



The Effect of Advertising and Brand Awareness on Purchasing Decisions for Lemonilo Noodle Products (Case Study on Students of the Faculty of Economics, PASIM National University)

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ABSTRACT

The purpose of this study was to see how big the effect of advertising and brand awareness on purchasing decisions for Lemonilo Noodle products at Pasim National University. The research methods used are descriptive and associative methods. The unit of analysis in this study were students of the Faculty of Economics, Pasim National University. Based on the results of the sample calculation, 124 respondents were obtained as samples in the study. Multiple linear regression analysis was also carried out using the t test and F test analysis techniques. Based on the research results, the independent variables (advertising and brand awareness) show that there are factors that influence the dependent variable (purchase decision) by 69.8%. The magnitude of the influence of advertising variables on purchasing decisions is 30.6%, and the influence of brand awareness on purchasing decisions is 39.2%

INTRODUCTION

In terms of economic proportion, Indonesia is categorized as an industrialized country as the industrial sector is one of the largest contributors to the national economy. Currently, the national industry is in a position that cannot be underestimated because Indonesia is included in the main producer countries that produce several superior products.

Despite being affected during the pandemic, industries operating in the food and beverage sectors were able to grow and contribute to the development of the non-oil and gas industry. This shows that the food and beverage industry generates a positive trade balance value.

One of the most successful food and beverage industries in Indonesia is instant noodle manufacturers. Seeing the eating habits of Asians who like noodles and in Indonesia itself the market demand of instant noodle products is quite high this makes instant noodle producers one of the food and beverage industries that can continue to grow. Apart from the ease of making and serving instant noodles that can be done quickly, people also like noodles in terms of relatively cheap prices and also marketing can be done almost throughout the region both in rural and urban areas. Currently, there are many packs of instant noodles from various brands produced in Indonesia every year.

Seeing the various adverse effects that arise due to the high level of instant noodle consumption, Lemonilo is present and produced to be an alternative choice of instant noodles that are relatively safer and more comfortable to consume because they are made without the use of preservatives, flavor enhancers, and artificial colors. To face the many competitions in the sales of instant noodle products in Indonesia, Lemonilo continues to try to develop its products to be better known by many people by utilizing digital marketing strategies. The digital era has a flow of growth that always goes hand in hand with the times, the existence of more sophisticated technology is able to facilitate and support various activities to be more practical.

Advertising is one way to utilize the progress of the digital era to develop the products sold in a company. On the other hand, brand awareness is also one of the aspects that can influence consumers in making purchasing decisions after advertising. Every company must continue to increase brand awareness to increase sales of products offered by the company.

The aim of this research is to determine and analyze the effect of advertising and brand awareness on purchasing decisions for Lemonilo Noodle products. By understanding the relationship between these variables, it is hoped that this study can provide deeper insight into how advertising and brand awareness can increase consumer purchasing decisions to buy products offered by the company. The findings of this study are expected to be useful in providing advice and input to the company, namely Lemonilo, as a basis for developing strategies that can influence consumer purchasing decisions for Lemonilo Noodle products.

LITERATURE REVIEW

Advertising

Advertising is a non-personal communication that is a form of promotion of ideas, goods, or services by certain sponsors. This promotion can be carried out through various kinds of media such as newspapers, magazines, television, radio, or billboards (Kotler & Keller, 2016: 582).

Advertising is an impersonal one-way communication process that has the aim of persuading people to buy a product that is distributed through mass media or mass media. (Rachmat Kriyantono, 2013: 6).

Based on the above definition, it can be concluded that advertising is a form of one-way communication that aims to provide information through mass media or mass media.

H1: There is an effect of advertising on purchasing decisions for Lemonilo Noodle products.

According to (Kotler & Keller, 2016: 608) the dimensions of advertising are divided into three, the following is an explanation:

1. Purpose (Mission)

Advertising must have a clear goal of where the desired target market is and also determine what strategies will be carried out in order to attract the attention of consumers.

2. Message

Advertising must provide clear information about the main message to be conveyed to consumers. The message conveyed should arouse curiosity and desire to buy the product.

3. Media (Media)

Media is an intermediary for companies to convey information about products to the target market. The media used will make it easier for companies to reach their consumers and can have an impact on the company from the advertisements that have been carried out.

