
**THE EFFECT OF ADVERTISING AND SALES PROMOTION
ON CONSUMER BUYING DECISION OF INDOVISION TV CABLE PROVIDER****ANALISIS PENGARUH IKLAN DAN SALES PROMOSI TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN DARI PENYEDIA TV KABEL INDOVISION**

by

**Christohn Louse Nangoy
Willem J. F. Alfa Tumbuan**Faculty of Economics and Business, International Business Administration, Management Program
Sam Ratulangi University Manado

E-mail:

Christohnnangoy@gmail.comWjf_alfa@yahoo.com

Abstract: On this modern era the development of technology and media communication are rapidly growing and changing. Many things that seen impossible by human in the past has now becomes possible. Current technological developments increasingly dynamic and innovative, so the need for technology of information and communication is very important. There are a lot of improvements of the technology that change the mindset of human. The purpose of this research is to find if advertisement and sales promotion have a significant impact. This research used quantitative method. The sample of this research is customer of Indovision TV with total of 75. This research used simple random sampling and the data filled by the questionnaire. The result of this research shows that there is a significant effect of Advertisement and Sales Promotion on Consumer Buying Decision. Recommendation is that Indovision should make the sales promotion even more because the demand of Cable TV is really high now, Indovision can add more TV Channel that other cable TV did not have. Indovision should have a national or international artist on their Advertising so it can be more attractive.

Keywords: *advertisement, sales promotion, consumer buying decision*

Abstrak: Di era modern ini perkembangan teknologi dan komunikasi media berkembang dengan cepat dan berubah. Banyak hal yang tampaknya tidak mungkin oleh manusia di masa lalu kini menjadi mungkin. Perkembangan teknologi saat ini semakin dinamis dan inovatif, sehingga kebutuhan akan teknologi informasi dan komunikasi sangat penting. Ada banyak perbaikan teknologi yang mengubah pola pikir manusia. Tujuan dari penelitian ini adalah mengetahui apakah iklan dan promosi sales memiliki dampak signifikan. Penelitian ini menggunakan metode quantitative. Sampel penelitian ini adalah pelanggan Indovision TV dengan total 75. Penelitian ini menggunakan simple random sampling dan data diisi oleh kuesioner. Hasil dari penelitian ini menunjukkan bahwa ada pengaruh yang signifikan dari Iklan dan Promosi Penjualan pada Keputusan Pembelian Konsumen. Sebaiknya Indovision harus membuat promosi penjualan lebih banyak karena permintaan TV Kabel sangat tinggi sekarang, Indovision dapat menambahkan lebih banyak Saluran TV yang tidak dimiliki TV kabel lainnya. Indovision sebaiknya memiliki artis nasional atau internasional pada Iklan mereka sehingga dapat lebih menarik.

Kata Kunci: *iklan, sales promosi, keputusan pembelian konsumen*

INTRODUCTION

Research Background

On this modern era the development of technology and media communication are rapidly growing and changing. Many things that seen impossible by human in the past has now becomes possible. Current technological developments increasingly dynamic and innovative, so the need for technology of information and communication is very important. There are a lot of improvements of the technology that change the mindset of human. It is all because of the increasing level of human resources that might because the development of technology especially the development on marketing and communication sector.

Nowadays, children and adults can easily communicate each other. Even now, people can communicate as they want, communicate with each other from a different city, province, and different country. There are no barriers or limitations now for the people to communicate, no matter distant or close people can stay communicate even with a different type of communication. Not even time can separate people to communicate.

Actually, there are a lot of media that can be used by everyone in order to communicate. Start from the conventional media like Radio, newspaper, and now almost everyone has television on their own home. Moreover due to the globalization era people started to use internet as their information source that can be accessed via smartphone, tablet and other communication devices. People can reach various informations easily and can simultaneously change their lifestyle.

Communication is an important thing, as a tool to introduce products. It is important to communicate well, so that customers can understand about others opinion or suggestion, and it can build the good relationship between the company or organization and the customers. Basically, a company or an organization need to introduce or communicate every single of the products or services to the customer. So that, customer could easily know and understand about the products itself.

Nowadays, organization or company use marketing communication to communicate with consumer and has a big role in order to accomplish a successful organization or company with advertising and personal selling as a tool to introduce the product. Surely, every company or organization has their own strategy on marketing communication, because of the reality that shown based on the problem, there also some competition that appeared among the company in order to communicate to the customer about their products or services.

