"The Effect of Repeated Television Advertisement Message of Mastin Towards Its Consumer Buying Decision through Brand Image"

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A company must be able to advertise their products in every single way. Along with the revolution of technology, advertisement can be done in several ways. One way is a television advertisement.There are also several types of television advertisement. Repetitive advertisement is one of the examples. One famous advertisement that uses this method is the television advertisement of Mastin. The advertisement looks cheap by only having a simple graphic that is repeated three times. Hypothetically speaking, an advertisement of this type should draw viewers' attention and implant itself in the minds of a consumer.

Keywords: Advertisement, Television Advertisement, Repeated Advertisement

INTRODUCTION

Over time, consumers are being more well-informed, where a certain product or service that the consumers need are being provided by the media in where the producers introduce their products. One of the best ways for a producer or company to do this is by promotion. According to McCarthy in Marketing Management (2012), "Promotion itself is part of a marketing mix which consists of the 4Ps, which are: product, price, place, and promotion." From all of the acts of promotion, advertising holds the best strategic medium to offer products or services and attract consumer interest to commit into buying the said product or service. With a great advertising scheme and equaled by the product or service quality, a brand image and consumer loyalty towards the brand will emerge.

Nowadays, brand advertisement either in the form of products or services are growing rapidly averaging around 4.5% to that of the preceding year (https://www.statista.com/). Producers of any product or service attempts to capture the sympathy and create a strong buying intention from the consumers for their own brand that they offer. The effort that a producer does is only natural, because marketing nowadays not only sees a consumer as an object, however they are seen as a subject. This effort of advertising also happens because of how tight the competition in the market is between producers. Competition between producers happen in every market segment, including in the herbs segment such as in the segment of Mastin.

The fierce competition of business resulting from the evolution of technology and the surge of globalization forces all and every company to work hard to construct a marketing strategy that will reach their target market as effective as possible. A strategy is said to be effective if it has an accuracy of reaching the intended and targeted market highly and reaching the intended segment and affecting the consumers' perception of making a buying decision. Each strategy must be equipped with the marketing tools that are considered most appropriate for the company. In addition, marketers are also required to anticipate the competitors by creating strategies which are owned by the competitors. It is a big responsibility

that must be held by a company if it wants to remain as a recognizable company by the community in an already fierce business competition. Increasingly sharp and diverse competition encourages producers to be aggressive in promotion to attract public interest. One way that is being done in promotional activities is advertising.

Advertisement is one of the most basic and simplest type of a marketing strategy for a certain product or service. Advertisements is a form of marketing communication to sell something and create a brand image for the consumers. Advertisements come in different shapes and sizes. Ranging from the small-scale ads on newspapers, commercials on television channels, and to large billboard signs on the sides of the road. Most often, the more a consumer sees the same advertisement over and over, the more willing or at least remember the branding of a certain product or service a consumer will be.

Adverts divert in several ways on how the brand image is played around the product or service that is being advertised. Some brand images use a simple basis and crude way for creating and delivering an advert. While some other might go into longer and much more complicated ways to create the best possible brand image of the product or service for consumers to be a part of. This advanced and more focused type of advertisement is usually the best option available for the marketers to market and advertise their product. But not all of the brands in the world use this type of advertisement. Some brands prefer to be simple and more aggressive with their advertising.

History of directed and targeted advertisements come as early of as the 19th century when Thomas J. Barratt – 'the father of modern advertising' – created an effective advertising campaign for a company's products. By using slogans and creating brand images, he has successfully sold the company's products through advertising.

In the 21st century – the era of information - good advertising can make a huge difference between the success or failure of a product or service's selling ability. Nowadays, advertisements have taken on a more technological approach. By placing advertisements on websites and before or in the middle of a video played on YouTube. These advertisements are placed with timers to skip or look at the advertisement in its full length. This is where much more advanced and planned out good advertisements will come into play and be more successful.

One type of the more basic and crude advertisement is where the ad is being repeatedly shown to the consumers with exactly the same video, image, or text. Although, some will also differ slightly but have the same type, meaning, or foundation as the others. This type of advertisement can make the consumer remember the advertisement then the product or service much better. On the downside, it can be a real annoyance for the consumers watching the advertisement. As it shows the same thing over and over again. Examining this is a big factor for a marketer. It ensures a certain marketer to be able to balance between repeatedly and successful brand marketing. This is where this thesis comes into play. Researching about the effects of repeated advertisements and is it an effective and efficient way of advertising a product.

Existing ads must have a medium used as a means of publicity. Many mediums are used for means of advertisement such as, radio, magazines, newspapers, and television. But television remains superior as the most widely used visual media by advertisers. This is due to the fact that television has

many advantages over other types of media that cover a broad range of selectivity, flexibility, focus, attention, creativity, the effects of prestige, and time.

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According to Nielsen (http://industri.kontan.co.id, 2012), the largest percentage of advertisement in the year 2013 was brought in by television which accounted for 68% of total media advertising expenditure. This number increased from the year 2012 by 4%, which was only at 64% and will seem to be higher in the year 2014. Supported also by the fact of the level of television consumption in Java and outside Java shows that television is still the main medium consumed by the Indonesian people. As much as 95% of the total medium consumed through television done in ten major cities across Indonesia.

Since television is still the most widely used medium, the television component in terms of advertising must be made as effective as possible (whose messages are understood, the ads are remembered, and the brand recognizable) in order for the public to receive and always remember the advertisement broadcast through television commercials. As it is seen in the advertisement of Mastin Mangosteen Skin Extract that appears on television produced by PT. Jamu Borobudur. Looking at a Mastin Maggis Skin Extract advertisement on television, the Mastin advertisement shows the star of a woman in the ad named Indah Permatasari who has a fair and smooth skin, and a beautiful face, in addition to the repetition of the Mastin branding display and repeated mention of the brand so that it seems strange but hits the mark spot on. In the Mastin ad that lasts about 30 seconds, jingle ads appear with lyrics that are easy to hear and cheerful rhythm that makes it easy to remember and this whole ad is being repeatedly done. Therefore, this ad is quickly loved and being discussed the public. In giving a respond to a television advertisement, each individual has his or her own thoughts in the sense of a set of ideas about advertising. For example, talking about the role of advertising in everyday life, the format presented, and the meaning contained in a certain advertisement and its relation to other aspects of social life and a conducive contribution in providing education of the advertisement exposure.

Repetition of an advertisement is a strategy which advertisements are being shown more than once a day. Repeating ads, generally with the use of celebrities and actors or actresses who speaks about the products or slogans continuously are a component of this type of repeated advertising. This creates perceived qualities in which consumers give ratings about product excellence and giving the influence to consumers to buy the brand. In a purchase, consumers choose one product and decides to buy it. Advertisers should be aware of how often the frequency of media exposure so it is effective to create a positive response from consumers. Hence, advertisers have to decide how many times an

advertisement will be repeated in a day or week or even month.

It surely is not easy to create an advertisement, along with how tight the competition is, added with the increasing number of chances in the market. A company must truly properly place their adverts. Such as, from using and placing the correct gender as the star of the advertisement until which market segment that the advert is directed towards. These may seem as a trivial and insignificant factor, but behind it, those factors must be given attention to create a good and better advertisement. Other than those factors above, a number of repetitions for the advertisement must be done in order to burn the advertisement to the consumer's mind and create a well-known brand image of the product or service. Although, this needs to be balanced in order to not create a saturation in the consumer's minds by repeating the advertisement over by too many times and not repeated too little times as so the consumers will most likely to forget the advertisement altogether. Experts say that there is a maximum number of repetitions an advertisement can be done, which is three times repetition. Because sometimes, ad repetitions generate a positive impact on consumers, but sometimes generate a negative response.

A feel of boredom from these types of repeated advertisements may happen in which the consumers stop paying attention towards the advertisements after a few repetitions. However, a simple solution is to vary the way the advertisements look and feel but still managing to convey the same core message as the other previous or future advertisements.

There are several studies on purchasing decisions and how purchasing decisions are affected by repeated advertising. For a perceived quality, consumers are willing to pay a premium price for the brand. Perceptions of quality for a strong brand add value in the consumer purchase evaluation stage. For most of the time lately, the repetition of communication on attitudes and purchasing decisions has been studied. Most research show that viewers understand the message in multiple exposures but further exposure causes a negative response.

More often than not, advertising always works in such a way. Whether a consumer likes the advertisement or not. In skippable ads, such as that on YouTube, consumers only have limited time to choose to see the advertisements or not. This is where the marketing department need to fully understand and learn from. In these types of advertisements, the consumer will always look and see a glimpse of the product. A good advertisement can make a brand image as soon as the consumers see it. But a more basic and crude approach can also make consumers remember about the product or service that is being sold by repeating the information being panned to the potential consumers.

The high market demand for a product, results in new products and brands emerging. The diversity of brands and high product offerings forces consumers a great choice and be more critical in making purchasing decisions. Similarly, for herbal medicine products in Indonesia.

The choice of different brands with such diverse prices and qualities allows many consumers to make choices about a product or brand. Each brand that appears in the market has distinctive characteristics that can be differentiated with other brands. A brand and its strategy today became an interesting topic as a source of corporate excellence in the face of competition and demands from customers. For the company, the

brand has a function as a liaison and a guardian of the harmony of corporate relationship with their customers. The statement above is also supported by research conducted by Martin. A brand is more likely to be bought and consumed if the consumer recognizes the same symbolic link between the brand image and the consumer's self-image.

Various efforts are made by the company in order to maintain their brand image. Among them are technological innovation of excellence owned by the product, competitive pricing and appropriate promotion target. The more the brand image of the product sold, it will have a stronger impact on purchasing decisions by consumers. Purchasing decisions by consumers are decisions that involve perceptions of quality, value, and price. Consumers not only use price as an indicator of quality, but also as an indicator of costs that are sacrificed in exchange for a product or product benefit. This is where we see the extent to which the brand can affect consumer ratings with the brand image of the product..

Attitudes and actions of consumers to buy a product, especially a vehicle or car is influenced by its brand image. The purchase of herbal medicine products is very different from other products. The decision to make a choice requires a process that is quite heavy and hard because apart from the side of the many benefits, herbal remedies determine the healing for consumers or patients. Brand image became one of the consumer considerations before buying such herbal medicine. According to Kotler (2012), brand image is a set of beliefs, ideas, and impressions that a person has on the brand or product.

