THE INFLUENCE OF INDOMIE ADVERTISING IN TELEVISION MEDIA ON CONSUMER PURCHASING DECISIONS

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Article Info

Abstract

This research was conducted on consumers of indomie brand instant noodles which were limited to UNISI students in Tembilahan. The purpose of this study was to determine how much influence indomie advertising on television media has on consumer decisions in making purchases and to determine the most dominant variable in influencing consumer purchasing decisions. from this study to collect data, data collection techniques were carried out using a questionnaire addressed to consumers as many as 96 samples / respondents. samples were taken using the slovin formula. With quantitative data analysis by testing multiple correlations using the SPSS (Statistical Package For the Social Sciences) program. Based on the results of this study, it is known that the variables of advertising sources, messages and advertising media have an influence on consumer decisions for Indomie Brand Instant Noodles on UNISI Tembilahan students. This is based on the results of the F test which shows that the F table is greater than the F count, namely 243.696> 3.092. of the independent variables (independent) studied, the advertising source variable is 2.629, the message variable is 0.047 and the advertising media variable is 25.096. the three variables are the advertising source variable and the advertising media variable which has the most dominant effect on the decision to purchase indomie brand instant noodles for students at UNISI Tembilahan. Based on the results of multiple linear regression testing, the advertising source variable is 0.950, as well as the message variable 0.002 and the advertising media variable 0.110. meaning that if there is an increase in these three variables by one unit, while the other variables remain constant, the purchasing decision will increase.

1. INTRODUCTION
Background problem

Domestic and foreign companies are trying to set up business ventures and create the types of products that will later be purchased. The increasingly challenging dynamics in the business world mean that companies must be able to respond to market challenges and utilize these challenges as opportunities to survive in the future. This also applies in the food industry. Instant Noodles for the first time made by PT. Indofood in 1970, and marketed in 1972. Food has always been at the top of the list for fulfilling human needs, so that food problems are categorized into primary needs or basic needs. For this reason humans cannot give up their need to eat, Because By eating, humans can survive.

In an effort to provide consumer satisfaction, as well as produce responses that are effective and in accordance with consumer desires, companies need to determine an appropriate sales strategy so that the products offered remain the choice of consumers, therefore it is necessary to study and determine prospective problem solutions for all types of needs, In general, the consumer purchasing process for Indomie Brand Instant Noodles is preceded by advertising or promotions that attract consumers. Availability of various flavors/variants, relatively competitive prices, and attractive packaging.

Indomie's prestige and a series of brands my Other instant products produced by Indofood don't seem to have faded due to the pandemic. Throughout January-July or the first semester of 2022, sales my The instant Indomie brand reached IDR 23.5 trillion. Quoting information disclosure on the official website of the Indonesia Stock Exchange (BEI), Jakarta, Thursday (1/9/2022), this figure was observed to have increased compared to the same period the previous year, which was only IDR 20.2 trillion.

Table 1: 5 Most Popular Instant Noodle Brands in Indonesia according to Top Brand Index (2023)

No	Nama	Nilai / Persen
1	Indomie	72,5
2	Mie Sedaap	16,2
3	Sarimi	2,6
4	Gaga 100/Mie 100	1,7
5	Supermi	1,3

Source: *https://databoks.katadata.co.id/datapublish/2023/08/31*

From the description of the existence of Indomie products, sales volume continues to increase and is in first place as the most popular instant noodle brand in Indonesia. This happens allegedly because from year to year PT. Indofood always makes the latest innovations in their products, by informing consumers through promotions/advertisements published through various media.

Therefore, the author drew 4 conclusions in choosing the title and topic for this research, namely:
1. Instant noodles are a product that everyone knows and almost everyone likes, so the author is interested in conducting research
2. Indomie is an instant noodle that is known to almost everyone, and almost everyone has bought and tasted Indomie, so the author is interested in knowing why consumers in particular student/i Unisi Tembilahan chose Indomie
3. The number of advertisements carried out by PT. Indofood, so it really caught my attention, whether promotions in the form of advertisements influence consumers in choosing Indomie Brand Instant Noodles.
4. So that the research is more focused and does not expand beyond the intended discussion, the author limits the scope of the research to Tembilahan University student respondents.