Nowadays, based on the modern lifestyle, many people use cable TV as their tools to fulfill their need to watch a lot of TV channels. Cable TV is a television broadcasting system via radio frequency signaling transmitted through optical fiber or coaxial cable and different with the regular antenna (over-the-air). Not only TV channel but FM radio, internet and telephone are also delivered via cable TV.

Nowadays, when the cable TV are appear, people have so many option to choose what they need to use, because before that people only had a conventional antenna, but now they also can use Cable Tv as a choice. There are many brand of cable TV, Indovision, TopTV, Transvision, Aora, OrangeTV, BigTV, First Media, K-Vision, Topas TV, OK Vision, Nextmedia, Centrin TV, generally the competition between the brand of cable TV, actually going normally. The way the brand of TV Cable promote their product through the TV channel that they have, for example, Indovision with RCTI, Transvision with TransTv, and K-Vision with Kompas Tv. For the feedback by the consumer to use the product are depend on the channel that offered by the brand of Cable Tv, like sports, entertainment and also news.

Especially, the competition of Cable TV in Manado based on the way of promotion, many brand of Cable TV promote their product with directly to the consumer, they open some booth beside the road, while offering the product. With that style of promotion, the consumer can easily know about the Cable TV (Channel Packet and Price).

Indovision is a subscription satellite television station owned by PT MNC Sky Vision (formerly PT Matahari Lintas Horizon). The Company was incorporated on 8th August 1988 began to promoting their product & services in early 1994 and is responsible for marketing and program management services to customers. In 1997, Indovision conducted innovation by changing the broadcast signal from analog to digital. This innovation can improve the reception quality of picture and sound for its customers.

Indovision also facing a tight competition in Indonesia especially in Manado cable TV market due to the number of competitors that provide the same service to their customer. Until now in Manado City have 1700 customers of being users Indovision Cable TV , but only 1100 customers still be active user of Indovision Cable TV. While 600 users are passive customers. It is easy to find all of those competitors promoting their product to the audience. The same method also being implement by Indovision in order to attract their customer.

The above data indicated that the subscriber number of Indovision were 1.288 million in 2014, 1.139 million in 2015, and 1.222 million in 2016. The increase has occurred from 2015 to 2016.

Research Objectives

Based on the research problems, the objective of this research is to find the effect of:

1. Advertising and Sales Promotion on Consumer Buying Decision of Indovision tv cable provider
2. Advertising on Consumer Buying Decision of Indivision tv cable provider
3. Sales Promotion on Consumer Buying Decision of Indovision tv cable provider

THEORETICAL FRAMEWORK

Marketing

According to Kotler (2009:27) marketing is a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and wants. Thus, return to definition of marketing as a process by which individuals and groups obtain what they need and want by creating and exchanging products and value with others. Exchange processes involve work. Sellers must search for buyers, identify their needs, design good products and services, promote them, and store and deliver them. Activities such as product development, research, communication, distribution, pricing and service are core marketing activities. Kotler defined the marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do. However, the marketing concept does not mean that a company should try to give all consumers everything they want. Marketers must balance creating more value for customers against making profits for the company.

Consumer Behavior

According to Belch and Belch (2012) consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. Consumer behavior is a process a consumer uses to make purchase decision, as well as to use and dispose of purchased goods or services; also includes purchase decision and product use.

Consumer Buying Decision

According to Howard and Sheth (1969:658) developed "Theory of Buyer Behaviour" to identify the elements of a buyer's decision and split these elements into three groups: (1) a set of motives, (2) several alternative course of action, and (3) decision mediators by which the motives are matched with the alternatives. Motives are specific to a product class and reflect the underlying needs of the buyer and the alternatives are the various brands that have the potential of satisfying the buyer's motives

Advertising

Advertisement according to Oakley, (2009) is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. The main importance of advertising is to affect the consumer buying behavior. The behavior can be changed or react quickly in people's minds. Consumer behavior analysis aims to elaborate 'why customers act in a specific ways under specific situations. Advertisements creates brand image and it can also be changed or strengthened through advertisements. These brand cognition influence consideration, evaluation and finally purchases. The hierarchy of effects model of Advertisement states that advertisements lead from cognitive awareness to co native purchase.

