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# Online Purchasing Decisions through Brand Image based on Advertising Effectiveness with Epic model studies on traveloka.Com consumers

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## Abstract (Bahasa Inggris)

*This study examines online stores (E-Commerce), especially online travel and refers to online purchasing decisions on brand image based on advertising effectiveness. One of online is PT Trinusa Travelindo or Traveloka, which is engaged in fields that require online and Traveloka.com has the innovation to ticket buying and selling services online that focus on online. The Epic Model is the most accurate method for measuring the effectiveness of advertisements that have been served in the community compared to the measurement model using the Customer Response Index (CRI) and Direct Rating Method (DRM). This study aims to analyze and determine online purchasing decisions through brand image based on the effectiveness of advertising with the epic model study on Traveloka.com consumers. The method used in this research is quantitative with descriptive and causal approach. To obtain data, the researcher used a questionnaire as an instrument to collect data and distributed it to respondents online. Data was checked using smart PLS 3.2.9. There are several hypothesis testing that have been carried out show that: 1) advertising effectiveness is significant and has a positive effect on advertising effectiveness, 2) brand image is significant and has a positive effect on purchasing decisions, 3) the effectiveness of advertising is significant and has a positive effect on purchasing decisions*

## Abstrak (Bahasa Indonesia)

Abstrak: Penelitian ini menguji toko online (E-Commerce) khususnya online travel dan mengacu pada keputusan pembelian online pada citra merek berdasarkan efektivitas periklanan. Salah satunya adalah PT Trinusa Travelindo atau Traveloka yang bergerak di bidang yang membutuhkan online dan Traveloka.com memiliki inovasi layanan jual beli tiket online yang fokus pada online. Epic Model adalah metode yang paling akurat untuk mengukur efektivitas iklan yang telah terlayani di masyarakat dibandingkan dengan model pengukuran menggunakan Customer Response Index (CRI) dan Direct Rating Method (DRM). Penelitian ini bertujuan untuk menganalisis dan menentukan keputusan pembelian online melalui brand image berdasarkan efektivitas periklanan dengan studi epic model pada konsumen Traveloka.com. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan deskriptif dan kausal. Untuk memperoleh data, peneliti menggunakan kuesioner sebagai instrumen untuk mengumpulkan data dan menyebarkannya kepada responden secara online. Data diperiksa menggunakan smart PLS 3.2.9. Hasil pengujian hipotesis yang telah dilakukan menunjukkan bahwa: 1) efektivitas periklanan berpengaruh positif dan signifikan terhadap efektivitas periklanan, 2) citra merek berpengaruh signifikan dan positif terhadap keputusan pembelian, 3) efektivitas periklanan adalah signifikan dan berpengaruh positif terhadap keputusan pembelian

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## 1. INTRODUCTION

The decision to buy a product by consumers is basically influenced by the assessment of the quality of the product offered. The demand for an increasingly high quality product is what makes companies engaged in various fields of business, competing to improve the quality of the products they have in order to maintain the brand image of their products. In addition, the rapid development of the world of advertising and supported by the growth of print media and the increasing number of electronic media also indirectly influences consumers to make purchasing decisions.

Advertising is any form of nonpersonal presentation that must be paid for and a promotional activity that includes ideas, goods or services carried out by an identified sponsor. Advertising must be able to promote a product with a wider reach and be able to create an image for the product so that it can survive and be recognized by the company. The main key to advertising is that advertising must upload the attention of potential consumers to the products or services offered by the company. In addition, with the formation of a brand image on a product, it will add a positive image or value to a product.

Measurement of an advertisement must be carried out periodically and continuously, because the effectiveness of advertising can be determined by conducting research. Advertising is a means of marketing and a means of information that plays an important role and is a vital part of the life of communication media for the development of the business world, in choosing advertising media companies must be more observant. And make considerations in choosing the media that will be used as a means.

With the online advertising carried out by Traveloka.com, it is hoped that the brand image of its services will also increase. Along with the increasing brand image after seeing promotions from online advertisements carried out by Traveloka.com with promos that have been provided, tourists want to make purchasing decisions at Traveloka.com services.

Online Purchasing Decisions Consumers at this time are very critical in choosing a product, right down to the decision to buy a product. As is well known, product offers are very diverse. According to Sutisna and Pawitra (2001) This increasing number of alternative choices makes it easier for consumers to make choices according to their tastes and economic capabilities.