With the conclusions above, the author is interested in research with the title: "The Influence of

Indomie Advertising in Television Media on Consumer Purchasing Decisions"

Identification of problems

Based on the description and description background on So the author identifies the problem to be researched as follows:

"Can television advertising influence consumer purchasing decisions for Indomie brand instant noodles among UNISI Tembilahan students?"

Research purposes

Based on problem identification on So the aim of the research is:
a. To find out a picture of consumer perceptions regarding Television Media advertising in Indonesia carried out by PT. Indofood.
b. To find out an overview of the decision to purchase Indomie brand instant noodles, especially students of Tembilahan Union.
c. To determine the influence of television media advertising on consumer decisions in purchasing Indomie, especially students Tembilahan.

2. LITERATURE REVIEW

Definition of Promotion

Promotion is a communication of information between sellers and buyers which aims to change the attitudes and behavior of buyers, from those who previously did not know them to become familiar so that they become buyers and still remember the product. (Djasim Saladin, 2003: 123).

Meanwhile, according to McCharty, quoted by (Agus Dharma, 2000: 274) states that: "Promotion is an activity of communicating information from sellers to buyers in channels to influence attitudes and behavior".

From the definition above it can be concluded:

1. Promotion as a tool to identify products.
2. As a tool to attract buyers
3. As a tool to assess information in the buyer's decision making process.

Basically, promotions are expected to make demand inelastic when prices rise and make demand elastic when prices fall, meaning how the quantity demanded is only a little when prices rise, and how demand or sales increase a lot when prices fall.

PT. Indofood is a company that produces and sells instant noodles. And promotion is one of the tools used to attract consumer interest, and the types of tools used by PT. Indofood includes:

1. Discounts
2. Voting
3. Immediate prizes
4. Providing sample products
5. Display
6. Place
7. Service

This is in accordance with the quote (Djasmin Saladin, 2003: 136) which says that when using sales promotion tools you must take into account the type of market, promotional objectives, competitor conditions and cost effectiveness for each tool and the type of promotional tools including:

1. A sample is an offer of a free product or free trial to consumers and it is hoped that they will like the product so they will make a repeat purchase.
2. Coupon, which is a kind of certificate that gives the holder the right to save on purchasing certain products.

3. Special price packaging or price packages, namely lower price discounts from the usual price to consumers as applied to the label or package.
4. Trade promotions are offers of purchasing allowances, namely offering discounts on every purchase during a certain period of time.
5. Lottery, which invites consumers to collect their names to be drawn.
6. Premium, namely merchandise offered at a very low price or even free as an incentive if people buy the product.
7. Trade strikers are a special type of premium that consumers receive when purchasing a product, then they can redeem the product at the redemption center decal trade.
8. Demonstration, namely a performance carried out to prove the effectiveness or how to use the product.
9. Money back offer, namely refunding money to consumers if this occurs nonconformity between products at a price or there is damage to the product purchased based on the agreement.
10. Displaying place purchases to attract buyers.
11. Trade exhibitions, namely showing off the products produced to buyers about the company's products.
12. Contest, namely by inviting consumers to collect something.
13. The game, namely giving something to consumers every time they enter a bingo number, missing letters perhaps can help consumers to win prizes.

Promotional Objectives

The main goal of promotion is to inform, influence, persuade and remind the target market about the company and its marketing mix. In detail the promotional objectives can be described as follows:
1. Informing can take the form of:
2. Inform the market about the existence of new products.
3. Introducing new ways of using a product.
4. Communicate price changes to the market.
5. Explain how a product works.
6. Inform the services offered by the company.
7. Straighten the wrong impression.
8. Reduce buyers' fears or concerns.
9. Persuading target customers (Persuading) to:
10. Form brand choices.
11. Switching certain brand choices.
12. Encourage buyers to accept salesperson visits
13. Change customer perceptions of product attributes.
14. Encourage buyers to shop right away.
15. Reminding, consisting of:
16. Make buyers remember even if there is no advertising campaign.

Remind buyers that the product in question is needed in the near future. Maintaining the first memory of buyers falling in love with the company's products. Reminding buyers of the company and the location of the company as well as places that sell the company's products.

