



The Influence of Brand Awareness and Communication Media On Fashion Product Purchasing Decisions (Case Study of Students of the Faculty Of Economics and Business, Muhammadiyah University of North Sumatra)

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ABSTRACT

Purchasing decisions in today's business world has become the price to be paid by the company in order to remain successful in his business. Customers who hold an important role in measuring the purchasing decisions towards the products and services that the company provided. In determining the level of the purchasing decision, a customer is often viewed from the value over the products and performance of the services received from a process of buying of product/service as compared to other companies.

The purpose of this research was to find out whether there is influence of influence brand awareness towards purchase decisions on University Of Muhammadiyah Sumatera Utara students. To know the influence of the communications media towards purchase decisions on University Of Muhammadiyah Sumatera Utara students.

The population in this research is 5285 students the Faculty of Economics and business in University Of Muhammadiyah Sumatera Utara. For sampling done by accidental sampling that sampling be taken anyone who by chance meets with investigators can be used as samples, i.e. 100 respondents (1 day x 10 students/i) the UMSU's student often using the application.

The results of this study showed there was significant influence brand awareness against the decision of purchase of the product at Lazada.co.id And communication media against buying decision on a significant Lazada.co.id effect.

Keywords: Brand Awareness, Media Communication, Purchasing Decisions

INTRODUCTION

These technological developments increasingly rapidly, both in developed countries and in developing countries, including Indonesia. Development of communication technology continues to experience increased and developments from time to time with a variety of significant changes. It also influenced the development of people's lives. One of them is the use of the internet is increasingly sought after and increasing each year. According to Amir (2005, p. 80), the internet can be defined as a collection of some of the computer, which can even reach millions of computers around the world that can be interconnected and inter-connected with each other. So that the computer can be inter-connected with one another, then the required media for mutual linking



between computers. Media used, it could use a fiber-optic cable or satellite, or via the telephone line.

Lifestyle communities currently participate changed due to the influence of the development of the technology, one of the most striking of these is the development of technology gadgets and trends of activity in cyberspace. The Internet has an important role to introduce us in the virtual world. Internet use from day to day, even the internet has become as lifestyle, especially among the younger generation. The existence of the internet.

The rise of online shop right now because of the large number of websites and social media are connected in a network the internet. Websites that offer services online stores such as E-bay, Kaskus, Lazada, OLX, Tokopedia, Bukalapak, Zalora, Berniaga.com etc. Online shop often at access so easy in use in trades because the prospective consumers choose the product that suits their needs.

Lazada is a top online retailer in Indonesia. This company provide customers the ease to buy all the products provided with the only access to the site Lazada Indonesia. With pre-order, customers will have the ease of getting the latest items that customers want. Lazada also offers various discounts with the cheapest discounts and bargains that would have been interesting to customers. Information about all the products that customers want can also get easily on the site to comfort in the Lazada shopping. Product orders will be delivered to home customers with fast courier services with product quality the latest and greatest. Payment can be via credit card, bank transfer, and pay on the spot (cash on delivery), offers customers the payment method would have been easier and safer for the sake of convenience shopping. Brand awarness is one very important factor because it can perform the delivery of specific messages to consumers. Brand awarness is also the flow of information or persuasion one way direction, and is only done by one organization or a particular individual. Media awarness brand which is popular in Indonesia at this time besides the magazine/newspaper, radio, television, or the internet.

Brand awareness can also create brands that appear in the minds of consumers when they think about specific products and how easy the product became the basis in brand equity. A brand has no equity until the consumer is aware of the existence of the brand. The new brand should be able to achieve brand awareness and maintain brand awareness for all brands. So that the consumer can remember a brand despite the consumer did not wear the product previously used repeatedly. Brand awarness affect consumer confidence over the purchasing decisions by reducing the level of risk that is recommended for a brand that was decided to be purchased.

The medium of communication is a tool of the provider in terms of connecting between one person's information with others or the recipient information. Communication media are indispensable in terms of the introduction of a product or service that was created by manufacturers or companies, with the aim to provide information about the product itself to its target markets or consumers. So consumers or customers get information about the products that will be introduced by manufacturers or companies.

