

THE EFFECT OF ADVERTISING APPEAL AND BRAND IMAGE ON CONSUMER DECISIONS USING OJEK ONLINE TRANSPORTATION SERVICES (GO-RIDE)

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***Abstrak**– The purpose of this study is to find out if the influence of advertising attractiveness and brand image affect consumer decisions using online ojek go-ride transportation services. this research was conducted in rw 06 east cakung village. Sampling with a total of 100 respondents. The research strategies used in this research are associative. In this study, using quantitative data measured by multiple linear regression-based methods as measured by SPSS 22.0 software. from the results of this study proves that, the attractiveness of advertising has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, advertising attractiveness and brand image have a positive and significant effect on consumer decisions in using transportation services go-ride.*

***Keywords : Advertising Appeal, Brand Image
Purchase Decisions***

I. INTRODUCTION

Needs - the needs of the community is very diverse, as is the need for transportation services, especially in the city of east Jakarta with a population of 52,503 people (statik central agency DKI Jakarta, 2019) which means east Jakarta is a strategic area because it includes the capital area to gain market share in business especially transportation business. Given the large population with high congestion that affects people's mobility, where there will also be higher levels of demand for transportation services.

From the advancement of information technology that is growing so that public transportation appears that use the application and can be accessed using smartphones and the internet can be called online ojek transportation, namely gojek and grab that can facilitate people who will travel and live using smartphones then motorcycle taxis will come. According to data taken from katadata.co.id. (accessed on September 10, 2020) in Indonesia the number of gojek and grab app downloaders is not much different (146 million and 144 million) gojek has a usage base of 146 million while grab has a user base of 144 million. 2 million of gojek users also use grab. security problems that are currently needed by the public in using public transportation because of the large number of transportation that does not pay attention to the safety and security of passengers, so that

it is from the point of view of the gojek community today prioritizes safety and security for passengers both in terms of the attachment of attributes given to passengers.

The phenomenon of the emergence of goride today with all services from the pick up point to the destination that has been determined so that it makes residents in rw 06 feel helped in carrying out daily activities of the majority of workers and students who need transportation to carry out activities. This also makes the interest in rw 06 residents so high in using goride as their daily transportation as well as the offer of advertisements displayed in gojek in attracting consumers as well as going viral about advertisements that are displayed in gojek education about driving safety for drivers and passengers.

Advertising is a form of message delivered to the commenter with the aim of providing information. Realizing the importance of advertising activities for product marketing a company competes to create advertising that raises in influencing the public to buy its products. A good ad is an ad that can attract consumers to see it. Audiences interested in advertising will pay attention to the information provided. So the appeal of advertising is one of the things to be aware of.

The appeal of advertising is that the messages that will be conveyed can be presented in different delivery styles - different from displaying individual or group footage, individual lifestyle, mood, education, proof of the testimony of famous people. So when an ad has appeal it can also grow its brand image. Realizing this kind of competition, demanding the company to constantly change and build a good brand image. Without a strong and positive brand image, it is very difficult for the company to attract new customers and maintain existing one. Therefore the company is able to attract the attention of the market and create a good impression and attached to the minds of consumers.

Brand image is the public perception of the company or its products. The American marketing association (AMA) in Kotler and Keller (2014) defines, that a brand is the name of a term, symbol, design mark or combination of such things, which is meant to identify the goods or services of a seller or group and to distinguish them from competitors' products. Brand image has a significant influence on purchasing decisions based on research conducted by Suri Amelia (2017) entitled "The influence of brand image, price and product quality on the decision to purchase Xiaomi Brand Mobile in Langsa city" shows that brand image variables have a significant influence on purchasing decisions. Purchasing decisions are consumers' final decisions of individuals and households who purchase goods and services for personal consumption (Kotler, 2014). From various factors that influence consumers in purchasing products or services, consumers usually always consider the quality, price, and products that are already known by the public.

