

# THE INFLUENCE OF ADVERTISING AND BRAND REPUTATION ON *BRAND IMAGE* AND ITS IMPLICATIONS ON HANBODY MARINA PURCHASE DECISIONS (AT THE NUSANTARA SHOP, TEBING TINGGI)

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## Abstract

This study analyzes the influence of advertising and brand reputation on brand image and its implications on Hanbody Marina purchasing decisions. (at the Nusantara Tebing Tinggi store). Using a quantitative method with a sample of 96 respondents using the Cochran formula, data were collected through questionnaires and analyzed with SMART PLS 3.0. The results showed that advertising had a significant effect on the brand image of Marina handbody products at the Nusantara Tebing Tinggi Store. Brand reputation has a significant influence on the brand image of Marina handbody products at Toko Nusantara Tebing Tinggi. Advertisements do not influence the purchasing decision for Marina handbody products at the Nusantara Tebing Tinggi Store. Brand reputation has a significant influence on purchasing decisions for Marina handbody products at Toko Nusantara Tebing Tinggi. Brand image has a significant influence on purchasing decisions for Marina handbody products at the Nusantara Tebing Tinggi Store. Advertisement influences the purchasing decision of Marina handbody products through brand image as an intervening variable at Toko Nusantara Tebing Tinggi. Brand reputation influences the purchasing decision of Marina handbody products through brand image as an intervening variable at Toko Nusantara Tebing Tinggi.

**Keywords:** *Advertising , Brand Reputation , Brand Image , Purchasing Decision.*

## BACKGROUND

In this modern era, the cosmetic and body care product market in Indonesia is growing rapidly along with the increasing public awareness of the importance of skin care. One of the local brands that is quite dominant in the market is Marina, which offers various body care products, including *handbody*, Marina also has good quality to brighten dark skin. Marina is also considered as one of the good *handbody brands* used by young women in the increasingly competitive skincare industry, there are a number of challenges that affect Marina's *brand image*, especially related to the influence of advertising and brand reputation on consumer purchasing decisions.

*Top Brand Award* is given to superior brands with outstanding performance in the Indonesian market. Citra, Vaseline, and Marina brands are the *Top Brand Hand and Body Lotion* based on the *Top Brand Award source* in 2019 to 2024. One of the Cosmetic Stores in Tebing Tinggi, namely Toko Nusantara Tebing Tinggi, is one of the Cosmetic Stores that was established since 2016 until now and is visited by many consumers. Toko Nusantara Tebing Tinggi is located on Jl. MH Thamrin, Kec. Tebing Tinggi City, Tebing Tinggi, North Sumatra, which sells various types of cosmetics. The survival of Toko Nusantara Tebing Tinggi for more than 7 years shows that there is high interest in buying by consumers. According to (Irwansyah et al. 2021), purchasing decisions are consumer behavior in the form of willingness or unwillingness to buy a product, where this action is influenced by various factors.

**Table 1.** Marina *Handbody* Sales Data at the Nusantara Tebing Tinggi Store  
October 2024 – January 2025

No	Month	Number of Units Sold	Number of Buyers
1.	October	200	200
2.	November	180	180
3.	December	150	132
4.	January	280	280
Average sales/month			120

Source: Nusantara Store, Tebing Tinggi

According to (Kotler and Keller 2016) advertising is defined as a form of paid *non-personal communication* , carried out by an identified sponsor, with the aim of promoting ideas, products, or services through various media to reach the target audience. The advertising phenomenon covers various aspects, including creativity in composing messages, choosing the right media, and the ability to attract attention and influence consumer emotions or logic. The relationship between advertising and brand image is very close because advertising is one of the main tools for building, strengthening, and maintaining brand image *in the minds of consumers*. Advertising is used to convey messages, values, and brand identity to the audience. This can be seen in previous research by (Rosanti and Salam 2021) .

Based on the results of a pre-survey conducted on 10 respondents, it was found that 7 of them stated that the purpose of the Marina *body lotion advertisement* in Toko Nusantara was clear, 5 of them stated that the order from the Marina *body lotion advertisement* in Toko Nusantara was easy to understand, and finally 8 respondents stated that the Marina *body lotion advertising media* used in Toko Nusantara was in accordance with posters, banners, brochures, and social media.