Communication media are tools or interactions between other parties with one party with the other variables. The medium of communication is needed when consumers need information about products or services in the market. When consumers recognize an existing products on the market, so consumers can choose that the product is in accordance with the desires and their needs



or not. So the communication media can be as an intermediary that will bring consumers in deciding the purchase of a product.

The problems encountered on the online store are consumers still consider the uncertainties and risks of such goods are not fooled fits the description of the seller or the buyer after transferring the money to the seller's online shop but goods are not delivered. Online transactions can not directly physically come into contact and find out who the seller as well as the condition of the goods sold. So that raises a dilemma for the consumer and this is one of the causes of consumers feel hesitate to make buying and selling online.

THE THEORY

1. Purchase Decisions

Purchasing decision is the decision of consumers to buy a product after previously thinking about whether it's worth buying a product taking into account the information it knows about with reality the product after he watched him (Amir, 2005 p. 77).

This will give researchers the following notions or definition from the decision quoted from some reference books or journals, among others. According to Kotler in the buying decision Made Novandri Sn (2010, p. 14) States:

"Consumer behavior itself is the actions of individuals who are directly involved in the business of acquiring, using products and services, including the process of return decisions which precede and follow those actions".

Purchase decision is the Act of consumers to want to buy it or not against products (Thamrin, 2012 p. 57). Of the various factors that affect consumers in the purchase of a product or service, usually consumers always take into consideration quality, price and product already well-known by the community before consumers decided to buy, usually consumers through several stages in advance, namely:

- a) Introduction to the problem
- b) Information retrieval.
- c) The evaluation of alternatives
- d) The decision to buy or not
- e) Post purchase behavior

But in a more routine purchases, consumers often hop over or flipping some of this stage (Kotler, 2006, p. 90). From some of the opinions above it can be concluded that purchasing decision is a decision someone where he choose one of several alternative options.

The process of repayment of purchase decisions vary widely. There is a simple and others complex. Hawkins et al and Engel et al, in Tjiptono (2009, p. 20-21) divide the decision-making process into three types, namely:

- a) Extended decision marking
- b) Limited decision marking
- c) Habitual dication marking

2. Brand Awarness



A product created by the manufacturers must have the brand or brand, with the goal of keeping the target markets or consumers can know the products created by the manufacturer. According to Kotler & Keller (2009 p. 115) brand is the starting point of a product was created. The brand is very important in terms of the knowledge of the products to the consumers. The brand that has a unique and easy to remember by the consumer, is a brand that managed to get in the minds of consumers. In other words the brand managed to demonstrate its existence as a product known by consumers. Then appears in the minds of consumers are brand awareness of a product.

According to Stanton (2004, p. 3) brand awareness is the ability to brand that the consumer comes to mind when they think about specific products and how easy the product appears. Brand awareness is a fundamental dimension in brand equity ".

According to Baedowi (2012, p. 255) brand awareness is the first step when building a brand product ". Because brand awareness is the process commenced from the feeling of a consumer against the ignorance of a brand until brand is convinced that it is the only one in the class of a specific product. When a brand can grab attention remains in the mind of the consumer, then the brand will be difficult is replaced by other brands. So consumers will still be given a known brand although often offered by the service provider with a different brand with the brand before.

Zulkarnain (2010:104) "brand awareness is the ability of prospective buyers to know someone or know back that a brand is part of a specific product category". In building brand awareness to a consumer in a product created by the manufacturers need quite a long time.

Although in general the shapes brand awareness (brand awariness) have the same functionality, but the forms can be distinguished based on particular tasks. Tjiptono (2009 it 222) suggests that shapes brand awareness (brand awariness) according to the specific tasks of:

- a) Pesonal selling
- b) Mass selling, consists of a two-way and publicity
- c) Awareness of the brand (brand awariness) sales
- d) Public relations
- e) Direct marketing

The purpose of awareness of the brand (brand awariness) according to Kasali (2007, p. 159) usually the objective awareness of the brand (brand awariness) which are:

- a) Disseminate information products to target a potential market
- b) To get the increase in sales and profit/earnings
- c) To get new customers and maintain customer loyalty
- d) To maintain the stability of the sale when the market is sluggish
- e) Distinguish and favor products than any competing product
- f) Forms the image of the product in the eyes of consumers as desired.
- g) Change the behaviour and opinions of consumers

3. Communication Media



In an increasingly competitive global competition, the issue price is becoming the central issue for every company. The company's ability to provide a quality product will be a weapon to win the competition, because by providing quality products, purchasing decisions will be reached. Therefore the company must specify the precise definition and an accurate understanding of the proper quality.