Purchasing decisions become an important thing to note because this will certainly be a consideration of how a marketing strategy will be carried out by the next company. The company's success in affecting consumers in purchasing decisions is strongly supported through efforts to build communication to consumers by using brands to consumers with marketing strategies.

Based on the description that has been stated above, the main problem of this research is Whether the Attractiveness of Advertising and Brand Image affects the Decision to Use go-ride services. The purpose of this study was to find out the relationship between the influence of advertising attractiveness and brand image on go-ride usage decisions.

II. LITERATURE REVIEW

2.1. Previous Reviews

The first research was conducted by Kevin, Widayatmoko and Muhammad researched with the aim to find out the effect of advertising function and brand image on gojek customer loyalty. the method used by quantitative method with data analysis tool used is multiple linear regression analysis.. The results of the study that the function of advertising and positive value and signifkan in addition, the function of advertising and brand image affect the loyalty of gojek.

The second study was conducted by Eldo Steven and I gusti researched with the aim to find out the influence of promotional attractiveness, price fairness, and brand image on the loyalty of consumers of transportation services. Data analysis techniques are used by analysts of confirmatic factors. the results showed that promotion, price fairness, and brand image have a positive and significant effect on the loyalty of consumers of Uber taxi transportation in denpasar city.

The third study conducted by Muhammad Zufaldi, Susi and Whyosi examined with the aim of knowing the influence of advertising appeal, price, and electronic promsosi word of mouth about the interest in the use of online transportation services grab in kot padang. The research method used quantitative approach method. With multiple linear regression analysis tools. The results showed that variable attractiveness of ilan and electronic word of mouth promotion had a positive and significant effect on user interest. While variable prices have no effect sigifikan and positif to the interest of grab online users of transportation services in the city of Padang.

The fourth study was conducted by Herdian Rizky Yuniyanto and Hani menelti with the aim to explain the influence of advertising on brand recognition on Youtube users who see Nike product advertisements. to explain the influence of brand recognition on buying interest in Youtube users who see Nike product ads. to explain the effect of advertising on buying interest in Youtube users who see Nike product ads by using brand recognition as an intervening variable. The method used qualitative method with research tools used path analysis and linear regression is simple. The results of the study that advertising has a significant positive effect on brand recognition, brand recognition has a significant positive effect on buying interest, brand recognition is not able to act as an intervening variable in the relationship between advertising and buying interest.

The fifth research was conducted by Saraswati and Gusti Citra Research research with the aim to analyze and prove the influence of advertising appeal and celebrity endorser on brand image and buying intention. Research method used quantitative motode with descriptive analysis tools. The results of the study that there is a positive and insignificant influence between the attractiveness of advertising on the brand image of shampoo pantebe in Samarinda, there is a positive and significant influence between celebrities endorse the brand image on shampoo pantene in Samarinda, there is a positive and significant influence between the attractiveness of advertising on the intention to buy pantene shampoo in Samarinda, there is a positive and significant influence among celebrities endorser on the intention to buy pantene shampoo in Samarinda , there is a positive and significant influence between the brand image on the intention to buy pentene shampoo in Samarinda.

The sixth study conducted by Milad Dehghani and Mustafa examined the purpose of testing the effectiveness of advertising in increasing consumer buying interest on facebook in 2013. The method used quantitative methods with descriptive analysis tools . The results of the study that facebook ads have a positive and significant effect on consumer buying interest.

The seventh study conducted by Arman Hj Ahmad, Izian and Cordelia examined with the aim of knowing the impact of young celebrity support in social media advertising and brand image on the buying interests of young consumers. The method used is expansive with quantitative approach.

With tears shimp model. The results showed that brand image has a positive and sigifikan effect on buying interest, celebrity advertising support on social media has a positive and significant effect on buying interest.