Brand Awareness

Brand awareness is consumer awareness of the existence of a brand in a certain category that distinguishes the product from its competitors so that the product can be remembered well in the minds of consumers (Wardhana et al., 2022: 112).

Brand awareness is the consumer's ability to remember things that are part of a product such as names, images/logos, and slogans used in marketing these products (Firmansyah, 2019: 85).

From the definition according to the experts above, it can be concluded that brand awareness is the ability of consumers to recognize and remember the existence of a brand in a certain category through names, logos, slogans and things that can distinguish these products from their competitors.

H2: There is an effect of brand awareness on purchasing decisions for Lemonilo Noodle products.

According to (Firmansyah, 2019: 40) the dimensions of brand awareness are divided into four, namely brand recall, brand recognition, purchase decision, and consumption, the following is an explanation:

1. Brand Recall

The strength of consumers' memory of a product in knowing the name or brand from their memory quickly related to a particular product category.

2. Brand Recognition

How well consumers remember in recognizing brands that exist in a certain category by mentioning the characteristics of the product.

3. Purchase

How far consumers will choose a product from a particular brand to serve as an alternative choice when they want to purchase a product or use a service.

4. Consumption

How far consumers remember a particular brand when they are using a competitor's product/service. Consumers will buy products issued by certain brands because they are well known by many people.

Purchasing Decisions

The purchase decision is a the step in the decision making process in which consumers have actually decided to purchase the product (Kotler & Armstrong, 2016: 179).

Purchasing decisions are part of consumer activities that can be influenced by economic factors, technology, political conditions, culture, products, prices, places, promotions, physical evidence, people and processes, resulting in consumer actions that try to manage the information they have to decide which product to buy (Buchari Alma, 2016: 96).

From the definition according to the experts above, it can be concluded that purchasing decisions become a stage in the decision-making process where this behavior appears as a response to a certain object which can be influenced by several factors.

H3: There is an effect of advertising and brand awareness on purchasing decisions for Lemonilo Noodle products.

According to (Kotler & Armstrong, 2016: 188) the dimensions of purchasing decisions are divided into six, namely:

1. Product Choice

Consumers make decisions about what products to buy or what services to use to achieve other goals. In this case, companies need to pay attention to people who are interested in buying a product and the alternatives they consider.

2. Brand Choice

Consumers will make a decision to buy a certain brand. Each brand will have its own differences. Companies need to know the characteristics of consumers when choosing a brand to buy.

3. Choice of Distributor

Consumers will decide which supplier to go to. Each consumer has a different choice of supplier, this can be influenced by proximity to location, low price,

product completeness, convenience when shopping, flexibility of place and many other factors.

4. Purchase Time

Consumer decisions in purchasing a product have different times due to several factors, some are every day, once a week, or twice a week, or make purchases once a month.

5. Purchase Amount

Consumers in deciding how much to spend on buying a product at a certain time. Purchases can be made many times, in this case the company needs to anticipate and prepare many products to match different consumer desires.

6. Payment Method

Consumers decide which payment method to use when making a purchase or when carrying out transaction activities. Currently, purchasing decisions are not only influenced by environmental aspects, but can also be influenced by the technology used in these buying and selling activities.

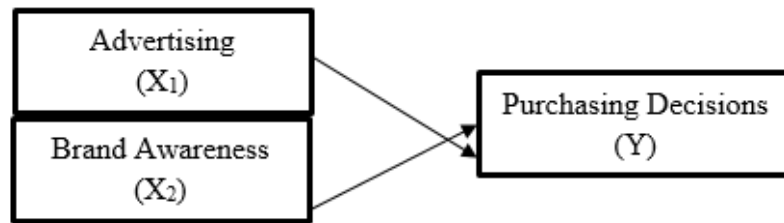


Figure 1. Research Paradigm

METHODOLOGY

Research Design

Research design is one of the strategies for carrying out research so that the results can be objective. The method used in this research is quantitative research method with descriptive and associative approaches. (Sugiyono, 2017: 8) states that quantitative research methods may be understood as a research technique that based on positivism used to research on spesific population or samples, collect data using research instruments, and analyze the data by using quantitative statistics with the aim to test the hypothesis that has been set.

