially have a positive and significant cost of 0.000. advertising and marketing, brand image, and product variations on purchasing decisions with a significant value of 0.004. Consequently, all the hypotheses of this examine have been universal.*

Keywords: *Advertising, Brand Image, Product Variation, Purchase Decision.*

INTRODUCTION

Currently, there are many brands of isotonic drinks circulating in the community, and there are also many market segments, such as isotonic drinks and well-known brands such as Pocari Water, Mizone, Isoplus, Vitazone, and Fatigon-Hydro. The number of companies that run similar businesses can have an impact on intense competition. The company makes various efforts to attract consumers to buy their products through various media such as advertisements on television, billboards, brochures, sponsoring an event, and others. However, it has been several years since Mizone's advertisements have not been on television, which causes the current mizone drink to be less well known by the general public and the lack of brand awareness of Mizone has not yet been formed in the

Received Agustus 07, 2022; Revised September 2, 2022; November 02, 2022

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minds of consumers. The size of the packaging is also less varied, only 350 ml and 500 ml. The following is a table of the Top Brand Index of isotonic drinks:

**Table 1 Top Brand Index (TBI) for 2019-2020
Category Isotonic Drinks**

Brand	Year		
	2019	2020	2021
Pocari Sweat	68.3%	66.2%	65.1%
Mizone	22.1%	18.2%	20.3%
Fatigon-Hydro	2.2%	4.0%	6.5%

Source: <https://www.topbrand-award.com>

Viewed from table 1, it can be seen that the data regarding the index of isotonic drink brands in Indonesia shows the strength of the brand, which is the most top brand from consumer evaluations. The table above shows the growth in index numbers for isotonic drinks in 2019 and 2020. Mizone in 2020 the index decreased from 22.1% to 18.2%. in 2021 the index has increased from 18.2% to 20.3%. However, this shows that Mizone is still unable to shift Pocari Sweat's position as a pioneer in isotonic drink products.

Mizone is a nutritional isotonic beverage product. Mizone, which is a Danone product and Mizone's product, targets the youth market segment, which makes this segment more specific. This product was previously known in Australia, New Zealand and China. Companies also need to develop effective marketing promotions (communications), especially for consumers. By focusing on marketing activities, it is expected to influence consumer purchasing decisions.

According to Schiffman and Kanuk (2014), the purchase decision is defined as a decision from at least two or more alternative choices. Before choosing to buy a particular item, most customers will make a decision-making process first. Advertising is any form of presentation and promoting of mind, goods or offerings with positive assist that requires price (Kotler and Armstrong, 2012). One way to promote or display a product where the target market to be achieved is the final consumer by utilizing television advertising.

Brand image is a consumer's view of a brand (Tjiptono, 2011). Companies must build a brand image that is more prominent than its competitors so that consumers remain loyal to their products. Product variations are products with different designs or types produced by a company (Mikell P. Groover, 2010). The more variety of products sold by producers, consumers will be more comfortable in choosing what they will buy because the variety of products sold is very diverse.

FORMULATION OF THE PROBLEM

1. Does advertising have a positive and significant effect on purchasing decisions on Mizone Drinks in Sanden District, Bantul Regency?
2. Does brand image have a positive and significant effect on purchasing decisions on Mizone Drinks in Sanden District, Bantul Regency?
3. Does product variation have a positive and significant effect on purchasing decisions on Mizone Drinks in Sanden District, Bantul Regency?
4. Do advertisements, brand image and product variations simultaneously have a significant effect on purchasing decisions on Mizone Drinks in Sanden District, Bantul Regency?

THEORETICAL STUDY

Purchase Decision

Purchasing decisions are a process wherein customers understand the hassle, are searching for product or unique information and decide nicely each of those alternatives can remedy the problem, which ends up in a purchase selection (Tjiptono, 2012). shopping selections are thoughts wherein people compare numerous alternatives and determine on a product from the numerous choices.

