

The Effect of Personal Selling and Advertising on Purchasing Decisions with Brand Awareness as an Intervening Variable

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ABSTRACT

Keywords:

Personal Selling;
Advertising;
Brand Awareness;
Purchase Decision.

This study aims to determine the effect of personal selling on purchasing decisions, the effect of advertising on purchasing decisions, the effect of brand awareness on purchasing decisions, the effect of personal selling on purchasing decisions mediated by brand awareness, and the influence of advertising on purchasing decisions mediated by brand awareness. This research was conducted on My Republic WiFi users in Surabaya with 150 respondents. The sampling technique of this study uses probability sampling using random sampling, in which the researcher determines without regard to the existing strata in the population. Data collection techniques in this study used a questionnaire. Data analysis technique using Process Macro Hayes. The results of this study indicate that the personal selling variable has a significant positive effect on purchasing decisions. Advertising variable has a significant positive effect on purchasing decisions. The brand awareness variable has a positive and significant effect on purchasing decisions. Brand awareness mediates the relationship between personal selling and purchasing decisions. Brand awareness mediates the relationship between advertising and purchasing decisions.

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INTRODUCTION

The number of internet users in Indonesia in 1998 only reached 500 thousand, but in 2017 it reached more than 100 million. The rapid development of technology, the wide reach of internet services, the cheaper gadgets, and the easier access to the virtual world have made internet users grow quite rapidly. According to survey data from the Association of Indonesian Internet Service Providers, internet users in Indonesia in 2017 reached 143 million people, with a penetration of 54.69 percent of the total population. Internet access grew 7.9% from the previous year and more than 600% in the last ten years. The development of the trend of rapid internet use will have implications for increasing consumption and utilization of various internet-related products and services, such as increasing market demand for 5G services and equal distribution of LTE provided by network cards and WiFi services. Therefore, these network service providers are trying to encourage the promotion of the products they provide.

In the current era of globalization, the development of information and telecommunications technology which is increasingly progressing can provide support in facilitating the promotion of various kinds of things to multiple layers of consumers, and this is inseparable from how systematics or virtual world computing programs allow this. In the promotion competition carried out by the internet service provider, there are at least two promotional methods that can encourage the attractiveness of consumers for their products or companies, namely digital marketing and personal selling. Several WiFi provider companies have carried out digital promotions marketing from these two methods, but several companies still maintain upgrades via personal selling. Personal selling is a unique presentation by the company's sales force to make sales and build customer relationships in person or person (Kotler & Armstrong, 2010).

In the general method, digital marketing was the first impetus that served as an introduction to the products or services offered by companies in the modern era. Specifically, the general method of digital marketing referred to here is advertising, whether it is an advertisement in the form of a promotional video via television or social media. In its definition, advertising is a message about a product that will be conveyed through the media and is shown to some or all of the public (Jaiz, 2014). Producing an action, marketing communications will be successfully transferred to consumers and can be implemented properly. Understanding formed from personal selling will play an important role in how consumers interpret related products or companies. The meaning of this consumer is related to the concept of brand awareness.

It's the same with internet promotions service providers; WiFi service provider companies make maximum efforts so that their products can become top of mind among most consumer WiFi users. When several users of WiFi service products spontaneously mention a certain WiFi service in answering questions regarding WiFi providers, the service is at the top of their minds. In this case, the state top of mind the product shows evidence of the success of the WiFi service provider, one of which can come from the promotion or marketing of their product.

At its peak, brand awareness is also believed to be one of the instruments that can influence consumers' purchasing decisions (Anggi, 2019). This is inseparable from the basic nature of most consumers looking for tested and safe products. Consumers tend to buy a product whose brand they already know rather than one that is less well-known or unknown. Consumers' ability to get to know a product will help shape their perceptions of the product, leading to purchasing decisions (Duriyanto et al, 2021). Purchase decisions formed through the influence of other people's perceptions and internal motivations will interact to determine the final decision that is most appropriate.