According to (Sugiyono, 2017: 35) descriptive research is a type of research that seeks the existence of independent variables, either one or more variables (variable that stand alone) without making comparisons, or making relationships between one variable and another.

Meanwhile, according to (Soedibjo, 2013: 174) associative analysis is a form of phenomenon that shows a relationship between two or more variables.

Population and Sampling Technique

Population

Population being a generalization area that consists of objects or subjects who have certain qualities and characteristics which have bees determined by researchers to study and then draw conclusions (Sugiyono, 2017: 80). The population of this study were students of the Faculty of Economics of the Regular

Morning Class of Pasim National University as consumers of Lemonilo Noodle products as many as 180 people.

Sample

The sample is part of the number and characteristics of the population which contains subjects or members selected from the population (Sugiyono, 2017: 81).

In this study the sampling technique using probability sampling. According to (Sugiyono, 2017: 82), Probability sampling is a sampling method that provides the same opportunities and chances for each element or member of the population to be chosen as a sample.

Meanwhile, according to Sugiyono (2017: 82), Proportionate stratified random sampling is a method of sampling from random and proportionally stratified population members, the use of this technique is because the population is spread into several groups. In this technique the population is classified or categorized which is commonly known as strata (stratified). The strata are age, city, gender, religion, education level, income level, and many more.

According to the explanation above, because the population in this study is 180 people. The sample in this study was calculated with a precision and accuracy of 5%, it was found that the number of samples to be taken in this study was 124 people.

Operational Variables

Variable operations are needed to determine the type, indicator, and also the scale variables that are involved in a study, so that hypothesis testing using a statistical tool can be done properly. A research variable is a characteristic or value of people, objects, or activities that has certain variations that have been determined by researchers to study and draw the conclusion. (Sugiyono, 2017: 38).

Table 1. Variable Operationalization

Variable	Definition	Dimension	Indicators	Scale	Item No
Advertising(X1)	Advertising is a non-personal communication that is a form of promotion of ideas, goods, or services by certain sponsors. This promotion can be carried out through various kinds	Mission	Advertising can attract consumer attention	Ordinal 1	1
			Products are better known by many people	Ordinal 1	2
		Message	The message in the ad is well conveyed	Ordinal 1	3
			Advertising can create	Ordinal 1	4

Variable	Definition	Dimension	Indicators	Scale	Item No
	of media such as newspapers, magazines, television, radio, or billboards (Kotler & Keller, 2016: 582).		action from consumers		
		Media	Advertising will influence consumer desires	Ordinal	5
			Media advertisements impact the desire to shop	Ordinal	6
Brand Awareness (X2)	Brand awareness is the consumer's ability to remember things that are part of a product such as names, images/logos, and slogans used in marketing these products (Firmansyah, 2019: 85).	Brand Recall	Products become top of mind for consumers	Ordinal	1
			Consumers easily recognize the product	Ordinal	2
		Brand Recognition	The product is better known than its competitors	Ordinal	3
			Consumers know the product has several variants	Ordinal	4
		Purchase	Consumers buy the product as a healthy noodle option	Ordinal	5
			Product is an alternative choice if you want to eat healthy noodles	Ordinal	6
		Consumption	Consumers remember the product if they are consuming other brands	Ordinal	7

Variable	Definition	Dimension	Indicators	Scale	Item No
			of healthy noodles		
			Consumers buy this product because the product is well known to many people	Ordinal	8
Purchasing Decisions (Y)	The purchase decision is a the step in the decision making process in which consumers have actually decided to purchase the product (Kotler & Armstrong, 2016: 179).	Product Selection	Variety of flavors	Ordinal	1
			Product variants influence purchase	Ordinal	2
		Brand Choice	Brands are trusted by consumers	Ordinal	3
			Brands excel in sales	Ordinal	4
		Choice of Distributor	Products are easily available	Ordinal	5
			Selling price varies	Ordinal	6
		Purchase Time	Purchase time as needed	Ordinal	7
			Diverse product purchase frequency	Ordinal	8
		Purchase Quantity	Consumers buy products according to their needs	Ordinal	9
			Consumers Make repeat purchases	Ordinal	10
		Payment Method	Various Payment Methods	Ordinal	11