The eighth study conducted by Hafizh Novansa and Hapzi examined the purpose of knowing the influence of brand image, brand awareness, and price on the decision to purchase sme products in SMESCO Indonesia. Quantitatively used methods with descriptive analysis research tools and multiple linear regression. The results showed that brand image has a positive and significant influence on purchasing decisions in Smesco Indonesia LLP-KUKM, brand awareness has a positive and significant effect on purchasing decisions in Smesco Indonesia LLP-KUKM, prices have a positive and significant effect on purchasing decisions in Smesco Indonesia LLP-KUKM and brand image, brand awareness and price have a positive and significant effect on smesco Indonesia LLP-KUKM purchasing decisions.

2.2. Theoretical basis

2.2.1. Advertising Appeal

promotion of ideas, goods or services on a non-personal way by a particular sponsor that requires payment. Shimp (2014) expressed endorsment in advertising products in advertising received support. advertising is a way of moving people, talking about their wants or needs and arousing interest.

According to Djaslim (2014) advertising is defined as a non-personal form paid by sponsors to present ideas or ideas for promotion of certain goods or services. Indicators regarding advertising variables are as follows:

1. Persuading consumers

By changing consumer perceptions about the products/services advertised advocate buying the brand, as well as persuading customers to buy. 2

2. Remind consumers that the products/services advertised may be needed in the near future and keep customers more always in mind about the product/service or brand.

3. Music

The sound is arranged in such a way that it contains rhythms, songs, tones and harmony, especially from the sound produced in a certain environment or rungan.

4. Visual

A series of processes of conveying information on messages to others with the use of imaging media that is only read by the senses of vision.

5. Delivery time

The period of advertising conducted by the company on television and other media.

2.2.2. Brand Image

According to Kotler and Keller (2015), brand image is dealing with extrinsic propeti of products and services, including the way the brand meets the social or spikological needs of customers. Brand image is composed of brand associations, that brand associations are anything related to memory to brands, brand associations have a level of strength and will get stronger with frequent consumption evasion or information mining will be stronger if supported by other networks. So this brand image is important for consumers to drop their choice in buying a product.

According to Kotler and Keller (2015), brand image indicators are as follows:

1. the advantages of brand association is one of the factors that shape the brand image, where the product excels in competition

2. The strength of brand association is how information enters the consumer's memory and how the process survives as part of the brand image. That is what will continue to be the liaison between the product or brand and the consumer.
3. the uniqueness of brand association to a brand inevitably has to be divided with other brands. Therefore, a competitive advantage must be created that can be used as an alsan for consumers to choose a particular brand.

According to Keller in Alfian B (2015), suggesting factors affecting brand image as follows:

1. product excellence
Is one of the factors that shape the brand image, where the product excels in competition. Because the advantages of quality and characteristics that cause a product has its own appeal for consumers. Favorability of brand association is a brand association where consumers believe that the attributes and benefits provided by the brand will be able to meet or satisfy the needs and desires of the brand so that they form a positive attitude towards the brand.
2. brand strength
A brand association depends on how the iformation enters the consumer's memory and how the process survives as part of the brand image. The strength of this brand association is the fungicy of the amount of information received in the ecoding process. when a consumer actively describes the meaning of information or products or services, it will create an association that is stronger in the consumer's memory. The importance of brand association to consumer memory depends on how a brand is considered. In making the strength of brand associations can be through a mix of marketing communication promotions (promotion mix), the promotional mix is a combination of face-to-face sales, advertising, promotion, sales, publicity and relationships that help achieve sales goals.
3. brand uniqueness
Is an association of a brand inevitably hatus divided with other brands. Therefore, competitive advantages must be created that can be used as an excuse for consumers to choose a particular brand. By positioning the brand more leads to the evasion or enviable advantage of the product image. From the differences that exist, both from products, services, personnel, and channels that can provide benefits for companies and consumers.