Advertising

According to Morisan (2010), advertising is a totally vital promotional device, specifically for companies that produce goods or offerings aimed toward the wider network. The nature and purpose of marketing fluctuate from one enterprise to every other, from one type of industry to every other. Advertising is a cost effective way of delivering a message, to build brand perception or to educate people (Kotler, 2012). Delivering an advertisement is usually through the mass media, both print media, electronic media and radio.

Brand Image

According to Tjiptono (2011), brand image is a description of customer associations and ideals approximately a selected brand. Brand associations have a certain level of power and could get stronger because the consumption or statistics mining reveal in increases and could get stronger if supported by other networks. so that the brand image is important for clients to make their desire in buying a product. Marketers can perform image analysis which aims to gather information on how consumers associate with brands.

Product Variations

According to Kotler (2009), defines product variation as a separate expert in a brand or product line that can be outstanding primarily based on length, charge, look or characteristics. Or product versions are the kinds or types of products to be had. Product range is a enterprise approach with the aid of diversifying its merchandise with the intention that purchasers get the goods they need and want.

RESEARCH METHODS

Population and Sample

Population

The population is a generalized area of objects/topics with positive characteristics and traits diagnosed by a researcher to be studied, after which conclusions are drawn (Sugiyono, 2015). The population on this examine were people inside the Sanden sub-district who had bought/drunked Mizone drinks.

Sample

The sample is part of the population to be studied. In this study, not all members of the population were taken, but only part of the population. The sample in this study was taken from the community in Sanden District who had consumed Mizone drinks with the object of the independent variables, namely advertising, brand image, and product variations and the dependent variable, namely purchasing decisions. The non-probability sampling technique used in this take a look at is a purposive sampling technique, particularly a sampling technique that makes use of sure standards to reap extra consultant statistics (Sugiyono, 2010).

Techniques of Data Analysis

The analytical technique in this examine is the Statistical program for Social Science (SPSS) technique through the SPSS model 25.0 records processing application.

Research Instrument Testing

Validity Test

The validity of a measuring instrument is the accuracy and accuracy of a measuring instrument in carrying out its size feature. A measuring instrument or research instrument may be said to be valid if the measuring instrument can appropriately and as it should be measure what must be measured in order that it may gift information about the value of the variable this is measured accurately and appropriately (Suliyanto, 2018). Each question item in the questionnaire is also considered valid if the product moment correlation coefficient (r count) is greater than r table ($df = N-2$), where N is the number of samples or significant value (Suliyanto, 2018).

Reliability Test

Reliability is a device to degree a questionnaire that is an indicator of a variable or construct (Ghozali, 2009). In this study, the reliability test of the instrument uses Cronbach's alpha because it can be used to calculate the reliability of the instrument if the score is not one and zero but in the form of a range between several values or in the form of a scale (Arikunto, 2010). If the Cronbach's alpha value is greater than 0.60 it can be said that the research questionnaire is reliable, on the contrary if the Cronbach's alpha value is less than 0.60 it can be said that the research questionnaire is not reliable (Suliyanto, 2018).

Hypothesis Testing

On this study, the authors use multiple linear regression analysis to decide how a lot influence advertising (X_1), brand image (X_2), Product variation (X_3), on purchasing decisions (Y).

RESULTS AND DISCUSSION
Characteristics Of Respondents

Table 2 Characteristics Of Respondents

Gender	Frequency	Percentage
Man	48	60%
Woman	32	40%
Total	80	100%
Age	Frequency	Percentage
< 20 years	19	23.8%
20 - 25 years	48	60%
25 - 30 years	3	3.8%
30 - 35 years	5	6.3%
> 40 years	5	6.3%
Total	80	100%
Last Education	Frequency	Percentage
Elementary/Junior High	10	5%
High School/Equivalent	20	25%
Diploma	35	43,75%
S1	15	18,75%
Total	80	100%
Work	Frequency	Percentage
Student	31	38.8%
Civil Servant	2	2.5%
Private sector employee	38	47.5%
Businessman	6	7.5%
Housewife	3	3.8%
Total	80	100%
Income per month	Frequency	Percentage
> Rp 1.000.000	5	6.25%
Rp 1.000.000 - Rp 3.000.000	20	25%
Rp 3.000.000 - Rp 4.500.000	35	43.75%
Rp 4.500.000 - 6.000.000	30	37.5%
< Rp 6.000.000	0	0
Total	80	100%