Variable	Definition	Dimension	Indicators	Scale	Item No
			Payment methods used are easy to understand	Ordinal	12

Source: Created by Researchers, 2023

RESULTS

Descriptive Analysis Results

According to the finding of a study that involves giving questionnaires to 124 respondents. There are weighting values that have being standardized to describe the data that has been collected. The results that were obtained standardized weight values are as follows:

Table 2. Standard Weight Value

Weight Value	Category
124 - 222	Very Not Good
223 - 321	Not Good
322 - 420	Enough
421 - 519	Good
520 - 618	Very Good

Source: Process Data, 2023

Table 3. Results of Descriptive Analysis of Advertisements (X_1)

Statement	Alternative Answers, Frequency, and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Purpose Dimension (Mission)												
Lemonilo Noodle product advertisement Attracts attention	43	215	64	256	14	42	36	00	00	519	Good	
I know Lemonilo Noodle products after seeing advertisements	47	235	65	260	824	48	00	00	527	Very Good		

Statement	Alternative Answers, Frequency, and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Message Dimension (Message)												
The message in the Lemonilo Noodle advertisement is well conveyed	4 3	21 5	6 3	25 2	1 6	48	2	4	0	0	519	Good
Lemonilo Noodles ads increase my decision to buy the product	4 7	23 5	5 3	21 2	1 9	57	4	8	1	1	513	Good
Media Dimension (Media)												
Advertising impressions influence me to buy Lemonilo Noodle products	4 1	20 5	5 8	23 2	2 1	63	3	6	1	1	507	Good
I buy Lemonilo noodle products after seeing advertisements	4 2	21 0	5 3	21 2	2 2	66	6	12	1	1	501	Good
Average Advertising Variable											514	Good

Source: Data Processed by Researchers, 2023

From the frequency distribution table above, it has been concluded that the advertising variable consisting of 6 statements has an average true weight value of 514, where this value is included in the good category as it is in the interval 421 - 519. The result with the highest actual weight value in the table above is the statement "I buy Lemonilo Noodle products after seeing advertisements" with an actual weight value of 501. The result with the lowest actual weight value in the table above is in the statement "I buy Lemonilo Noodle products after seeing advertisements" with an actual weight value of 501. While

the statement that has the highest value is "I know Lemonilo Mie products after seeing advertisements" with an actual weight value of 527.

Table 4. Results of Descriptive Analysis of Brand Awareness (X₂)

Statement	Alternative Answers, Frequency, and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Brand Recall Dimension												
Lemonilo is the first healthy noodle product that came to my mind.	57	285	44	176	14	42	918	00	00	521	Very Good	
I easily recognize Lemonilo Noodle products when I see them in shopping places	55	275	56	224	824	510	00	00	533	Very Good		
Brand Recognition Dimension												
Lemonilo noodle products are better known than other healthy noodle brands	62	310	40	160	15	45	714	00	00	529	Very Good	
I know that Lemonilo Noodle products have several variants	46	230	66	264	11	33	12	00	00	529	Very Good	
Purchase Dimension												
I always buy Lemonilo Noodles as a	38	190	50	200	23	69	918	44	44	481	Good	

Statement	Alternative Answers, Frequency, and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
healthy noodle option													
Lemonilo noodle products are an alternative choice when I want to consume healthy noodles.	46	230	53	212	16	48	8	16	1	1	507	Good	
Consumption Dimension													
I remember Lemonilo Noodles if I am eating other brands of healthy noodles	36	180	47	188	24	72	12	24	5	5	469	Good	
I buy Lemonilo Noodle products because they are well known by many people	51	255	48	192	15	45	10	20	0	0	512	Good	
Average Brand Awareness Variable											510	Good	

Source: Data Processed by Researchers, 2023

From the frequency distribution table above, it can be concluded that the brand awareness variable consisting of 8 statements has an average actual weight value of 510, where this value is included in the good category because it is in the interval 421 - 519. The result with the lowest actual weight value in the table above is in the statement "I remember Lemonilo Noodles if I am eating other brands of healthy noodles" with an actual weight value of 469. While the statement that has the highest value is "I easily recognize Lemonilo Noodle products when I see them in shopping places" with an actual weighted value of 533.