Brand image is a set of beliefs, ideas, and perceptions of a person, a community, or society about a brand.

Consumers view brand image as the most important part of a product, because the brand image reflects a product. In other words, brand image is one of the most important element that can directly encourage consumers to buy products. The better the brand image attached to the product, the more the consumer will be interested in buying the product. Having a strong brand image is a must for every company. As brand image is a very valuable company asset. It takes hard work and a long time to build a reputation and brand image. A strong brand image can develop a company image with a company name. These brands help advertise the quality and size of the company. Likewise, when the opposite image of the company gives a negative effect to the brand image of its products, it will also directly affect consumer purchasing decisions against the company's products offered.

Most consumers get information about products not only from commercial sources, but interpersonal roles can be very effective in brand or product selection. By gathering this information, consumers can know the advantages and disadvantages of the brand or product with its competitors.

Based on the background that has been stated above, several questions emerge as the main questions for this minor thesis, some of which are:

(1) Is there any effect of the repetition of Mastin advertisements on its brand image?
(2) Is there any effect of Mastin's brand image on buying decision?
(3) Is there any effect of Mastin repeated advertisement on buying decision?
(4) Is there any effect of the repetition of Mastin advertisements on buying decision through brand image?

LITERATURE REVIEW
Marketing

According to (Kotler, 2012:5) marketing is a social and managerial process in which individuals and groups acquire what groups need and want by creating, offering, and exchanging valuable products with other groups.

The American Marketing Association in Marketing Management offers the following formal definition: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Marketing Management

Marketing management according to (Kotler, 2012:5) is the art and science of choosing target markets as well as gaining, maintaining, and increasing the number of customers through superior customer creation, delivery and communication.

(Kotler & Armstrong, 2012), states that "Marketing management is the analysis, planning, execution, and control of programs designed to create, build, and maintain profitable exchanges with target buyers with a view to achieve organizational goals."

Advertising

Advertising is part of the promotion mix and promotion mix is part of the marketing mix. In simple terms, advertising is defined as a message that offers a product addressed to the community through a medium. While advertising is all costs that must be issued by the sponsor spent to make presentations and non-personal promotion in the form of ideas, goods or services (Kotler, 2012:153).

Advertising is the most persuasive sales message that is directed to the most potential buyers of a particular product or service that is done at a cost as cheap as possible (Jefkins, 1997:5). While advertising is the promotion of goods, services, companies, and ideas that must be paid by sponsors (Kotler, 2012:19). Sponsor in this case is a certain company that will become a client of promotional service providers.

Advertising Function

In general, advertising is valued for being known as the implementer of a variety of important communication functions for business and other organizations, among others (Shimp, 2003:357):

a. Informing (providing information)

Advertising keeps consumers aware of new brands, educates them about the features and benefits of brands, and facilitates positive brand creation. Because it is an effective form of communication, the ability to reach a wide audience with relatively low cost per contact. Advertising facilitates the introduction of new brands, increases the demand for existing brands, and increases the peak of consciousness in the minds of consumers (TOMA-top of mind awareness) for existing brands that are already in the mature product category. Advertising displays the role of other valuable information for both the advertised product or brand and the consumers by teaching them the new benefits with existing brands.

b. Persuading

Effective advertising will be able to persuade customers to try the products and services advertised. Sometimes persuasion shapes affect the primary demand, which creates demand for the entire product category. More often than not, advertisements attempt to build

secondary demand, that is, the demand for specific company brands.

c.   Reminding

Advertising keeps the company's brand fresh in the minds of consumers. Effective advertising also increases consumer interest in existing brands and the purchase of a brand that they might not choose. Further advertising is demonstrated to influence brand switching by reminding consumers who have not recently bought a brand that is available and contains lucrative attributes.

d.   Adding value

There are three fundamental ways that companies can add value to their offerings: by innovation, quality improvement, or changing the consumer perceptions. These three value-added components are completely independent. Innovation without quality is simply a novelty. Consumer perceptions without quality and/or innovation are merely excessive billboards. And both, innovation and quality, if not translated into consumer perceptions, is merely such as the sound of a famous tree fallen in an empty forest. Advertising adds value to the brand by influencing consumer perceptions. Effective advertising causes the brand to be seen as much more elegant, much more stylish, much more prestigious, and can be superior to competitors' offers.

e.   Aid for company's other efforts

Another role in advertising is to help sales representatives. Advertising begins the sales process of the company's products and provides a valuable introduction to the sales force before even making personal contact with prospective customers. The effort, time, and cost of advertising can be saved because less time is needed to inform the general benefits and benefits of the product to these prospective customers. What's more, ads legitimize or make what the sales representatives claim to be more credible and more trustworthy.

As the delivery of message, advertisements are generally placed in places where the audience can easily or often access them either in visual form (image or video) or audio (voice) (Sutherland, 2007:20). According to Sutherland, et.al. (2007: 25) ads have two main types, which are:

i.   Institutional advertising

Designed to enhance the image of a company rather than promote a particular product. The form of institutional advertising is known as advertising advocacy, used to express its views on issues or to respond and defend from media attacks.

ii.   Advertising Products

Used to promote the benefits of a particular product or service. This product stage in its life cycle often determines the type of product advertisement used, among others:

1.   Pioneering advertising: A form of advertising designed to stimulate primary demand for new products or product categories.
2.   Competitive advertising: A form of advertising designed to influence the demand for a particular brand.
3.   Comparative advertising: A form of advertising that compares two or more competing brands named or specifically shown in one or more specific attributes.
1.   Television Advertisement

In the world of the television media, technological proficiency has dominated the minds of the people, as the visible images on television are able to lift the advertising media into a perfectly perfect piece. The admiration is inseparable from the role of television advertising that has animated advertising

in the world of audience knowledge and is full of the delusion of audio visual skills and the principles of mass communication as a medium of construction.

A deeper understanding of the definition of television advertising is a magical world that can transform commodities into an enchanting and mesmerizing glamor into a system that comes out of the imagination and comes into the real world through media. On the other hand, television advertising is a medium for selling goods or services rather than entertaining on the grounds that an advertisement only reports a good or service and has nothing to do between the likes of the advertisements shown (Shimp, 2003:121).

2.   Television Advertising Language

In advertising, the language used has a central characteristic, that is, reaching the goal as desired by the advertiser. Whatever kind of language is used and however the structure and style of messages used in an advertisement, the message is clearly capable and can realize the purpose of advertising and as much as possible able to communicate the language well in accordance with the norms submitted from the producer of the product (acting as a communicator) to its customers (acting as the audience of the message, communicant or audience).

Advertisement language is a language that has at least two things, namely the form of language and the way it is delivered. The form of language concerning function and context, while the way delivery is related to the use of language which is easily memorable by the audience (Shimp, 2003:45). The language used in Aqua mineral water advertisement as one type of advertisement has to fulfill two important things. The language in preparing the advertisement plays an important role as a starting point so that the message delivered can be accepted by the reader or in this case viewer without raising any doubt. Advertisements that have an attraction score to them is aimed to find and be placed in a special position in the minds of consumers and also these types of advertisements are useful to provoke consumer and viewer or reader responses. A product or service must position itself to place a good image and build an ideology that is embedded into the minds of consumers to believe, make them want to buy and use it, so it becomes his habit to choose the product.

Television advertising language is seen from the communication function using two functions (informative and persuasive) to construct the meaning and image of the brand or product being advertised. The function of the language of television advertising communication means that the language used in advertising can be a means of being a messenger. This function includes informative and persuasive, described by Shimp, (2003:43) who suggests that the language of television advertising seen from the informative function relates to the delivery of "message" of an advertisement using a more informative language or explain more clearly with the intention to provide information and the main purpose. The most important thing is to introduce goods or services without any element of coercion or persuade to buy or use.

The language of television advertising is seen from the persuasive function of an advertisement seen as a promotional effort through the delivery of more attractive, engaging, and lucrative language with the primary aim of persuading the audience or consumers to be interested in buying and using the products or services offered.

3. Repeated Advertisement Message

The repetition of an advertising message is a strategy to approach the target market. A message that is constantly repeated in the end will result in remembering the message. The repetition of an advertisement message can lead to a change in consumer knowledge, attitude, and behavior (Jefkins, 2001: 162). The researchers argue that the repetition has its limits, where the optimum amount is three times, more than three times will make it redundant.

The reliability of the message on repetition can be indispensable under some conditions. When communication carries a large or complex set of information, the consumer may not be able to fully understand the message during a single exposure, although this may depend on the type of medium in which it appears. Unlike radio and television advertisements, print advertisements can be processed at their own pace and reprocessed if necessary. Therefore, the additional opportunity for message elaboration made possible through repetition is more useful for advertisements that appear in broadcast than in print.

The advertising media theory says, the advertisements will deliver effective results when delivered at an effective frequency level, then hit an effective audience, and should be displayed during the purchase period (Sihombing, 2010). In his research Ray et. al. (in Indiarto, 2006) found that repetition increased purchasing intentions in low-price convenience goods advertisements, but not for high-price shopping goods. But studies using television advertising have a positive effect of repetition. Where repetition of an advertising message is a strategy to approach target audiences.

Because the same message that is repeated in the end will result in remembering the message.

Indriyanti and Ilhalauw (2002) argue that the repetition of advertising messages is quite influential in attracting attention, attracting interest, desire and encouraging consumers to take action purchases. Because essentially the same message that is repeated in the end will result in the remembrance of the advertisement.

This phenomenon is called the glimpse of advertising (advertising wear out) (Schiffman, 2014). The findings can occur for two reasons. First, consumers may actually stop paying attention to an advertisement after it has been aired several times. As an alternative, consumers may continue to pay attention, but they become more argumentative as a result of seeing repeated advertisements (Jefkins, 1997).

4. Repeating Advertisement Indicator

An advertisement is a strategy to approach the target audience. A similar message that is repeated in the end will result in the memory being remembered. The repetition of an advertisement message can lead to a change in consumer knowledge, attitude, and behavior (Schiffman, 2014). This statement is derived from the three-hit theory (Schiffman, 2014), which consists of:
1. Once to raise consumer awareness towards the product,
2. Once to show product relevance, and
3. Once to remind consumers of the benefits of the product.

