

**COMPARATIVE ANALYSIS OF THE EFFECTIVENESS OF ADVERTISING
BETWEEN ONLINE MEDIA AND OFFLINE MEDIA TOWARD THE PROCESS OF
CUSTOMER PURCHASE DECISION**

By:

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ABSTRACT

Currently the Internet is still considered as a complement instead of a substitute for conventional advertising media as we know it. The existence of significant differences between the effects of the advertising effectiveness of online media and offline media to consumer purchase decision process at the present time which people are using mobile internet to find information anywhere and anytime is not yet confirmed.

The research method used is descriptive research which describes a condition associated with other conditions. It is aimed to present an overview in a structured, factual and accurate as to facts, properties, and the relationship between the variables in research and further analyzed them statistically to obtain a conclusion. Statistical testing using t test and simultaneously using the F test will determine whether the ads through online media and offline media effectively influence consumer purchase decision process are significant or not.

The research analysis showed that the advertising effectiveness of online media is the average 585, the score was included in the criteria of "Effective" and also has an influence on consumer purchase decision process based on t test ($20.5 > 1.6$). While the advertising effectiveness of offline media is the average 578, that score was included in the criteria of "Adequate Effective" but do not have an influence on consumer purchase decision process based on t test ($-6.1 < 1.6$). Consumer purchase decision process is the average 626, the score was included in the criteria of "Fast", it can be said that the respondents have a favorable view of the high consumer purchase decision process.

The simultaneity between advertising effectiveness of online media and the advertising effectiveness of offline media has an influence on consumer purchase decision process based on the test F ($211.7 > 3.05$). It can be concluded that the advertising effectiveness of online media and the advertising effectiveness of offline media simultaneously have an influence on consumer purchase decision process. Companies need to set about the best proportion for use between advertising of online media and offline media in promoting and marketing their products in accordance with company requirements.

Keyword: Advertising Effectiveness of Online Media, Advertising Effectiveness of Offline Media, Consumer Purchase Decision Process.

A. Background

Companies nowadays face an increasingly tough competition, caused by a number of competitors with similar products but with offering of better quality product and a more affordable price. Consequently, companies are required to be able to overcome these problems: they can take advantage of current developments in information technology, which allows each company to reach their consumers through electronic media. One of the effective methods to reach potential consumers in large numbers is to use computer technology using the internet or online media. By using the internet, they will be able to reach global customers in the shortest time and smallest sum of money. This because the role of the Internet is not only as a means of finding information, but also its great potential as a medium for marketing and trade.

According to the Minister of Communication, the number of netizen in Indonesia has reached 45 million people. Indonesians had started to enjoy connecting the world through online media. This phenomenon is a potential market for the marketer to win the competition in the Indonesian market in the 3rd millennium era. Therefore, marketers should be able to utilize online media to grow their business with ease. Because of its wide and fast dispersion, the dissemination of products to be marketed will also have faster and wider range, including a wide open food online business opportunity in the city of Bandung (Marketeers, 2011).

Since its launch in June 2010, Reza Nurhilman, the figure behind the success of Ma Ichi, managed to raise popularity of this spicy snack. When he originally issued capital to produce Ma Ichi, Reza had only Rp 2.000.000,00. Now the turnover per day to reach USD 33,000,000.00 is different when it is done through a bold marketing strategy. In one day some 2,000 to 3,000 packs of crisps Maich market behavior. With prices ranging from Rp 15.000,00 each pack Reza earned a turnover of up to Rp 1,000,000,000.00 per month. Maich brand becomes the top of mind for spicy chips from Bandung. Now following in the footsteps of Maich, the development of online business for a typical food in Bandung is increasing rapidly, even if previously there were already a lot of food business who have got ahead into the online world (Marketeers, 2011).

We know that the previous media such as newspapers, magazines, brochures, radio or television may lead to different emphasis depending on the media used in advertising and today many companies use the internet as a means of marketing their products. The internet, commonly called as online media, has several advantages than other media used to advertise as previously described. It also has disadvantages in that it takes a long time for success, a lot of fraud such as fictitious shop or hit-and-run buyers, the loose regulation of internet marketing and limited range of internet reach in Indonesian towns.