Table 5. Descriptive Analysis Results of Purchasing Decisions (Y)

Statement	Alternative Answers, Frequency, and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Product Choice Dimension												
Variety of flavors offered by Lemonilo Noodle products	5 1	25 5	5 8	23 2	1 4	42	1	2	0	0	531	Very Good
The variety of Lemonilo Noodle variants influences me to buy the product	3 5	17 5	6 1	24 4	2 6	78	2	4	0	0	501	Good
Brand Choice Dimension												
Lemonilo brand is trusted by consumers	4 5	22 5	5 8	23 2	2 1	63	0	0	0	0	520	Very Good
Lemonilo noodles have a superior sales rate compared to its competitors' products	3 2	16 0	5 0	20 0	3 1	93	9	18	2	2	473	Good
Distributor Choice Dimension												
Lemonilo Noodle products are easily available	6 7	33 5	4 7	18 8	7	21	3	6	0	0	550	Very Good
Lemonilo Noodle products have varying selling prices	2 7	13 5	6 3	25 2	2 6	78	8	16	0	0	481	Good
Dimensi Waktu Pembelian												

Statement	Alternative Answers, Frequency, and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Time of purchase of Lemonilo Noodle products depends on needs	4 6	23 0	6 7	26 8	1 0	30	1	2	0	0	530	Very Good
Frequency of purchase of Lemonilo Noodle products varies	3 2	16 0	7 8	31 2	1 2	36	2	4	0	0	512	Good
Purchase Quantity Dimension												
Purchase Quantity DimensionI buy Lemonilo Noodle products according to the amount needed	4 7	23 5	5 7	22 8	1 6	48	4	8	0	0	519	Good
I repurchase Lemonilo noodle products because they are healthier	3 3	16 5	5 6	22 4	2 2	66	1 0	20	3	3	478	Good
Payment Method Dimension												
The payment methods offered in the Lemonilo Noodle product sale and purchase transaction are various.	4 0	20 0	6 3	25 2	2 0	60	1	2	0	0	514	Good

Statement	Alternative Answers, Frequency, and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		RR (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Payment methods in product purchase transactions are easy to understand	3	18	7	30	1	39	0	0	0	0	519	Good
Average Purchase Decision Variable											509	Good

Source: Data Processed by Researchers, 2023

From the frequency distribution table above, it can be concluded that the purchasing decision variable consisting of 12 statements has an average actual weight value of 509, where this value is included in the good category because it is in the interval 421 - 519. The result with the lowest actual weight value in the table above is in the statement "Lemonilo noodles have a sales level that is superior to its competitors' products" with an actual weight value of 473. While the statement that has the highest value is "Lemonilo Noodle products are easy to obtain" with an actual weighted value of 550.

Results of the Effect of Advertising on Purchasing Decisions for Lemonilo Noodle Products

To see the significance results can be seen in the multiple linear regression output results below:

Table 6. Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.956	2.161		6.457	.000
Iklan (X1)	.662	.115	.405	5.770	.000
Brand Awareness (X2)	.577	.081	.500	7.132	.000

a. Dependent Variable: Purchasing Decisions(Y)

Source: SPSS Software Output Results, 2023

Based on the analysis results in the table above, the coefficients of the regression equation can be explained as follows:

$$\begin{aligned}
 B &= 13.956 \\
 X_1 &= 0.662 \\
 X_2 &= 0.557
 \end{aligned}$$

So that the multiple linear equations in this study are:

$$Y = 13.956 + 0.662 X_1 + 0.557 X_2$$

From the above equation, it can be explained as follows:

- The constant value $\beta_0 = 13.956$ means that it shows the amount of the purchasing decision variable that is not influenced by advertising or it can also mean that when the value of advertising is equal to zero (0) or does not change, the purchasing decision has a value of 13.956.
- The regression coefficient for the advertising variable (X_1) of 0.662 means that advertising has a positive or unidirectional relationship with purchasing decisions.