Choosing a Promotional Mix

In order for a company's promotional program to be successful, the company must set promotional objectives regularly, because determining the right promotional mix depends on the goals the company wants to achieve. Companies can use several promotional mix methods or normal also called the communication mix, this is as stated by Kotler, quoted by (Anitawati Hermawan, 2001: 704)

that: "The marketing communications mix consists of five main tips, namely: advertising, direct marketing, sales promotion, public relations and publicity, and personal selling". Another opinion according to Stanton quoted by (Y. Lamanto, 2002: 136) is that: "The promotion mix is a combination of advertising, personal selling, sales promotion, and other methods used to achieve marketing objectives." From the two opinions above, it can be concluded that the promotional mix is a combination of advertising, personal selling, sales promotion and publicity which will be explained again one by one as follows:

1. Advertising (Advertising)
   a. Advertising Source
   b. Message
   c. Advertising media
2. Face to Face Sales (Personal Selling)
   Face-to-face selling or personal selling is personal and two-way communication carried out by salespeople by conveying messages directly to potential buyers so that sales occur. Personal selling involves direct conversation between the seller and the customer.
3. Sales Promotion (Sales Promotion)
   Sales promotions are designed to encourage buyers of certain products and services more quickly and/or more by consumers or traders. Sales promotions are also often carried out to attract consumer interest, especially for new products or products that are still in the introduction stage. Sales promotion includes activities such as creating exhibitions in stores, holding trade shows or bazaars, distributing samples, premiums or coupons.
4. Publicity
   Publicity is a thingelement Promotion is carried out by providing activities of a company that is offering its products by reporting them to the mass media. In general, this publicity takes the form of praise for a product, service or organization.
5. Direct Sales (Direct Marketing)
   Direct Sales is Interactive Marketing, which utilizes one or more advertising media to generate a response related, or transactions at any location.

Stages/Process of Consumer Purchasing Decisions

Purchasing activities are a series of physical and mental actions experienced by a consumer when making a purchase. According to Phillip Kotler, quoted by (Djaslim Saladin and Yevis Marti Oesman, 2002: 11) suggests four stages in a purchasing process, namely:

1. Recognition of needs (Problem/Need Recognition)
   The purchasing process begins with a problem or need felt by the consumer. Consumers perceive the difference between the desired state and the current situation in order to generate and activate the decision process. This need may have been known and felt by consumers long before, or perhaps not. For example: soap is known and felt by consumers in general that soap is needed for bathing or washing.
2. Information Search
   After consumers feel a need for a good or service, the consumer then looks for information both stored in memory (internal information) and information obtained from the environment (external). Consumers face risks in that sense at least a person consumers will cause certain impacts to arise, which cannot be anticipated with complete certainty, some of the impacts that emerge will probably be pleasant. Consumers try to reduce this uncertainty, through advertising, family, or bringing/asking friends.
3. Information Evaluation (Information Evaluation)

After information is obtained, consumers evaluate various alternative options to meet these needs. To assess alternative consumer choice, there are five basic concepts that can be used to help understand the evaluation process, namely:
a. Produce attributes (product properties)
b. Importance weight (importance value)
c. Utility Function (usability function)
d. Brand belief (trust in the brand)
e. Preference attitudes (level of liking)
4. Purchase Decision
Consumers who have made choices about various alternatives, usually buy the product they like most, which forms something decision to buy.
There are three factors cause The decision to buy arises, namely:
a. The attitude of others
b. Unforeseen situational factors
c. Predictable factors

Rational Decision Making Process
Optimal decision making is rational. That is, he consistently makes choices that maximize value within certain limits. These choices are made using a rational decision-making model.
The steps in rational decisions according to Stephen P. Robbins (2003: 181) include the following:
1. Define the problem
2. Identify decision criteria
3. Allocate weights to criteria
4. Develop alternatives
5. Choose the best alternative

Buying Decision Structure
It is important to know the structure of the purchasing decision because after determining the needs and desires for a particular product, consumers are expected to make a decision to purchase. There are seven purchasing decision structures that influence consumers.
1. Decisions about product types
Consumers may decide to spend their money to buy product X or other purposes besides making a purchase. Paramarketer should focus attention on consumers who are expected to decide to buy product X from alternatives others consider the money to buy a computer or other necessities (buying a camera, clothes and books).
2. Decisions about product types
Consumers decide to buy product X with a certain form (size, quality, pattern, and so on). Companies must use marketing research to find out consumer preferences (to maximize the attractiveness of brand X products), for example the student determines the characteristics of a computer Which desired namely laptop, Pentium 120, fast processing capabilities, facilitiesn complete batrai, CD drive, mouse).
3. Brand decisions
Consumers decide which brand to choose. Companies need to knowHow consumers choose a brand. For example, based on the information gathered, the student chooses to get an Acer brand computer.
4. Decisions about sales
Consumers decide where to buy (convenience stores, electronics, specialty stores, companies, etc. including wholesalers and retailers). Must know how consumers choose certain sellers. For example, the student has the choice of buying an electronics shop, a computer specialty shop or a certain agent.