Offline advertising oral so referred to as conventional advertising is a type of advertising that has been around since the first time an ad is used as distributing advertising using television, radio media, newspapers, banners, billboards, and others. Conventional advertising is still used by companies to advertise their products because it is still considered as away to advertise effectively and efficiently, especially advertising in Indonesia. Advantages of the conventional advertising that advertising can be accepted by all walks of life, can reach the farthest places though and also people who receive exposure from advertising need not have any special skills.

This type of advertising that can be published on the Internet is getting more and more diverse. An estimated amount of advertising budgets in cyberspace is still less than 1% of total media ad spending in Indonesia. Some of the causes are the existence of doubts about the effectiveness of advertising via the Internet, the lack of business people who understand the benefits of internet in business and advertising agencies who utilize the Internet as an alternative medium to advertise. Currently the Internet is still considered as a complement instead of being considered a substitute for conventional advertising media (Zakiah, 2007). The existence of significant differences between the effects of the effectiveness of online advertising through the media with offline media to consumer decision-making process at the present time is that people are using mobile internet to find information has not yet confirmed.

Based on those subjects, the writer is interested to research: **"Comparative Analysis of The Effectiveness of Advertising between Online Media and Offline Media toward the Process of Customer Purchase Decision in SnackBusiness (Snack Consumer Survey in Bandung)."**

B. Theoretical Background

Advertising is a form of indirect communication, which is based on information about the excellence or superiority of a product, which is arranged so as to cause a sense of fun that will change someone's mind to make a purchase (FandyTjiptono, 2008:226).

Effectiveness is a measure that states how far the target (quantity, quality, and time) has been reached. The greater percentage of target achieved, the higher the level of effectiveness (Durianto, 2003:5).

Effective advertising is advertising that thinks and understands customer needs, the ads communicate the specific benefits, advertising emphasis on specific actions to be taken by the consumers and also advertising that gets attention and mind and makes people act to make a purchase.

According to Durianto (2003:15), the effectiveness of advertising can be measured using the EPIC model developed by AC Nielsen, a leading marketing research company in the world. EPIC models include four critical dimensions namely Empathy, Persuasion, Impact, and Communication. The following description of the four critical dimensions EPIC models as follows:

1. Dimensions of Empathy

Dimensions of empathy provide valuable information about the appeal of a brand. Empathy is a mental condition that makes a person identifies or finds himself on the state of the same feelings or thoughts to other people or other groups.

2. Dimensions of Persuasion

Dimensions of persuasion in form what can be given an ad for improvement or strengthening a brand's character, so that advertisers gain an understanding of the impact of advertising on consumers' willingness to purchase and acquire the ability to develop an advertising appeal of a brand.

3. Dimensions of Impact

Dimensions of the impact shows whether a brand can stand out compared to other brands in the same category and whether an advertisement is able to engage

consumers in the message. The desired impact of the ad is the number of consumer product knowledge achieved through the level of consumer involvement with the product or the election process.

4. Dimensions of Communication

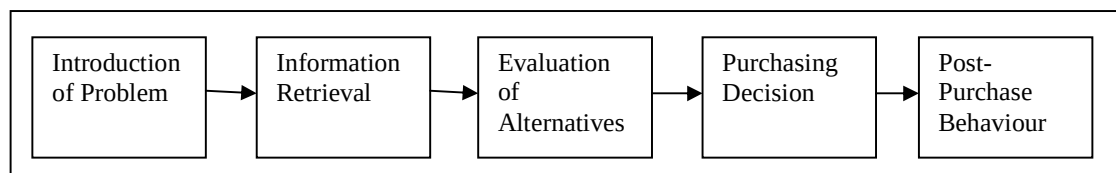
Dimension of communication to provide information about the ability of consumers to recall the main message delivered, consumer understanding, as well as the strength of the impression left that message.

Internet as a medium for advertising and promotion have a number of advantages (Morissan2010:327-328), namely the ability to reach a very specific group of individuals who visit the web in which the relevant product is offered, the target consumers so that messages can be targeted to meet the needs and wants of a specific audience targets, the ability of the internet to get immediate feed back that encourages consumers to better understand product offerings and improve customer satisfaction, has the ability to provide information to users, can enhance the positive image of the company through a web site designed attractive and creative as well as the speed to get information on goods and services offered is very high.