Table 7. T-Test Results

Model	t	Sig.
(Constant)	6.457	.000
Iklan (X1)	5.770	.000
Brand Awareness (X2)	7.132	.000

Source: SPSS Software Output Results, 2023

The t test with a level of $\alpha = 5\%$, known $n = 124$ with $df = n - 2$, namely $df = 122$ is 1.979. The effect of advertising on purchasing decisions obtained a t_{hitung} value of $5.770 > t_{table} 1.979$ with a significance probability of advertising (X_1) at the level of 0.000. In accordance with the criteria if the significance value is < 0.05 then H_0 is rejected and H_1 is accepted. That means that advertising partially has a significant influence on purchasing decisions for Lemonilo Noodle products.

Results of the Effect of Brand Awareness on Purchasing Decisions for Lemonilo Noodle Products

To see the significance results can be seen in the multiple linear regression output results below:

Table 8. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.956	2.161		6.457	.000
Iklan (X1)	.662	.115	.405	5.770	.000
Brand Awareness (X2)	.577	.081	.500	7.132	.000

a. Dependent Variable: Purchasing Decisions(Y)

Source: SPSS Software Output Results, 2023

Based on the analysis results in the table above, the coefficients of the regression equation can be explained as follows:

$$\begin{aligned} B &= 13.956 \\ X_1 &= 0.662 \\ X_2 &= 0.557 \end{aligned}$$

So that the multiple linear equations in this study are:

$$Y = 13.956 + 0,662 X_1 + 0.557 X_2$$

From the above equation, it can be explained as follows:

- The constant value $\beta_0 = 13.956$ means that it shows the amount of the purchasing decision variable that is not influenced by advertising or it can also mean that when the value of advertising is equal to zero (0) or does not change, the purchasing decision has a value of 13.956.
- The regression coefficient for the brand awareness variable (X_2) of 0.557 means that brand awareness has a positive or unidirectional relationship with purchasing decisions.

Table 9. T-Test Results

Model	t	Sig.
(Constant)	6.457	.000
Iklan (X1)	5.770	.000
Brand Awareness (X2)	7.132	.000

Source: SPSS Software Output Results, 2023

The t test with the level $\alpha = 5\%$, known to be $n = 124$ with $df = n-2$, namely $df = 122$ is 1,979. The effect of brand awareness on purchasing decisions obtained a t_{hitung} value of $7.132 > t_{table}$ 1.979 with a significance probability of brand awareness (X_2) at the level of 0.000. In accordance with the criteria if the significance value is < 0.05 then H_0 is rejected and H_1 is accepted. That means that brand awareness partially has a significant influence on purchasing decisions for Lemonilo Noodle products.

Results of the Effect of Advertising and Brand Awareness on Purchasing Decisions for Lemonilo Noodle Products

Table 10. F-Test Result
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	3111.352	2	1555.676	139.554	.000 ^b
	Residual	1348.842	121	11.147		
	Total	4460.194	123			

a. Dependent Variable: Purchasing Decisions (Y)

b. Predictors: (Constant), Brand Awareness (X2), Advertising (X1)

Source: SPSS Software Output Results, 2023

Based on the table above, it can be concluded that the results of statistical calculations show the value of $F_{hitung} 139.554 > F_{table} 3.07$. The significance value is $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, it means that advertising and brand awareness simultaneously have a significant influence on purchasing decisions for Lemonilo Noodle products for Pasim National University Faculty of Economics students.

The model above shows that all regression coefficients have the expected direction. Furthermore, these results can be interpreted for the value of each regression coefficient.

Table 11. Coefficient of Determination Analysis Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 ^a	.698	.693	3.339

a. Predictors: (Constant), Brand Awareness (X2), Advertising (X1)

b. Dependent Variable: Purchasing Decisions (Y)

Source: SPSS Software Output Results, 2023

As for the table above, it can be seen that the result of the coefficient of determination (R^2) is 0.698, this means that the magnitude of the effect of advertising and brand awareness simultaneously on purchasing decisions is ($R^2 \times 100\%$) or 69.8%, while the remaining 30.2% is the influence of other factors not examined in this study.

Table 12. Partial Determination Coefficient Analysis Results

Model	Standardized Coefficients	Correlations
		Zero-order
1	Advertising (X1)	.755
	Brand Awareness (X2)	.784

Source: SPSS Software Output Results, 2023

Based on the table above, calculations can be made to see the results of the partial influence of each variable, namely as follows:

Advertising (X_1) : $0,405 \times 0,755 \times 100\% = 0,306$ atau 30,6%
Brand Awareness (X_2) : $0,500 \times 0,784 \times 100\% = 0,392$ atau 39,2%

From the results of the above calculations, it can be seen that the greatest influence comes from the brand awareness variable (X_2) with an influence contribution of 39.2%, while the advertising variable (X_1) contributes an influence of 30.6%.