Apart from considering price, he also considers the good service he gets when purchasing after-sales service.

5. Decisions about product quantities

Consumers decide the quantity of products to buy. Companies must consider the large number of products available to consumers in accordance with different consumer desires.

6. Decisions about purchase timing

Consumers decide when to buy (when money/opportunity is available). Companies must know the factors that influence consumers in determining purchasing times, which also influence companies in managing production times, ordering, advertising, and so on.

7. Decision about payment method

Consumers decide their preferred shopping mode, companies must know this which will influence payment offers (discounts for cash, easy credit, low interest, etc.).

3. RESEARCH METHODS

This research was conducted on consumers Indomie limited to Unisi Tembilahan students. This research use The data collection technique uses a questionnaire aimed at consumers as many as 96 samples/respondents using the Slovin formula. By analyzing data quantitatively by testing multiple correlations using the SPSS 15 (Statistical Package For the Social Sciences) program.

4. RESULTS AND DISCUSSION

In this research, the respondents were consumers who had purchased and consumed Indomie Brand Instant Noodles, especially UNISI Tembilahan students. The population of this research is all consumers who have purchased and consumed Indomie Brand Instant Noodles, namely UNISI students in Tembilahan.

The respondent data aims to determine the general condition of the respondents, both regarding prices and products. From the data referred to, the author categorized 3 characteristics of respondents' prices, namely: Expensive, Appropriate/medium and Cheap. Respondent products have 3 characteristics, namely: Very Good, Fairly Good, and Very Bad. In this study, a random sampling system was used with the consideration that the sample could also represent other customers who had purchased Indomie Brand Instant Noodles.

Responses of Respondents identified based on Price

Existing customers will generally influence the decision to purchase Indomie Brand Instant Noodles. Identifying the respondents who have been selected is very important for the completeness of the research.

Table 2 : Responses of Respondents identified based on Price

No	Respondents' Responses	Number of Respondents	Percentage (%)
1	Expensive	20	21
2	Suitable / moderate	50	52
3	Cheap	26	27
Amount		**96 people**	**100**

Source: Processed Data from Research Results in 2023

From the table above it can be seen that the number of respondents was 96, there were 20 people who said Expensive or 21% who bought Indomie Brand Instant Noodles, while those who said Suitable/medium were 50 people who bought Indomie Brand Instant Noodles or 52%, and there were 26 people who said it was cheap to buy Indomie Brand Instant Noodles or 27%.

Respondents' Responses to Indomie Brand Instant Noodle Products

Product policy always follows developments in society. Therefore, the marketing department must determine what product, what quality, what design and shape is required by consumers. If a company really wants to improve the quality of its products, it requires equipment that has a technological level that can improve product quality. It should be noted here that the company must be able to work hard so that it can be the first to apply new technology in trade.

It is necessary for companies to determine and make products that are popular with consumers continuously according to their tastes. In fact, it is not uncommon for a company to be successful in its advertising to attract buyers. Below the author presents Respondents' Responses to the Indomie Brand Instant Noodle products.

Table 3 : Respondents' responses to Indomie Brand Instant Noodle products

No	Respondents' Responses	Number of Respondents	Percentage (%)
1	Very good	50	52
2	Pretty good	30	31
3	Very Not Good	16	17
Amount		**96**	**100**

Source: Processed Data from Research Results in 2023

From table 3 above, of the 96 respondents, it can be seen that the respondents who gave Very Good responses were 50 people or 52%, those who gave Very Good Good responses were 30 people or 31%, and those who gave Very Good responses were 16 people or 17%. gave a Very Unfavorable response. From the table above, it can be seen that the majority of Indomie Brand Instant Noodle buyers said it was Very Good.