Of all the media used in advertising media, internet also has a weakness (Morissan, 2010:328-330); the unavailability of accurate data about the audience who visit on a web, no accurate data on the number of hearings due to the rapid changes in the characteristics of the audience, the cost of installing advertising on the internet is cheaper but can be more expensive if the company wants a great website and interesting.

Conventional advertising is a type of advertising that has been around since the first time used the ad is still used by companies to advertise their products to prospective customers. Dissemination of advertising messages using conventional print media, television media (television commercial), radio media, newspapers, banners, billboards, leaflets, flyers, brochures, and others.

The advantages of conventional advertising are that it is acceptable to all sections of society without looking at the background of each person, can reach the farthest places though and the people who receive the exposure of an ad does not need to have special skills. The down side of conventional advertising is one-way so it cannot have the feedback generated from these ads quickly and accurately, and cost to be incurred to produce and disseminate advertising is not cheap and relatively expensive.



Sources: Kotler & Keller (2009:675)

Figure 1
The Purchase Decision Process

Here's an explanation of the picture above the purchase decision process by the consumer:

1. Introduction of needs

The first stage in the consumer purchase decision is recognition needs. Introduction of the requirement arises when consumers face a problem that is a condition where there is a difference between the desired state with the actual situation occurred.

2. Information retrieval

At a time when consumers need the goods or services to meet the needs of the consumers will be looking for more on the existence of the desired products or services. The quest for information held at the time of start looking for more information, the value assigned to additional information and the satisfaction derived from information retrieval.

3. Evaluation of alternatives

Evaluation is a process known alternative options and choose products and brands in accordance with the evaluation criteria of the consumer. The evaluation criteria are the set of attributes or characteristics of the products and services that are used to evaluate and assess alternative options.

4. Purchasing decisions

Consumers will process information about the brand choice to make a purchase decision. At this stage of the consumer purchase alternative goods or services that are considered to satisfy their needs and provide the highest satisfaction.

5. Post-purchase behavior

After the use of goods or services, consumer post-purchase behavior, if satisfied then he will re-purchase satisfaction will even share the experience with their friends and relations, and vice versa if consumers feel let down then he will leave us.

Internet evolved because of the needs and ease of internet browsing. Researchers then measured using the EPIC model so effectively determine whether or not the ads on the internet. By sell online on the internet can facilitate the consumers to buy the products easily without having to directly face to face. The price and the product are listed in the online advertisement. Measurement of offline media advertising effectiveness was measured using the EPIC method to determine effective models whether or not the ad is because until now, especially in Indonesia, the companies still consider offline advertise their products very effectively and efficiently because these ads can be accepted by all levels of society, can reach the farthest places though and also the people who received the exposure of an ad does not need to have special skills.

Utilization of various media through media advertising either online or offline media is a means for companies to communicate their products to the target market has its own advantages and disadvantages. But this is not a part of consumer behavior which is part of the human activities that reveal causes someone to buy certain goods or services. Consumer behavior will also determine the decision-making process in the purchase for every customer is the same, but the whole process is not always carried out by the consumer. The decision making process is a problem-solving approach to human activity to purchase a good or service to meet their needs.

C. Research Method

This type of research is a descriptive and verifikative. Verifikative test the hypothesis that search for truth, while the descriptive analysis of research that describes a condition associated with other conditions, the aim is to present an overview in a structured, factual and accurate as to facts, properties, and the relationship between the variables studied and further analyzed statistically to later obtained a conclusion.

To see how the effectiveness of online media advertising and offline media advertising toward the process of customer purchase decision will be made to test the hypothesis test a causal relationship between the variables. Hypothesis testing using regression models. Methods of analysis undertaken in this research is the causality analysis methods, then performed path analysis to determine the effect between the variables. To meet the requirements of the path analysis method for at least the data obtained is interval data.

