The influence of price perception and advertising on purchasing decision

(Survey on consumer of “SO KLIN DETERGENT” at Tip Top Department Store, East Jakarta – Indonesia)

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Abstract
The purpose of this research is to clearly describe about price, advertising and purchasing decision and to obtain empirical evidence and test the price and advertising variables that influence the purchasing decision of So Klin detergent. This research use descriptive and explanatory method. The unit analysis of this research is the customers of Tip-Top Rawamangun Jakarta that have ever used So Klin detergent. Total samples of this research are 145 respondents. The analysis tools that are used in this research are SPSS 16.0. The result of this research shows: (1) price is significantly influencing the purchasing decision; (2) advertising is significantly influencing the purchasing decision; (3) together price and advertising are significantly influencing the purchasing decision by 42.9%. The remaining 57.1% is influenced or explained by other variables that are not included in this research.

Keywords: price, advertising, purchasing decision and So Klin detergent.
INTRODUCTION

Toiletries and cosmetics industry is one of many industries that are currently developing. Among these products, detergent is one of them that are growing rapidly along with the increasing of market potential and levels of consumption of these products. Rinso, So Klin, Daia, Attack, and Surf are brand that exist and compete in the detergent industry in recent years. Here are data showing the comparison of the current brand of detergent industry:

Table 1: Comparison of Several Brands of Detergent (per June 2010)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>PT Unilever Indonesia, Tbk, Cikarang, Bekasi</td>
<td>PT. KAO Indonesia, Cikarang</td>
<td>PT. Wings Surya, Surabaya</td>
<td>PT Unilever Indonesia, Tbk, Cikarang, Bekasi</td>
<td>PT. Wings Surya, Surabaya</td>
</tr>
<tr>
<td>Netto</td>
<td>800 gram</td>
<td>800 gram</td>
<td>900 gram</td>
<td>900 gram</td>
<td>900 gram</td>
</tr>
<tr>
<td>Technology</td>
<td>Enzyme + Surfaktan biodegradable</td>
<td>Formula MaxL.A.S (Linear Alkybenzena Sulfonate)</td>
<td>Whitening Crystals Formula</td>
<td>TecnoGuard and Triple Enzyme</td>
<td></td>
</tr>
<tr>
<td>Customer Services</td>
<td>0-800-1-558000, 021-79191980, 52995299</td>
<td>0-800-18-808080, 021-5325005, 52995299</td>
<td>0-800-1-18-818, 021-5325005, 52995299</td>
<td>0-800-18-818, 021-5325005, 52995299</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>Rp. 11.820,- Rp. 10.450,- Rp. 9.900,- Rp. 10.450,- Rp. 10.950,-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source</td>
<td>Data processed by the author</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on Marketing Activities Monitoring survey of 350 marketing executives both companies products, services and B-to-B in Jakarta, on August-October 2008, listed on No.12/VIII/DESEMBER/2008 Marketing Magazine, 83.4% agree that the
attitude and consumer behavior is sensitive to price, and 77.9% agree that consumers like to watch TV. These data indicate that price is one thing that the marketers overlooked to sell their products, which they believe that their customers are sensitive towards price. In addition they also agree that the consumers like to watch television so that the advertising media can assist them in selling their products.

PT Wings Surya who is engaged in the toiletries industry realizes the phenomenon that consumer who are their target market, are price-sensitive consumers and likes to watch television. This company that used to be a small industry, has grown from bar soap industry to a big industry that their products include household, toiletries, personal care, basic chemicals, food and beverage, trade, property, banking and finance. One of toiletries products manufactured by PT Wings Surya is detergent So Klin.

Since the first produced in 1990, So Klin developed into one of the leading toiletries products then compete with Rinso powder detergent products produced by PT Unilever. Both are a product of clothing detergent that has long existed in the detergent market homeland and both are competing to expand market share and become market leaders. In selling its products, So Klin runs various promotional activities which one of them by using the advertising media. Wings (in this case, So Klin) have spent considerable expense in an effort to communicate their products to consumers. Noted along 2003, detergent So Klin (five variants) spend advertising budget up to Rp124.7 billion using the service ad agency DM Pratama. The amount is nearly half of Wings’ total advertising spending in the same year, total of Rp 250 billion. This amount is slightly larger than Unilever's advertising spending to the advertising agency Lowe (source http://rinabellerossandi.blogspot.com/2009_04_01_ archive.htm, accessed on February 24, 2010).