Ilham (2006, p. 10) communication is the process of altering the behavior of others, (communication is the process to modify the behavior of other individuals) ". While according to Kotler and Armstrong (2008, p. 23), "marketing is a human activity at point to satisfy needs and wants through Exchange processes".

According to Kotler (2008, p. 113) communication media is the concept of informing the efforts of companies to coordinating its communication channels carefully in order to convey a message that is clear, consistent and persuasive about the Organization and its products ".

Shrimp (2003, p. 24) medium of communication can be understood by using the two elements anyway, namely communication and marketing ". If the combined communication media presented the combined all the elements in the marketing mix of brands, which facilitates the occurrence of Exchange by creating a sense that disseminated to customers

According to Ilham (2006:14) in practice, there are two basic properties of the medium of communication, that communication is addressed to the (intended) and not fixed (unintended) ". People communicate in general want the message conveyed to the person addressed are accepted and understood fully. Here, messages or message is defined not just accepted, but origin has the same interpretation with a view to what is desirable or delivered communicators. The form of this kind of communication is the most ideal and efficient model that is desired in the process of communication media. It is certainly in accordance with the opinion of Shannon that communication should be no deviation or noise so it will make the mistake of interpretation and understanding.

Based on the exposure above it can be concluded that the communication media is an attempt to convey the message to the public especially the existence of target consumer products and services circulating in the market. The concept in general are often used to convey the message is what is called marketing mix and promotional mix.

Dynamic quality is a condition associated with a product, service, people, processes, and the environment that meets or exceeds expectations. Word of the quality itself contains a lot of understanding, some of the factors according to Tjiptono (2009, p. 80) are:

- a) Conformance with requirements;
- b) Suitability for consumption;
- c) Sustainable improvements);
- d) Are free from damage/defects;
- e) Fulfillment of customer needs from the very beginning and at all times;
- f) Do everything correctly;
- g) Something that can appease consumers;

RESEARCH METHODS

This research approach is quantitative, according to associative research Sugiyono (2011, p. 123) associative quantitative is collect, classify, analyze and interpret the data that is associated with a variable researched and compared the technical knowledge (primary data) and the actual state of affairs in the company to then take the conclusion. The population in this research is 5285 students the Faculty of Economics and business in University Of Muhammadiyah Sumatera Utara. Sampling sampling was done with accidental sample i.e. anyone who by chance meets with investigators can be used as samples, when in point of view of people who found it suitable as a data source. (Sugiyono, 2012, p. 77). In this study the authors determine samples in magnitude that is set as 100 respondents (1 day x 10 students/i) frequently use the UMSU student application analysis techniques used in this research is the analysis of quantitative data , i.e. test and analyze data with calculations of the numbers and then draw conclusions from these tests with multiple regression but in practice this is not research data processing is processed manually, but using SPSS statistical software.

DISCUSSION

1. The Classical Assumption Test a. Test Of Normality

The goal he did test the normality of course to find out whether a variable is normal or not. Normal here in the sense of having a normal distribution of the data. Normal or whether data based on benchmark data with a normal distribution of mean and standard deviation for the same. To find out if it has a normal research data or cannot see the test of normality through SPSS does form a normal data or not.