Several studies have discussed the relationship between personal selling and various variables. The first one, written by Intan Kurnia & Ketut Martana (2017), shows significant results regarding the relationship between personal selling and purchasing decisions. This opinion is also in line with the results of research by Willy et al. (2020) which found that personal selling significantly affects purchasing decisions for PT Anugrah Mandiri motorcycle tire products. In contrast to some of the research results above, different results were found by Aritopan & Yokanan (2022), who examined the relationship between the quality impression variable and purchasing decisions) it turns out that there is no direct influence on the decision to purchase indihome products.

Can be seen from account followers Instagram My Republic company only reached 46 followers with posts of only 23 of the number of followers and posts Instagram As we can see, the use of electronic media advertising is still very massive, different from competitors from other WiFi providers, for example, IndiHome, which is actively promoting through electronic advertising.

Table 1: Comparison between Indihome and My Republic

	INDIHOME	MY REPUBLIC
Tagline	Unlimited Activity	Best Internet
Logos		
Follower's Instagram (Surabaya Area)	10.200	46
Post Instagram (Surabaya Area)	587	23
Brand Ambassador	Mikha Tambayong, Titi Kamal, Christian Sugiono, Cing Abdel	-

Source: Own Primary Data, 2022

This can also be seen in the non-optimum promotion that occurs by the My Republic Surabaya WiFi provider company, where the promotion is still using personal selling and advertising is classified as very massive. The existence of the above phenomena makes the author interested in researching to find out more about the relationship and linkages between the phenomena above, such as personal selling, advertisements, purchase decisions, and brand awareness, by the title “The Effect of Personal Selling and Advertising on Purchasing Decisions with Brand Awareness as an Intervening Variable”. The research aims to determine the effect of personal selling on purchase decisions, the influence of advertising on purchase decisions, the influence of brand awareness to purchase decisions, brand awareness mediating the relationship between personal selling to purchase decisions, and brand awareness mediating the relationship between advertising and purchasing decisions.

LITERATURE REVIEW

The theory of Reasoned Action (TRA) is a theory that explains the relationship between beliefs, attitudes, intentions, and human behavior, and this theory was first published by Martin Fishbein and Icek Ajzen in 1980. The concept explained in this theory based on the diagram below is that intention (intention) of a person is formed by two components, namely subjective norms and attitudes towards behavior. This theory also explains that purpose is one of the best benchmarks for knowing what humans will do.

The consumer's purchasing decision is to buy the brand he likes from the various alternatives available, the first factor is attitude, and the second is situational or situational. Therefore preferences and purchase intentions do not always result in actual purchases. A decision can be made only if there are several alternative options. If these alternatives are unavailable, then what is done is without a choice, which means being unable to decide. Purchase decisions involve several choices, including alternative actions or behaviors (Setiadi, 2010).

Kotler and Armstrong (2012) explain that personal selling is a unique presentation by a company's sales force to make sales and build customer relationships. Personal Selling or personal Selling, namely direct interaction with one or more prospective buyers to make presentations, answer questions, and receive word-of-mouth reference orders, namely marketing communication activities by developing word-of-mouth referral channels to build a business. Thus, understanding how consumers perceive price is an important marketing priority (Kotler and Keller, 2009). Research from Radjapati et al. (2018) stated that Personal Selling positively affects purchasing decisions.

H1: Personal Selling has a positive effect on Purchasing Decisions

Advertising is one of the companies' most common tools to direct persuasive communications to buyers and the public. Kotler (2012) says that advertising is all forms of presentation and promotion of ideas and services non-personal by a certain sponsor that requires payment. In terms of mass communication, advertising (advertisement) is an effective communication process and involves certain sponsors, namely advertisers (manufacturers) or commonly called "advertisers." Previous research from Radjapati et al. (2018) stated that advertising influences purchasing decisions.

H2: Advertising has a significant positive effect on Purchase Decisions

Brand awareness is the ability of prospective buyers to recognize or recall a brand is how it belongs to a particular brand category. The role of brand awareness in overall brand equity depends on the extent to which a brand achieves awareness (Aaker, 1991). Dewi & Magdalena (2017) stated that personal selling influences brand awareness. Previous research from Larasati & Utami (2021) indicated that advertising affects brand awareness. Then, Tumanggor & Hidayat (2019) stated that brand awareness influences purchasing decisions.