To find out how big the influence of each of these variables is, quantitative analysis is used by weighting the scores used as follows:
1. Respondents who choose "Strongly Disagree" are given a weighted score of 1
2. Respondents who choose "Disagree" are given a weighted score of 2
3. Respondents who choose "Neutral" are given a weighted score of 3
4. Respondents who choose "Agree" are given a weight of 4
5. Respondents who choose "Strongly Agree" are given a weight of 5

Advertising Source Analysis

In purchasing decisions for a high-value product, advertising sources can influence consumers to choose a product. Because the advertising source is a reference for someone who plays a role in providing direct and indirect influence on someone's attitude or behavior. This influence can at least be through introducing someone through advertising.

When purchasing Indomie Brand Instant Noodle products, it is clear that consumer behavior shows the attitudes and beliefs they obtain through advertising sources, both personal and non-personal. With a variety of products and prices offered, the company tries to continue to increase sales through various advertising sources.

Furthermore, from the results of research conducted by the author regarding respondents regarding the decision to purchase Indomie brand instant noodles, advertising sources are an attraction for consumers in making decisions to purchase Indomie brand instant noodles. Therefore, the results of the questionnaire answers given by consumers are obtained in the table on the attached page.

In purchasing decisions for a high-value product, advertising sources can influence consumers to choose a product. Because the advertising source is a reference for someone who plays a role in providing direct and indirect influence on someone's attitude or behavior. This influence can at least be through introducing someone through advertising.

Respondents' responses to advertising sources in influencing purchasing decisions for Indomie brand instant noodles almost stated "Agree" and "Strongly Agree". Thus, the advertising source has an influence on the decision to purchase Indomie brand instant noodles. Because with this Advertising Source, which is motivated by the introduction of different prices and products by respondents, there are differences of opinion, so the Advertising Source influences consumer purchasing decisions to buy Indomie Brand Instant Noodles among UNISI Tembilahan students.

Advertising Media Analysis

Advertising media is one of the factors that determines the success of marketing activities for Indomie Brand Instant Noodle products, especially among Tembilahan University students, where Advertising Media will have an influence on consumer purchasing decisions in choosing Indomie Brand Instant Noodles.

In selecting advertising media for consumers, especially UNISI Tembilahan students, based on information obtained from the sales data of PT. Indofood Sukses Makmur, that sales of Indomie Brand Instant Noodle products have been determined by the company which provides products through various types of advertising media such as: electronic media, print media and television media, so that in reality consumers are very influenced by these advertising media, which means consumers who Buying Indomie Brand Instant Noodle products is greatly influenced by various advertising media.

Furthermore, judging from the results of research conducted by the author regarding respondents regarding the decision to purchase Indomie brand instant noodles among UNISI Tembilahan students, advertising media determines consumers in making decisions to purchase Indomie brand instant noodles, especially UNISI Tembilahan students. Therefore, the results of answers to questionnaires given by consumers among UNISI Tembilahan students were obtained

Respondents' responses to advertising media in influencing purchasing decisions for Indomie brand instant noodles almost stated "Agree" and "Strongly Agree". Thus, advertising media has an influence on purchasing decisions for Indomie brand instant noodles.

Data Instrument Testing
Questionnaire Validity Test
Table 4: Validity test results for the Advertising Source variable (X1)

Variable	Pearson correlation	N.sig	Is
X Item 1	0.438	0.198	Valid
Item 2	0.409	0.198	Valid
Item 3	0.504	0.198	Valid
Item 4	0.326	0.198	Valid
Item 5	0.270	0.198	Valid

Source: Processed Data from Research Results in 2023

From the validity test using the product moment correlation technique at a significance level of 0.05 or 5%, it can be concluded that all advertising media variable questions can be seen from the Pearson correlation value >0.198

Message variable validity test results (X2)
Table 5: Message variable validity test results (X2)

Variable	Pearson correlation	N.sig	Is

X Item 1	0.334	0.198	Valid
Item 2	0.382	0.198	Valid
Item 3	0.440	0.198	Valid
Item 4	0.285	0.198	Valid
Item 5	0.245	0.198	Valid

Source: Processed Data from Research Results in 2023

From the validity test using the product moment correlation technique at a significance level of 0.05 or 5%, it can be concluded that all questions are message variables, this can be seen from the Pearson correlation value >0.198

Results of the validity test of the Advertising Media variable (X3)

Table 6: Validity test results for the Advertising Media variable (X3)