In addition to advertising, another factor that influences purchasing decisions is brand reputation. According to (Firdaus and Yuliana 2024) Brand reputation is a collective perception held by consumers, society, and other *stakeholders* towards a brand, which is formed based on experience, information, and interactions that occur between the brand and consumers. This reputation includes aspects such as product or service quality, reliability, corporate ethics, and social and environmental responsibility carried out by the company. Previous research according to (Suroto 2022) stated that the influence of brand reputation shows a significant positive relationship between Brand Reputation and purchasing decisions.

Based on the results of a pre-survey conducted on 10 respondents, it was found that 5 of them stated that Marina *body lotion has a good name at Toko Nusantara Tebing Tinggi*, 7 respondents stated that Marina *body lotion's reputation* is better than other body lotions at Toko Nusantara, 9 respondents stated that Marina *body lotion* is widely known at Toko Nusantara, and finally 6 respondents stated that Marina *body lotion* is easy for consumers to remember.

Furthermore, what influences purchasing decisions is *Brand Image* , according to (Maharani and Achmad 2024) *Brand Image* is a perception or image formed in the minds of consumers about a brand based on experience, interaction, and information received. *Brand Image* reflects how consumers see and assess a brand, both in terms of quality, excellence, reputation, and emotional associations that arise towards the brand. In a study according to (Putri and Selviana 2023) , *Brand Image* contributed 46.7% to purchasing decisions. This study emphasizes the positive relationship between *Brand Image* and purchasing decisions on Shopee users in Jabodetabek, with an  $R^2$  value of 0.467.

Based on the results of a pre-survey conducted on 10 respondents, it was found that 9 of them stated that Marina *body lotion* has superior brand association in Toko Nusantara, 7 people stated that the Marina *body lotion* brand association in Toko Nusantara is very strong, and the last 4 stated that Marina *body lotion* has superior brand association in Toko Nusantara.

## LITERATURE REVIEW

Literature review is reviewing references, reviewing literature that has been published by previous researchers related to the theme to be studied. In research, researchers are usually asked to compile a Literature Review.

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Generally as an introductory part of a research proposal or one of the discussion chapters in a research report. Compiling a Literature Review is the same as presenting various previous research results that have similarities to the problems to be studied. On the other hand, it is also to answer various challenges that arise when starting a study. A written summary of articles from journals, books, and other documents that describe theories and information both past and present is also one of the meanings of a Literature Review. It can also mean an effort made by researchers to find and collect various information that is relevant to the problems to be studied, including the following:

## 1. Buying decision

According to Tjiptono in Kabanga and Sanam (2022) , purchasing decisions are stages when consumers explore their problems, explore information about a brand or product, and assess whether the brand or product is able to solve their problems, which leads to purchasing decisions. According to (Kotler and Armstrong 2016) purchasing decisions are consumer behavior about how individuals, groups and organizations choose, buy, use goods, services, ideas or experiences to meet their needs and wants. By knowing the information or brand of the product and conducting an evaluation so that it can solve problems and lead to purchasing decisions.

Based on the opinions of the experts above, it can be concluded that a consumer's financial decision to purchase goods or services is based on certain considerations.

## 2. Advertisement

(Kotler and Keller 2017) states that advertising is any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that requires payment, advertisements can be presented through various media such as newspapers, magazines, television, billboards, and so on. According to (Firmansyah 2020) states that advertising is one of the most common tools used by companies to mobilize persuasive communication to consumers. Advertising is basically a part of modern industrial life. Modern world life today is very dependent on advertising, without advertising producers and distributors will not be able to sell their products, while on the other hand buyers will not have adequate information about the products and services available in the market.

Based on the opinions of the experts above, we can conclude that advertising is a form of communication used to convey messages to the public with the aim of promoting certain products, services, ideas, or services. Advertisements are usually created to attract attention, build interest, and encourage the audience to take action, such as buying a product or using the service offered.

## 3. Brand Reputation

According to (Simangunsong and Sitanggang 2023) Brand Reputation is a good name given by consumers to a brand and appears after consumers use, consume/interact with the brand. According to (Rust et al. 2021) Brand Reputation is a comprehensive impression of thoughts, feelings, and conversations about a brand.