H3: Personal Selling has a significant positive effect on Brand awareness

H4: Advertising has a significant positive effect on Brand awareness

H5: Brand awareness has a positive effect on purchasing decisions

Research by Bagus & Melinda (2014) shows that personal selling positively influences purchasing decisions mediated by brand awareness. The shared influence between advertising, brand awareness, and purchase decisions can demonstrate the feasibility of the model from simultaneous test results. This feasibility can be based on empirical studies in previous research, such as those published in Budi Setiawan & Celia Celesta's (2019) research which shows that advertising influences purchase decisions mediated by brand awareness.

H6: Personal Selling positive influence on purchase decisions mediated by brand awareness

H7: Ads positively influence purchase decisions mediated by brand awareness

Based on the relationship between these variables, the following research framework is proposed:

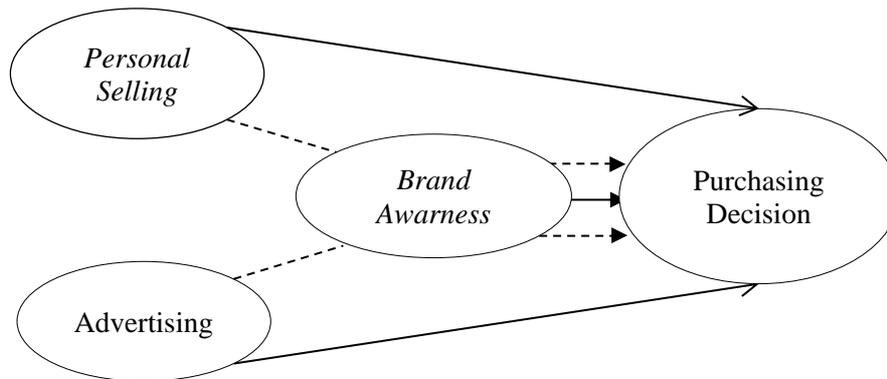


Figure 1. Conceptual Framework

Source: developed in this research, 2023

RESEARCH METHOD

The research was conducted on My Republic WiFi users in the Surabaya area. This study used a type of quantitative research. Hayes Process Macro was used as a data analysis technique in this study. This study used the SPSS 25 program to test research instruments and data analysis. Researchers determined the population used in the study, namely My Republic WiFi users in Surabaya City, as many as 9,132. This study's sample size (n) was 98 respondents after using the Slovin Formula. To get better results, researchers will round up to 150 respondents, which is the sample size. This aligns with Widayat's statement (2004) that the minimum sample in descriptive quantitative research is 100 respondents and can be more than that. In this study, the sampling technique used is the probability sampling technique using the random sampling method. Sampling is done by distributing questionnaires using Google Forms.

RESULT AND DISCUSSION

Before distributing the questionnaires, the researcher tested the validity and reliability of the research instruments used on 30 respondents. After the results were valid and reliable, the researcher continued by distributing questionnaires to obtain respondents' answers, which were processed using the program SPSS 26 to get the results described and prove the hypothesis of this study.

Table 2. Respondent Demography

Number	Characteristics	Frequency	Percentage (%)	
1	Gender	Man	83	55,3%
		Woman	67	44,7%
2	Age	18-28 years	62	41,3%
		28-39 years	66	44%
		>40 years	22	14,7%

Source: Questionnaire data processing, 2023

Table 3 shows the data on the characteristics of the respondents who filled out the questionnaire in this study, and the results were that the majority of respondents were males of varying ages.

Table 3. The Results Test of Validity

Variable	Statement	r count	r table	Annotation
Personal Selling	X1.1	0.716	0.159	Valid
	X1.2	0.639	0.159	Valid
	X1.3	0.607	0.159	Valid
	X1.4	0.679	0.159	Valid
	X1.5	0.643	0.159	Valid
Advertising	X2.1	0.757	0.159	Valid
	X2.2	0.612	0.159	Valid
	X2.3	0.613	0.159	Valid
	X2.4	0.735	0.159	Valid
Purchasing Decision	Y1	0.722	0.159	Valid
	Y2	0.547	0.159	Valid
	Y3	0.625	0.159	Valid
	Y4	0.641	0.159	Valid
	Y5	0.646	0.159	Valid
Brand Awareness	Z1	0.722	0.159	Valid
	Z2	0.547	0.159	Valid
	Z3	0.625	0.159	Valid
	Z4	0.641	0.159	Valid

Source: Data processed on SPSS 25, 2023

Based on Table 3, 18 item questions are declared valid and can be used for data collection.