2.2.3. Purchasing decision

Basically a purchasing decision is an act or behavior of the consumer so whether or not to make a purchase or transaction, the number of consumers in making a decision becomes one of the determinants of the company's goals. According to Fandy Tjiptono (2014) purchasing decision is a series of processes that start from the consunsumen know the problem, find information about a particular product or brand and evaluate the product or brand of each - each of these alternatives can solve the problem, which then a series of processes lead to the purchase decision.

Kotler and Armstrong (2015) Consumer purchasing decisions are buying the most preferred brands, but two factors can arise between purchasing intentions and purchase decisions. The first factor is the attitude of others. If someone who is important to you thinks that You have to buy a car at the lowest price, then the chances of you buying a more expensive car are reduced.

Buyer's Decision Process :

1. Problem Recognition

The purchasing process begins with an introduction to the needs of the buyer recognizing the problem or need. Needs can be triggered by internal stimuli when one needs the person's normal. Needs can also be triggered by external stimuli.

2. Information Search

An interested consumer may or may not seek more information. If a strong consumer push and a satisfactory product is imminent, he will likely buy it later. Otherwise, consumers can store needs in memory or search for information related to needs.

3. Alternative Evaluation

Marketers need to know about alternative evaluations, that is, how consumers process information to choose between alternative brands. Unfortunately, consumers do not use a simple and single evaluation process in all purchasing situations. Instead, several evaluation processes are at work. How consumers evaluate alternative purchases depends on the individual consumer and the specific purchase situation. In some cases, consumers use careful calculation and logical thinking. Other times, the same consumers do little or nothing to evaluate. Instead, they buy based on impulse and rely on intuition. Sometimes consumers make their own purchasing decisions; sometimes they turn to friends, online reviews, or salespeople to buy suggestions.

4. Purchasing Decision

At the evaluation stage, consumers make brand ratings and form purchasing intentions. In general, a consumer's purchasing decision is to buy the most preferred brand, but two factors can arise between the purchase intention and the purchase decision. The first factor is the attitude of others.

5. Post-Purchase Behavior

The marketer's job does not end when the product is purchased. After purchasing the product, the consumer will feel satisfied or dissatisfied and will engage in interesting post purchase behavior to marketers. What determines whether the buyer is satisfied or dissatisfied with the purchase? The answer lies in the relationship between consumer expectations and perceptions of product performance. If the product does not meet expectations, the consumer is disappointed; if it meets expectations, consumer alternatives are satisfied; if it exceeds expectations, consumers are happy. The greater the negative gap between expectations and performance, the greater the consumer dissatisfaction. This indicates that sellers must promise only what their brand can provide so that the buyer is satisfied.

2.3 Hypothesis Development

Based on the theory and results of previous research, the hypothesis in this study are:

1. It is suspected that there is a positive influence between the attractiveness of advertising and consumer decisions in choosing Go-ride transportation by residents of RW 006 in east Cakung Village.
2. It is suspected that there is a positive influence between brand image and consumer decision in choosing Go-ride transportation by residents of RW 006 in east Cakung Village.
3. It is suspected that there is an attractiveness of advertising and brand image that positively affects consumers' decision in choosing Go-ride transportation by residents of RW 006 in east Cakung Village.

III. RESEARCH METHODS

This research uses associative. The research method used is the survey method. Where this survey uses a quantitative approach. The target population in this study was consumers who decided to use go-ride online transportation services. The sample criteria that are considered by this research are all consumers who decide to use online go-ride transportation services. Data testing techniques

used in this study include validity testing, reliability test and coefficient of determination to test and prove the hypothesis of this research using SPSS v 22.0 For Windows.

IV. RESULTS AND DISCUSSION

4.1 . Descriptive Statistical Analysis

4.1 .1. Respondent Description

Respondents in this study were consumers of all consumers who decided to use online transportation services go-ride and in accordance with the criteria set by the researchers. The results presented on the table used in this study were obtained by distributing questionnaires. The number of questionnaires given to respondents to be filled out as many as 100 respondents.