Based on the following hypothesis is proposed conceptual causal structure between variables such as Figure 2

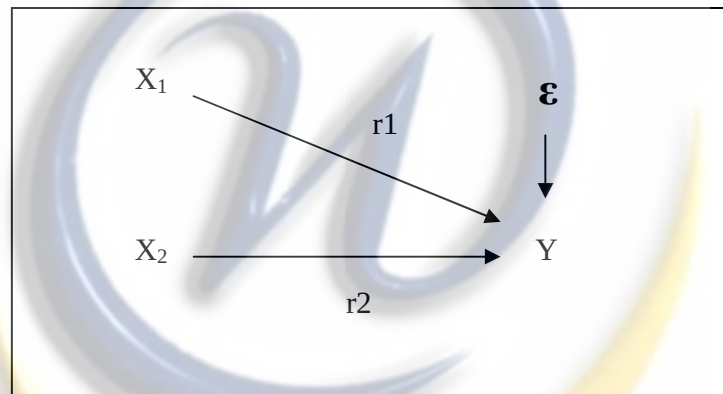


Figure 2
Causal Structure Between X1, X2, and Y

Description:

- X1 = Effectiveness of online media advertising
- X2 = Offline media advertising effectiveness
- Y = The consumer purchase decision process
- E = Epsilon (other variables)

D. Discussion

1. Effectiveness of Online Media Advertising

Summary of hypothesis testing results based on respondent assessment of the effectiveness of advertising through online media are as follows:

Table 1
Summary of Hypothesis Test Results I

Hypothesis	Average Score	Criteria	Decision
The use of advertising through online media effectively in snack food business	585	"Effective"	Ho is rejected and H1 is accepted

Source: Results of data processing (2012)

This means that respondents have the perception that the advertising through online media is effective. This indicates that the people of Indonesia, especially the in Bandung City is responsive to the internet in search of a mobile information anytime, anywhere. So this is a business area with the potential to market the product by using the advertising through online media especially for snacks business in Bandung City.

Promote the brand as well as snack products through online media can be done to create a website by purchasing your own domain, advertise on the site or shop selling on Kaskus (Social Media for Indonesian Community). Product can also use social networking sites like Facebook and Twitter as has been done by The famous snack brand are Ma Ichi and Karuhun in Indonesia.

But keep in mind that advertising on the internet need to set limits if not then it could cost you more than need. So that companies know what the purpose of advertising he want. The absence of objective evaluation of the goals can destruct the web images and information on a massive scale then it is meaningless to use the web.

Once it is determined that using the web as a vehicle to advertise then it will really benefit the company in order to achieve the goal so Management's attention should turn to web. They need to understand what the web and how it functions, and should be aware of the importance of short-term commitment on the delivery of information. Then we will be able to decide the money will be spent to advertise on the internet.

2. Offline Media Advertising Effectiveness

Summary of hypothesis testing results based on respondent assessment of the effectiveness of advertising through offline media are as follows:

Table 2
Summary of Hypothesis Test Results II

Hypothesis	Average Score	Criteria	Decision
The use of advertising through offline media effectively in snack food business	578	"Adequate Effective"	Ho is rejected and H1 is accepted

Source: Results of data processing (2012)

This means that respondents have the perception that the advertising through online media is quite effective or adequate effective for market their products have a level of ease of recall and understand the contents of the message that enough, it can display a good corporate image, wide range of advertising was to place the farthest corners though and do not need any special skills and advance technology like cell phone or modem to see the advertising.

Although using conventional advertising or offline media was considered quite effective and is widely used by Indonesian people, but not as effective as online-based advertising. So the use of conventional advertising slowly began shifting its use with online-based advertising.

This is because the product information on advertising through offline media are less well packed with a lack of innovation and presentation of information such as billboards on the roadside, the reader is the road users and the majority of driving with a certain speed. If the product name is too long, then maybe the road users through the ad before it finished. Or you just can see the color of newspaper only use black and white color, that makes the viewer kind of boring.

The solution of that problem you can create ads through offline media with an attractive appearance that viewer can easily remember and understand the content of advertising messages, and displays the image of the company with a wide range for example by creating a special page in the newspaper or a brochure with a large picture full color, clear language, straightforward and concise so that the content of advertising messages featuring the memorable image of the company.

3. The Process of Customer Purchase Decision

Summary of hypothesis testing results based on respondent assessment of the process of customer purchase decision are as follows:

Table 3
Summary of Hypothesis Test Results III

Hypothesis	Average Score	Criteria	Decision
Consumer purchase decision process qualifies as a "Fast" in snack food business	626	"Fast"	Ho is rejected and H1 is accepted

Source: Results of data processing (2012)

This means that respondents have the perception that the process of customer purchase decision start from introduction of needs, information retrieval, evaluation of alternatives, purchasing decisions until post purchase behavior is fast. It's possible happens because the selected product has been well-known brand, has good quality ingredients, and reasonably priced so it does not take long to decide to buy the product.