Table 4. The Reliability Test Results

Variable	Cronbach Alpha	Cut Off	Annotation
Personal Selling	0.634	0,6	Reliable
Advertising	0.669	0,6	Reliable
Purchasing Decision	0.616	0,6	Reliable
Brand Awareness	0.614	0,6	Reliable

Source: Data processed on SPSS 25, 2023

Based on Table 4, it can be stated that all statement items representing variables in data retrieval have a value Cronbach Alpha which is greater than 0.6 (value cut off), so that it can be declared reliable and consistent and can be used for data collection.

Table 5. The Normality Test Results

Number of Respondents	Asymp. Sig Value	Annotation
150	0.126	Normal

Source: Data processed on SPSS 25, 2023

Based on the data attached in Table 5, it can be seen that the value asymp, sig. is greater than 0.05, so it can be concluded that the data used for this study were normally distributed.

Table 6. The Multicollinearity Results

Variable Independent	Tolerance	VIF	Conclusion
Personal Selling	0.594	1.685	Non Multikolineritas
Advertising	0.591	1.691	Non Multikolineritas
Brand Awareness	0.486	2.057	Non Multikolineritas

Source: Data processed on SPSS 25, 2023

The test results in Table 6 show no multicollinearity effect for the three independent variables: personal selling, advertising and brand awareness. Both have a value tolerance above 0.10 and a VIF value below 10.

Table 7. Results Macro Hayes model 1 outcome Purchasing decision

OUTCOME VARIABLEL						
KP						
Modes Summary						
R	R-sq	MSE	F	df1	df2	P
0.832	0.692	9.650	165.277	2.000	147.000	0.000
Model						
	Coeff	Se	T	P	LLCI	ULCI
Constant	3.830	1.055	3.630	0.004	1.745	5.915
PS	0.266	0.053	4.953	0.000	0.159	0.372
BA	0.704	0.062	10.651	0.000	0.574	0.835

Source: Data processed on SPSS 25, 2023

In Table 7, it can be explained that the results are the results of variable testing Personal Selling (PS) and Brand awareness (BA) to Purchase Decision (KP). It is shown in the table that there is a significant direct relationship between Personal Selling (PS) on purchasing decisions (KP). These results show that purchasing decisions can occur because of sales services that do satisfactorily Personal Selling. In Table 6, the researcher can also see a positive and significant relationship between Brand awareness (BA) and purchasing decisions (KP). This means that seeing logos and visual identities, recognizing product brands, and making brands the first choice, can influence purchasing decisions.

Table 8. Total, Direct, Indirect Effect Test Results Model 1

TOTAL, DIRECT, AND DIRECT EFFECTS						
Total Effect of X ₁ on Y						
Effect	Se	T	P	LLCI	ULCI	
0.621	0.559	11.107	0.000	0.510	0.731	
Direct Effect of X ₁ on Y						
Effect	Se	T	P	LLCI	ULCI	
0.266	0.537	4.953	0.000	0.159	0.372	
Indirect Effect(s) of X on Y						
	EFFECT	BootSE	BootLLCI	BootULCI		
BA	0.356	0.516	0.253	0.458		

Source: Data processed on SPSS 25, 2023

In Table 8, it can be explained that directly variable X₁ (PS) has a positive and significant effect on variable Y (KP) with a significance value of 0.000. It can be concluded from this study that there is Brand awareness (BA) that is good and easy to identify can support Personal Selling (PS) in influencing purchasing decisions (KP). From Table 8, the researcher also obtained the result that there was a mediating influence from the variable Brand awareness (BA) in bootstrapping testing. This is based on the BootLLCI and BootULCI values where none of the resulting values are zero, and then from these results, researchers can also see Brand Awareness has a full mediating influence. It is based on the values coefficient generated being greater than the value coefficient from the direct influence of X₁ against Y.