DISCUSSIONS

The Effect of Advertising on Purchasing Decisions for Lemonilo Noodle Products for Students of the Faculty of Economics, PASIM National University

Based on the results of the partial test processing (t test) for advertising (X_1), it shows that the t_{count} value is $5.770 > t_{table} 1.979$ with a significance probability of advertising (X_1) at the 0.000 level. In accordance with the criteria if the significance value is < 0.05 then H_0 is rejected and H_1 is accepted. That means that advertising partially has a significant influence on purchasing decisions for Lemonilo noodle products for students of the Faculty of Economics, Pasim National University. This means that if ad impressions are more attractive, it will increase consumer purchasing decisions. Advertising variables contribute or influence purchasing decisions by 30.6%.

Advertising has a role in assisting promotional activities and product marketing with the results of a wider range and will more easily reach consumers. Advertising is a medium of communication between business actors and consumers to introduce a product. Companies use this ad to show photos or videos and descriptions with the aim of explaining the products offered. From these ad impressions, it will have a positive impact because consumers are interested in trying and buying these products and increasing the number of sales (Ayi Muhiban & Saniyyah, 2022).

The results of this study are in line with previous research conducted by Ayi Muhiban and Devi Saniyyah regarding "The Effect of Discounts and Advertising (Instagram Ads) on Purchasing Decisions at Roemah Batik Toean Njonja in Bandung" which shows that advertising partially affects purchasing decisions (Ayi Muhiban & Saniyyah, 2022).

Based on the results of research conducted by researchers, it can be concluded that advertising partially has a significant influence on purchasing decisions for Lemonilo Noodle products for students of the Faculty of Economics, Pasim National University. If the ad impressions displayed are more attractive, it will influence consumers to make purchasing decisions.

The Effect of Brand Awareness on Purchasing Decisions for Lemonilo Noodle Products among Students of the Faculty of Economics, PASIM National University

Based on the results of the partial test processing (t test) for brand awareness (X_2), it shows that the t_{count} value is $7.132 > t_{\text{table}} 1.979$ with a significance probability of brand awareness (X_2) at the 0.000 level. In accordance with the criteria if the significance value is < 0.05 then H_0 is rejected and H_1 is accepted. That means that brand awareness partially has a significant influence on purchasing decisions for Lemonilo noodle products for students of the Faculty of Economics, Pasim National University. This means that if consumer awareness of a brand increases, it will affect consumer purchasing decisions in buying these products. The brand awareness variable contributes or influences purchasing decisions by 39.2%.

Brand Awareness is also an important part of marketing methods in the business world. Brand awareness can be utilized by companies as information and means that can provide a deeper understanding of the products issued by the company to consumers. Competition between one company and another with the production of similar goods and services makes the importance of brand awareness so that consumers more easily recognize these products and do not hesitate to buy them because consumers will feel safer and avoid various risks because they use products from brands that are already known by many people (Wardhana et al., 2022).

The results of this study are in line with previous research conducted by Wala Erpurini, Maman Rukmana, and Syifa Aulia Fajrin regarding "The Effect of Digital Marketing and Brand Awareness on Purchasing Decisions at the Zoya Store" which shows the results that there is a significant influence of brand awareness on purchasing decisions (Wala Erpurini et al., 2022).

Based on the results of the research that has been done, it can be concluded that brand awareness partially has a significant effect on purchasing decisions for Lemonilo Noodle products for students of the Faculty of Economics, Pasim National University. If brand awareness of a product is higher, it will automatically affect purchasing decisions, because consumers tend to buy products that are well known by many people.

The Effect of Advertising and Brand Awareness on Purchasing Decisions for Lemonilo Noodle Products for Students of the Faculty of Economics, PASIM National University

Based on the results of simultaneous testing (F test), the F_{hitung} value is $139.554 > F_{\text{table}} 3.07$. The significance value of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted, it means that advertising and brand awareness simultaneously have a significant influence on purchasing decisions for Lemonilo Noodle products for Pasim National University Faculty of Economics students. The advertising and brand awareness variables in this study contributed or had an influence of 0.698 or 69.8% on purchasing decisions.