Tjiptono (2015) suggests that marketing is a process in which the structure of demand for products and services is anticipated or expanded and satisfied through the conception, promotion, distribution, and exchange of goods. Basically, product marketing involves the movement or flow of two things: the physical flow of the product itself and the flow of trading activities for that product. E-commerce is the activity of conducting business transactions online through internet media and internet-integrated devices (Laudon et al, 2012). E-commerce is the result of the trendy development of the community environment as an effort to meet human needs in a more effective and efficient way. In Indonesia, there are e-commerce companies that implement the form of consumer to consumer (C2C), which is an activity of buying and selling products or services that provide an online marketplace and mall for consumers to make online sales and purchase transactions.

Advertising is any form of nonpersonal presentation that must be paid for and a promotional activity that includes ideas, goods or services carried out by an identified sponsor. Advertising must be able to promote a product with a wider reach and can create an image for the product so that it can survive and be recognized by the company. The main key to advertising is that advertising must upload the attention of potential consumers to the products or services offered by the company. Ease of understanding is an important indicator of message effectiveness. The effectiveness of an advertisement depends on whether consumers remember the message delivered, understand the message, are influenced by the message and of course ultimately buy the advertised product according to Laskey et. al 1995 (in Indriarto, 2006).

Measurement of an advertisement must be carried out periodically and continuously, because the effectiveness of advertising can be determined by conducting research. Advertising is a means of marketing and a means of information that plays an important role and is a vital part of the life of communication media for the development of the business world, in choosing advertising media companies must be more observant. And make considerations in choosing the media to be used as a means. Effective marketing for the company.

According to Nugroho (2003) a purchase decision is a consumer action to form preferences among brands in a selection group and buy the most preferred product. Brand Image Brand image is an image of a brand that is considered a group of associations that connect consumer thinking to a brand name (Biel, 1992).

Brand image is a brand name associated with the image of a group that connects memories to consumers.1. The concept of Brand Image according to Kotler (2007) is a consumer's understanding of the brand as a whole, brand confidence in certain brands and how consumers perceive or have certain perceptions of a brand.

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According to Priansa (2017: 265) brand image describes the involvement between consumers and brands that come from experience. According to Keller (2013), brand image is the value and meaning attached to consumers through a product or service. Based on this description, what is meant by Brand Image is consumer responses to a company brand which leads to consumer confidence in the company. The dimensions of brand image theory are Brand Strength,

According to Keller (2013), brand image is the value and meaning attached to consumers through a product or service. Based on this description, what is meant by Brand Image is the consumer's response to a company's brand which leads to consumer confidence in the company. 3. Measurement of Brand Image.

Factors that become the benchmark of a brand image are: -Product Attributes is a brand can bring up a number of certain product attributes in the minds of consumers, which are reminiscent of the characteristics of the brand.-Consumer Benefits is a brand must be able to provide a separate value for its consistency that will be seen by consumers as a benefit obtained when he buys consumes the product.

Advertising Effectiveness Ease of understanding is an important indicator of message effectiveness. The effectiveness of an advertisement depends on whether consumers remember the message conveyed, understand the message, are influenced by the message and of course ultimately buy the advertised product according to Laskey et., al 1995 (in Indriarto, 2006). So it can be concluded that the effectiveness of advertising is a message conveyed that can influence consumers in buying the advertised product. 1. The Concept of Advertising Effectiveness Advertising effectiveness refers to the extent to which advertising can produce certain effects as desired. Advertisers need to measure advertising effectiveness as a form of evaluation of advertising activities that are being and have been carried out.

A company advertises to get an immediate response or action through advertising. But other companies may aim to develop more awareness or want to form a positive long-term image of the goods or want to form a positive long-term image of the goods or services they produce. 2. Dimensions of Advertising Effectiveness). Epic Model developed by AC. Nielsen Media Research which is one of the leading research companies in the world (Durianto, 2003: 86). 3. Measurement of Advertising Effectiveness. Durianto et., al (2003) state that the indicators that affect the effectiveness of advertising by using the EPIC method. Research Framework This study aims to determine the influence between advertising effectiveness, brand image, and online purchasing decisions. Based on the discussion in the literature review and research that has been conducted by previous researchers, a framework for thinking in this study can be compiled as presented in Figure 1. Hypothesis Development.