Table 9. Model II Regression Results Outcome Variable Brand Awareness

OUTCOME VARIABEL						
BA						
Model Summary						
R	R-sq	MSE	F	df1	df2	P
0.446	0.199	13.494	28.076	1.000	113.000	0.000
Model						
	Coeff	Se	T	P	LLCI	ULCI
Constant	9.463	1.907	4.960	0.000	5.684	13.243
I	0.412	0.077	5.298	0.000	0.258	0.566

Source: Data processed on SPSS 25, 2023

In testing the second regression model, the researcher tested the advertising variable (I), Brand awareness (BA), and Purchase Decision (KP). The results obtained in Table 8 there is a positive and significant relationship between Advertising (I) and Brand awareness (BA). This is evidenced by the p-value obtained in the test, which is less than 0.05, which is 0.000 with a value coefficient of 0.412; this shows that the relationship between advertising variables (I) with variables Brand awareness (BA) is directly proportional. It can be concluded that Brand awareness can be influenced by Existing advertisements, such as electronic and conventional advertisements, which can raise awareness in the minds of consumers.

Table 10. Regression Results of Model II Outcome Purchasing Decision Variables

OUTCOME VARIABEL						
KP						
Model Summary						
R	R-sq	MSE	F	df1	df2	P
0.832	0.692	0.963	165.717	2.000	147.000	0.000
Model						
	Coeff	Se	T	P	LLCI	ULCI
Constant	4.319	1.118	4.269	0.000	2.320	6.319
I	0.316	0.634	4.984	0.000	0.190	0.441
BA	0.702	0.662	10.611	0.000	0.572	0.833

Source: Data processed on SPSS 25, 2023

Obtained from Table 9, the results of the regression between the variables Advertising (I) and Brand awareness (BA) on purchasing decisions (KP). From these results, it was found that there was a positive and significant relationship between advertising (I) and purchasing decisions (KP). This is shown by the results stating that the value of the relationship p-value obtained is 0.000 with a value coefficient of 0.316. This relationship is unidirectional. It can be concluded that consumers pay attention to or see several advertisements made by companies, such as conventional and electronic advertisements, before making a purchase decision. Table 4.11 also explains a positive and significant relationship between variables of Brand awareness on purchasing decisions. It was shown by value p-value of 0.000 with a coefficient positive of 0.702. It can be concluded from the results of this study that if Brand awareness of a company is made the top choice and is recognized by consumers, the purchasing decisions made by consumers will also be made; from here, the researcher concludes that a directly proportional relationship occurs between these two variables.

Table 11. Total Test Results, Direct, Indirect Effects Model II

TOTAL, DIRECT, AND DIRECT EFFECTS					
Total Effect of X ₂ on Y					
Effect	Se	T	P	LLCI	ULCI
0.734	0.658	11.169	0.000	0.604	0.865
Direct Effect of X ₂ on Y					
Effect	Se	T	P	LLCI	ULCI
0.316	0.634	4.984	0.000	0.190	0.441
Indirect Effect(s) of X on Y					
BA	EFfect	BootSE	BootLLCI	BootULCI	
	0.418	0.596	0.308	0.539	

Source: Data processed on SPSS 25, 2023

In Table 11, the results are obtained, which show the overall results of this second regression model. From this figure, it can be seen how much direct influence the advertising variable (I) has on the purchasing decision variable (KP) and whether or not there is a mediating effect carried out by the variable Brand Awareness (BA), and how big the total influence of the regression of the three variables. In this study, it can be seen that there is a mediating role played by the variable Brand awareness (BA) on the relationship between price and purchase decision (KP). This is proven after carrying out the boots trapping earned value BootLLCI and BootULCI from Brand Awareness (BA) does not include zero values. Then from these results, researchers can also see Brand awareness has a full mediating influence; it is based on the value coefficient generated being greater than the value coefficient from the direct influence of X₂ on Y.

The Effect of Personal Selling on Purchase Decision

From the data analysis results, there is a positive and significant effect between Personal Selling on the purchasing decision of My Republic Surabaya. The existence of this influence shows that the better personal selling given by the sales, the more purchase decision will increase. In which the sales directly explain a good product, consumers can make purchases to get a friendly attitude from sales and good service. This study's results align with research conducted by Radjapati, Tumbuan, & Soepono (2018) and Zuhail & Suryawardani (2018) that Personal Selling has a positive and significant effect on purchasing decisions.

