THE EFFECT OF TELEVISION ADVERTISING TOWARDS CUSTOMER PURCHASE DECISION
(CASE STUDY OF SARIMI PRODUCT)

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Abstract

This study attemp to explore television advertising effect towards customer purchasing decision. In particular, the author devide television advertising into four sub-variable, which are advertising message, advertising audio, advertising ilustration and figure on advertising. This study conduct by taking four hundred responses of respondents. Quantitative research was used in this study. This study used non-probability sampling method with incidental sampling method for the sampling analysis. The population used in this research is limited in Indonesia population only in which the total population is around 255 million people. The data was analyzed using simple linear regression. Result revealed that television advertising have an effect towards customer purchase decision. It is recommended that company should improve the publication in order to attract more trust from the customer which lead into the increase of sales.

Keyword: television advertising, customer purchase decision, advertising message, advertising audio, figure on advertising.

1. Introduction

Industrial sector is the major sector in economy of Indonesia. This sector is the largest contributor in the formation of the Gross Domestic Product (GDP) of Indonesia over the last ten years. The composition of the population of Indonesia is dominated by the consumption of food consumption. It makes the competition in the food industry more tighter than before. PT. Indofood CBP Sukses Makmur Tbk. is one of the food manufacture company which compete in the food industry with one of their product which is Sarimi Instant Noodle. Sarimi Instant Noodle struggling to survive in the food industry eventhough they still promote the product in television advertising. The objective of this study is to give company a suggestion to overcome the problem and also this study were design to compare the theory and the reality exist.

Quantitative research was used in this study. Four hundred respondents are giving their response through twenty one questions in questionnaire to represent the other user. Television advertising used as the x variable and customer purchase decision used as the y variable. The data was analyzed using multiple regression analysis and the sampling technique used is incidental sampling method.

The paper is organized as follows. It opens with a brief, general discussion of how food industry has grown which make PT. Indofood CBP Sukses Makmur Tbk. product (Sarimi instant noodle) struggling to survive in the market. Furthermore, a brief general discussion about television advertising in Indonesia. The conceptual model and hypotheses are presented.

The methodology is next described followed by the analysis and empirical findings. The paper then outlines the conclusons and suggestion.

2. Literature Review

2.1 Advertising

According to Lee & Johnson (2007) advertisement is a commercial and non-personal communication about an organization and their products that transmitted to target market through mass media such as television, radio, newspaper magazine, direct mail, billboard or public transportation.

2.2 Television Media

According to Suwasono (2002), the television is a very effective medium to communicate realisically. Television media allows marketers to aim marketshare or targeting audience widely with differenct segmentation.

2.3 Customer Decision Making Process

Kotler (2012), suggest a five steps process of making purchasing decision by customer, which are the stage of problem recognition phase, information search phase, the evaluation phase, the decision phase and the post-purchase behavior phase.

2.3.1 Problem Recognition

Kotler (2012) states that the purchase process begins when the buyer recognizes a problem or a need. A problem that to be solbed and done. Needs that can be caused by internal or external stimuli. Stimulation in the form of physical force (internal) occurs when a person senses influenced by circumstances such as thrist, cold, heat, hunger and so on, until it reaches a certain point and becomes an impulse.

2.3.2 Information Search

Kotler (2012) states that the customer that the needs has aroused will search more information. Information search devided into two levels, namely, information retrieval situations and active search. The resources of information devided into four group, which are personal sources, commercial sources, public sources, experience sources.

2.3.3 Evaluation of Alternatives

According to Evans and Berman in Moniharapon (1998), the customer should establish various criteria as the wish to be able to make a decision that is felt most useful to solve

problems. Although, at this stage the customer has had enough information to select alternatives to the product or commodity data that has been previously selected, customer still have to be careful in evaluating the alternatives based on the quality, color, style, durability, security, status, warranty, and price.

2.3.4 Purchase Decision

Customers form a preference for brands in a collection option evaluation stage. Customer intend to buy the most preferred product. Furthermore, Kotler (2012) made five sub-purchasing decision through brand decisions, supplier decisions, quantity decisions, time decisions, and methods of decision making.

2.3.5 Post Purchase Behavior

According to Kotler (2012), customer satisfaction is a function of how close the expectations of buyers on a product to the perceived performance of the product itself, customer form their expectations based on the message received from the seller, friends, and other sources of information. Satisfaction and dissatisfaction of the customers towards some product affect subsequent behavior, that is if the customer is satisfied, showed a higher likelihood to buy the product, while dissatisfied customers act, otherwise, they may dispose or return the product.

2.4 Research framework

This study used two variables. Sarimi television advertising as the independent variable and customer purchasing decision as the dependent variable.