Source: Hasil Pengolahan Data Primer (2022)

Data Analysis

Table 3 Validity Test

	Items	r hitung	Sig.	r table	Description
Advertising Variables (X₁)	X1.1	0.904	0,000	0,361	Valid
	X1.2	0.930	0,000	0,361	Valid
	X1.3	0.946	0.000	0,361	Valid
	X1.4	0.923	0,000	0,361	Valid
	X1.5	0.847	0.000	0,361	Valid
Brand Image Variable (X₂)	X1.1	.0,506	0,004	0,361	Valid
	X1.2	.0,700	0,000	0,361	Valid
	X1.3	0,837	0.000	0,361	Valid
	X1.4	0,843	0.000	0,361	Valid
	X1.5	0,758	0,000	0,361	Valid
Product Variations Variables (X₃)	X3.1	0.378	0,004	0,361	Valid
	X3.2	0.785	0.000	0,361	Valid
	X3.3	0.919	0.000	0,361	Valid
	X3.4	0.886	0,000	0,361	Valid
	X3.5	0.927	0.000	0,361	Valid
Purchase Decision Variables (Y)	Y.1	0.917	0,004	0,361	Valid
	Y.2	0.895	0.000	0,361	Valid
	Y.3	0.857	0.000	0,361	Valid
	Y.4	0.845	0.000	0,361	Valid
	Y.5	0.904	0.000	0,361	Valid

Source: Hasil Pengolahan Data Primer (2022)

Based on the table above that the statement of Advertising (X₁), Brand Image (X₂), Product Variation (X₃), and Purchase Decision (Y) it could be concluded that each one variables are stated to be valid due to the fact the value of r table (0.361) and with a significance stage of < 0.05.

Table 4 Reliability Test

Research variable	Cronbach's Alpha			Description
Advertisement (X ₁)	0,948	>	0,60	Reliabel
Brand Image (X ₂)	0,78	>	0,60	Reliabel
Product Variation (X ₃)	0,857	>	0,60	Reliabel
Purchase Decision (Y)	0,93	>	0,60	Reliabel

Source: Hasil Pengolahan Data Primer (2022)

From table above, it could be visible that the value of Cronbach's alpha for all questions in the advertising variable (X₁), brand image variable (X₂), product variation variable (X₃), and purchase decision variable (Y) used in this study are all above 0,60 so that the questionnaire is declared reliable for research use.

Table 5 Multiple Linear Regression Analysis

Variables	B	t hitung	Sig.	Description
Advertisement (X₁)	0,312	3,716	0,000	Signifikan
Brand Image (X₂)	0,301	2,97	0,004	Signifikan
Product Variation (X₃)	0,352	3,705	0,000	Signifikan
Constanta = 0,577				
Adjusted R Square = 0,869				
F hitung = 176,116				
Dependen Variabel = Keputusan Pembelian (Y)				

Source: Hasil Pengolahan Data Primer (2022)

Primarily based at the effects of statistics processing in table 5 above, it's far received multiple regression equation as follows:

$$Y = 0,577 + 0,312 X_1 + 0,301 X_2 + 0,352 X_3$$

The interpretation of the multiple regression equation above is as follows:

a. Constant (a)

Based totally on the multiple regression equation above that the constant value (a) is 0.577, this indicates that if the advertising variable (X₁), brand image (X₂), and product variation (X₃), if considered constant (0), then the Purchase Decision is 0.577 .

b. Ad Regression Coefficient (b₁)

The advertising variable regression coefficient (X₁) is 0.312. which means that each 1% growth in advertising will growth purchasing decisions (Y) by means of 0.312.

c. Brand Image Regression Coefficient (b₂)

The regression coefficient for the Brand Image variable (X₂) is 0.301. which means that every 1% growth in brand image will growth purchasing decisions (Y) by using 0.301.

d. Product Variation Regression Coefficient (b₃)

The regression coefficient of the product variation variable (X₃) is 0.352. which means that every 1% growth in product variation will growth purchasing decisions (Y) by 0.352.