Sales Promotion

According to Mualla (2006).The promotion can be defined as a "marketing activity involves the persuasion contacting process through which the sender define of a commodity, or service, or an idea, or a place, or a person, or a pattern of behavior for the purpose of influencing the members of a particular audience minds, to appeal to their response behavioral about what promotes". Promotion has an important role in forming of loyalty and psychological connection degree between the consumer and the product, the ad campaign, and the

formulation of a sentence that create loyalty to the product play a major role in the success of achieving the objectives of the promotion policy.

Previous Research

The first article by Fatima and Lodhi (2015), Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City. This research explain about the advertisement are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviors of the consumers. This particular research was conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers.

The second articles by Zahid and Mufti (2016), Impact of Advertisement on Consumer Buying Behavior. This research explain about the advertising towards the consumer behavior. Advertisement plays an essential role in changing the consumer behavior towards a particular product. This study is conducted to explore the collision of environmental and emotional response on consumer buying behavior. Advertisement reminds its impact on consumer mind which attracts them to buy that particular product. The responses of 200 respondents are gathered from different universities of Faisalabad region of Pakistan through a circulated well-structured questionnaire. Multiple regression technique is used as a statistical tool and empirical results reveal that emotional response play positive and significant role to influence the consumer buying behavior. On the other hand, negative and significant role of environmental response has been seen in determining the consumer buying behavior.

Conceptual Framework

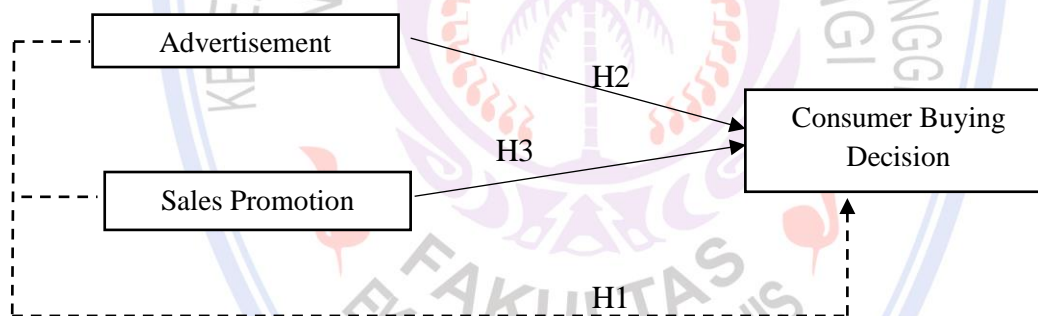


Figure 1. Conceptual Framework

Source: Theoretical Review (2017)

RESEARCH METHOD

Type of Research

This research will use causal type of research with Quantitative method. As an analysis tool this research will use multiple linear regression method. The factorial design focuses on two or more categories with the independent variables as compared to the dependent variable.

Place and Time of Research

This research will be conducted in Manado and the time of research is about 2 (two) months from October until November 2017.

Population and Sample

Population is all members of a defined group that processes some common characteristic defined by the sampling criterion established by the researcher. The population in the research is the user of Indovision tv cable provider in Manado. In Manado City have 1700 customers being users Indovision Cable TV, but only 1100

customers still be active user in using Indovision Cable TV. While 600 users is be passive customers. Sample is the selected people chosen for participation in a study, people are referred to as subjects or participants and that actually possesses the same characteristic as the population. The sample in this research is consisting of 75 respondents the sampling method is simple random sampling.

Data Collection Method

Primary data is the data obtained directly from the original source, specifically the primary data collected by researchers to answer the research questions. The primary data of this study gets from the results of questionnaires. The questionnaires are distributed to respondents so they can respond directly on the questionnaires. There were two sections in the questionnaires that should be filled in by respondents. The first section asked about respondents' identities and the second section asked about things that related with the variables.

Data Analysis Method

Descriptive analysis was employed to describe characteristics of respondents based on factors of age, education and work duration. Validity test was conducted to analyse of whether all questions used for variables in the questionnaire were valid or not, based on correlation between each question to the total questions. Pearson Product Moment was used for this test. A question was categorized as valid question if the value of Pearson correlation was positive and the significance value below 0.05 to the total questions of variables. Reliability test was established by testing for both consistency and stability of the answers of questions. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009:21). A variable is categorized as reliable valuable if value of Cronbach's Alpha is above 0.60.