According to Andrews et., al in Sangadji and Sopiah (2010). Hypothesis is a temporary answer to research problems until proven through collected data. Another definition of a hypothesis according to Buckley et al in Sangadji and Sopiah (2010) is a simple form of statement regarding the researcher's expectations of the relationship between variables in a problem to be tested in research. 1. The Effect of Advertising Effectiveness on Brand Image According to Septianto and Tjiptono (2019) advertising is a form of promotion and presentation of ideas from a product or service, such as print media advertisements, online media advertisements, electronic media advertisements, posters, brochures, and others. According to Kotler and Keller (2016), advertising can be a cost-effective way to spread messages, either to build brand preference or to educate consumers. Even in today's challenging environment, good advertising can produce results. According to Morissan (2014), advertising is defined as a form of nonpersonal communication about ideas, products, services, or organizations paid for by one known sponsor.

The word 'nonpersonal' means that advertising involves mass media (TV, radio, magazines, newspapers) that can send messages to many groups or individuals at the same time. Advertising is any form of presentation and promotion of ideas, goods or services in a nonpersonal manner by a particular sponsor that requires payment (Kotler and Armstrong, 2012). In measuring the effectiveness of advertising, there are several kinds of measurement tools including likability (Leather, McKechnie, and Amirhanian 1994), attractiveness (Wells 2000), and recall (Higie and Sewall 1991), but an effective ad must also increase brand awareness and associate the parts of the ad with the brand being advertised (Till and Baack 2005). Image

According to Mowen & Minor (2002), brand loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue buying it in the future. A good brand image is the main thing to determine the target market, establish product positioning and explain market response. (Pitta, D, 1995).

According to Park and Sinivasan (1994) in Low and Lamb (2000: 4) argue that to understand the brand image well, one must pay attention to the uniqueness of product characteristics. Image associations with brands can affect perceptions of quality, value or price. In addition to this, to improve the brand image strategy has been described at the beginning and end of the main steps in brand positioning in the market

(Park et al, 1986). Therefore, brand image is a very important concept as a reference for marketers on the life cycle of a brand (Andrews, M and Kim, D, 2007).

In principle, the behavior of each type of online consumer has the same foundation, namely motivation, preferences, activities and forms based on online travel agents. According to Ismayanti (2010) variations in online travel agency consumers can be seen from various approaches including psychography, socio-economics, geography, and travel patterns. Purchasing decisions through online travel agents is a process where consumers evaluate and select the necessary alternatives based on certain considerations. As Kotler and Keller (2016) have said that consumer behavior is influenced by social, cultural, and personal factors, especially related to online purchasing decisions.

According to Ahmed and Ashfaq (2013) effective and ideal advertising that builds a strong brand image, this factor is a real contributor to the impact of advertising on consumer purchasing behavior. Basically, advertising today has affected everyone's daily life and influenced many purchases. Consumers turn to advertisements for information and entertainment value (Lamb and Hair, 2001: 204).

Advertising is part of the promotion mix, especially advertising that uses online media which currently has received high attention from consumers, provides information about the advantages of these products through aspects of sound, motion, music and images, and can reach almost all levels of society considering that currently technological developments are increasing from time to time. H3 : The role of Brand Image as a Moderator of Advertising Effectiveness on Online Purchasing Decisions According to Adetunji, et al (2014) effective advertising can provide stimulation in the form of visual stimulation to message recipients, so that it has an attraction to buy a product or service.

An integrated advertising message strategy, like other types of advertising message strategies, is considered a communication effort capable of creating an effective positive brand image. According to Malik, et al (2012), brand image has a significant and positive effect on consumer purchasing decisions. In addition, advertising also has a positive and significant effect on consumer purchasing decisions because this shows that advertising also has a dynamic role, especially in adolescent behavior. Based on previous research conducted by Masikah and Alwie (2016), the effectiveness of advertising has a significant effect on purchasing decisions through the Wardah cosmetic brand image in Pekanbaru City.

Effective and ideal advertising seeks to build a strong brand image, this factor is a real contributor to the impact of advertising on consumer purchasing behavior (Ahmed and Ashfaq, 2013). In this study, brand image also acts as a moderating variable. Moderating variables have an influence (strengthen and weaken) the relationship between the independent variable and the dependent variable (Sugiyono, 2012).

Moderating variables are used because it is suspected that there are brand image variables that influence the effectiveness of advertising on online purchasing decisions. H4: Brand image as a moderator of advertising effectiveness has a role and has a significant effect on online purchasing decisions..