The Effect of Advertising on Purchase Decision

From the results of the data analysis, it can be seen that advertising has a positive and significant effect on purchasing decisions at My Republic Surabaya. Advertisements that consist of several indicators that can generate attention, attract, and generate desire, have a good impact on purchasing decisions. This shows that the more attractive an advertisement, the higher the consumer's decision to purchase My Republic Surabaya products and make a purchase decision. These results are also in line with research conducted by Lasaib & Julianti (2019), Saputra & Wicaksana (2021), Amalia (2021), Adela, Fabella, Alfani, & Sanjaya (2020) that advertising has a positive and significant effect on purchasing decisions.

The Effect of Brand Awareness on Purchase Decision

From the results of the data analysis, it can be seen that there is a positive and significant influence between Brand awareness on purchasing decisions at My Republic Surabaya. This can be caused by Brand Awareness being an important component due to the ability of a prospective buyer to recognize and recall service products from the My Republic Surabaya company as part of a certain product category that is quite a concern for consumers in making purchases. Consumers often remember a brand When he recognizes a brand and compares a brand more

before finally deciding to buy a product and make a purchasing decision. In line with research conducted by Tumanggor & Hidayat (2019), Umama & Rakasiwi (2018), and Ratnawia, Mufidah, & Amani (2022) that Brand awareness has a positive and significant effect on purchasing decisions.

Brand awareness can mediate between personal selling and purchasing decisions

From the analysis results, it can be seen that there is a mediating role from Brand awareness between the influence of Personal Selling on purchasing decisions. This is due to the increasing number of logos and visual identities spread across Surabaya and friendly sales service when conducting personal Selling for My Republic product sales, which can attract consumers to buy and make purchasing decisions. This means that Brand awareness plays an important role in influencing the minds of customers; recommendations, and good treatment from sales, can influence the purchase decision to be made, as published in Akbar & Tuhumena (2018), which shows that personal selling has a positive influence on purchasing decisions mediated by brand awareness.

Brand awareness can mediate between advertising and purchasing decisions

From the results of the analysis, it can be seen that there is a mediating role of Brand awareness between advertising and purchasing decisions. Brand awareness causes this is one of the marketing mixes that can help remember a brand, starting from the logo and visual identity, and also being able to compare a brand with other brands. This can be seen in electronic advertisements, for example, on social media, and can also be seen at several points in Surabaya's conventional advertisements such as billboards, which in turn can have an impact on purchasing decision-making because consumer purchasing decisions are often based on consumer memories and also how often they see existing advertisements on multiple platforms. That way, the more often consumers remember My Republic and see several My Republic advertisements at several points in Surabaya, which can make more consumers will be confident in purchasing. In line with Hamdan, Heri & Titis (2018) research, advertising influences purchasing decisions mediated by brand awareness.

CONCLUSION

Based on research and discussion of the influence of personal selling and advertising on purchase decisions mediated by brand awareness. Personal selling positively affects purchasing decisions, meaning the purchase decision will increase with better personal selling. Advertising has a positive and significant effect on purchase decisions, meaning that the better the advertisement, the purchasing decision will increase. Brand awareness has a positive and significant effect on purchase decisions, meaning the better brand awareness, the more the purchase decision will increase. Brand awareness can mediate the relationship between personal selling and purchasing decisions, and it can be concluded that better brand awareness will increase the purchasing decision of the WiFi service at PT MyRepublic Surabaya. Brand awareness can mediate the relationship between advertising and purchasing decisions, and it can be concluded that better brand awareness about advertising influences the increase in purchasing decisions for WiFi services at PT MyRepublic Surabaya.

Companies need to increase the variety of existing advertisements because electronic advertising is still minimal, and also for conventional advertising in the city of Surabaya tends to be small compared to other providers that have been massive to widen in electronic advertising and also multiply traditional advertising in the city of Surabaya, for that company should expand

electronic advertising, for example, widening on social media platforms such as youtube and Instagram and also multiply advertising conventional in Surabaya to be like billboard and large banners to increase awareness and purchase decisions in potential customers. For the next researcher who wants to continue the research or make this research a reference, it is expected to understand what object will be studied. Further researchers also need to understand the variables to be reviewed to be more complex and examine other variables to expand the research variables.

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