According to Indriarto (2006), a consumer's first exposure to television advertising increase curiosity. The second exposure to the television advertisement, the consumers are being exposed toward the brand and product

evaluation. The third exposure the consumers are given a choice deciding whether to buy the product or not. According to Rik Pieters (1999), one to three exposures to an advertisement is the sufficient median for a consumer to consider a purchase of the product or service.

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Brand Image

In general, brand image can be described with certain characteristics such as humans, the more positive the description the stronger the brand image and the more opportunities for brand growth (Davis, 2008). Assessing whether or not a brand can be seen from the criteria of a good brand. According to (Schiffman, 2014) good brand criteria are well protected, easy to pronounce, memorable, easy to recognize, attractive, showcasing product benefits, highlighting product differences compared to competitors.

According to Schiffman, (2008) said that the image is a perception that is relatively consistent in the long term (enduring perception). So, it is not easy to form an image, so that when an image has been formed it is difficult to change it.

Brand image is a representation of the overall perception of the brand and it is shaped from the past information and experience of the brand. Brand image is a reference of a brand related to attitude in the form of belief. Consumers who have a positive image of a brand, will be more likely to make a purchase.

Described in the 2012 book, Kotler defines brand image as a set of beliefs, ideas and impressions a person has on a brand. Therefore, the attitude and actions of consumers to a brand is determined by the brand image is a requirement of a strong brand.

While Kotler, (2012:256) stated that brand image is an association of brand interconnected and cause a series in consumer memory. Brand image formed in the minds of consumers. Consumers who are accustomed to using a particular brand tend to have consistency with the brand image.

Brand image is related to the association with the brand, because when the brand impressions that appear in consumer memory increases due to the increasing number of consumer experience in consuming or buying the brand. Consumers more often buy products with famous brands because they feel more comfortable with the things that are known, with the assumption that the famous brand is more reliable, always available and easy to find, and has a quality that is no doubt, so that the brand is better known is more often selected by the consumers rather than the much more unfamiliar brands.

From several theories put forward above, experts have concluded that the brand image is a set of beliefs on a name, symbol or design and the impression someone has on a brand obtained based on information about the facts. Then have used the brand, so this impression that appears is relatively long

term that has formed in the minds of consumers.

The success or failure of the marketing mix strategy depends on the consumers of the products offered by the company. In general, the consumer purchasing decision process of a product occurs from the desire within him/herself. This may change with consideration in using one of the elements contained in the product marketing mix. There are several important elements in the product, one of which is the brand image (Dewi, 2005).

A brand needs an image to communicate to audiences in this case its target market of the values contained therein. For the company, image means the public perception of the company's identity. This perception is based on what the public knows or thinks about the company. Therefore, companies that have the same business field may not necessarily have the same image in front of people or consumers. Brand image becomes one of the handles for consumers in making important decisions Albari, (2007).

According to Kotler and Keller, (2012), the brand image is as follows: "The process by which a person chooses, organizes, and interprets information input to create a meaningful picture."

Based on the above description it can be concluded that the brand image is a consumer understanding of the brand as a whole which is not solely determined by how good naming of a product, but also how to introduce the product in order to become a memory for consumers in forming a perception of a product.

Factors Affecting Brand Image

According to Schiffman and Kanuk, (2008) mentions the factors that form the brand image is as follows:

1. Quality, of which relating to the quality of products offered by the manufacturer with a particular brand.

2. Can be trusted or relied upon, related to opinions and agreements made by the public about a product consumed.

3. Usefulness or benefit, which is related to the function of a product that can be utilized by consumers.

4. Services, related to the duties of producers in serving their customers.

5. Risks, relating to the profit and loss experienced by consumers.

6. Price, in this case relates to high or low amount of money that consumers spend to influence a product, can also affect the long-term image.

7. Image, owned by the brand itself, in the form of customers, opportunities and information related to a brand of a particular product

While Kertajaya, (2007) mentions that brand image in the minds of consumers can be influenced by several factors, among others:

1. Communication from other sources is not necessarily the same as that of marketers. Communication can come from other consumers, retailers and competitors.

2. Consumer experience through an experiment conducted by consumers can change the perception that previously owned.

Therefore, the number of various perceptions that arise that will form the total image of the brand.

3. Product development: brand positioning to the product is quite unique. On the one hand, is an umbrella for the product, meaning that with the brand, the product can rise in value. On the other hand, the performance is shaping the brand image that overshadow and of course consumers will compare between the performance of products that have been felt with the promise of the brand in the slogan.

Based on the above description can be concluded that the factors that form the brand image of physical factors (packaging, logo, brand name) and psychological factors (trust, value, personality), quality or quality, trustworthy, benefits and price. Brand image is very closely related to what people think and feel towards a certain brand or product so that in the brand image psychological factors play more role than the physical factor of the brand.

Brand Image Component

Environmental and personal factors as the initial formation of a brand image, because environmental and personal factors affect a person's perception. Environmental factors that can affect are the technical attributes that exist in a product where these factors can be controlled by the manufacturer, but also socio-culture is included in this factor. Personal factors are the mental readiness of consumers to perform the process of perception, consumer experience itself, mood, needs, and consumer motivation. Image is the end product of the initial attitude and knowledge formed through a dynamic repetition process because of this experience being exposed to.

Brand image is an association of all available information about the product, service, and company of the brand in question. This information is derived from two ways, the first through direct consumer experience consisting of functional satisfaction and the second is, through emotional satisfaction.

According to Biels in Consugno, (2006) says that: "Brand image can be measured by 3 parts: image maker, user image, and product image." The component of brand image consists of three parts, which are:

a. Production Image

Production image is a set of associations perceived by consumers to companies that make a good or service. For manufacturers, brand benefits are:

1. Brand makes it easy for sellers to process orders and track problems that arise.
2. Brand provides legal protection for the specialty or product characteristics.
3. Brand allows to attract a group of loyal and profitable buyers.
4. Brand helps sellers do market segmentation.

The indicators of corporate image include:

1. Company Popularity. The popularity of the company is the level of introduction in the eyes of the public or the consumer. The more popular a company, the better the opportunity for the company to get consumers because it is much more known and exposed to the general public and its consumers.
2. Credibility of the Company. Credibility of a company is a value owned by a company in the form of quality, capability, or strength to generate trust for the public or its customers. The higher the level

of credibility the company has, the more it will increase consumer confidence in the company.

3. Company Network. A company's network is the relationship, connection, or support the company owns from individuals, governments, or other companies. More and more networks owned by the company, the more it will provide strength and support for the company to survive and thrive against the competition in the market.

b. Consumer Image

Consumer image is a set of associations perceived by consumers to users who use goods or services. For consumers, brand benefits are:

1. Brand can tell buyers something about quality.
2. Brand helps attract buyers' attention to new products that may benefit them.

The indicators of Consumer Image include:

1. Consumer Personality Character

The character of the consumer personality in this definition is in the nature of the self or the nature of the obligations of quality, nature, ability to influence people, and a special temperament that distinguishes one individual from another individual. Personality tends to influence one's choice of product. It is these traits that influence how consumers respond to the marketing efforts of marketers, and when, where, and how they consume certain products and services. The better the personality and influence of consumers towards other consumers, the more it will have a positive impact on the company.

2. Consumer Lifestyle

Lifestyle is an individual way of life that is identified by how people do their activities, hobbies or interests and about what they think about the world around them. In the context of this study the more diverse consumer personality, the more it will form the image of consumers because consumers come from various groups.

3. Social status / Consumer Social Class

Social status is the place or position of a person in a social group, with respect to other groups within the larger group. A person's social status can be derived from the criteria of position, education and the extent of science, wealth, politics, heredity, and religion. In the context of this study the more diverse the social status of the consumer the better the range of products to the social status of consumers.

c. Product Image

Product image is a set of associations perceived consumer of a certain goods or services. The indicators of product image include:

1. The existence of a guarantee on the products offered

The existence of a guarantee on the products offered is the level of credibility and the level of security of the products offered. In the context of this research, the more credible and safer the product is the better because it makes the consumers become safe.

2. Good service quality

Quality of service is how good the services provided by the company when there are consumers who want to get the product offered.

3. Product quality

Product quality is the ability of a product to perform its functions. Which include, reliability, accuracy of ease of operation and improvement, and other valuable attributes.

4. Interesting design

Product design is the attractiveness of products viewed from the visual side, in the context of this study visual design in question is the layout and attractiveness of the design of the bank under study.

5. Has benefits

The products offered have various benefits and added value that can help solve consumer problems.

Brand Concept and Brand Usage Purpose

Brand creating is not only about its ubiquity features, visibility and functional, but also concerns the emotional bond with humans in the everyday life of human beings. When a product or service expresses an emotional dialogue with a customer, the product or service will declare its quality through the brand.

Brand is the value of performance indicators developed through appropriate strategies, programs and values provided to customers as:

a. Combinations (not always) of designs, symbols, signs, and names that identify and differentiate company and competitor products.
b. Written contracts regarding intrinsic value and product superiority with the wearer.
c. Management efforts to demonstrate the integrity of the company's products.
d. Seller's promise to consistently deliver a specific set of features, benefits, and services to buyers.
e. Statement of trust and use of risk.

Many call that the design, color, motion, or combination of other product attributes provide the identity and differentiation of a competitor's product. Good products can convey additional meanings about product quality assurance that have unique uniqueness, describe something about the product's benefits to the wearer, are easy to say, recognize and remember, and do not have a bad meaning in other countries and languages, and can adapt to the new products that may be added to the product line. While the purpose of using the brand can be described below one by one:

a. An identity, useful as a market recognition in product differentiation with a competitor's product that makes it easy for consumers to recognize it when repurchasing.
b. Promotional tool, that is as product appeal.
c. To build an image, which provides quality assurance, as well as certain prestige to the consumer.
d. Creating a competitive advantage, if a brand that has high equity will generate the following benefits:
1. Can provide defense against competitive price competition
2. The company will be easier to launch brand extension to high credibility
3. Ability to survive at higher prices than competitors, because consumers have confidence in product quality
4. Customers are very much expecting the brand they intend so that the bargaining position of producers with distributor-retailers is stronger
5. Because the level of consumer awareness and loyalty to the brand is very high, then the company can enjoy lower marketing costs.