By using media advertising, So Klin tried to attract consumers by informing its product’s benefit and that So Klin is a detergent that can wash more simply by using less detergent. So this is an effort to declare that So Klin detergent is more efficient compared to other brands of detergent. Moreover, as can be seen in Table 1 previously regarding the comparison of several brands of detergent, So Klin does offer the most competitive price to compete with other detergents.

Nevertheless, the effort in reaching and expanding So Klin’s market share seems less as expected. From year to year So Klin’s market share and mind share decreased significantly. In 2004 So Klin gain a market share of 9.9% later in 2005 it’s decreased to 7.09%. In 2006 the market share of So Klin back down to 7.01% (source http://digilib.its.ac.id accessed on February 28, 2010).
These are data showing 2008-2009-2010 Top Brand Index for detergent, household products category:

**Table 2: 2008-2009-2010 Top Brand Household Products Category**

<table>
<thead>
<tr>
<th>BRAND</th>
<th>2008 TBI</th>
<th>BRAND</th>
<th>2009 TBI</th>
<th>BRAND</th>
<th>2010 TBI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rinso</td>
<td>45.7% TOP</td>
<td>Daia</td>
<td>18.4% TOP</td>
<td>Attack</td>
<td>13.3% TOP</td>
</tr>
<tr>
<td>So Klin</td>
<td>10.0%</td>
<td>Surf</td>
<td>5.2%</td>
<td>Boom</td>
<td>2.3%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Majalah Marketing No.02/VIII/Februari 2008, Majalah Marketing No.02/IX/Februari 2009 & Majalah Marketing No.02/X/Februari 2010

On the acquisition of TBI (Top Brand Index), the results of a survey conducted by Frontier Consulting Group, the measurement based on market share, mind share and commitment share from 2008 until 2010, So Klin TBI rates were decreased. Although in 2009 So Klin rates were increase from the previous year by 0.3%, but that number is small. Especially in the next year, So Klin rates were decreased by 2.4% where its competitors have increased in the same year. The following data can be seen in the increasing and decreasing of total advertising expenditure incurred by some of the industry during Q1 2008 - Q1 2009:

**Table 3: The Increasing and Decreasing of Total Advertising Expenditure Incurred by Some of the Industry during Q1 2008 - Q1 2009**

<table>
<thead>
<tr>
<th>Section</th>
<th>Q1 2008</th>
<th>Q1 2009</th>
<th>% Diff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>680</td>
<td>806</td>
<td>19%</td>
</tr>
<tr>
<td>Beverages</td>
<td>820</td>
<td>988</td>
<td>20%</td>
</tr>
<tr>
<td>Smoking&amp;Accessoriess</td>
<td>317</td>
<td>375</td>
<td>18%</td>
</tr>
<tr>
<td>Baby&amp;Maternity products</td>
<td>36</td>
<td>56</td>
<td>56%</td>
</tr>
<tr>
<td>Medicines/Pharmaceuticals</td>
<td>631</td>
<td>610</td>
<td>-3%</td>
</tr>
<tr>
<td>Toiletries&amp;Cosmetics</td>
<td>1065</td>
<td>1168</td>
<td>10%</td>
</tr>
<tr>
<td>Apparel/Personal Accessories</td>
<td>95</td>
<td>110</td>
<td>16%</td>
</tr>
<tr>
<td>Household Products/Supplies</td>
<td>409</td>
<td>377</td>
<td>-8%</td>
</tr>
</tbody>
</table>


It is unlikely considering the total advertising expenditure during the year 2009 which was increased compared with last year by 16% reached Rp. 48.5 Trillion, where the increase occurred in all media. Trends in these ads’ increase occurs in almost all
sectors of production, but the most dominating is the corporate services, telecommunications, toiletries, and drinks. (source http://edukasi.kompas.com/read/2010/01/19/13394066/Nielsen.Belanja.Iklan.Indonesia.2009.Tembus.Rp.48.5.Triliun accessed on May 23, 2010). In addition, total advertising expenditure incurred by some of the industry during the year 2009 has increased, and spending on advertising for toiletries products increased by 10% from 1st quarter 2008 to first quarter of 2009.