Based on the opinions of the experts above, we can conclude that Brand Reputation includes how a brand is viewed in terms of trust, credibility, consistency, and value provided to its customers. A good reputation can increase the attraction of new consumers and provide a competitive advantage in the market.

## 4. Brand Image

According to (Santoso, Fianto, and Erstiawan 2023) *Brand Image* refers to the subjective evaluation of consumers towards a brand in the market, it takes time and effort to develop a strong brand. According to (Nurhalim 2020) , *Brand Image* will be built based on the experience and information received by consumers while using the product.

Based on this explanation, it can be concluded that *Brand Image* is the overall perception or opinion in the minds of customers which is formed based on information and previous experiences with the brand.

## METHOD

This study applies a quantitative method with a descriptive approach to evaluate the influence of advertising and Brand Reputation on *Brand Image* and its implications on purchasing decisions for Marina *handbody* at the Nusantara store in Tebing Tinggi. This study was conducted at the Nusantara Store located on Jl. MH Thamrin, Kec. Tebing Tinggi City, which started from November 2024 to February 2025, The population of this study was consumers of Marina *handbody* at the Nusantara Store in Tebing Tinggi as many as 120. The research sample was determined using the Cochran formula resulting in 96 respondents . Data were collected through a Likert scale-

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based questionnaire and analyzed using multiple linear regression techniques. Data analysis used the SmartPLS tool which was divided into 2 models, namely, Outer Model and Inner Model. The Outer Model consists of reliability and validity tests, convergent validity tests, discriminant validity tests, reliability tests, while the Inner Model consists of hypothesis tests and structural models, R-Square tests ( $R^2$ ), f-Square tests ( $F^2$ ), Q-Square tests ( $Q^2$ ) and path tests.

## RESULTS AND DISCUSSION

### Outer Testing Model (Measurement Model)

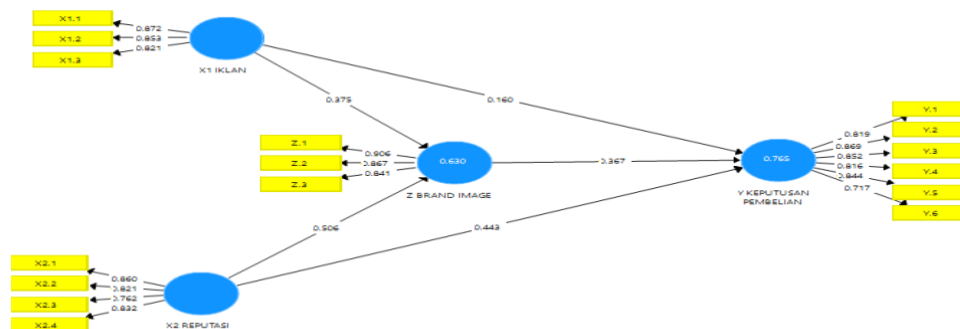


Figure 1. Outer Model Source: Data Analysis Using SmartPLS

### 1. Validity Test

This study uses the assistance of Smart PLS 3.0 software to test the validity and reliability of the research instrument. To test the validity a data, can used For test validity a data can used convergent validity looks at the loading factor value and discriminant validity with see mark cross loading.

#### a. Convergent Validity

Convergent validity from model measurement with model reflective indicators are assessed based on the correlation between item scores/component scores with construct score calculated using PLS. The reflective measure is said to be high if correlated more than 0.70 with the construct to be measured. However, for initial research with the development of a loading value measurement scale 0.5 to 0.60 is considered sufficient (Ghozali and Latan, 2015). In this study, a loading factor of 0.7 was used with the algorithm calculation. on Smart PLS 3.0. Based on the results testing model measurement convergent validity using *loading factor* It can be seen that all *loading factor values* have passed the limit of 0.5 so that it can be concluded that each indicators in this study are valid. Therefore, the indicators the can be used For measure research variables.

#### b. Discriminant Validity

Discriminant validity compares the Average Variance Extracted values (AVE) of each construct with the correlation between other constructs in the model. If the AVE root value of each construct is greater than the correlation values between constructs with construct other in model, so it is said own mark discriminant validity Which Good. Based on the results testing model measurement discriminant validity use *cross loading* can be known all *cross loading values* from each indicator which is aimed own correlation which are more tall with each variable compared to the other variables. Can withdrawn the conclusion that the above indicators has valid in overall.