Sarimi's Television Advertising (X)
1. Advertising Message
2. Advertising Audio
3. Advertising Ilustration
4. Figure on Advertising

Customer Purchasing Decision. (Y)
1. Problem Recognition
2. Information Search
3. Evaluation of Alternatives
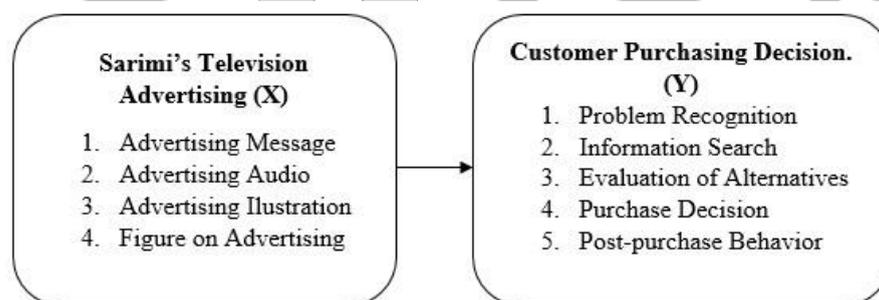4. Purchase Decision
5. Post-purchase Behavior

Figure 1. Research Framework

2.5 Hypothesis

Sekaran and Bougie (2010) states that a hypothesis can be defined as a tentative, yet testable, statement, which predicts what you expect to find in your empirical data. Based on the research framework, the hypothesis will be described below:

H_0 :   Sarimi Television Advertising had no effect towards purchasing decision process.

H_1 :   Sarimi Television Advertising has an effect towards purchasing decision process.

3. Methodology

3.1 Research Type

Quantitative research methodology is applied in this research. Zikmund, et al (2010) defines quantitative business research as business research that address research objective through empirical assessments that involve numerical measurement and analysis approaches. Quantitative research direct a considerable amount of activity toward measuring concept with scales that either directly or indirectly provides numeric value. The numeric values can then be used in statistical computations and hypothesis testing.

3.2 Operational Variable

Sekaran (2010) state that independent variables are one that influences the dependent variable in either a positive or negative way. Independent variables in this research is television advertising which have four sub-variable namely advertising message, advertising audio, advertising ilustration, figure on advertising.

According to Sekaran (2010) dependent variable is the variable of primary interest to the researcher. Through the analysis of the dependent variable, it is posible to find answer or solution to the problem. Dependent variable in this research is customer purchase decision process.

3.3 Measurement Scale

The sclae used in this study is ordinal scale. Ordinal scale is a ranking scale in which number are assigned to objects to indicate the reltive extent to which the objects possess some

characteristic. Thus, it is posible to determine whether an object has more or less of a characteristic that some other object. (Malhotra, 2010)

In this study, the measurement scale used is a Likert scale. Likert scale is a measurement scale with five response categories ranging from "strongly disagree" to "strongly agree", which requires the repondents to indicate a degree of agreement ot disagreement with each of a series of statements related to the stimulus object (Malhotra, 2012).

3.4 Population and Sampling

Population in this research is Indonesia citizen which are the customer of Sarimi instant noodle product. Non probavility sampling is used in this study, which is incidental sampling technique. Indidental sampling is suitable to be used in this research because of the number of the population that is to big. Furthermore, with incendental sampling technique, anyone that accidentally meet the requirement are capable to be the respondent.

3.5 Data Analysis Technique

In this research simple linear regression model is used as data analysis technique. A good regression model should be free from the problem of deviation from the classical assumption in the regression model. Furthermore, Descriptive analysis is used to analyze the data by describing or explaining an event (Rakhmat, 2009). Multiple Successive interval (MSI) used to convert the ordinal data into interval data in this research.

4. Discussion

This Study used one variable as the independent variable which are televising advertising and one variable as the dependent variable which is customer purchase decision process.

Table 1

Coefficient Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,922[a]	,850	,850	2,88189	2,070

a. Predictors: (Constant), Total_X

b. Dependent Variable: Total_Y

From the results shows that the adjusted R square in this research is 0.850. it means that 85% of purchase decision process are affected by television advertising. While the rest, which is 15% of purchasing decision process are affected by others variable that are not included in this research.

Table 2

Statistic F Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18899,079	4	4724,770	555,957	,000[b]
	Residual	3356,885	395	8,498		
	Total	22255,964	399			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), X4, X2, X3, X1

F table for the number of samples with one independent variable and the level of $\alpha = 0,05$ is 2,39. From the table above can be seen the value of F arithmetic amounted to 555,967 much larger than the magnitude F table 2.39. The calculated F Significance value was 0,000 which is smaller than α level that was set 0,05.From both of these, then based on testing criteria can be concluded that H_0 rejected and H_1 accepted. Based on that, Sarimi's Television Advertising has a significant effect towards Purchasing Decision Process.

Table 3

Determination of Regression Model

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,541	,553		4,596	,000
	Total_X	,811	,017	,926	48,975	,000

a. Dependent Variable: Total_Y

Regression model that can be explained from the results in the form of regression equation as follows: $Y = 2,541 + 0,811X + e$. That concludes, if the variable of television advertising increased by each unit, it will increase the purchase decision by 0,811.

5. Conclusion

Based on the dicussion results, the television advertising of Sarimi instant noodle have an effect to the customer purchasing decision with a moderate classified television advertising. However, the product itself did not match with the customer needs. Likewise, the Sarimi instant noodle product information is hard to find. The value of R-square (R^2) in the table is .850, and based on the considerations, it can be concluded that it has a significance level of the influence of the independent variable which is television advertising on customer purchase decision process. the value above illustrate that the customer purchase decision variable is affected 85% by the television advertising and the rest 15% is influenced by other variables out of this study.

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