Looking at the above phenomenon, researchers interested in studying more about advertising activities conducted by So Klin detergent and perceived price of So Klin detergent by consumers against purchasing decision of So Klin detergent. Limitations of this study are, the advertising activities to be studied are the advertising activities in the form of television advertising conducted by So Klin detergent and researcher’s selected respondents from consumer of So Klin detergent who lives in DKI Jakarta Province. This study entitled ‘The Influence of Price Perception and Advertising toward Purchasing Decision (Survey of So Klin detergent’s consumer at Tip-Top Rawamangun Jakarta)’.

STUDY OF THEORY
Price and Perception of Price
From the marketing point of view, Tjiptono (2008: 151) states that price is the monetary unit or other measure (including goods and services) that are exchanged to obtain the right of ownership or use of any goods or services. Meanwhile, according to Hawkins et al, (2007: 21) price is the amount of money one must pay to obtain the right to use the product. One can buy ownership of a product or, for many products, the limited usage rights (i.e., one can rent or lease the product such as a video).

Consumer perception of the offered price, play a role in consumer purchase decisions, especially for consumers who tend to concentrate their purchases through price. In addition, the perception of price is also often used as indicators of the quality of a product where consumers tend to perceive high prices also imply good quality.

Jacoby and Olsen (Karnowo, 2003: 18) states that perceptions of price can be interpreted as the subjective perception of consumers towards an objective price of the product. The perception here is the price perceived or encoded by a consumer. Lichtenstein (Djakasputra, 2004: 11-12) constructs seven differences used to measure price in terms of a negative role, as well as positive role. From the seven size of this construction, the first five is the negative role of price and the other two are the positive role of price, where the negative role based the price as an economic expense that must
be sacrificed while the positive role interpret the relationship between price with quality and prestige are unidirectional. Seven size of this construction are:
1. Value Consciousness (awareness of the value).
2. Price Consciousness (awareness of the price).
3. Coupon Proneness (tendency toward coupon).
4. Sale Proneness (tendency towards a sale).
5. Price Mavenism (tendency to be source of information on market price conditions).
6. Price-quality Relationship (relationship between price and quality).
7. Prestige Sensitivity (sensitivity of one’s prestige).

**Advertising**

According to Belch and Belch (2009: 18) advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an Identified sponsors. Advertising is a media that generally tend to selected companies to communicate their products. Persuasive advertising tends to reach a broader mass, not just their target market, but also the general public. According to Arens et al (2008: 7) advertising is the structured and composed non-personal communication of information, paid for and usually persuasive in nature, about products (goods, services, and ideas) identified by various sponsors through media. While Bearden et al (Bintani, 2008: 9-11) explains that influence of advertising on consumers is often described using hierarchy of effects, or the sequence information of the effects of advertising, which is:
1. Message exposure.
2. Consumer attention.
4. Acceptance.
5. Message retention.

**Purchasing Decision**

Any marketing activity undertaken by the company is basically aimed to attract their target market to make a purchase. According to Belch and Belch (2009: 113) the consumer's purchasing decision process is generally viewed as consisting of stages through which the buyer passes in purchasing a product or service. In the normal purchases, consumers will go through several stages before finally deciding to buy the product. In the process of purchasing according to Kotler and Keller (2009: 235) the consumers passing five stages:
1. Problem recognition.
2. Information search.
4. Purchasing decision.
5. Post-purchase behavior.

Based on the description that has been described previously, researcher is trying to create a framework of thinking as follow:

**Picture 1: Framework of Thinking**

- **Price (X1)**
  - H1
  - H3

- **Advertising (X2)**
  - H2

- **Purchasing Decision (Y)**

Source: Data processed by the author

Based on the framework above, then the research hypothesis can be formulated as follows:

H1: There is an influence of price on consumer purchasing decision of So Klin product.
H2: There is an influence of advertising on consumer purchasing decisions of So Klin product.
H3: There is an influence of price and advertising together toward consumer purchasing decision of So Klin product.