Classical Assumption Test

Four assumptions including normality, no multicollinearity, homoscedasticity and no auto-correlation were analysed to make multiple linear regression. Normality was checked by plotting residual values on a histogram with a fitted normal curve. No multicollinearity was tested by the Variance Inflation Factor (VIF) statistic. Another way to think of co-linearity is "co-dependence" of variable (Schreiber-Gregory and Jackson, 2017:12). Intellectus Statistics plot the standardized residuals verses the predicted Y' values can show whether points are equally distributed across all values of the independent variables or not. According to Sekaran (2005: 268), homoscedasticity occurs if the one residual observation to other observation is fixed, otherwise it is called heteroscedasticity. The multiple linear regression model was checked for autocorrelation with the Durbin Watson test.

Multiple Linear Regression

In this research, multiple regression analysis was employed to analyse the effect of job satisfaction and perceived availability on job alternatives on turnover intention. In general, the equation of multiple linear regression is as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Where, X_1 , X_2 , X_3 , are independent variables and Y is dependent variable. To test simultaneous effect of independent variables (job satisfaction and job alternatives) to dependent variable (turnover intention), F_{test} was used. A F_{test} as any statistical test in which the test statistical has an F-distribution if the null hypothesis is true. If F_{count} is greater than F_{table} , H_0 is rejected and H_1 is accepted. Accepting H_1 means that all consumption values has an effect on consumer purchase decision at certain significant level used. To test partial effect of each independent variable t_{test} was used (5 %, $\alpha = 0.05$). Statistically, this test has a t distribution if the null hypothesis is true. In this test, t count is compared to t table. If t count is greater than t table H_0 is rejected and H_1 is accepted. Accepting H_1 means that a single independent variable has an effect on dependent variable. Goodness of Fit Test through Coefficient of Correlation (R) and Coefficient of Determination (R^2) was applied in this research. "Coefficient of determination is used to show the percentage of variability in Y that can be explained by regression equation". Meanwhile, "Coefficient of Multiple Correlation is used to measure the strength of relationship between Y (dependent variables) and X (independent variables)" (Newbold and Thorne, 2003). The following considerations are used to classify the strength of correlation: > 0.70 (very strong positive correlation), 0.50 – 0.69 (substantial positive correlation), 0.30 to 0.49 (moderate positive correlation), 0.10 to 0.29 (low positive correlation), 0.00 (no correlation), - 0.01 to - 0.09 (means a negligible negative correlation), -

0.10 to - 0.29 (low negative correlation), - 0.30 to - 0.49 (moderate negative Correlation), - 0.50 to - 0.69 (substantial negative correlation), < - 0.70 (very strong negative correlation).

RESULT AND DISCUSSION

Result

The data used of this research is collected by distributing questionnaires to the company which is Indovision. The following is description about the characteristic of the respondents consists of characteristic based on gender, age, income per month.

Characteristic of Respondents

Based on gender shows the largest number of sampled respondents 54% comes from male respondents and then followed by female (46%). Based on age shows the largest number of sampled respondents 40% comes from age 21-40 years and then followed by age >40 years (60%)

Validity Test

Table 1. Validity Test Result

		Advertising	Sales Promotion	CBD
Advertising	Pearson Correlation	1	-.110	.580**
	Sig. (2-tailed)		.277	.000
	N	56	56	56
Sales Promotion	Pearson Correlation	-.110	1	.097
	Sig. (2-tailed)	.277		.337
	N	56	56	56
CBD	Pearson Correlation	.580**	.097	1
	Sig. (2-tailed)	.000	.337	
	N	56	56	56
	N	56	56	56

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2017

Table 1. Shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reliability Test

Table 2. Reliability Test Result

Cronbach's Alpha	N of Items
.738	3

Source: SPSS Output, 2017

Table 2. Shows that Alpha Cronbach is 0.833 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Multiple Regression Analysis

In this research analysis of multiple linear regression was employed to analyze the effect of leadership, Sales Promotion, and discipline on employees' productivity simultaneously and partially. Results of analysis are presented in the following explanations.