Table 1 . Description Based on Respondent Characteristics

GENDER		
WOMEN	65	65%
MEN	35	35%
AMOUNT	100	100%
AGE		
17-20	40	40%
20-30	51	51%
>40	9	9%
AMOUNT	100	100%
STATUS		
Student	55	55%
Employees	18	18%
Civil Servants	9	9%
Self employed	18	18%
AMOUNT	100	100%

Source: Primary data processed, 2020

1. Characteristics of respondents according to gender:

Respondents in this study numbered 100 people consisting of 65 women (65%), and 35 men (35%). This shows most respondents are women with a percentage of 65%.

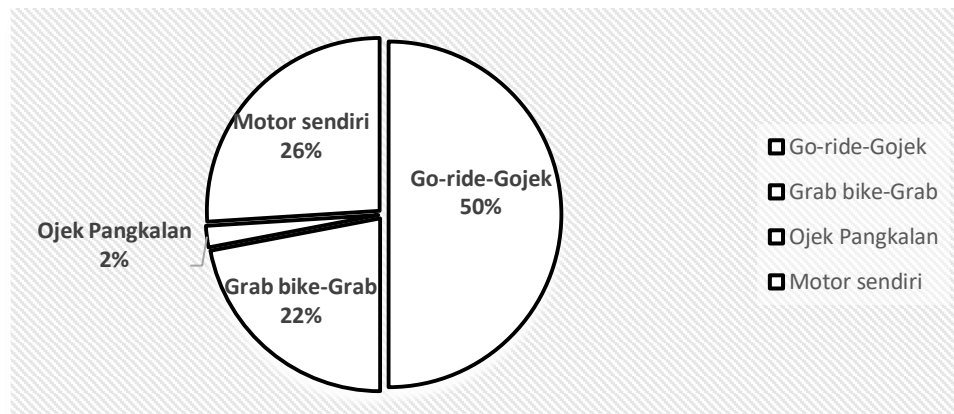
2. Characteristics of respondents by age:

Respondents aged 17 years to 20 years as many as 40 people (40%), ages 20 years to 30 years as many as 51 people (51%), and age over 40 years old aged 9 people (9%). This shows that the majority of respondents are 20 years to 30 years old with a percentage of 51%.

3. Characteristics of respondents according to status:

A total of 100 people work as students / students numbering 55 people (55%), employees totaling 18 people (18%), state employees numbering 9 people (9%), and self-employed 18 people (18%).

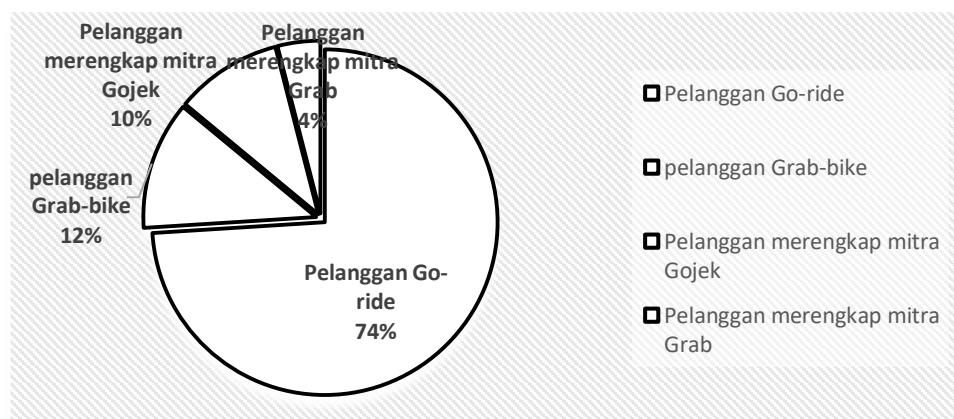
Table 2. Respondents of transportation options



Source: Primary data processed, 2020

From the table above shows for the group of respondents select transportation. Of these groups used the most go-ride 50%, motorcycles themselves 26% grab-bike 22%, and motorcycle taxi base 2%.