Table 6 T-Test (Partial Test)

Variable	t _{hitung}	t _{tabel}	Result	Sig.	Desc.	Result
Advertising (X1)	3,716	1,9916	Signifikan	0,000	< 0,05	Ha Diterima
Brand Image (X2)	2,97	1,9916	Signifikan	0,004	< 0,05	Ha Diterima
Product Variation (X3)	3,705	1,9916	Signifikan	0,000	< 0,05	Ha Diterima

Source: Hasil Pengolahan Data Primer (2022)

1. Advertising Variables (X₁)

In table above, it can be visible that the advertising variable (X₁) has a t-hitung value greater than t-table, specifically $3.716 > 1.9916$ with a significant level of $0.000 < 0.05$, then H₀ is rejected and H₁ is regular. In order that advertising has an effect on purchasing decisions.

2. Brand Image Variable (X₂)

In table above, it can be seen that the brand image variable (X₂) has a t-hitung value more than t-table, namely $2.970 > 1.9916$ with a significant stage of $0.004 < 0.005$, then H₀ is rejected and H₂ is common. In order that the brand image has an effect on purchasing decisions.

3. Variable Product Variation (X₃)

In table above, it can be seen that the product variation variable (X₃) has a t-count value greater than t-table, namely $3.705 > 1.9916$ with a significant level of $0.000 < 0.05$, then H₀ is rejected and H₃ is regular. In order that product variations has an effect on purchasing decisions.

Table 7 F Test Table (Simultaneous Test)

Model	F	F tabel	Sig.	Description
Regression	176,116	2,72	0	Signifikan

Source: Hasil Pengolahan Data Primer (2022)

Based totally on the consequences of the F test in table above, the significance value of 0.000 is lower than 0.05 and the calculated F value is $176.116 > 2.72$ F table, so it may be said that the advertising variable (X₁), variable (X₂), and product variant variable (X₃) simultaneously has a significant impact on the purchasing decision variable (Y). thus the fourth hypothesis (H₄) in this have a look at is frequent.

Table 8 Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,935	0,874	0,869	1,50823

Source: Hasil Pengolahan Data Primer (2022)

Based totally at the table above indicates that the cost of the coefficient of determination validated within the Adjusted R square column is 0.598. which means that the quantity of variation in purchasing decisions may be defined via advertising, brand image and product variations of 87.4% whilst the final 12.6% is described via extraordinary variables out of doors of the independent variables used on this have a examine.

CONCLUSIONS

1. Advertising variable (X_1) has a positive and significant effect on purchasing decisions. That is evidenced with the aid of the significance level of the advertising variable of 0.312 that's lower than 0.05 and the regression coefficient value of 0.312 (positive). Thus, the first hypothesis in the study was accepted.
2. Brand image variable (X_2) has a positive and significant effect on purchasing decisions. This is evidenced by means of the significance degree of the brand image variable of 0.301 that is lower than 0.05 and obtaining a regression coefficient value of 0.301 (positive). As a consequence, the second hypothesis on this study is prevalent.
3. Variable product variation (X_3) has a positive and significant effect on buying decisions. this can be confirmed by way of the significance stage of the product variation variable of 0.352 that's decrease than 0.05 and the regression coefficient cost of 0.352 (positive). consequently, the third hypothesis on this look at is conventional.
4. Advertising variables, brand image, and product variations together (simultaneously) have a significant effect on purchasing decisions. this will be proven with the aid of the results of the analysis of the F test which received the calculated F value (176.116) extra than the F table (2.72) with a significance level of 0.004 decrease than 0.05. for that reason, the fourth hypothesis on this look at is well-known.
5. The result of Adjusted R Square is 0.869, this means that that the version in purchasing decisions may be explained via advertising and marketing variables, brand image, and product variations of 87.4%, the closing 12.6% is explained by using other variables outside of advertising variables, brand image, and product variations.

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