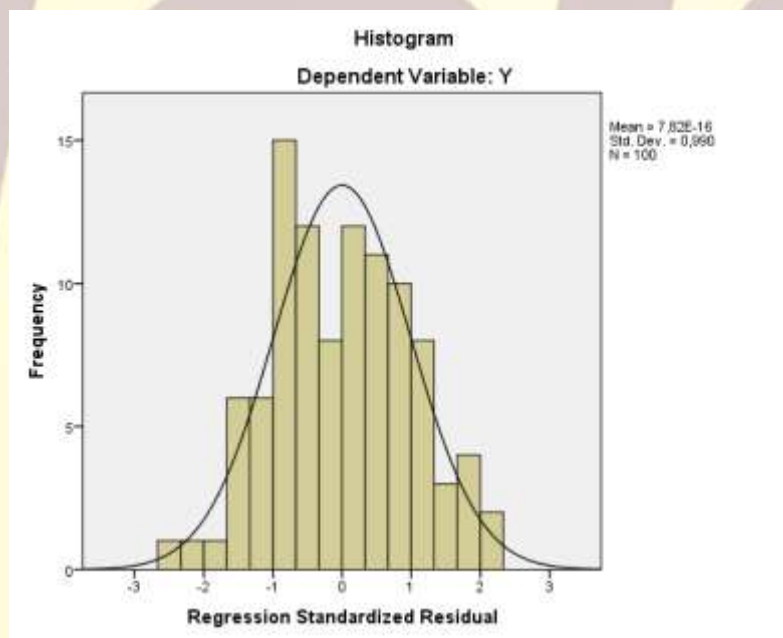


Image Histogram

Source: research results (2018)

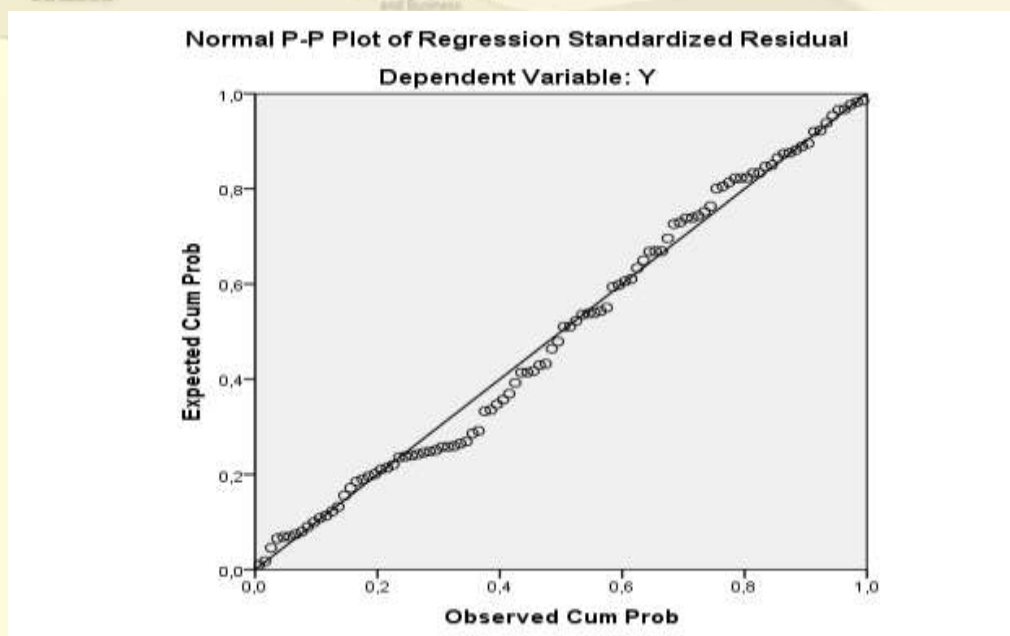


Image P-Plot

Source: research results (2018)

b. Multicollinearity Test

According to Sugiyono (2012:91), "multicollinearity test aimed at testing whether the regression model is found the existence of a correlation between free variables (independent)". On the model of good regression should not happen the correlation between independent variables, due to a high correlation between variables in a multiple linear regression model. If there is a high correlation between the free variables, then the relationship between the independent variables and dependent variables become distracted against Testing done by viewing the VIF multicollinearity between independent variables. If the VIF indicating numbers smaller than 10 indicates there are no symptoms of multicollinearity. In addition, a model it says there are symptoms of multicollinearity if the value of the independent variable between the VIF is greater than 10.