Table 3. Transportation customer respondents



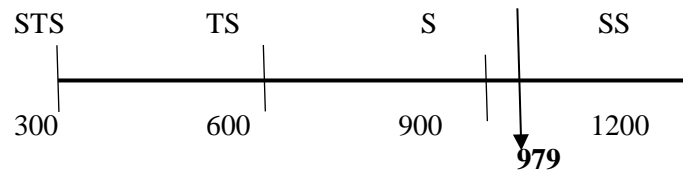
Source: Primary data processed, 2020

From the table above shows the respondents of transportation customers, that the highest status of 74% of go-ride customers, 4% of customers and grab partners, 10% of customers are gojek partners and 12% grab-bike customers.

4. 1 .2. Description of Respondents' Answers

The questionnaire was distributed with 100 respondents to residents of RW 06 in east Cakung village using Go-ride transportation. the response to the statement. The answers from the questionnaires distributed were scored according to the specified likert scale of 1 to 4 scores. there are 2 free variables, ad attractiveness (X1), brand image (X2) dependent variable is the purchase decision (Y).

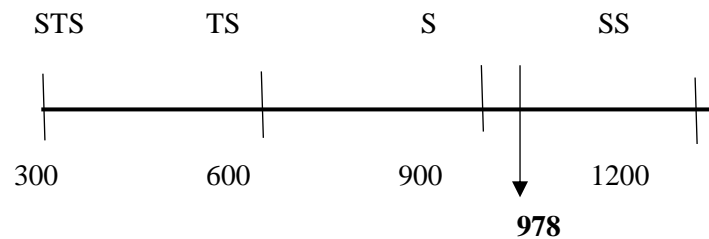
Figure 1. Ad Attraction variable likert scale diagram



Source: Primary data processed, 2020

The number of questionnaire scores in this study was 979. Thus, the attractiveness of advertising according to 100 respondents is $979 : 1200 = 81.58\%$ of the statements that have been set. then the data obtained from 100 respondents on the variable advertising attractiveness of 979, the value is located in the agreed area.

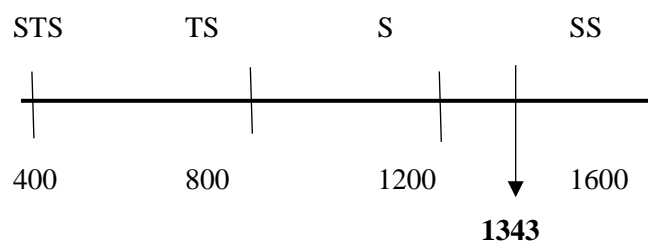
Figure 2. Brand Image variable likert scale diagram



Source: Primary data processed, 2020

The figure above the number of questionnaire scores in this study was 978. Thus, the brand image according to 100 respondents is $978 : 1200 = 81.50\%$ of the statement that has been set. then the data obtained from 100 respondents on the brand image variable of 978, the value is located in the agreed area.

Figure 3. Purchase Decision variable likert scale diagram



Source: Primary data processed, 2020

The figure above the number of questionnaire scores in this study was 1343. Therefore, the purchasing decision according to 100 respondents is $1343 : 1600 = 83.97\%$ of the statement that has

been determined. So the results are described in the following form then the data obtained from 100 respondents on the variable purchase decision of 1343, the value lies in the agreed area.