Table 3. Multiple Linear Analysis Output

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.375	2.756		3.764	.000
Advertisement	.251	.109	.247	2.290	.025
Sales Promotion	.255	.086	.318	2.950	.004

Source: Data processed, 2017

Advertisement (X1) and Consumer Buying Decision (Y)

Advertisement (X1) does not significantly influences Consumer Buying Decision (Y). From the table above, tcount for each independent variable, which for Advertisement (X1) tcount = 2.290 and ttable = 3.764 which tcount < ttable. Therefore, H0 is accepted and H2 rejected, that means Advertisement (X1) does not significantly influence Consumer Buying Decision (Y).

Sales promotion (X2) and Consumer Buying Decision (Y)

Sales promotion (X2) does not significantly influences Consumer Buying Decision (Y). From the table above, tcount for each independent variable, which for Sales promotion (X2) tcount = 2.950 and ttable = 3.764 which tcount > ttable 2.02. Therefore, H0 is accepted and H3 rejected, that means Sales promotion (X2) not significantly influence Consumer Buying Decision (Y).

Discussion

Aims of this research was to identify the effect of advertisement that including audience reach, audience engagement, audience attentiveness and responsiveness, friends and family environment, and commerce and direct ROI measure with sales promotion that including ability to add value, bring forward future sales, offer better value of money and cause responses immediately on consumer buying decision of Indovision TV Cable provider in Manado.

Statistically, the questionnaires used in this research were valid and reliable. All collected data were of reasonable to be used for further analysis that was designed to answer the research objectives. With particular concern to reliability test, Sekaran and Bougie (2009:177) argues that this test is to measure both consistency and stability of the answers of questions. Consistency indicates how well the items measuring a concept hang together as a set.

Multiple Linear Regression as the major analysis in this research had been employed through early check of four assumptions to make this analysis running optimally. This early check confirmed that the data were distributed normally with no multicollinearity and free from heteroscedasticity and autocorrelation.

Results from several tests of the model approved that it was significant, an enough positive correlation with Coefficient Determination of R. Generally, these tests explained that advertisement and sales promotion was of reasonable predictor variables for consumer buying decision, and these predictor variables could explain consumer buying decision for the study case at level of 43.7 %.

Simultaneous effect of advertisement and sales promotion was significant on consumer buying decision of Indovision TV Cable provider for the study case. This was supported by the result of Ftest that confirmed Fcount. The result of the multiple regression analysis shows that there is positive effect of Advertising toward Consumer Buying Decision. In this research, it is represented by the intensity of advertisement, attractiveness of advertisement, understandable information given, awareness of advertisement and advertisement through social media. Like what the theory said, Advertisement is directly linked with the sales of the products (Abiodun, 2011). By seeing result from this research, obviously Advertisement became one of linked factor to Indovision TV customer when they decide to use Indovision TV, when they decide to use Indovision TV, their customers become higher and obviously they will have more sales on their product.

It suits with the previous research that conducted by Fathima and Lodhi (2015) with title Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City. The result

of the research said that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. By all means Indovision itself can create a strong perception for customer if they use their advertisement well. Each advertisement that Indovision makes toward customers must come with the clear output after the advertisement itself being made. In Fathima research, The result contradict with research from Zahid and Mufti (2016) with title Impact of Advertisement on Consumer Buying Behavior, on other hand this research shows negative impact of response in determining the consumer buying behaviour. This research contradicts because in this research, there are other factor that giving impact for determining the buying behaviour, while this research use only two main factor that Indovision TV uses for gaining attraction toward customers.

Consumer, who would buy a product, will try to find as much information as possible before making a buying decision. The consumers usually go through the stages in making a buying decision. It is worth nothing that consumer buying behavior is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their buying decisions.

According to Baheti (2012) Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. In this case it fits the findings that advertisement can gives the consumer motive to buy Indovision TV products by seeing their advertisement on TV or Social Media, people may already have their own TV Cable but when they see the advertisement and get interested by it, they will make their own motive for buying Indovision TV. By all means, it is safe to say that advertisement that being given by Indovision TV can give the peoples who willing to buy Indovision TV products enough information before they purchase Indovision TV products.