Brand Image Formation Process

The formation of brand image in audiences, closely related to the perceptions that exist in the audience of the brand. Brand image is a perception that is relatively superior to competitors. This is called the position of the brand (brand position). A successful brand is a brand that has a stronger position than its competitors.

In order for a company and brand to have a strong brand position, it must first be known by putting the brand in the minds of consumers. For that, brands must compete to enter in the consumer memory. The consumer's brain capacity is limited, whereas every day consumers are bombarded by thousands of stimuli. As a result, not all brands are accommodated inside the consumer's mind. Naturally, the consumer's brain moves the five senses to select the brand to be noticed. (Mardiyah, 2010).

In this first step, brand existence in mind is limited to brand recognition (brand awareness). At the lowest level of recognition, where simply knowing the existence of a brand, consumers cannot yet form a picture and perception about the brand. However, as consumers are exposed to the brand along with time, this perception will eventually form a certain image of a brand.

Brand Image Strategy

According to Schiffman (2008), basically the brand image is built in three ways:

1. Feature-based. A brand can be rated higher by adding product features that can be an image generator or/and association by generating and bonding emotionally with consumers.
2. User-imagery. User-imagery is used by a brand to create the image by focusing on who uses the brand. Characteristics of the brand user

becomes the value of the brand in the eyes of consumers.
3. Ads. Effective advertising campaigns can shape product images for example by associating a brand with a particular consumer group or with values that are highly regarded in society, even the advertisement of a particular brand may be the main differentiator that makes a product different from similar products.

Once the brand image is built, it needs a strategy to keep it strong. According to (Arnold, 2006), strong brand image can be obtained by:
1. Being different, that is the product must have a differentiator or privilege as so to make it easier to remember and know.
2. Involve slogan or jingle so it is easy to remember in promotional activities.
3. Symbol exposure is a sign, logo, or symbol, which allows companies to introduce the product so as to introduce the brand to consumers.
4. Consider brand extension to make the brand more prominent.
5. Using identification on the product, such as creating a unique packaging, or the use of attractive colors.
6. Recall requires to achieve the desired level of brand image.

Brand Image Dimension

In this research, the author uses three dimensions of brand image in his journal (Vazifehdust, 2011) which consists of functional image (image seen from product function), affective image (image seen from attitude toward brand), and reputation (image seen from brand reputation).

The dimensions of the functional image include three things: the products having a high quality, the products having better characteristics than the competitors', and the products of the

which are usually cheaper than the competitors'.

The affective image dimension includes three things: the brand is, the brand has a personality that distinguishes itself from competitors', and it's a brand that does not disappoint its Customers.

The dimension of reputation includes two things: the product or service is one of the best brands in the sector, and the brand is very consolidated in the Market.

Buying Decision

A decision can be made only if there are several alternatives selected. If no alternatives exist, then the action taken without the option cannot be said to make a decision. According to Kotler and Armstrong (2012), consumer purchase decisions are the most preferred brand of alternative alternatives, but two factors can lie between purchasing intent and purchasing decisions. The first factor is the attitude of others and the second factor is the situational factor. Therefore, purchase preferences and intentions do not always result in an actual purchase. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered. Decisions always require choice among several different behaviors.

Based on the above description, it can be concluded that the purchase decision is an individual problem-solving activity in the selection of appropriate behavioral alternatives of two or more behavioral alternatives and is considered as the most appropriate action in buying firstly through the stages of the decision-making process.

Buying Decision Process

The buying decision process is not just based on various factors that will affect the buyer, but rather is based on the role in purchasing and the decision to buy. According to Simamora (2006) that in the buying decision there are five roles, namely:

1. Initiator, the person who first suggested buying a particular product or service.
2. Influences, the one whose view / advice gives weight in the final decision-making.
3. Decision Maker, the ones who most or partly decide on purchases, whether to buy, what to buy, when to buy, how to buy, and where to buy.
4. Buyer, the person making the real purchase.
5. User, a person who consumes or uses products or services.

Consumer Buying Decision Steps

The decision-making process is a behavior that must be done to achieve the goal, and thus solve the problem. In other words, the process of solving a problem directed at the target. Specific purchasing decision processes according to Kotler and Armstrong (2012) consist of the following sequence of events: the introduction of needs and problems, information retrieval, alternative evaluation, purchasing decisions, and post-purchase behavior. In detail, these stages can be described as follows:

1. Introduction of the problem, the consumer is aware of the need. Consumers are aware of the difference between the actual conditions and the conditions expected.
2. Search information, consumers want to find more consumers who may only enlarge the attention or do information searching actively.
3. An alternative evaluation, which is to study and evaluate the alternatives obtained through information retrieval to obtain the

best alternative option that will be used to make a purchase decision.

4. The decision to buy, making a decision to make purchases that have been obtained from an alternative evaluation of the brand to be selected.
5. Behavior after purchase, the situation where after purchase of a product or service then the consumer will experience some degree of satisfaction or dissatisfaction.

According to Sutisna and Sunyoto (2013), there are three important things from understanding consumer purchase decision model that is as follows:

1. With the model, the views on consumer behavior can be seen in an integrated perspective.
2. The model of consumer purchase decisions can be the basis for the development of effective marketing strategies.
3. The model of consumer purchase decision can be used as the basis for segmentation and positioning.

Buying Decision Indicator

According to Hsu dan Chang (2008) indicators for measuring purchasing decisions as follows:
a. The desire to use the product
b. The desire to buy the product
c. Prioritize the purchase of a product
d. The willingness to sacrifice (time, cost, and energy) get a product.

Whom also states that the purchasing decision indicator is to buy or not to buy is related to belief in buying and would not expect any problem and hope there is no problem or risk, and consideration to get benefit from product.

Previous Research

To illustrate and clarify the framework of thinking in this study, the researcher feels the need to discuss the results of previous research. Therefore, a previous research is used as a guide as a basic consideration for researchers in an effort to obtain a clear direction and frame of mind. Here is an earlier study that can be used as a reference for researchers:

Source: Processed data (2017)

Research Hypothesis

The research hypothesis is a temporary estimate in the study consisting as follows:

Within the marketing tradition with its reliance on economic theory and related emphasis on rationality in buying behavior, the recognition of products having symbolic meaning for consumers coincided with marketing's courtship with the behavioral sciences in the 1950s and 1960s. Gelb & Zinkhan (1986) suggested there was a need for a "greater awareness of the social and psychological nature of products." Which gives the first hypothesis (H1) as: There is an effect of Mastin repeated advertisements on Brand Image.

Brand image is an important cue during the process of consumers' purchase decision making. Favorable brand information positively influences perceived quality, perceived value, and consumers' willingness to buy (Kotler, 2012). Consumers are more likely to purchase well-known brand products with a positive brand image, because a brand with a more positive image does have the effect of lowering consumers' perceived risks or increasing consumers' perceived value (Aghekyan, et. Al., 2012). Which conlcudes the second hypothesis (H2) as: There is the effect of Mastin brand image on consumer buying decision

Advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviors and advertisement is behaving as a driving force for any business as it's

an effective source to convey your message and stay in customer's mind (Malik, et. Al., 2013). Therefore, the third hypothesis (H3) is: There is effect of Mastin advertisement towards consumers' buying decision.

Branding research has largely focused on consumer goods markets and only recently has attention been given to business markets. In many business markets the company's reputation has a strong influence on buying decisions which may differ from the more specific product related influence of the brand's image. There are influences of brand image and between advertisement and consumer buying decision (Cretu & Brodie, 2005). So the fourth hypothesis (H4) is: There is an effect of Mastin repeated advertisement on consumer buying decision through brand image.
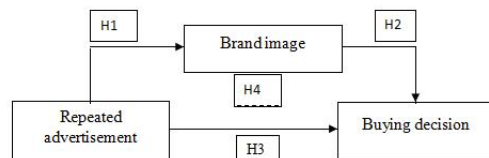
Source: Processed Data (2017)

RESEARCH METHOD

Type of Research

The selection of methods used in a study is very useful for researchers because with the selection and determination of appropriate methods can help in achieving research objectives. This study aims to prove correlational relations and causal relationships, the researchers used quantitative methods. According to (Creswell, 2015: 285) Quantitative methods are studies that are loaded with nuances of numbers in data collection techniques in the field.

According to Creswell (2015: 281) casual research aims to determine the relationship or influence between these variables. Where in this study analyze the hypothesis to be tested the

truth by correlational test of each variable and regression analysis to find out cause and influence between a variable with other variables. As according to Creswell (2015: 258), the hypothesis itself describes the relationship between two or more variables; To find out whether a variable is associated or not with other variables; Or whether a variable is affected or not by other influences. Where in this research the researcher examined three variables of research.

Based on the research purpose, model, and hypotheses, this study uses a quantitative approach. Malhotra (2002) stated that a quantitative approach is a research methodology that sets out to quantify the data in order to use statistics for analyzing the data set. A quantitative approach enables a researcher to establish statistical evidence on the strengths of the relationship between variables. Furthermore, quantitative research methodologies have successfully been used in loyalty studies, particularly in the hotel industry setting. The type of research conducted is called explanatory research.

Location

The research was carried out to potential random strangers in Malang that have already seen the Mastin advertisement. The researchers distribute questionnaires directly to these people.

Population

According to Creswell (2015), a population is a group of individuals who have the same special traits. The population is random people in Malang who have seen or heard about the Mastin commercial.

Sample

According to Creswell (2015), a sample is subgroups of the target population planned by researchers to

describe the target population. Based on the above two statements, it can be concluded that the study sample is part of the number and characteristics of data possessed by the population or a small part of the population members which are taken according to certain procedures so that it can represent the population. On the other hand, a sample is a subgroup of the population (Malhotra and Peterson, 2006)

In the process of sampling, the researcher of this research paper chose and used a sampling method of a non-probability method because the questionnaires are given to random people without prior notice. The other method used is the convenient sampling because it is inline with the previous method.

To determine the number of samples, the researcher has based his research according to the opinions and theory expressed by Roscoe (1982) in (Sekaran, 2007) which proposed the sample size rule as follows:

1. Sample size of over 30 and less than 500 is appropriate for most studies.
2. Samples are broken down into sub samples such as male or female, and a minimum sample size of 30 for each category is appropriate.
3. Multivariate research (including multiple regression analysis), sample size should be several times (preferably 10 times or more) greater than the number of variables that is seen in the study.