Variable	Pearson correlation	N.sig	Is
X Item 1	0.256	0.198	Valid
Item 2	0.474	0.198	Valid
Item 3	0.461	0.198	Valid
Item 4	0.471	0.198	Valid
Item 5	0.471	0.198	Valid

Source: Processed Data from Research Results in 2023

From the validity test using the product moment correlation technique at a significance level of 0.05 or 5%, it can be concluded that all questions on advertising source variables, this can be seen from the Pearson correlation value >0.198

Validity test results of the Consumer Purchasing Decision variable (Y)

Table 7: Validity test results for the Consumer Purchasing Decision variable (Y)

Variable	Pearson correlation	N.sig	Is
X Item 1	0.486	0.198	Valid
Item 2	0.335	0.198	Valid
Item 3	0.547	0.198	Valid
Item 4	0.384	0.198	Valid
Item 5	0.215	0.198	Valid

Source: Processed Data from Research Results in 2023

From the validity test using the product moment correlation technique at a significance level of 0.05 or 5%, it can be concluded that all questions are consumer purchasing decision variables, this can be seen from the Pearson correlation value >0.198.

Reliability Test
Reliability test results for variables X and Y

Table 8 : Reliability test results for variables X and Y

Variable	Correlation coefficient	Information
Advertising Sources (X1)	0.513	Reliable
Message (X2)	0.386	Reliable
Advertising Media (X3)	0.585	Reliable
Consumer decision (Y)	0.524	Reliable

Source: Processed Data from Research Results in 2023

Multiple linear regression analysis

Multiple linear regression analysis is used to determine or predict the magnitude of the influence between the independent variable (X) on the dependent variable (Y). From the results of data processing with SPSS, the following regression equation is obtained:

$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_nx_n \ldots\ldots\ldots$

a. Y= constant= -1.177, meaning that if the company does not carry out advertising media activities, messages and advertising sources, the resulting consumer decision will still be - 1.177.
b. Regression coefficient
c. Coefficient regression
d. Coefficient regression

Uji t

The t test is a test to determine the influence of individual consumer decision variables on variable the following criteria:

Ho is accepted when the count t statistic < tabular t statistic
Ho is rejected when the calculated t statistic > tabular t statistic
The t table at the 5% significance level with df= 96 – 5 – 1 (90) is 1.986.

Calculated value from t table

Table 9 : Calculated value from t table

Variable	T count	T table	Conclusion
Advertising Source	25.096	1.984	Significant
Message	0.047	1.984	Not significant
Advertising Media	2.626	1.984	Significant

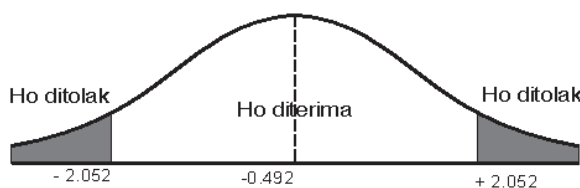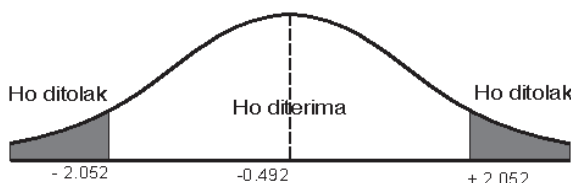Source: Processed Data from Research Results in 2023

From the results of the regression analysis in the table above, it can be seen that the calculated t value of the advertising media variable (X1) is (2.626) and is greater than the critical value of 1.984, meaning that advertising media has an influence on consumer decisions. The calculated t value > from t table (2,626 > 1,984) means that Ho is rejected. This means that there is a relationship between advertising media and consumer purchasing decisions.

Figure 1
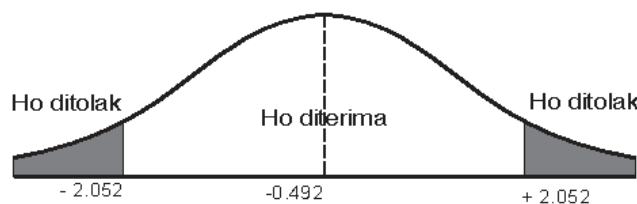
From the results of the regression analysis in the table above, it can be seen that the calculated t value of the advertising media variable (X1) is (2.626) and is greater than the critical value of 1.984, meaning that advertising media has an influence on consumer decisions. The calculated t value > from t table (2.626 > 1.984) means that Ho is rejected. This means that there is a relationship between advertising media variables and consumer purchasing decisions.