**RESEARCH METHOD**

The method used in this study is explanatory that aims to explain or prove the influence of the variable price and advertising toward So Klin detergent’s purchasing decisions. According to Zulganef (2008: 11) the aim of explanatory study is to examine the explanatory causality between variables that explain certain phenomena. While based on the process, this research is a quantitative research. According to Sugiyono (2010: 7) this method is called quantitative methods because the data research numerical and analysis are presented statistically.

Tests for statistical analysis using descriptive statistics which researchers attempted to describe the characteristics of the respondents as a whole and in the form
of tables and calculation of percentages. According to Sekaran (2003: 121) a descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in a situation. The study design is using cross sectional design. According to Sekaran (2003: 135) a study can be done in which data are gathered just once, perhaps over a period of days or weeks or months, in order to answer a research question.

**Population and Sample**

The number of samples taken in this research is 145 respondents. Because of the infinite population, the number of samples of this study were taken by using the formula: \( n \times 5 \), where the sample size of at least 5 (five) times the indicators analyzed (Hair in Ismani, 2008: 42). The indicators used to measure the three variables in this study were as much as 27 indicators, then \( 27 \times 5 = 135 \) and in this research the samples are 145.

**Analysis Method**

In this study the methods used to analyze existing data are simple & multiple regression by using analytical tools of statistical data processing software Statistical Package for the Social Sciences (SPSS) 16.0.

**RESULTS AND DISCUSSION**

**Instruments’ Test**

The validity test performed to 30 samples of consumers with a term that \( r \)-counted is smaller than \( r \)-table (0.361) at significance level of 5%. Based on Table 4, the results show the validity of the statement that all items (35 items) declared valid.

For the reliability test, if the Cronbach's Alpha coefficient is smaller than 0.6 it can be said that the reliability level is insufficient, while above 0.6 means that the reliability level is acceptable. From the reliability test results in Table 5, the three variables, namely price, advertising and purchasing decisions with their respective values of 0.812, 0.877, and 0.893 are reliable.

**Table 4. Result of Reliability Test**

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Price (X1)</td>
<td>0.812</td>
</tr>
<tr>
<td>2.</td>
<td>Advertising (X2)</td>
<td>0.877</td>
</tr>
<tr>
<td>3.</td>
<td>Purchasing Decision (Y)</td>
<td>0.893</td>
</tr>
</tbody>
</table>

Source: Data process by the author
Descriptive Analysis

• Price

The price variable consists of 1 dimension, which is the negative role of price and are represented by 5 items statement. The average answer to agree on each indicator can be seen in the following table:

Table 5. Average Answer to Agree on Each Indicator from the Negative Role of Price Dimension

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Average Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value Consciousness</td>
<td>49.3%</td>
</tr>
<tr>
<td>Price Consciousness</td>
<td>42.8%</td>
</tr>
<tr>
<td>Sale Proneness</td>
<td>29.7%</td>
</tr>
<tr>
<td>Price Mavenism</td>
<td>53.1%</td>
</tr>
</tbody>
</table>

Source: Data process by the author

Based on the above table, the overall price of So Klin detergent in the eyes of consumers have been pretty good.

• Advertising

The average answer agree on each dimension can be seen in the following table:

Table 6. Average Answer on Each Dimension of Advertising Variable

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Average Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message exposure</td>
<td>58.40%</td>
</tr>
<tr>
<td>Attention</td>
<td>59.46%</td>
</tr>
<tr>
<td>Comprehension</td>
<td>60.70%</td>
</tr>
<tr>
<td>Acceptance</td>
<td>64.15%</td>
</tr>
<tr>
<td>Retention</td>
<td>66.20%</td>
</tr>
</tbody>
</table>

Source: Data process by the author

Advertising variable consists of 5 dimensions, namely message exposure, attention, comprehension, acceptance, and retention. The five dimensions are represented by 14 items statement. Based on table 7, it can be said that the advertising activities conducted by So Klin detergent are good enough.