The number of variables in the study being researched is three variables that included one independent variables (repeated advertisement) and one dependent variables (brand image and purchase decision). Based on the opinions of experts who had been described above, the minimum sample size in this study were 30 respondents

(3x10 = 30). The number of respondents in this study is set as many as 150 respondents. The number of 150 respondents was obtained from the number of ten dimensions or the questions of the research multiplied by ten (15x10 = 150). In addition, the number of these 150 respondents was included in the appropriate sample size rule in a study as revealed by Roscoe (1982), which states, that the number of rules the sample is worth to be studied is 30 to 500. The number of 150 respondents is also expected to improve the accuracy of data to be generated from this study.

Data Collection Method

The type of data used in this research is quantitative which is gained from the answers of questionnaires distributed to a number of respondents regarding written statements on the repeated advertisement of Mastin regarding their brand image and consumer purchasing decisions.

Meanwhile, to support the discussion in this study, the data source used is primary data, which is data sourced from objects or respondents who were given a questionnaire. To obtain this data and information obtained in this study, the author uses a set of data collection techniques through Questionnaire. Which is a technique of data collection conducted by collecting answers from respondents through structured questions posed in written form.

Operational Variable Understanding

The definition of operational variables, is the element of research that gives a sight of how to measure a variable. In other words, operational variables are a kind of clue of how to measure the variables in the research (Singarimbun and Effendi, 2006).

Repeated Advertisement

Message repetition which is used in an advertisement is a marketing strategy used to approach the target audience. A similar message that is repeated in the end will result in the advertisement being remembered in the memory much more instinctively and reliably. The repetition of an advertisement message can lead to a change in consumer knowledge, attitude, and behavior towards the brand (Kardes, 2001: 162). The repetition of an advertisement will have the following effects on a targeted consumer or audience:

1. Make consumers aware of the product.
2. Show the relevance of the product.
3. Remind consumers about the benefits of the product.

Brand Image

According to Sumarwan (2011), a brand is an important name for a product or service. Brand is a symbol and indicator of the quality of a product. Product brands that have long been known by consumers have become the image of even a status symbol for the product. Therefore, it is not surprising that the brand is often used as a criterion in evaluating a certain product or service. Here are the dimensions and indicators of the brand image according to Sanjaya Pardi (2010) and Tomy Prawisnu (2010):

a. Product Image

Product image is a set of associations perceived consumer of a certain goods or services. The indicators of product image include:

a. The existence of a guarantee on the products offered. The existence of a guarantee on the products offered is the level of credibility and the level of security of the products offered. In the context of this research, the more credible and safer the product is the more familiar the consumers are towards the product.

b. Good service quality. Quality of service is how good the services provided by the company when there are consumers who want to get the product offered.

c. Product quality. Product quality is the ability of a product to perform its functions. Which include, reliability, accuracy of ease of operation and improvement, and other valuable attributes.

d. Interesting design. Product design is the attractiveness of products viewed from the visual side, in the context of this study visual design in question is the layout and attractiveness of the design of the bank under study.

Buying Decision

Purchasing decision is a process of appraising and selecting from various alternatives and choices of brands that offer a certain good or service in accordance with certain interests by setting a choice that is considered most profitable. For more details, variables, indicators, and items of this study, it can be seen in table 3.1 as follows:

Variable	Indicator	Item	Source
Repeated Advertisement	Consumer Awareness	1. The company shows the main raw material 2. The company shows the superiority of the product	Schiffman and Kanuk 2008:166
Brand Image	Product Relevance	1. Have good product	Aghekyan, et. Al. (2012)
	Product Packaging	1. Have a product attractiveness according to the advertisement 2. Have a match to the use of advertising messages	
	Product Image	1. People are familiar with Mastin 2. Society knows the characteristics of Mastin 3. Mastin have good quality 4. Mastin provides good service 5. The design of the packaging provided is interesting	
Buying Decision	Desire to use the product	1. The desire to buy the product	Hsu and Chang (2008)
	Desire to buy the product	1. Consumers want to buy the latest products issued by the company 2. Consumers will make purchases on the products they consume	

	The willingness to sacrifice time, cost, and energy to get a Mastin product	1. Consumers take the time to study the composition and properties of Mastin 2. Consumers take the time to look at Mastin products at consumer fairs and often go to exhibitions conducted by the company to make purchases at special prices	

Source: Primary Source (2016)

Measurement Scale

In this research, the researcher uses the survey method by using questionnaire which contains statements regarding the table above. Hence the technique of measuring data being used by the researcher is by using the Likert Scale.

According to Sekaran (2007), the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The translation of variables into indicator variables serve as a starting point for compiling the instrument items that can be statements or questions.

The measurement scale in this research uses Likert Scale. According to Maholtra and Birks (2006:304), Likers scale is a measurement scale with five response categories ranging from "strongly disagree" to "Strongly agree" that require respondents to indicate a degree of agreement or disagreement to a series of statements related to the stimulus object. The data will be collected through a questionnaire, and then processed into quantitative form by setting the answer form of Likert scale that has a scale value from 1 to 5 based on the respondents' answers. This study uses the Likert scale that has a gradient from very positive to very negative in five different levels, the following in table 3.2 is the broadening of the measurement scale used in this research.

Answer	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Source: Sekaran and Bougie, (2010:152)

Descriptive Analysis

Descriptive statistics and analysis involve transforming raw data into a form that will provide information to illustrate a set of factors in a situation. This is done by ordering and manipulating the raw data collected (Sekaran and Bougie, 2010:152). In this research, descriptive statistic is done to give description or a set of description of data that has been collected by looking from the average value, the highest value and the lowest value (Ghozali, 2013). Below is the descriptive analysis division:

Answer Category Scale	Score Category
1,00 – 1,80	Strongly Disagree
1,81 – 2,60	Disagree
2,61 – 3,40	Neutral
3,41 – 4,20	Agree
4,21 – 5,00	Strongly Agree

Source: Sekaran and Bougie, (2010:152)

Partial Least Square Analysis (PLS)

This is a data processing technique using SEM method based on Partial Least Square (PLS). The PLS software used in this study is using the software developed at the University of Hamburg Germany, named SMARTPLS version 2.0.

In PLS there are two stages, the first stage is the outer model evaluation or measurement model. The second stage is an evaluation of the inner model or the structural model. The measurement model consists of observable indicators. The structural model consists of unobservable first constructs. In this test it is also being estimated the path coefficients that identify the strength of the relationship between independent variables and dependent variables. The measurement model consists of the relationship between the observable variable items and the first constructs as measured by the items.

Measurement (Outer Model)

There are three criteria in using data analysis techniques with SmartPLS

to calculate the outer model of convergent validity, discriminant validity and composite reliability. Convergent validity of measurement model with reflexive indicator is judged by the correlation between the item score and component score estimated with the SmartPLS software. Individual reflexive sizes are said to be high if they correlate more than 0.70 with the measured constructs.

However, according to Chin, (1998) in Ghozali, (2006), for a preliminary study of the development of measurement scale the loading values of 0.5 to 0.6 are considered sufficient. In this research the load factor limit used will be 0.50.

Convergent Validity

Convergent validity aims to determine the validity of each relationship between the indicators with the first variables. The convergent validity of the measurement model with the reflexive indicator is judged by the correlation between the item score and component score with the first variable score or construct score calculated by the SmartPLS software.

Loading factor values above 0.7 is said to be ideal and valid. However, the loading factor value above 0.5 is also acceptable as long as the value is not below 0.5.

Discriminant Validity

Discriminant validity is a test to prove that first construct predicts the size on their block is better than the size of the other blocks. Ghozali (2008) mentioned that discriminant validity of the measurement model with reflexive indicator is assessed based on cross loading measurement with construct.

After the convergent validity, the next evaluation is to see discriminant validity with cross loading, the root square value of average variance extracted (AVE), and the composite reliability. Discriminant validity of the measurement model is assessed based on

the measurement of cross loading by means of construct. If the construct correlation with each indicator is greater than the size of the other construct, the first construct predicts the indicator better than the other construct. The model has good discriminant validity if each loading value of each indicator of a first variable has the largest loading value with another loading value against other first variables.

Composite Reliability

Evaluation of the measurement model with square root of average variance extracted is to compare the value of average variance extracted (AVE) root with correlation between the constructs. If the AVE root value is higher than the correlation value between the constructs, then good discriminant validity is achieved. In addition, AVE values greater than 0.5 are strongly recommended.

The next test to analyze the outer model is to look at the construct reliability of the first variable measured by two criteria, namely composite reliability and the Cronbach Alpha from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability and the value of Cronbach Alpha is above 0.70.

Structural (Inner Model)

Inner model or structural model testing is done to see the relationship between the construct significance value and R-square of each research model. The structural model is evaluated by using R-square for the t-test dependent construct as well as the significance of the structural path parameter coefficients.

R-Square (R^2)

The coefficient of determination (R^2) essentially measures the extent of the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination

is between 0 and 1. The small value of R^2 means the ability of independent variables in explaining the variation of the dependent variable is very limited (Ghozali, 2011). A value close to one (1) means that independent variables provide almost all the information needed to predict the dependent variation.

One thing to note is the issue of the Spurious regression. The coefficient of determination is just one and not the only criterion for selecting a good model. The reason is that if a linear regression estimate yields a high coefficient of determination, but is inconsistent with the economic theory chosen by the researcher, or does not pass from the classical assumption test, then the model is not a good estimator model and should not be chosen as an empirical model.

The fundamental weakness of using the coefficient of determination R^2 is the bias against the number of independent variables entered into the model. Each addition of one independent variable, then R^2 must increase no matter whether the variable has a significant effect on the dependent variable or not. Therefore, many researchers recommend to use adjusted R^2 values when evaluating which regression model is best. Unlike R^2, the adjusted value of R^2 can rise or fall if one independent variable is added to the model. In this study, researchers used adjusted R^2 in order to avoid bias in measuring how far the ability of the model in explaining the variation of the dependent variable.