Figure 2

From the results of the regression analysis in the table above, it can be seen that the calculated t value of the message variable (X2) is (0.047) and is smaller than the critical value of 1.986, meaning that the message variable has no influence on consumer decisions. The calculated t value < from t table (0.047 < 1.984) means that Ho is accepted. This means that there is no relationship between message variables and consumer purchasing decisions.

Figure 3

From the results of the regression analysis in the table above, it can be seen that the calculated t value of the advertising source variable (X3) is (25,096) and is greater than the critical value of 1,984, meaning that the advertising source has an influence on consumer purchasing decisions. The calculated t value > from t table (25,096 > 1,984) means that Ho is rejected. This means that there is a relationship between the advertising source variable and consumer purchasing decisions.

Model Accuracy Test Results
Coefficient of determination test (R2)
Testing the coefficient of determination or R2 is used to find out how much variation in the dependent variable can be explained by variations in the independent variable. Calculation results for the R2 value in multiple regression analysis. In this research, the coefficient of determination or R2 was obtained at 0.942, meaning that 94.2% was influenced by variations in variable X while the remaining 5.8% was explained by other variables not examined in this research.

Uji F
The F test is used to determine the influence of variable X together in influencing consumer decisions (Y). The F test criteria are as follows:
Ho is accepted and Ha is rejected if F count < F table or the probability is that F is significant > 0.05
Ho is rejected and Ha is accepted if calculated F > Ftable or the probability is that the F value is significant <0.05.
If the calculated F value is greater than the F table at a significance level of 5% with df = 95 of 3,092 then How can be rejected at a confidence level of 5%, in other words, the alternative hypothesis can be accepted which states that all independent variables simultaneously and significantly influence the dependent variable.
The test results can be seen in the attachment of the print out data. From the results of the regression analysis, the calculation results for the calculated F value were 243,696 > 3,092, so from the

results of this analysis it can be concluded that all independent variables simultaneously and significantly influence consumer purchasing decisions.

Figure 4
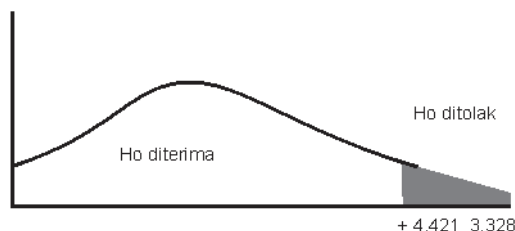
5. CONCLUSION

Based on the problem formulation, hypothesis and results of data analysis with the help of the SPSS Version 15 program, regarding the Influence of Private TV Media Advertising on the Decision to Purchase Indomie Brand Instant Noodles among UNISI Students in Tembilahan.

1. From the results of the t test, the Advertising Source variable has a significant influence on the decision to purchase Indomie Brand Instant Noodles among Unisi students in Tembilahan. This can be proven by looking at the calculated t value > t table (25,096 > 1,984), and the Message variable does not have a significant influence. on the decision to purchase Indomie brand instant noodles among Tembilahan students, this is proven by assessing t count > t table (0.047 < 1.984), and the advertising media variable has a significant influence on the decision to purchase Indomie brand instant noodles among students at Unisi Tembilahan, this is proven by looking at t count < t table (2.626 > 1.984).

2. The calculation of the coefficient of determination (R^2) is used to find out how many percent of the variation in the dependent variable can be explained by the variation in the independent variable. In this research, an R^2 figure of 0.942 was obtained. The Purchase Decision variable can be explained by variations in variables (Advertising Source, Message and Fishing Media), while the remaining 5.8% is not explained by variations in other variables not examined in this research.

3. From the results of the analysis of the F test, it was found that the calculated F was 3.092 with a level of a: 5%, the significance value showed a value of 0.000 and the probability was far below 0.05. This matter means There is a significant influence of the variables (Advertising Source, Message and Advertising Media) together on the decision to purchase Indomie Brand Instant Noodles among UNISI Tembilahan students.

4. From the results of multiple linear regression tests. It was found that the variables (Advertising Source, Message, and Fishing Media) Advertising Source variable was 0.950, followed by the Message variable was 0.002, and the Advertising Media variable was 0.110.

6. THANK YOU NOTES

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