### 2. Reliability Test

A instrument can it is said reliable with see mark from Average Variance Extracted is more than 0.5, Cronbach Alpha is more than 0.6 and Composite Reliability is more than 0.7. The following are the results of the reliability calculation through Average Variance Extracted (AVE), Cronbach Alpha and Composite Reliability can seen on Table the following:

Table 4. Calculation AVE, Cronbach Alpha, and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
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<b>X1 Advertisement</b>	<b>0.806</b>	<b>0.813</b>	<b>0.885</b>	<b>0.720</b>
<b>X2 Brand Reputation</b>	<b>0.836</b>	<b>0.840</b>	<b>0.891</b>	<b>0.671</b>
<b>Y Purchase Decision</b>	<b>0.902</b>	<b>0.906</b>	<b>0.925</b>	<b>0.674</b>
<b>Z Brand Image</b>	<b>0.841</b>	<b>0.847</b>	<b>0.904</b>	<b>0.759</b>

Source: Processed Primary Data (202 5 )

Based on Table 4 on can known that mark *Cronbach Alpha* from variable Advertisement as big as 0.806 , variable Brand Reputation as big as 0 . 836 , Brand Image variable 0. 841 and the Purchase Decision variable is 0.902 . **From** the calculation results above, it can be seen that all over the indicator has been reliable in measuring variable its latent .

## Inner Model Testing (Structural Model)

Evaluation of *the inner model* can be seen from several indicators which include: coefficient of determination ( $R^2$ ), *Predictive Relevance* ( $Q^2$ ) and *Goodness of Fit Index* (GoF) (Hussein, 2015). Results model structural Which displayed by Smart PLS 3.0 There is study This is as follows :

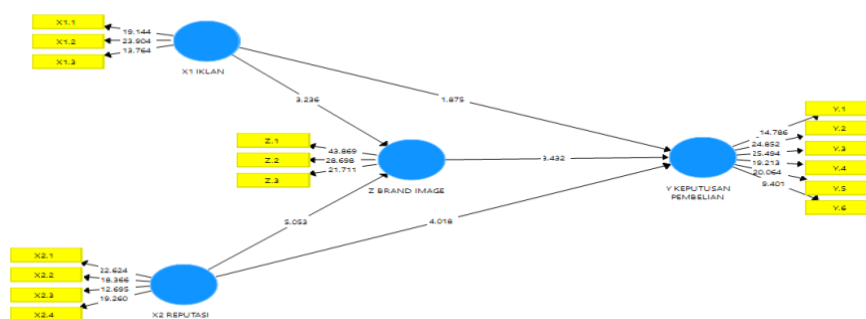


Figure 2. Inner Model

Source: Data Analysis Using SmartPLS

## 1. $R^2$ (R-Square) Results

In assessing a model with PLS, start by looking at *the Adjusted R-square* for each dependent latent variable. The results of the  $r^2$  calculation in this study are as following:

Table 5. Correlation Values

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Y Purchase Decision</b>	0.765	0.758
<b>Z Brand Image</b>	0.630	0.622

Source: Processed Primary Data (202 5 )

Based on results calculation using *bootstrap* on Table 5. above, the  $r^2$  value of the variable is known Brand Image as big as 0.622 Which means that Brand Image is influenced by Advertising and Brand Reputation by 62.2 % while the rest as big as 37.8% is contribution variable other Which No discussed in study This is like price reference, product quality , brand trust and others. Results  $r^2$  of variable Purchase Decision of 0.758 which means that buying decision influenced by Advertising, Brand Reputation and Brand Image account for 75.8% while the remaining 24.2% is the contribution of other variables. No discussed in this study such as product packaging, brand ambassadors and others.

## Hypothesis Testing

Statistics  $\geq 1,960$  or value probability  $\leq$  *level of significance* ( $\alpha = 5\%$ ). Limit 0.05 to mean that the magnitude opportunity deviation only as big as 5% dam 95% the rest indicated can accept hypothesis. Hypothesis testing in this study is divided into two parts, namely testing influence direct And testing influence in a way No direct (mediation). Testing for direct influence will use *bootstrapping* on Smart PLS 3.0 *software* , while indirect influence testing will using t-statistics on *indirect effects* .