4. 2 . Statistical Analysis of Data

1. Validity test

To find out the validity or not of each research instrument statement, a validity test will be conducted per statement item. Testing using product moment formulas, with the help of SPSS version 22.0. The following data processing results for all statements in product quality instruments consisting of three statement items, as follows:

Table 4. Validity of Instruments Per Item for Advertising Appeal

No. Pernyataan	Rcount	Rtabel	Decision	Description
1	0,679	0,1966	Valid	rhitung > rtabel
2	0,653	0,1966	Valid	rhitung > rtabel
3	0,770	0,1966	Valid	rhitung > rtabel

Source: SPSS output processed, 2020

Based on the validity test in the table above instruments per item for advertising attractiveness, that rhitung from statement1 is 0.679, statement2 is 0.653, and statement3 is 0.770. It can be concluded that the data is valid, because the rhitung is greater than rtabel (0.1966), or when viewed from its significance, obtained sig. (0,000) < α (0,05). This indicates that all indicators of advertising attractiveness can be used in this study.

Table 5. Validity of Instruments Per Item for Brand Image

No. Pernyataan	Rcount	Rtabel	Decision	Description
1	0,760	0,1966	Valid	rhitung > rtabel
2	0,656	0,1966	Valid	rhitung > rtabel
3	0,565	0,1966	Valid	rhitung > rtabel

Source: SPSS output processed, 2020

Based on the table above instrument validity per item for Brand Image, that rhitung from statement1 is 0.760, P2 is 0.656, and H3 is 0.565. It can be concluded that the data is valid, because the rhitung is greater than rtabel (0.1966), or when viewed from its significance, obtained sig. (0,000) < α (0,05). This indicates that all brand image indicators can be used in this study.

Table 6. Validity of Instruments Per Item for Purchasing Decisions

No. Pernyataan	Rcount	Rtabel	Decision	Description
1	0,660	0,1966	Valid	rhitung > rtabel
2	0,679	0,1966	Valid	rhitung > rtabel
3	0,776	0,1966	Valid	rhitung > rtabel
4	0,823	0,1966	Valid	rhitung > rtabel

Source: SPSS output processed, 2020

Based on the table above the validity of instruments per item for purchasing decisions, that rhitung of KP1 is 0.660, KP2 is 0.679. KP3 is 0.776 and KP4 is 0.823. It can be concluded that the data is valid, because the rhitung is greater than rtabel (0.1966), or when viewed from its significance, obtained sig. (0,000) < α (0,05). This indicates that all indicators of purchasing decisions can be used in this study.

2. Reliability Test

Reliability test is done by one shot method with cronbach's alpha statistical test using the help of SPSS 22.0 software, provided that the test is significant reliability with degrees of freedom (1 =0.05)

Table 7. Reliability test results of advertising attractiveness, brand image and purchase decisions

No.	Indicators	Cronbach's Alpha	>	Description
1	Advertising Appeal	0,774	0,60	Reliabel
2	Brand Image	0,749	0,60	Reliabel
3	Purchasing Decision	0,786	0,60	Reliabel

Source: SPSS output processed, 2020

From the test results in table 4.7 stated all variables are variables or all cronbach's alpha already meet the significant test criteria of 0.06. From the product quality results of Cronbach's alpha ad appeal of 0.774, cronbach's alpha brand image of 0.749, and cronbach's alpha purchase decision of 0.786.

4. 3. Hypothesis Testing

a. Hypothesis Test Partially

Data processing results with the help of SPSS program version 22.0. based on the description and previous research, the development of the hypothesis as follows alleged the attractiveness of

advertising and brand image affect the purchasing decision, it will be explained in detail in the table below.

Table 8. Partial hypothetical result (t test)

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.909	.696		2.744	.007		
total Advertising Appeal	.477	.155	.368	3.071	.003	.184	5.424
total Brand Image	.701	.163	.516	4.311	.000	.184	5.424

a. Dependent Variable: total Purchasing Decision

Source: SPSS output, 2020

By comparing between thitung values > ttabel. With df = 100-3-1 = 96 and sig α 0.05 then obtained 1,984 and partial hypothesis testing the following:

1. Advertising appeal (X1) to purchasing decisions (Y)

Partial hypothesis test with spss calculation result 22.0 in table 4.11 shows that thitung value is 3.071 with significant value t of 0.000. So it can be disimpuklan H0 rejected and Ha received 3,071 < 1,984 with sig α 5% or 0.003 < 0.05. Thus proving that partially there is a significant influence of advertising appeal to the purchase decision.