Multicollinearity Test Table

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	40,835	6,774		6,028	,000		
	Brand awarnes	1,153	,194	,070	4,790	,000	,993	1,007
	Media communication	1,266	,228	,490	5,554	,000	,993	1,007

a. Dependent Variable: Y

Source: research results (2018)

c. Test Heterokedastisitas

According to Sugiyono (2012, p. 105) "test heteroskedastisitas aims to test whether the model regression residual variance inequality occurs from one observation to another observation, because to see whether there is inequality of variance the residual of one to the other observation to observation. The regression models that meet the requirements is where there is a similarity of the residual variance of one observation to another fixed or observations are called homoskedastisitas. A regression model that is not the case heteroskedastisitas. There are several ways to test whether a situation exists in the heteroskedastisitas variant of error terms for regression models. This will be used in the research method of chart (Scatterplot Diagram), with the rationale that:

- 1) if there is a particular pattern like dots (points), that there are certain patterns that form an irregular (wavy, widened, then narrowed), then going heteroskedastisitas.
- 2) if there is a clear pattern, as well as point-point spread over and under the 0 on the Y axis and thus are not going heteroskedastisitas.

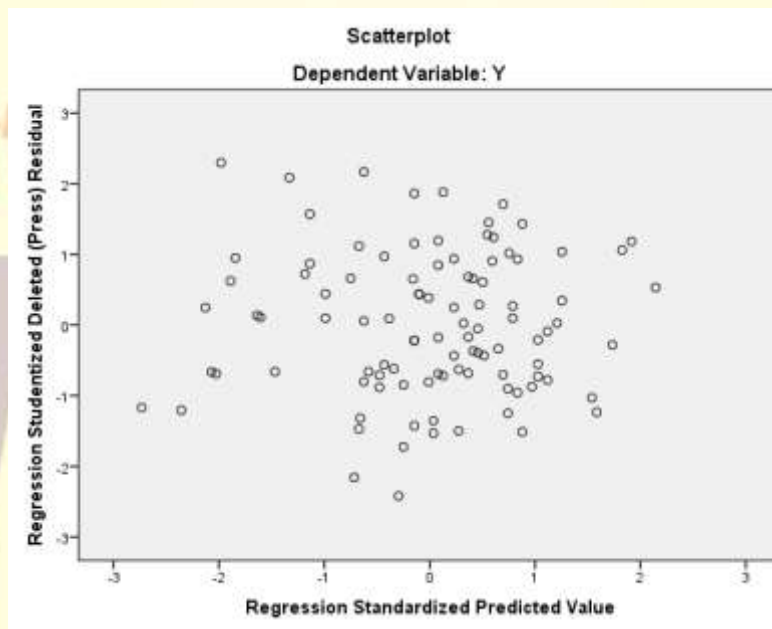


Image Scatterplot

Source: research results (2018)

2. Multiple Linear Regression

Data analysis in this study using multiple regression analysis. In this study there are two independent variables, i.e. brand awareness, communication media and one dependent variable i.e. purchasing decisions. As for the multiple linear regression of the formula is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Table Of Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40,835	6,774		6,028	,000
	Brand awarnes	1,153	,194	,070	4,790	,000
	Media comunication	1,266	,228	,490	5,554	,000

Source: research results (2018)

3. Hypothesis testing

a. Test t (partial)

Influence Purchase Decisions Against Awarnes Brand

Influence of test table brand awarnes against purchasing decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40,835	6,774		6,028	,000
	Brand awarnes	1,153	,194	,070	4,790	,000
	Media comunication	1,266	,228	,490	5,554	,000

Source: research results (2018)

The Influence Of Communication Media Against Buying Decision

Table test influence of communication media against buying decision

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40,835	6,774		6,028	,000
	Brand awarness	1,153	,194	,070	4,790	,000
	Media comunication	1,266	,228	,490	5,554	,000

Source: research results (2018)



b. Test F (simultaneous)

Table test influence of media communication and brand awarnes against purchasing decisions

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1122,047	2	561,023	16,217	,000 ^b
	Residual	3355,663	97	34,594		
	Total	4477,710	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), Media Komunikasi, Brand Awarnes						

Source: research results (2018)

4. Test The Coefficient Of Determination

Determination Of Test Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501 ^a	.251	.235	5.88171

Source: research results (2018)

B. Discussion

1. Influence Brand Awarness Against The Purchase Decision

From the results of this research obtained significance value brand awarness against purchasing decisions based on t-test $t_{test} > t_{table}$ (2.323 > 1.98447) (Sig 0.022 < α 0.05). Thus H_0 denied. his conclusion: there is significant influence purchasing decisions against awarness Brand products at Lazada.co.id.