## 1. Direct Effect Hypothesis Testing



The direct test results can be seen in the following table:

Table 6. *Path Coefficients* Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STD EV )	P Values
X1 Advertising -> Y Purchase Decision	0.160	0.161	0.086	1,875	0.061
X1 Advertisement -> Z Brand Image	0.375	0.381	0.116	3,236	0.001
X2 Brand Reputation -> Y Purchase Decision	0.443	0.438	0.110	4,018	0,000
X2 Brand Reputation -> Z Brand Image	0.506	0.505	0.100	5,053	0,000
Z Brand Image -> Y Purchase Decision	0.367	0.370	0.107	3,432	0.001

Source: Processed Primary Data (2025)

Based on Table 6, the test results for each hypothesis are as follows:

**a. H1: Advertising Influences Brand Image**

results testing Which there is on Table 6 can seen that mark t-statistic connection between *Advertising Against Brand Image* is 3.236 with a sig. of 0.00 1. The results testing the show that t-statistic  $\geq 1.96$  And mark sig.  $\leq$  level of significance ( $\alpha = 5\%$ ). Thing This show that Advertising Influences *Brand Image* Thus hypothesis 1 accepted. This is in accordance with research (Savitri and Wibisono 2022) which shows that advertising has a significant effect on *brand image* . These results indicate that advertising activities carried out by stores, both through social media and direct promotions, play an important role in shaping customer perceptions of the handbody brands sold. Messages conveyed through advertising, such as product advantages (brightens skin, moisturizes, long-lasting fragrance), affordable prices, and product safety, have proven successful in strengthening a positive brand image in the eyes of customers.

**b. H2: Brand Reputation Affects Brand Image**

Based on results testing Which there is on Table 6 can seen that mark t-statistic connection between Brand Reputation Against *Brand Image* is 5.053 with a sig. of 0.00 0. The results testing the show that t-statistic  $\geq 1.96$  And mark sig.  $\leq$  level of significance ( $\alpha = 5\%$ ). Thing This show that Brand Reputation Influences *Brand Image* Thus hypothesis 2 accepted. This is in accordance with research (Sanjiwani and Da Costa 2024) which shows that reputation has a significant effect on *brand image* . These results indicate that the better the reputation of the Marina brand in the eyes of customers, such as being known as a quality product, safe to use, having an official permit, and having been circulating in the market for a long time then the stronger the positive image formed in customer perception

**c. H3: Advertisements Influence Purchase Decisions**

Based on results testing Which there is on Table 6 can seen that mark t-statistic connection between Advertisement Against Buying decision is 1.875 with a sig. of 0.061 . The results testing the show that t-statistic  $\leq 1.96$  and sig. value  $\geq$  level of significance ( $\alpha = 5\%$ ). This show that Advertising Has No Effect On Purchasing Decision thus hypothesis 3 rejected . This is in accordance with research (Pratama and Hayuningtias 2022) which shows that advertising does not have a significant effect on purchasing decisions. The results of this study indicate that although advertising can improve and shape *brand image* , it does not necessarily encourage consumers to make purchases. Toko Nusantara Tebing Tinggi customers are more likely to rely on other factors in the purchasing decision-making process, such as recommendations from friends/family, personal experience, competitive prices, or product availability in the store.

**d. H4: Brand Reputation Influences Purchasing Decisions**

Based on results testing Which there is on Table 6 can seen that mark t-statistic connection between Brand Reputation Against Buying decision is 4.018 with a sig. of 0.00 0 . The results testing the show that t-statistic  $\geq$

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1.96 And mark sig.  $\leq$  level of significance ( $\alpha = 5\%$ ). Thing This show that Brand Reputation Affects Buying decision thus hypothesis 4 accepted. This is in accordance with research (Sugiharto, Nurhayati, and Madani 2021) which shows that reputation has a significant effect on purchasing decisions . These results indicate that the reputation of the Marina handbody brand offered by Toko Nusantara Tebing Tinggi is one of the main factors that encourages consumers to make purchases.