• Purchasing Decision

This variable has 5 dimensions, the problem recognition, information search, evaluation of alternatives, purchasing decision, and post-purchase behavior. The five dimensions are represented by 16 items statement. The average answer to agree on each dimension can be seen in the following table:
Table 7. Average Answer to Agree on Each Dimension of Purchasing Decision Variable

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Average Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem recognition</td>
<td>51.23%</td>
</tr>
<tr>
<td>Information search</td>
<td>53.65%</td>
</tr>
<tr>
<td>Evaluation of alternatives</td>
<td>62.77%</td>
</tr>
<tr>
<td>Purchase decision</td>
<td>63.47%</td>
</tr>
<tr>
<td>Post-purchase behavior</td>
<td>77.60%</td>
</tr>
</tbody>
</table>

Source: Data process by the author

Based on the above table it can be concluded that overall consumer purchasing decisions of So Klin detergent is good. Consumers are not only satisfied by So Klin detergents, but they also recommend other people to use them.

Hypothesis Testing

• H1: There is an influence of price on consumer purchasing decision.

Results of testing the first hypothesis are obtained by value of t-count at 3.402 and t-table at 1.977. Because t-count > t-table (3.402 > 1.977), there are significant effect or influence between the price and the purchasing decision. So in this case it can be concluded that the price has an influence on consumer purchasing decision of So Klin product.

Table 8. Result of Multiple Linear Regression Analysis Price and Advertising on Purchasing Decision

<table>
<thead>
<tr>
<th>Coefficients*</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td></td>
<td>21.724</td>
<td>3.890</td>
<td>5.584</td>
<td>.000</td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td>.313</td>
<td>.092</td>
<td>.218</td>
<td>3.402</td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td>.614</td>
<td>.067</td>
<td>.590</td>
<td>9.233</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchasing Decision

Source: Data process by the author

• H2: There is an influence of advertising on consumer purchasing decisions.

The second hypothesis test results obtained by value of t-count at 9.233 and 1.977 for the t-table. Because t-count > t-table (9.233 > 1.977), there are significant influence between advertising and purchasing decisions. So in this it case can be concluded that advertising has an influence on purchasing decisions.
• H3: There are influence of price and advertising simultaneously on consumer purchasing decision.

Table 9. Result of Coefficient Regression Test Price and Advertising Simultaneously on Purchasing Decision

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>1038.798</td>
<td>2</td>
<td>519.399</td>
<td>53.347</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>1382.540</td>
<td>142</td>
<td>9.736</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2421.338</td>
<td>144</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Advertising, Price  
b. Dependent Variable: Purchasing Decision

Source: Data process by the author

The third hypothesis test results obtained by value of F-count at 53.347 and F-table at 3.060. Because F-count > F-table (53.347 > 3.060), there are significant influence between price and advertising together toward the purchasing decision. So from this case it can be concluded that the price and advertising together has an influence on purchasing decisions.

Tabel 10. Result of Determination Analysis (R²) Price and Advertising toward Purchasing Decision

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.655a</td>
<td>.429</td>
<td>.421</td>
<td>3.120</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Advertising, Price  
b. Dependent Variable: Purchasing Decision

Source: Data process by the author

The value of R² (R square) is 0.429 or 42.9%, shows that the percentage influence of independent variable (price and advertising) toward dependent variable (purchasing decision) is 42.9%. While the other 57.1% was influenced or explained by other variables that are not included in this research model.