In fact, the adjusted value of R^2 can be negative, even if the desired value must be positive. Gujarati in (Rahma, 2010) states that: "if in the empirical test the adjusted value of R^2 is negative, then the adjusted value R^2 is considered zero. Mathematically if the value of $R^2 = 1$, then adjusted $R^2 = R^2 =$ 1 whereas if the value $R^2 = 0$, then adjusted $R^2 = (1-k) / (n-k)$. If $k> 1$, then adjusted R^2 will be negative."

Predictive Relevance (Q^2)

According Jaya and Sumertajaya (2008), goodness of fit model is measured using the R-square first variable dependent with the same interpretation with regression. While Q-Square predictive relevance is used for the structural model, measuring how well the conservation value is generated by the model and also its parameter estimation. The Q^2 number has a value within the range of $0 < Q^2 < 1$, which when it is closer to 1 means the model is better and much more accurate. The value of Q^2 is equivalent to the total determination coefficient in the path analysis.

Hypothesis Testing

The significance of estimated parameters provides useful information on the relationship between research variables. In the SmartPLS statistical test, each hypothesized relationship is performed using a simulation.

FINDINGS AND DISCUSSIONS
Company Profile

PT. Jamu Borobudur Herbal is an herbal company founded in 1979 located in Semarang that produces various herbal products for the health and beauty of both men and women.

Company History

Starting out in 1979, PT. Jamu Borobudur Herbal created herbal medicines that are ready to consume as a pill.

In the year 1989, PT. Jamu Borobudur Herbal created and produced their herbal medicines in the form of capsules. Until this day, PT. Jamu Borobudur Herbal is the largest producer of capsule medicines in Indonesia.

Nowadays, where green technology is very important, PT. Jamu

Borobudur Herbal created its *Back to Nature* division to accommodate the growing global demand for green and reliable medicine. As such, in the year 2000 PT. Jamu Borobudur Herbal started producing various herbal products in the form of cream and gel. They also started producing cosmetic products in the form of both cream and gel.

Company Location

PT. Jamu Borobudur Herbal is located in Semarang, Central Java, Indonesia.

Its exact location is in Jalan Madukoro Blok A 19-20 Semarang, Indonesia.

Company Mission

Their mission is to bring health to people, creating fortune for posterity. To meet customers' requirements to health, we optimize nature and technology to create a healthy life.

Respondent Characteristics

From the results of the distribution of the questionnaire to many students who amounted to 160 respondents, it can be obtained a general description of the characteristics of the respondents based on the age of the respondents and the gender of respondents. The characteristics description of respondents in detail is as follows:

Respondents' Age

The age characteristics of the respondents can be seen in the table below:

Age	Respondents (amount)	Percentage (%)
16-20	29	18.13
21-25	107	66.88
26-30	15	9.38
31-35	2	1.25
>36	7	4.38
Total	160	100

Source: Processed Data (2017)

According to the age table above (table 4.1), it can be summarized that the respondents ranging from 16 to 20 years old take up 18.13% of the whole respondents or having the amount of 29 respondents. Respondents in the range of 21 to 25 years old takes the majority of the age characteristic of the sample with 107 respondents which accumulates to 66.88% of the whole 160 sample size. In the range of 26 to 30 years old, there are 15 respondents which has a total of amount of 9.38% of the population. The 31 to 35 age category has the least amount with only 2 respondents which accumulates to 1.25% of the sample size. Last are respondents who are aged over 36 years old. This has a size of 7 respondents or 4.38% as a whole.

From the table and description above, we can tell the major or main respondents chosen are the ones with the age range of 21 to 25 years old.

Respondents' Gender

The age characteristics of the respondents can be seen in the table below:

Gender	Respondents (amount)	Percentage (%)
Male	55	34.38
Female	105	65.63
Total	160	100

Source: Processed Data (2017)

According to the gender table above (table 4.2), it can be concluded that respondents who are a male have the amount of 55 respondents, which amount up to 34.38% of the total population. Whereas, the female respondents amount to 105 people which has a percentage of 65.65% of the total population.

From the table and description above, it can be seen that most of the respondents who filled out the questionnaire are female audiences.

Description of the Variables

a. Repeated advertisement (X)

In the repeated advertisement are five question items that were asked to the respondents. Below is the table that shows the respondents' answers:

Item	SS		S		N		TS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	%
X1	71	44.38	83	51.88	2	1.25	4	2.50	0	0.00	160	100	4.38
X2	70	43.75	75	46.88	13	8.13	2	1.25	0	0.00	160	100	4.33
X3	56	35.00	96	60.00	6	3.75	2	1.25	0	0.00	160	100	4.29
X4	76	47.50	79	49.38	3	1.88	2	1.25	0	0.00	160	100	4.43
X5	71	44.38	79	49.38	10	6.25	0	0.00	0	0.00	160	100	4.38
Grand Mean													4.36

Source: Processed Data (2017)

From the table above (table 4.3) it can be seen that from 160 respondents that answered the question "the advertisement shows the main material of Mastin" (X1), there are 71 respondents or 44.38% that answered strongly agree (SS), 83 respondents or 51.88% that answered agree (S), 2 respondents or 1.25% that answered neutral (N), 4 respondents or 2.50% that answered disagree (TS), and no respondents answered strongly disagree (STS).

For the second question which asks: "the advertisement shows Mastin's Superiority" (X2), 70 respondents or 43.75% answered strongly agree (SS), 75 respondents or 46.88% answered agree (S), 13 respondents or 8.13% answered neutral (N), 2 respondents or 1.25% answered disagree (TS), and no respondents answered strongly disagree (STS).

In the third question which asks: "the Mastin product looks good in the advertisement" (X3), 56 respondents or 35% answered strongly agree (SS), 96 respondents or 60% answered agree (S), 6 respondents or 3.75% answered neutral (N), 2 respondents or 1.25% answered disagree (TS), and no respondents answered strongly disagree (STS).

For the question: "the Mastin advertisement being shown is attractive" (X4), 76 respondents or 47.5% answered strongly agree (SS), 79 respondents or 49.38% answered agree (S), 3 respondents or 1.88% answered neutral (N), 2 respondents or 1.25% answered disagree (TS), and no respondents answered strongly disagree (STS).

The last question on Mastin's advertisement which asks: "message selection of Mastin's advertisement is suitable to the product" (X5), are answered by 160 respondents. Their answers are 71 respondents or 44.38% answered strongly agree (SS), 79 respondents or 49.38% answered agree (S), 10 respondents or 6.25% answered neutral (N), and no respondents answered both disagree (TS) and strongly disagree (STS).

b. Brand image (Z)

In the brand image are also five question items that were asked to the respondents. Below is the table that shows the respondents' answers:

Item	SS		S		N		TS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
Z1	62	38.75	78	48.75	19	11.88	1	0.63	0	0.00	160	100	4.26
Z2	56	35.00	102	63.75	2	1.25	0	0.00	0	0.00	160	100	4.34
Z3	35	21.88	98	61.25	20	12.50	7	4.38	0	0.00	160	100	4.01
Z4	54	33.75	92	57.50	14	8.75	0	0.00	0	0.00	160	100	4.25
Z5	47	29.38	83	51.88	30	18.75	0	0.00	0	0.00	160	100	4.11
Grand Mean													4.19

Source: Processed Data (2017)

From the table above (table 4.4) it can be seen that from 160 respondents that answered the question: "I understand Mastin product" (Z1), 62 respondents or 38.75% answered strongly agree (SS), 78 respondents or 48.75% answered agree (S), 19 respondents or 11.88% answered neutral (N), 1 respondents or 0.63% answered disagree (TS), and no respondents answered strongly disagree (STS).

The second question which is: "I understand Mastin's characteristics" (Z2), 56 respondents or 35% answered strongly agree (SS), 102 respondents or 63.75% answered agree (S), 2 respondents or 1.25% answered neutral

(N), and no respondents answered both disagree (TS) and strongly disagree (STS).

Out of 160 answers to the question: "Mastin is a quality product" (Z3), 35 respondents or 21.88% answered strongly agree (SS), 98 respondents or 61.25% answered agree (S), 20 respondents or 12.5% answered neutral (N), 7 respondents or 4.38% answered disagree (TS), and no respondents answered strongly disagree (STS).

For the question: "Mastin's producer have a good service" (Z4), 54 respondents or 33.75% answered strongly agree (SS), 92 respondents or 57.5% answered agree (S), 14 respondents or 8.75% answered neutral (N), and no respondents answered both disagree (TS) and strongly disagree (STS).

For the last question of the variable which is: "Mastin have good packaging" (Z5), 47 respondents or 29.38% answered strongly agree (SS), 83 respondents or 51.88% answered agree (S), 30 respondents or 18.75% answered neutral (N), and no respondents answered both disagree (TS) and strongly disagree (STS).

c. Buying decision (Y)

In the buying decision are five question items that were asked to the respondents. Below is the table that shows the respondents' answers:

Item	SS		S		N		TS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1	53	33.13	89	55.63	10	6.25	8	5.00	0	0.00	160	100	4.17
Y2	65	40.63	72	45.00	12	7.50	11	6.88	0	0.00	160	100	4.19
Y3	61	38.13	96	60.00	1	0.63	2	1.25	0	0.00	160	100	4.35
Y4	82	51.25	69	43.13	9	5.63	0	0.00	0	0.00	160	100	4.46
Y5	76	47.50	77	48.13	5	3.13	2	1.25	0	0.00	160	100	4.42
Grand Mean													4.31

Source: Processed Data (2017)

From the table above (table 4.5), it is described several answers to the buying decision. The first is the answer to the question: "I want to use Mastin products after seeing it in the advertisement" (Y1), in which 53 respondents or 33.13% answered strongly agree (SS), 89 respondents or 55.63% answered agree (S), 10 respondents or 6.25% answered neutral (N), 8 respondents or 5% answered disagree (TS), and no respondents answered strongly disagree (STS).

For the question: "I want to buy the latest Mastin products" (Y2), 65 respondents or 40.63% answered strongly agree (SS), 72 respondents or 45% answered agree (S), 12 respondents or 7.5% answered neutral (N), 11 respondents or 6.88% answered disagree (TS), and no respondents answered strongly disagree (STS).

The third question of the variable: "I want to rebuy Mastin products that I use" (Y3), 61 respondents or 38.13% answered strongly agree (SS), 72 respondents or 45% answered agree (S), 1 respondents or 0.63% answered neutral (N), 2 respondents or 1.25% answered disagree (TS), and no respondents answered strongly disagree (STS).