According to Stanton (2004. It 132). A strong brand awarness can attract customers to use it. as the deciding factor in the choice of purchasing decisions, while the strong terms are brand awarness.

Baedowi (2012) research results indicate that the brand has a positive influence awarnes against consumer purchasing decisions on the brand smoking Djarum Super.

2. The Influence Of The Communications Media Towards Purchasing Decisions

From the results of this research obtained the value significance of Media communication based on t-test $t_{test} > t_{table}$ (6.851 < 1.98447) (Sig 0000 < α 0.05). Thus H_0 is



rejected. his conclusion: there is a significant influence of communication Media against buying decision at Lazada.co.id.

According to Lupiyoadi (2013, p. 79), the quality of services is the suitability of the service to the needs of markets or customers. Companies need to really understand what is needed customers, because by increasing the communication media can influence purchasing decisions.

Baedowi & Lataruva (2012) in her research showed that the intensity of the promotion or the communication media used a positive effect against consumer purchasing decisions.

3. Influence Of Brand Awareness And Media Communication Against Purchasing Decisions

Based on test results obtained above the value of $F_{test} > F_{table}$ registration (24.342 > 3.09) (Sig. 0000 < α 0.05), hence H_0 is rejected. his conclusion: there is a significant influence of brand communication and media awareness against the decision of purchase of the product at Lazada.co.id.

Next brand awareness is the amount of money charged on products/services, or the amount of the value of the exchanged over customer benefits – benefits for having or using the product/service. brand awareness is the only element of the marketing mix that provides income for the organization.

When brand awareness/rate a goods, services purchased subscribers can give satisfactory results, then it can be said that the company's total sales will be at a satisfactory level, measured in dollars, so as to create purchasing decisions.

Brand awareness contributed on a number of crucial aspects, such as the creation of a consumer's purchasing decision, meningkatkan reputation of the company, the reduced price elasticity, reduced transaction costs and improve the efficiency of the future and employee productivity ". Brand awareness aims to introduce at once informed of a product the goods to the consumer. Brand awareness is a persuasive communication to engage and persuade to convince consumers to look to buy company products that showcase. The company's success in brand awareness will cause any purchasing decision against products exhibited.

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

The analysis of the results has been discussed before, then you can take the following conclusions:

1. From the results of this research obtained significance value brand awareness against purchasing decisions based on t-test > acquired for t-table (2.323 > 1.98447) (Sig 0.022 < α 0.05). Thus H_0 denied. his conclusion: there is significant influence purchasing decisions against awareness brand products at Lazada.co.id.
2. From the results of this research obtained the value significance of Media communication based on t-test > acquired for t-table (6.851 < 1.98447) (Sig 0000 < α 0.05). Thus H_0 is rejected. his



conclusion: there is a significant influence of communication media against buying decision at Lazada.co.id.

3. Based on the results of the test $F >$ value obtained above F-table registration ($24.342 > 3.09$) (Sig. 0000 $<$ α 0.05), hence H_0 is rejected. his conclusion: there is a significant influence of brand communication and media awarness against the decision of purchase of the product at Lazada.co.id.

B. Suggestions

Based on the conclusion that there was significant influence between the communications media and brand awarness against Lazada.co.id purchasing decision are as follows:

1. Expected Lazada.co.id further enhance communication media in the service of consumers to increase the purchasing decision.
2. To be able to provide a relatively affordable awarness brand to increase the number of consumers using the services of Lazada.co.id.
3. The parties the company should pay more attention to the satisfaction of the consumer in order to give comfort and convenience in getting service so that the creation of a purchasing decision.

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