## 2. RESEARCH METHOD

**Sampling Method** The nonprobability sampling method used in this study is purposive sampling. The purposive sampling technique is a sampling technique with certain considerations or criteria (Sujarweni 2016). Certain considerations in determining the research sample are aged 17 years and over, individuals or consumers who have used or often purchase Traveloka.com tickets. The research design that the authors use in this study is to use survey design techniques in this method, what is collected is primary data, where researchers obtain research data through distributing online questionnaires to respondents.

## 3. RESULT AND DISCUSSIONS

These respondents were given an online questionnaire where the first slide contained a list of respondent data, then the next slide contained a list of questions regarding Advertising Effectiveness, Brand Image on Online Purchasing Decision. **Types and Sources of Data Collection** The data collection method used in this study is the data collection method by distributing questionnaires online to respondents. A questionnaire is a list of pre-formulated questions that respondents will answer with clearly defined alternative questions (Sekaran, 2008).

Where researchers obtained research data directly from filling out the Google Form online questionnaire by respondents. The reason researchers use online questionnaires is to facilitate the distribution of questionnaires to respondents, as well as to save costs and time when collecting and processing data. Researchers used the WhatsApp, Instagram and Facebook applications to provide direct links to the Google Form website containing questionnaires to respondents as follows, namely: <https://bit.ly/KuesionerPenelitianAnnisa1>. **Metode Analisis** Hypothesis testing in the study was carried out using the Partial Least Square (PLS) approach.

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PLS is a component- or variant-based Structural Equation Model (SEM). SEM is one of the fields of statistical studies that can test a series of relationships that are relatively difficult to measure simultaneously. SEM is a multivariate analysis technique which is a combination of factor analysis and regression analysis (correlation), which aims to test the relationship between variables in a model, be it between indicators and their constructs, or the relationship between constructs (Santoso, 2015).a. Demographic Characteristics of Respondents In this study, respondent demographics were measured through eight items with distribution results as in Table 1.b. Structural Model Testing (Inner Model) The structural model is a model that has been built based on the formulation of research problems. The model is then described in PLS and connected using arrows that show the influence of the variables to be tested in this study. After the structural model is described in PLS, the model is then calculated and then analyzed for several outputs, such as path coefficients and R-Square of the research dependent variable. The results of the structural model calculation in this study can be seen in Figure 2.

After calculating the algorithm, the inner model will be analyzed. Inner model analysis is carried out to see the relationship between constructs. Inner model evaluation can be done by looking at the path coefficients and construct R-Square values. The results of the evaluation of the inner model can be seen in Figure 2.c. Moderation Testing In smartPLS, moderation testing is carried out by creat moderating effect which includes moderator variables with predictor variables statistically each relationship is carried out using simulation, namely using the bootstrapping method on the research sample. Then testing is done using bootstrapping again to see the total effect output, the following are the results of the effect output in Table 2..



Output Calculate AlgorithmSumber:Hasilpenelitian, 2022

## 4. CONLUSSIONS AND SUGGESTION

### 4.1. Conclusion

Based on the research results described in the previous chapter, the following conclusions can be made: 1. The results showed that Ad Effectiveness has a positive effect on Brand Image. The results of this study indicate that the higher the Advertising Effectiveness, the higher the Brand Image.2. The results of the study indicate that Brand Image has a positive effect on Online Purchases. The results of these findings indicate that the higher the Brand Image, the higher the Online Purchases.3. The results of the study indicate that Advertising Effectiveness has a positive effect on Online Purchases. The results of these findings indicate that the higher the Advertising Effectiveness, the higher the Online Purchases.4. The results showed that Advertising Effectiveness has a positive effect on Online Purchases through Brand Image. The results of these findings indicate that the higher the Advertising Effectiveness, the higher the Online Purchases through Brand Image..

### 4.2. Suggestion

The author's suggestions or recommendations are written in this section. If there are none, then section IV, simply write a conclusion.

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The conclusion consists of a summary of the article that presents a summary of the results of the research that has been carried out, and is the answer to the problem formulation. Conclusions must be aligned with the problem formulation and research objectives. If the conclusion is more than one, then it is written using numerical numbering in paragraphs, not by using bullets, and the author can also add prospects for development of the research/study results and how further implications are the prospects for further research/study of researchers.

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