Respondents' answers to the question: "I take time to learn the contents of Mastin" (Y4) are, 82 respondents or 51.25% answered strongly agree (SS), 69 respondents or 43.13% answered agree (S), 9 respondents or 5.63% answered neutral (N), and no respondents answered both disagree (TS) and strongly disagree (STS).

For the last question: "I take time to join Mastin exhibitions to get special offers" (Y5), 76 respondents or 47.5% answered strongly agree (SS), 77 respondents or 48.13% answered agree (S), 5 respondents or 3.13% answered neutral (N), 2 respondents or 1.25% answered disagree (TS), and no respondents answered strongly disagree (STS).

Partial Least Square (PLS) Analysis

This is a data processing technique using SEM method based on Partial Least Square (PLS). The PLS software used in this study is using the software developed at the University of Hamburg Germany, named SMARTPLS version 2.0.

In PLS there are two stages, the first stage is the outer model evaluation or measurement model. The second stage is an evaluation of the inner model or the structural model. The measurement model consists of observable indicators. The structural model consists of unobservable latent constructs. In this test it is also being estimated the path coefficients that identify the strength of the relationship between independent variables and dependent variables. The measurement model consists of the relationship between the observable variable items and the latent constructs as measured by the items.

Measurement (Outer Model)

There are three criteria in using data analysis techniques with SmartPLS to calculate the outer model of convergent validity, discriminant validity and composite reliability. Convergent validity of measurement model with reflexive indicator is judged by the correlation between the item score and component score estimated with the SmartPLS software. Individual reflexive sizes are said to be high if they correlate more than 0.70 with the measured constructs.
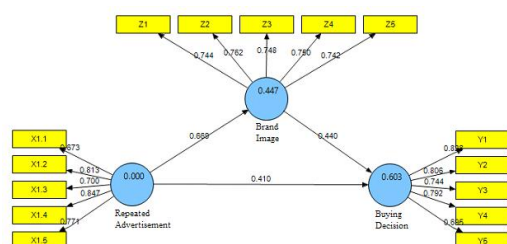
Source: Processed Data (2017)

Above is the main outer model figure for this research. It is calculated per variable and their items using SmartPLS version 20.0.

Convergent Validity

Convergent validity aims to determine the validity of each relationship between the indicators with the first variables. The convergent validity of the measurement model with the reflexive indicator is judged by the correlation between the item score and component score with the first variable score or construct score calculated by the SmartPLS software.

Loading factor values above 0.7 is said to be ideal and valid. However, the loading factor value above 0.5 is also acceptable as long as the value is not below 0.5. Below are the results of the outer loading for each of the indicators possessed by each exogenous and endogenous latent variable in two research models obtained from SmartPLS:

Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)
X → X1	0.6730	0.0636	10.5893
X → X2	0.8126	0.0345	23.5514
X → X3	0.6996	0.0460	15.1940
X → X4	0.8475	0.0295	28.6917
X → X5	0.7710	0.0413	18.6678
Z → Z1	0.7444	0.0471	15.8083
Z → Z2	0.7620	0.0306	24.9003
Z → Z3	0.7484	0.0436	17.1752
Z → Z4	0.7503	0.0414	18.1071
Z → Z5	0.7419	0.0452	16.4068
Y → Y1	0.8284	0.0245	33.8609
Y → Y2	0.8058	0.0221	36.4734
Y → Y3	0.7441	0.0416	17.8891
Y → Y4	0.7917	0.0300	26.3472
Y → Y5	0.6951	0.0626	11.1084

Source: Processed Data (2017)

The table above (Table 4.6) illustrates the value of the loading factor (convergent validity) of each indicator. The factor loading value > 0.7 can be said to be valid, but the rule of thumb in this interpretation is that the loading factor value > 0.5 can be said to be valid. From the table above, it is known that all the loading factor values of the advertisement (X), the brand image (Z),

and the buying decision indicators are greater than 0.6. This indicates that these indicators are valid.

Discriminant Validity

Discriminant validity is a test to prove that first construct predicts the size on their block is better than the size of the other blocks. Ghozali (2008) mentioned that discriminant validity of the measurement model with reflexive indicator is assessed based on cross loading measurement with construct.

After the convergent validity, the next evaluation is to see discriminant validity with cross loading, the root square value of average variance extracted (AVE), and the composite reliability. Discriminant validity of the measurement model is assessed based on the measurement of cross loading by means of construct. If the construct correlation with each indicator is greater than the size of the other construct, the first construct predicts the indicator better than the other construct. The model has good discriminant validity if each loading value of each indicator of a first variable has the largest loading value with another loading value against other first variables. The results of the discriminant validity test are shown below as a table:

	Advertisement	Buying Decision	Brand Image
X1	**0.6730**	0.5244	0.4393
X2	**0.8126**	0.6249	0.5807
X3	**0.6996**	0.5087	0.4655
X4	**0.8475**	0.5382	0.5199
X5	**0.7710**	0.4771	0.5327
Y1	0.5702	**0.8284**	0.5339
Y2	0.6130	**0.8058**	0.5956
Y3	0.5409	**0.7441**	0.5823
Y4	0.5130	**0.7917**	0.6183
Y5	0.4787	**0.6951**	0.4066
Z1	0.4887	0.5891	**0.7444**
Z2	0.5171	0.5105	**0.7620**
Z3	0.5134	0.5797	**0.7484**
Z4	0.5405	0.4877	**0.7503**
Z5	0.4412	0.4992	**0.7419**

Source: Processed Data (2017)

Based on the value of cross loading, it can be seen that all indicators that make up each variable in this study has met the discriminant validity because it has the largest outer loading value (the value in bold) for the variables it formed and not on other variables. Thus, all indicators in each variable in this study have met and passed the discriminant validity test.

Composite Reliability

Evaluation of the measurement model with square root of average variance extracted is to compare the value of average variance extracted (AVE) root with correlation between the constructs. If the AVE root value is higher than the correlation value between the constructs, then good discriminant validity is achieved. In addition, AVE values greater than 0.5 are strongly recommended.

The next test to analyze the outer model is to look at the construct reliability of the first variable measured by two criteria, namely composite reliability and the Cronbach Alpha from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability and the value of Cronbach Alpha is above 0.70. Below is the result of the output composite reliability and the Cronbach Alpha:

| Variable	AVE	Composite Reliability	Cronbach's Alpha
Advertisement	0.5831	0.8741	0.8185
Buying Decision	0.5999	0.8819	0.8325
Brand Image	0.5617	0.865	0.8051

Source: Processed Data (2017)

From the table above (Table 4.8) it can be summarized that the AVE values for all of the three constructs are greater than 0.5 so it can be concluded that the model measurement evaluation has a good discriminant validity.

In addition to the construct validity test, construct reliability test is also measured by the criteria test by using both the composite reliability and Cronbach alpha from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability and Cronbach alpha is above 0.70. So, it can be concluded that the construct has good reliability.

Structural (Inner Model)

Inner model or structural model testing is done to see the relationship between the construct significance value and R-square of each research model. The structural model is evaluated by using R-square for the t-test dependent construct as well as the significance of the structural path parameter coefficients.
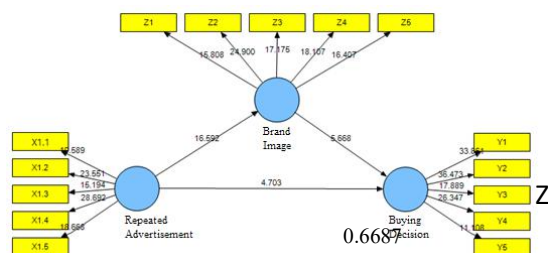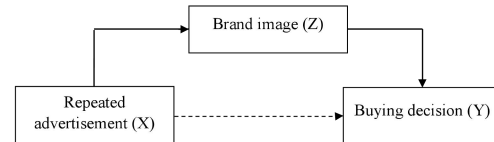

Source: Processed Data (2017)

Above is the main inner model figure for this research. It is calculated per variable and their items using SmartPLS version 20.0.

R-Square (R^2)

The coefficient of determination (R^2) essentially measures the extent of the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between 0 and 1. The small value of R^2 means the ability of independent variables in explaining the variation of the dependent variable is very limited (Ghozali, 2011). A value close to 1 means that independent variables provide almost all the information needed to predict the dependent variation.

Source: Processed Data (2017)

In principle, this research uses 2 variables which are influenced by other variables. The brand image that is influenced by the advertisement and similarly, the buying decision is influenced by the advertisement and brand image.

Variable	R^2
Brand Image	0.4472
Buying Decision	0.6025

Source: Processed Data (2017)

Table 4.11 shows that the value of R^2 for the brand image is 0.4472. Which means that the value of the brand image is 44,72% is influenced by the advertisement. While the remaining 55.28% is influenced by other variables outside of the aforementioned variables.

Also, the table above shows the value of R^2 for the buying decision of 0.6025. Which shows that the buying decision is influenced by advertisement and the brand image by 60.25% while the remaining 39.75% is influenced by other variables in outside of the aforementioned variables.

Predictive Relevance (Q^2)

According Jaya and Sumertajaya (2008), goodness of fit model is measured using the R-square first variable dependent with the same interpretation with regression. While Q-Square predictive relevance is used for the structural model, measuring how well the conservation value is generated by the model and also its parameter estimation. The Q^2 number has a value within the range of $0 < Q^2 < 1$, which when it is closer to 1 means the model is better and much more accurate. The value of Q^2 is equivalent to the total determination coefficient in the path analysis.

By using table 4.11 above, the calculation of predictive relevance is as follows:

$$Q^2 = 1 - (1 - R^2_z) \times (1 - R^2_y)$$

$$Q^2 = 1 - (1 - 0.4472) \times (1 - 0.6025)$$

$$= 0.7803$$

Explanation:
Q^2: Predictive Relevance value
R^2_z: R^2 value of brand image
R^2_y: R^2 value of buying decision

Using the calculation above, it is acquired that the value of the predictive relevance (Q^2) is 0.7803. Meaning that the amount of data diversity from the research that can be explained by the structural model is 78.03%, while the remaining 21.97% is explained by other factors outside the model and variables. Based on this result, it can be the structural model in this research is proper because the value is close to 1 or 100%.