The type of media that can be used for advertising is not just limited to Television Media, Indovision also can try to reach the customers by giving advertisement through social media, one of the most effective media to put an advertisement strategies on. The number of people who regularly use various social media channels has grown dramatically and more and more people are getting more and more involved with social media to get their hands on latest information. By putting information there, more people can get more clear information about Indovision TV.

The result of the multiple regression analysis shows that there is positive effect of Sales Promotion toward Consumer Buying Decision. In this research, it is represented by free offer from Indovision, extra program, discount and compensation.

It suits with previous research from Mahsa Familmaleki and Alireza Aghighi (2015) with title Analyzing The Influence Of Sales Promotion on Customer Purchasing Behavior. The result said that sales promotion can increase the firm sales if the firm offering the right promotional tools to attract customers. Also research that conduct by Mohamed Dawood Shamout (2015) with title The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market. It said that consumers' behavior can be positively induced by using various promotion tools.

By seeing the result from the previous research that have the same effects, clearly can be said that promotional tools that Indovision TV already use is right because it causes positive effect same as the previous research.

“Marketing activities usually specific to a time period, place or customer group, which encourage a direct response from consumers or marketing intermediaries, through the offer of additional benefits”. One or more of these activities is to use sales promotional tools and techniques (such as: sampling, discounts, sales, buy one get one free, coupons, rebates, point-of-purchase displays, contests, premium money back offers and loyalty programs) which directly influence individual to give quick decision and to finalize buying process. Based on this theory, sales promotions effort that Indovision TV used is bundling program, which when they subscribe more for Indovision TV, they will get special bonuses such as free month subscription and so on.

According to Mualla (2006) Promotion has an important role in forming of loyalty and psychological connection degree between the consumer and the product, so it fits with the findings that Sales Promotion can creates a positive effect to Indovision TV consumer. It can creates a mindset to consumer that if they buy Indovision TV products, they will get so much profits according to the promotion.

Indovision TV sales promotion must offer their prospective clients real value, so that all of the limited-time offers and targeted customer of Indovision TV will lure into what the sales promotions offers.

According to yourarticlelibrary.com, there are eleven technique of sales promotion that important to building real value toward customers, the techniques are: rebate, discount, refunds, product combination, quantity gift, instant draw and assigned gift, lucky draw, usable benefits, full finance, samples, and contest. If

Indovision TV try to manage using those techniques, it guaranteed that the value will be built toward prospective clients and surely make the buying decision for clients easier.

Because buyers must act on the basis of incomplete information, they automatically and consciously incur a risk in every purchase and non-purchase decision. The size of the risk buyers perceive depends on the importance of the particular purchase and on the quantity of relevant information about the product category and the competing brands. A purchase decision can be considered as an optimization process through which buyers seek the product or the brand that will yield the greatest satisfaction. The choice process can be considered as the search for the most satisfying trade-off among brands that possess desirable attributes at different levels

There are many other options which help in building the perceptions in the mind of the customers and advertisements is an option for building the perception in the mind of the customers. Human beings can build the positive or negative perception by just watching the product they will try to use those products at least one time while building any perception in their mind. Experience is the major driver of building the perceptions because of this fact most of the cosmetics companies are using tool of sales promotions along with the advertisements in which they give free trial or sample product to the customers to use. The aim behind these sales promotions is to provide the experience to their customers, this help them to build the perception of their product.

Though many people said that Advertisement and Sales Promotions are same, there are things that make them differ, it the nature of the appeal to the consumer. But these two terms are often used together. Indovision TV also can makes an advertisement that can support their sales promotions so that not just the product info that reach the customer, but also the information about sales promotions. In return, sales promotions can become one of aspects that being advertised about in media.

Overall, these two aspects will play their own role toward consumer buying decision. These two variables must support each other because they does not have significant effect on consumer buying decision partially.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. The independent variable which are Advertising and Sales Promotion simultaneously affect Consumer Buying Decision as the dependent variable.
2. Advertising as one of independent variables does not partially affects Consumer Buying Decision significantly.
3. Sales Promotion as one of independent variables does not partially affects Consumer Buying Decision significantly.

Recommendation

Based on the analysis and conclusions from overall result in this research regarding effect of Advertising and Social Media on purchase decision. The researcher makes the following recommendations for Indovision TV:

1. Indovision should make the sales promotion even more because the demand of Cable TV is really high now, Indovision can add more TV Channel that other cable TV did not have.
2. Indovision should have a national or international artist on their Advertising so it can be more attractive.