Based on table 8 previously, we can also get the regression equation as follow:

\[ Y = 21.724 + 0.313X_1 + 0.614X_2 \]

The interpretation of this equation is if price is increased by 1 unit, then the purchasing decision will increase by 0.313 units with a steady advertising. And if
advertising is increased by 1 unit, then the purchasing decision will be increase by 0.614 units with a steady price.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the research that has been obtained, it can be concluded as follows:

1. Price of So Klin detergent in the minds of consumers as a whole is good and right enough. But it would be better if So Klin could add more value onto their product because inexpensive price aren’t always be the main factor weather a product can be accepted or not by the consumers. Then for the advertising activities conducted by So Klin, it can also be said that they had done it well too. Even so, So Klin must be able to better and maximizing their advertising activities such as by increasing the frequency of their television ads or create an ads with more attractive version in terms of their audio and visual, which can lead the consumers indirectly to be able to remember the message of these ads and not easily forget them. This can help consumers to direct their purchasing decisions to So Klin detergent. Later in the purchasing decision of So Klin detergent itself looks pretty good already, but still, So Klin must find ways to better and maximiing the consumer needs for their product information, such as by increasing the volume of their promotional activities, not only through advertising on television. If information about the product more easily obtained, then the purchasing decision would also increase, along with the increased information that can be done through a variety of other promotional activities.

2. Prices in the minds of consumers significantly influence the consumer purchasing decisions of So Klin detergent, with a coefficient of 0.313, where if the independent variable has a constant value and the price has 1 point increased, then the purchasing decision will increase by 0.313. The coefficient has a positive value which means there is a positive relationship between prices and purchasing decision. The better the price, the better the purchasing decision would be. Based on t-partial test, we can also tell that prices has a significant influence towards purchasing decision with t-count > t-table (3.422 > 1.977) and sig value < 0.05 (0.001 < 0.05). That is why So Klin should be able to maximize its role of price in their consumer’s eyes. Prices that are too high can cause consumers to switch to another brand, but sometimes prices that too low often form a negative perception of the quality of the goods themselves. Besides that, it will be better if So Klin not also gave discount to their consumers but...
also other stuff like held a prized quiz or giving away free stuff that will perhaps interest their consumer to buy their product.

3. Advertising significantly influences purchasing decisions So Klin detergent, with regression coefficient of 0.614 where if the independent variable has a constant value and the advertising has 1 point increased, then the purchasing decision will increase by 0.614. The coefficient has a positive value which means there is a positive relationship between advertising and purchasing decision. The better the advertising, the better the purchasing decision would be. Based on t-partial test, we can also tell that advertising has a significant influence towards purchasing decision with t-count > t-table (9.233 > 1.977) and sig value < 0.05 (0.000 < 0.05) that shows there is a significant value between advertising and purchasing decision. Therefore So Klin must be able to maximize these advertising activities, such as increasing the frequency of their television ads or create ads with a more attractive version, both in terms of audio and visual, so that consumers can indirectly remember the message of these ads and not easily forget them. This can help consumers to direct their purchasing decisions to So Klin detergent.

4. Price and advertising together significantly influence the purchase decision of So Klin detergent by 42.9%. While the rest 56.1% influenced or explained by other variables that are not included in this research model. Therefore So Klin must be able to maximize the role of the price of their product in the eyes of consumers and increase their advertising activities together, so that their consumer purchasing decisions may be increased, because if you look at the contribution the influence of both together is quite large, amounting up to 42.9%.

**Suggestion**

1. So Klin more preferably maximize the role of the price of their products in consumers' minds by offer them a logical and affordable price that matches with their quality. So Klin can also doing other promotional activities like held a prize quiz or giving away free stuff that will probably attract other consumers to buy their product. They can also try to persuade their consumer so they will tend to tell others about their product and its price and also suggest other people to also buy and use it, in order to maximize both price consciousness, sale proneness and price mavenism indicators that are not good enough, so they can maximize the role of price of So Klin detergent in the eyes of consumers.

2. So Klin should be able to maximize their advertising activities, such as by increasing the frequency of their television ads and create ads with a more attractive version in
terms of audio and visual, so consumers can remember the message of So Klin detergent ads better and do not easily forget them. This was a way to improve the attention and retention indicator which hasn’t well enough, also to help consumers to direct their purchasing decisions to So Klin detergent.

3. It will be better if So Klin adding diversity onto their promotional activities, not only through advertising on television but also others media so that they can maximize the consumers' needs for information of their products. If consumers more easily and more frequently to obtain information about So Klin detergent products, the benefit also the importance of their product, then the problem recognition and information search indicator can be more maximized and the purchasing decision would be increase as well.

REFERENCES
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