Today, the consumers are beginning to pay attention of the quality of health, resulting in the selection of snack food products were considered the materials do not interfere with health than the brand of product. The materials must contain with high nutrition for example using the mushroom which is rich of fiber-nutrient as a key for produce of snack foods such as chips.

Legal requirements of food products by the BPOM (national organization which provides legal to food products in Indonesia) began ogled by a customer as one of the alternatives in deciding on the purchase of the product.

And also to be aware of customers that is beside to increasing the frequency of their purchases is how to maintain customer loyalty to the product. Providing added value to consumers that will build loyalty to the customer by making customer loyalty program such as provide services such as give a guarantees for consumers to make sure no trouble later today after settled on a product.

The above matters can increase customer satisfaction, although only 2% increase, but it remains to be done because after all the customer or the buyer is a king which all demand must be filled as much as possible.

4. The Effect of Effectiveness of Advertising Between Online Media and Offline Media Toward The Process of Customer Purchase Decision

Summary of hypothesis testing results of the effect of effectiveness of advertising between online media and offline media toward the process of customer purchase decision are as follows:

Table 4
Summary of Hypothesis Test Results IV

Hypothesis	F count	F table	Decision
There is a significant positive influence on the effectiveness of advertising through online media and offline media toward the process of customer purchase decision	211.743	3.05	Ho is rejected and H1 is accepted

Source: Results of data processing (2012)

This means that the effectiveness of advertising between online media and offline media toward the process of customer purchase decision simultaneously have an influence on consumer purchase decision process based on the provisions hypothesis is H1 is received with using the test F because $F_{\text{count}} > F_{\text{table}}$.

Then the use of advertising through online and offline media in promoting and marketing their products should be targeted to reach potential consumers. Also keep in mind that the development of the internet and internet-based technology tools is rapidly increasing internet users also makes the wider online advertising opportunities to be very effective and therefore better proportions advertise through online media should be far greater than through offline media.

5. Significant Different of Effectiveness of Advertising Between Online Media and Offline Media Toward The Process of Customer Purchase Decision

Calculation results of data analysis of online media advertising effectiveness variables and offline media advertising effectiveness to the consumer purchase decision process can be seen that the effectiveness of online media advertising has an influence on consumer buying decision process, while the effectiveness of offline media advertising has no influence on consumer buying decision process so that there is significant differences between the effectiveness of advertising through online media and offline media to the consumer buying decision process.

Summary of hypothesis testing results the significant different of effectiveness of advertising between online media and offline media toward the process of customer purchase decision are as follows:

Table 5
Summary of Hypothesis Test Results V

Hypothesis	t count	t table	Decision
There is a significant different between of effectiveness effect of advertising through online media and offline media toward the process of customer purchase decision	<i>Online Media:</i> 20,553 <i>Offline media:</i> -6,118	1,654	Ho is rejected and H1 is accepted

Source: Results of data processing (2012)

This means that there is a significant differences between effectiveness effect of advertising through online media and offline media toward the process of customer purchase decision can be viewed from:

- a. Effectiveness of advertising through online media has an effect on customer purchase decision process is based on the provisions of the hypothesis H0 is rejected, using the t test for $t \text{ count} > t \text{ table}$. This means that the respondents have perceived level of effectiveness of advertising through online media is high. This indicates that the Indonesian people, especially the city of Bandung is responsive to the internet in search of information whenever and wherever. So this is an area of potential business to market their products by using online advertising through the media especially snack food business in the city of Bandung. Promote the brand and snack products through online media can be done by creating a website by purchasing your own domain, advertise on the site also can Product can also use social networking sites like Facebook and Twitter as has been done by The famous snack brand are Ma Icin and Karuhun in Indonesia. But keep in mind that advertising on the internet need to set limits if not then it could cost you more than need. So that companies know what the purpose of advertising he want. The absence of objective evaluation of the goals can destruct the web images and information on a massive scale then it is meaningless to use the web. Once it is determined that using the web as a vehicle to advertise then it will really benefit the company in order to achieve the goal so Management's attention should turn to web. They need to understand what the web and how it functions, and should be aware of the importance of short-term commitment on the delivery of information. Then we will be able to decide the money will be spent to advertise on the internet.
- b. While the effectiveness of offline media advertising has no influence on customer purchase decision process is based on the provisions of the hypothesis H0 is accepted by using the t test for $t < t \text{ table}$. This indicates that at the present time in seeking any information is no longer effective through conventional media such as newspapers, brochures, banners, and so on, because with the internet that can be accessed anywhere and anytime making it easier for us in the search for information. Assisted by technologies such as Blackberry devices and smartphones increasingly easier and faster access to the information sought. Advertising through online media intended for a