REFERENCES

- Ashraf, M. G., Rizwan, M and Khan, M. A. 2014. The promotional tools and situational factors' impact on consumer buying behaviour and sales promotion. *Journal of Public Administration and Governance*. <http://macrothink.org/journal/index.php/jpag/article/download/5844/27>. Last accessed on 27 April 2018, 4(2), 179-201.

- Baheti, P. K., Swaminathan, A., Spindola, S. D., and Chari, M. R. 2012. Feedback to improve object recognition. *U.S. Patent Application*. <https://patents.google.com/patent/US20120011142A1/en>. Last accessed on 27 April 2018, No. 12/832,918.
- Belch and Belch. 2012. Self-image congruence in consumer behavior. *Journal of Business Research*, 65(5), <https://www.sciencedirect.com/science/article/pii/S014829631100110X>. Last accessed on 15 April 2018. 685-691.
- Familmaleki, M., Aghighi, A., and Hamidi, K. 2015. Analyzing the influence of sales promotion on customer purchasing behavior. *International Journal of Economics & Management Science*, <https://pdfs.semanticscholar.org/0899/c8bb20a9ee913649fed422c8ed28062c5013.pdf>. Last accessed on May 3 2018. 4(4)
- Fatima, S., and Lodhi, S. 2015. Impact of Advertisement on Buying Behaviours of the Consumers: Study of Cosmetic Industry in Karachi City. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2740920. Last accessed on May 15 2018.
- Howard, J. A., & Sheth, J. N. 1969. *The theory of buyer behavior*. Impact Of Advertisement On Consumer Buying Behavior. Institute of Business Management Sciences, University of Agriculture, University Road, Faisalabad, Pakistan.
- Kotler, P. 2009. *Marketing for hospitality and tourism*. Prentice Hall.
- Kotler, P., and Keller, K. L. 2009. *Manajemen pemasaran*.
- Mualla, N. 2006. Assessing and measuring sales culture within commercial banks in Jordan. *EuroMed Journal of Business*. <https://www.emeraldinsight.com/doi/pdf/10.1108/14502191111151287>. Last accessed on May 17 2018. 6(2), 227-252.
- Newbold, P., Carlson, W. L., and Thorne, B. 2003. *Nonparametric statistics. Statistics for business and economics*, 5, 531-555. <https://www.business.com/economic/article.S00221694111>. Last accessed on 17 March 2018. 4118(3-9), 219-222.
- Oakley, K. 2009. The disappearing arts: Creativity and innovation after the creative industries. *International Journal of Cultural Policy*. <https://www.tandfonline.com/doi/abs/10.1080/10286630902856721>. Last accessed on 25 May 2018. 15(4), 403-413.
- Oguntunde, P. G., Abiodun, B. J., and Lischeid, G. 2011. Rainfall trends in Nigeria, 1901–2000. *Journal of Hydrology*. <https://www.sciencedirect.com/science/article/pii/S0022169411006871>. Last accessed on 27 May 2018. 411(3-4), 207-218.
- Schreiber-Gregory, D. N., and Jackson, H. M. 2017. *Multicollinearity: what is it, why should we care, and how can it be controlled?* 1-12. Institute of Business Management Sciences, University of Management, Pakistan.
- Shamout, M. D. 2016. *The impact of promotional tools on consumer buying behavior in retail market*. *International Journal of Business and Social Science*. <https://pdfs.semanticscholar.org/2f21/250ff8fbb11497ea5f270fba17706429130d.pdf>. Last accessed on 30 May 2018. 7(1), 75-85.
- Sekaran, U. 2005. *Research methods for business: A skill-building approach (4th ed.)*. New York: John Wiley & Sons, Inc.
- Sekaran, U., and Bougie, R. 2009. *Research Methods for Business—A Skill Building Approach*. ISBN (pbk): 978-0-470-74479-6.
- Zahid, Z. M., Mufti, M. N., Shaker, K., And Naeem, A. T. 2016. *Impact Of Advertisement On Consumer Buying Behavior*. *Science International*, <http://www.sci-int.com/pdf/636327858861139709.docx>. Last accessed on 30 May 2018. 28(2).