2.Brand image (X2) of purchasing decision (Y)

Partial hypothesis test with spss calculation result 22.0 in table 4.13 shows that thitung value is 4,331 with significant value t of 0.000 Then it can be received and ha disimpuklan 4,331 < 1,984 with sig α 5% or 0.000 > 0.05. Thus proving that there is partially a positive and significant influence of brand image on purchasing decisions

b. Simultaneous Hypothesis Testing

Simultaneous test (Test F) is used to test together whether or not the influence of ad-free variables and brand image on bound variables i.e. purchasing decisions can be known by using F test. With the help of SPSS 22.0 Software, it will be explained in detail in the table below.

Table 9. Simultaneous results (F) of variable advertising attractiveness and brand image towards purchasing decisions

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	300.895	2	150.447	140.842	.000 ^b
	Residual	103.615	97	1.068		
	Total	404.510	99			

a. Dependent Variable: total Purchasing Decision

b. Predictors: (Constant), total brand image, total advertising appeal

Source: SPSS output, 2020

Based on table 9 shows that the value of F_{hitung} is 140,842 with a significant value of F of 0.000. Where the value of F_{bel} $df_1 = 3$ and $df_2 = 100 - 3 - 1 = 96$ is 2.70. So it can be concluded F_{hitung} value = 140, 842 > $F_{tabel} = 2.70$. So H_0 is rejected and H_a is received, because the signification of F is smaller than the real level of $\alpha = 5\%$ or $0.000 < 0.05$. So it can be proven that simultaneously there is a significant influence between the attractiveness of advertising and brand image to the decision of purchase to the citizens of RW 06 east cakung village.

Table 10. Summary of Research Results

Hypothesis	Conclusion
Suspected influence of advertising appeal on go-ride use decisions	BE ACCEPTED
Suspected influence of brand image on decision to use go-ride transportation	BE ACCEPTED
It is suspected that the attractiveness of advertising and brand image together influence the decision to use go-ride transportation	BE ACCEPTED

V. CONCLUSIONS AND SUGGESTIONS

5.1. CONCLUSION

Based on the results of research that has been done and analyzed data as described in the previous chapter, the results of data analysis concluded as follows:

1. Variable advertising attractiveness has a positive and significant effect on the decision to use go-ride transportation. So if the ads are good and improved by providing advertising impressions with a humorous sense then the more consumer decisions in using go-ride transportation
2. Variable brand image has a positive and significant effect on the decision to use go-ride transportation. So if the brand image is improved by providing good service through gojek.

5.2. SUGGESTION

Based on the results of existing research, the author can give suggestions as follows:

1. The appeal of advertising, because of the low trust of consumers of go-ride services because there are still go-ride drivers who are not maximally providing services not as advertised, it is better for drivers to give counseling and awards both in the form of gifts, groceries and points in long-distance pickup, so that drivers do not choose in the pickup of consumers and consumers will be more confident in using go-ride.
2. Brand Image, due to the low score in the Go-ride service brand statement has a positive image in the minds of consumers. because there are still drivers who are not professional contacting consumers outside the activity so that the low positive image of go-ride in consumers. It should be from the go-jek can maintain consumer privacy so that consumers do not feel disturbed by the way drivers can only contact consumers with chat and phone in the application while the driver and consumer activities are running. so that the consumer number can not be tertara in the application by drivers, such as facebook messenger examples that can only chat and phone through the application. So it can improve the positif image on the go-ride.
3. For the next researcher the sample in this study is only limited to 100 respondents, it would be better if the sample taken involves more respondents, so that the results of the study can be generalized in a wider scope.

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