## e. H5: Brand Image Influences Purchase Decisions

Based on results testing Which there is on Table 6 can seen that mark t-statistic connection between *Brand Image* Against Buying decision is 3.432 with a sig. of 0.001 . The results testing the show that t-statistic  $\geq$  1.96 And mark sig.  $\leq$  level of significance ( $\alpha = 5\%$ ). Thing This show that *Brand Image* Influential on Buying decision thus hypothesis 5 accepted. This is in accordance with research (Arianty and Andira 2021) which shows that *brand image* has a significant influence on purchasing decisions . Then this research is also supported by the research results (Sinaga, Fitrianiingsih, and Lestari 2023) which states that *brand image* has a significant influence on purchasing decisions. *The positive brand image of Marina handbody in the eyes of consumers at Toko Nusantara Tebing Tinggi plays an important role in encouraging the decision to purchase the product.*

## 2. Indirect Hypothesis Testing

Table 7. Results of the *Indirect Effect Test*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1 Advertisement -> Z Brand Image -> Y Purchase Decision	0.138	0.142	0.063	2,200	0.028
X2 Brand Reputation -> Z Brand Image -> Y Purchase Decision	0.186	0.188	0.070	2,651	0.008

Source: Primary Data

### a. H6: Advertising on Purchasing Decisions with Brand Image as an Intervening Variable

Based on results testing Which there is on Table 7 can seen that mark t-statistic connection between Advertising on Purchasing Decisions with *Brand Image* as an Intervening Variable is 2,200 with a sig. of 0,028. Results testing the show that t-statistic  $\geq$  1.96 And mark sig.  $\leq$  level of significance ( $\alpha = 5\%$ ). Thing This show that Advertising influences purchasing decisions *Brand Image* s as an Intervening Variable thus hypothesis 6 accepted. This is in accordance with research (Pertiwi and Pradhanawati 2020) which shows that advertising influences purchasing decisions through *brand image* . *Brand image* acts as a mediator that bridges the influence of advertising on consumer purchasing decisions for Marina handbody products at Toko Nusantara Tebing Tinggi. In this case, advertising activities carried out by Toko Nusantara Tebing Tinggi, both through social media and direct communication in stores, have succeeded in forming a positive perception in the minds of consumers regarding the Marina handbody brand.

### b. H7: Brand Reputation On Purchasing Decisions with Brand Image as an Intervening Variable

Based on results testing Which there is on Table 7 can seen that mark t-statistic connection between Brand Reputation on Purchasing Decisions with *Brand Image* as an Intervening Variable is 2.651 with a sig. of 0,008 . Results testing the show that t-statistic  $\geq$  1.96 And mark sig.  $\leq$  level of significance ( $\alpha = 5\%$ ). Thing This show that Brand Reputation Influences Purchasing Decisions with *Brand Image* s as an Intervening Variable thus hypothesis 7 accepted. This is in accordance with research (Aprillia and Yoestini 2024) which shows that brand reputation influences purchasing decisions through *brand image* . *Brand image* acts as a mediator that bridges the influence of brand reputation on consumer purchasing decisions for Marina handbody products at Toko Nusantara Tebing Tinggi. Brand reputation reflects consumer assessments of the consistency of quality, trust, and credibility of the brand in the market in the long term.

## CONCLUSION

Based on the analysis and explanation that has been explained above , then withdrawn The following conclusions are: Advertisement has a significant effect on *the brand image* of Marina handbody products at the Nusantara Tebing Tinggi Store, Brand reputation has a significant effect on *the brand image* of Marina handbody

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products at the Nusantara Tebing Tinggi Store, Advertisement has no effect on the decision to purchase Marina handbody products at the Nusantara Tebing Tinggi Store, Brand reputation has a significant effect on the decision to purchase Marina handbody products at the Nusantara Tebing Tinggi Store, *Brand image* has a significant effect on the decision to purchase Marina handbody products at the Nusantara Tebing Tinggi Store, Advertisement has an effect on the decision to purchase Marina handbody products through *brand image* as an intervening variable at the Nusantara Tebing Tinggi Store, Brand reputation has an effect on the decision to purchase Marina handbody products through *brand image* as an intervening variable at the Nusantara Tebing Tinggi Store.

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