Discussion

The significance of estimated parameters provides useful information on the relationship between research variables. In the SmartPLS statistical test, each hypothesized relationship is performed using a simulation. In this case the bootstrap method is performed on the sample. Testing with bootstrap is also intended to minimize the problem of research data abnormalities. The test results using bootstrapping from the SmartPLS analysis are as follows:

Independent Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/ST ERR|)
X → Z	0.6687	0.0403	16.5922
X → Y	0.4101	0.0872	4.7028
Z → Y	0.4396	0.0775	5.6683

Source: Processed Data (2017)
The structural equation obtained is:
$$Z = 0.6687 \, X$$
$$Y = 0.4101 \, X + 0.4396 \, Y$$

The basis used in testing the hypothesis is the value contained in the output of result for inner weight. Hypothesis testing can be done by comparing the result of the T-statistics with the T-table. The T-table can be obtained from 160 respondents which resulted in a T-table score of 1.960.
H1: advertisement (X) towards brand image (Z); X → Z
H2: brand image (Z) towards buying decision (Y); Z → Y
H3: advertisement (X) towards buying decision (Y); X → Y
H4: advertisement (X) towards buying decision (Y) through brand image (Z); X → (Z) → Y
Hypothesis 1
H1: There is an effect of Mastin repeated advertisements on brand image. Advertisement (X) has a direct and significant positive effect on brand image (Z).

The value of the advertisement towards the brand image has a path coefficient of 0.6687 and T-statistic of 16.5922. Those values are greater than the T-table value of 1.960 or $p \leq 0.05\%$. As so that the repeated advertisement has a positive influence directly and is significant towards the brand image. All of this means that the first hypothesis is accepted.

From the statistical explanation above, it can be concluded that a certain television advertisement – in this case Mastin's advertisement – has an effect on a certain product's brand image. Much like normal advertisements, repeated advertisement also has a direct effect on a brand's image. However, the strength of the effect is multiplited by the number of times the advertisement is repeated.

Even more, these two connecting variables (repeated advertisement and brand image) are even stronger than the others. Which means, a repeated advertisement affecting the consumer's

perception of the brand has a very strong effect on how marketing needs to be. Therefore, for a marketer, they must be careful how they create a repeated advertisement because, while a single advert has a strong effect on the brand image, a multiple and repeated advertisement will have a significant amount of effect towards a brand's image. For this, an advert will always change a consumer's perception on the brand image and repeated advertismenet multiply the effects; both good and bad effects.

Hypothesis 2

H2: There is the effect of Mastin's brand image on consumer buying decision. Brand image (Z) has a direct and significant positive effect on buying decision (Y).

The value of the brand image towards the buying decision has a path coefficient of 0.4396 and T-statistic of 5.6683. Those values are greater than the T-table value of 1,960 or $p \leq 0,05\%$. Therefore, brand image has a direct positive effect and is significant to buying decision. This means the second hypothesis is accepted.

A brand image will most likely affect a consumer's will to buy a certain product or follow a certain brand ecosystem. A good brand image will always give a higher opportunity for a consumer to buy the product. This is an integral part of a marketing strategy which can be seen from the statistical explanation above. What the description means is that a brand image has a direct and significant effect on the outcome of a consumer buying decision. The fact that the brand image has a direct and strong effect on the consumer buying decision means that better brand image will make it easier for a consumer to decide to buy a certain product or follow a certain brand.

Hence, marketers should seek the importance of a better brand image and try to build a good and polished brand image. However, as a marketer, one should not rely on a good brand image altogether because there are more factors which can impact a consumer's buying decision for a product.

Hypothesis 3

H3: There is effect of Mastin advertisement towards consumers' buying decision. Advertisement (X) has a direct and significant positive effect on buying decision (Y).

The value of the advertisement towards the buying decision has a path coefficient of 0.4101 and T-statistic of 4.7028. Which is greater than the T-table value of 1,960 or $p \leq 0,05\%$. So, advertisement has a direct and significant positive effect on buying decision. This means the third hypothesis is accepted.

An effect given by the repeated advertisement towards the buying decision can be seen and found according to the statistical description above. However, this effect is partial because it in mediated by the brand image. The effect of this repeated advertisement is broke up upon two; one using the mediating variable which is brand image, and the other going directly from the advertisement towards the buying decision.

For a marketer, this partial effect must be put into consideration along with the the direct effect.

Hypothesis 4

H4: There is effect of Mastin repeated advertisement on consumer buying decision through brand image. Brand image testing as an intervening variable between advertising and its relationship with buying decision.

Between the repeated advertisement's relationships with the buying decision, there is a conjecture where the brand image acts as an intervening variable. The research hypothesis being tested with the calculation as follows:

Structural equations:

Y = PYX + (PZX × PYZ)

Effect of advertisement to buying decision through brand image is 0.4101

Indirect Effect (IE) = PZX × PYZ
                    = 0,6687 × 0,4396
                    = 0,2940

Total Efeect (TE) = PZX + (PYX × PYZ)
                   = 0,4101 + 0,2940
                   = 0,7041

From the results of these calculations, it indicates that brand image proved as an intervening variable in the relationship between advertisement and buying Decision. This is evidenced by the results of calculations of the indirect effect value of 0.294 and the total effect value of advertisement on buying decision through brand image is 0.7041.

Tests on the influence of mediation between intervening variables with the dependent variable that is advertisement with buying decision, there are alleged effects of the variable brand image as an intervening variable. This is done by using the calculation of Sobel formula. The results of both tests are summarized as below:

P_1 = 0,6687
Se_1 = 0,0403
P_2 = 0,4396
Se_2 = 0,0775

The amount of indirect standard error of advertisement towards buying decision is as follows:

$$Se_{12} = \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2 + S_{e1}^2 \cdot S_{e2}^2}$$

$$= \sqrt{(0,6687)^2 . (0,0775)^2 + (0,4396)^2 . (0,0}$$

$$= 0,0434$$

As such, the value of the T-test acquired is as follows:

$$t = \frac{P_{12}}{Se_{12}} = \frac{0,294}{0,0434} = 6,7672$$

Direct influence, indirect influence, and total influence of the relationships among variables have been presented in a summary of test results using the Sobel method. The summary is presented in Table 4.13 below:

Variable	Direct coefficient		Standard error		Indirect coefficient	Sobel standard error	T
X, Z, Y	0.6687	0.4396	0.0403	0.0775	0.2940	0.0434	6.7672

Source: Processed Data (2017)

Based on the table above (Table 4.11), it can be seen that there is an indirect effect. The result of the fourth hypothesis test shows that the correlation of the advertisement with the buying decision through brand image shows an indirect coefficient value of 0.2940 with a T value of statistic equal to 6,7672. The value is greater than the T table value of 1.960 or p < 0.05. This result means that brand image has a significant influence in bridging advertisement against buying decision. The above results also show that H0 is rejected and H1 is accepted which means hypothesis 4 is accepted.

Based on the explanation of the indirect effect on buying decision, it is found that advertisement also gives a direct influence on consumers' buying decision of Mastin. Other than that, advertisement also gives an indirect influence towards buying decision through brand image. This creates another issue for marketers to look out for. Another variable which is the mediating variable, the brand image.

This fourth hypothesis explains that there is an effect of the repeated advertisement affecting the consumer buying decision through brand image. This mediating variable creates another path in which a repeated advertisement is affecting the buying decision of a consumer.

To conclude, the effect of the repeated advertisement is split into two. One directly affecting the buying

decision, and the other affecting the buying decision through the brand's brand image. Which in turn makes the fourth hypothesis true. In which there is an effect of the mediating variable towards the effect of repeated advertisement towards a consumer's buying decision.

Managerial Implication

The result of this study shows that a repeated advertisement has an effect on consumer buying decision through a brand's image. Which in turn makes the hypothesis acceptable and supports the previous researches by Reza and Valeecha (2013), Gupta (2013), Pieters, Rosbergen, and Wedel (1999), Gelb and Zinkhan (1986), and Janiszewski, Noel, and Sawyer (2003).

In addition, this study also supports Cretu and Brodie's (2005) theory which states that there are influences of brand image and between advertisement and consumer buying decision.

From the two conclusions above, it can be said for a manager's or marketer's use, this research gives an advice to managers and marketers to let them acknowledge the significance of a mediating variable. This can have a managerial impact to which repeated advertisements can be changed to give an effect on the consumer buying decision through a brand's image.

Practically, managers and marketers can try and use a repeating advertisement message to engage consumers spontaneously at a relatively cheaper price.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the problems that have been formulated throughout this research, the results of the analysis and testing of hypotheses that have been done in the previous chapter, then the research conducted can be concluded as follows:

1. Results showed that repeated advertisement has a direct influence on the brand image. Mastin's advertisement has an effect on a certain product's brand image. In the case of this research, a repeated advertisement played back over and over for a certain amount can lead to consumers having a certain mindset and outlook on a brand's image. Much like normal advertisements, repeated advertisement also has a direct effect on a brand's image. However, the strength of the effect is multiplited by the number of times the advertisement is repeated.

2. Repeated advertisement has a positive effect on the consumers' buying decision. The fact that the brand image has a direct and strong effect on the consumer buying decision means that better brand image will make it easier for a consumer to decide to buy a certain product or follow a certain brand.

3. Brand image has a positive effect on the consumers' buying decision. However, this effect is partial because it in mediated by the brand image. The effect of this repeated advertisement is broke up upon two; one using the mediating variable which is brand image, and the other going directly from the advertisement towards the buying decision.

4. Repeated advertisement has an effect on buying decision through the brand image. The effect of the repeated advertisement is split into two.

One directly affecting the buying decision, and the other affecting the buying decision through the brand's brand image. Which in turn makes the fourth hypothesis true. In which there is an effect of the mediating towards the effect of repeated advertisement towards a consumer's buying decision.

Recommendations

Based on the above conclusions, it can be put forward some suggestions that may be expected to benefit the company and other parties. The advice given, among others are listed below:

1. It is expected that the company should maintain and improve the services of advertisement, because the advertisement has a significant influence on brand image and buying decision.
2. Furthermore, marketers should be aware of the significance of a mediating variable such as brand image in order to fully accomplish their end goals. Which is the consumer buying decision.

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