Competition between companies makes each company have to optimize all assets owned for the survival of the company. Currently, competition among companies to get consumers is no longer limited to the functional attributes of the product, but has been associated with a brand that can provide a special

image for its users. Advertising is one of the marketing communication media that is often used in economic activities with the aim of introducing products to consumers. Increasing brand awareness of a particular product is one way that can be used in developing market share and influencing consumer purchasing decisions (Muh. Wahyuddin, 2022).

The results of this study are in line with previous research conducted by Ayu Wulandari, Astri Ayu Purwati, and Mufti Hasan Alfani entitled "The Effect of Brand Awareness, Price, and Advertising on Purchasing Decisions for Pucuk Harum Tea for Pelita Indonesia Pekanbaru Students" showing that advertising and brand awareness simultaneously have a positive and significant effect on purchasing decisions (Wulandari et al., 2019).

Based to the results of the research conducted by researches, it can be concluded that advertising and brand awareness simultaneously have a significant effect on purchasing decisions for Lemonilo Noodle products for students of the Faculty of Economics, Pasim National University. This shows that ad impressions and brand awareness are able to influence consumer purchasing decisions in buying a product.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of data processing and data obtained in this study, the following conclusions can be drawn:

1. Advertising is included in the good category, but there are still weak aspects regarding ad impressions that are not optimal in attracting consumers.
2. Brand awareness is in the good category, but there are still weak aspects regarding consumer memory of the product when consuming other brands.
3. Purchasing decisions are in the good category, but there are still weak aspects, namely regarding products that do not have a higher level of sales when compared to their competitors.
4. Advertising partially has a positive and significant influence on purchasing decisions for Lemonilo Noodle products for students of the Faculty of Economics, Pasim National University.
5. Brand awareness partially has a positive and significant effect on purchasing decisions for Lemonilo Noodle products for Pasim National University students.
6. Advertising and brand awareness simultaneously have a positive and significant influence on purchasing decisions for Lemonilo Noodle products for students of the Faculty of Economics, Pasim National University.

Recommendations

Based on the above conclusions, there are several suggestions that can be given related to the results or analysis and discussion in this study, namely as follows:

1. Lemonilo should review the ad impressions that will be used in promotional activities so that they can attract consumers to buy its products. What can be done by the company is to choose words that are easily understood by consumers and pay attention to what will be said in ad impressions such as sentences of invitation to consume healthier noodle products and clarify the advantages of the products sold by the company, because advertising is one of the factors that influence consumer purchasing decisions.
2. Lemonilo is advised to continue to increase brand awareness of its products so that they can always be remembered by consumers, even though these consumers are consuming other similar products. Things that can be done are by continuously conducting socialization to introduce the products sold, conducting promotions through various available platforms, because the higher the level of brand awareness of consumers of a product, the brand will unconsciously always be remembered and crossed the person's mind.
3. Lemonilo is expected to review the level of sales of healthy noodle products in the market, because the majority of consumers today still prefer to consume ordinary instant noodle products. The thing that can be done is to socialize the advantages that will be obtained from consuming healthy noodle products, which is expected to increase the number of consumers who buy and influence consumer purchasing decisions in choosing healthier instant noodle products for consumption.
4. Lemonilo is expected to continue to improve promotional activities carried out, one of which is through advertising. If the ad impressions displayed are more attractive, this will influence consumers so that they are interested and curious to buy the products offered.
5. Lemonilo should maintain the brand awareness that has been created in the minds of consumers by continuing to innovate new products, always promoting so that consumers always remember the brand of the product they like, with high brand awareness of a product it will influence consumers to make purchasing decisions.
6. Lemonilo should continue to pay attention to the advertisements used in promotional activities and the brand awareness of consumers of the products offered by the company, because this can influence consumer purchasing decisions to buy a product.

FURTHER STUDY

Researchers realize that there are still many shortcomings in this study, and further research on advertising, brand awareness, and purchasing decisions still needs to be done.

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