different dynamic. Television, radio, newspapers and magazines rely on advertising in-your-face and into the consciousness of a person, while advertising through online media can affect people differently because of its interactive nature. Companies need to assess whether they have the commitment of manpower, time and financial resources to decide to adopt online advertising through the media in promoting and marketing the brand and its products. However the lack of commitment, will only make online media advertising company will not take anywhere because the dynamics or change information on the online media is very quick to attract visitors.

E. Conclusion and Suggestion

1. Conclusion

- a. Effectiveness of advertising through online media qualifies as "Effective". Effectiveness of advertising through online media consists of empathy, persuasion, impact and communication in general executed pretty well. Especially the implementation of empathy in advertising through online media such as social networking sites facebook and twitter in marketing their products have high interest for consumers to find out the product information offered. While the implementation of persuasion than others-involvement is still low. This is due to the level of consumer confidence is still low because there are many scams using online media and there is no guarantee of security for online transactions given business.
- b. Effectiveness of advertising through offline media in the criteria "Adequate Effective". Effectiveness of advertising through offline media consists of empathy, persuasion, impact and communication in general executed pretty well. Especially the implementation of the communication on offline media advertising which has a level of ease of recall and understand the contents of the message that enough, can display good corporate image, advertising reach even wider to the farthest place though and do not need to use a specific technology. While the implementation of impact compared to the other levels of involvement is still low. This is due to the level of consumer recall of the brand and the product is still low because of the language used in the offline media advertising in general is very long and wordy so consumers rather difficult to remember the essence of the message content.
- c. Consumer purchase decision process qualifies as a "Fast" which consists of problem recognition, information search, alternative evaluation, purchase decision and post purchase behavior. Evaluation of the implementation of alternative fared best among the others seen from the selection of products with high quality, always compare prices with competitors, always choose a brand that is well known, choosing distribution channels are always choose to buy snacks from end sellers / retailers and the method of payment is made on cash. While the execution of the purchase decision than the other levels of involvement is still low. This is due to the level of frequency of

purchase and the purchase rate at the time the promotion is still considered low because of possible errors in the determination of segmentation research potential customers so that the level is still low consumer purchasing decisions.

- d. Effectiveness of online media advertising and offline media advertising effectiveness on consumer purchase decision process simultaneously have an influence on consumer purchase decision process. Then the use of advertising through online and offline media in promoting and marketing their products should be targeted to reach potential consumers. Also keep in mind that the development of the internet and internet-based technology tools is rapidly increasing internet users also makes the wider online advertising opportunities to be very effective and therefore better proportions advertise through online media should be far greater than through offline media.
- e. Significant differences between the effectiveness of online media advertising and offline media advertising on consumer purchase decision process. Effectiveness of online media advertising affect consumer purchase decision process, while the effectiveness of online media advertising does not affect the consumer buying decision process. In the present in search of whatever information is no longer effective through conventional media such as newspapers, brochures, banners, and so on, because with the internet that can be accessed anywhere and anytime making it easier for us in the search for information is supported by a tool-based technologies that use is growing internet wide and the phenomenon of social networking sites that facilitate and accelerate the process of marketing a particular product.

2. Suggestion

- a. Information given an advertisement for an increase in consumer confidence is still low so the desire to see the ad was still in doubt despite consumer appeal advertising messages is high enough to persuade consumers to buy the product in advertising through online media, things that can be done is to maintain the trust of consumers by providing responses rapid and precise for 24 hours non-stop to provide service, answering customer complaints must be in a pretty positive response. Purchase transaction and payment process is fairly easy, as well as in conducting timely delivery of goods.
- b. The impact of offline media advertising is still lower mean levels of consumer recall of the brand was low so the consumer level recall of the product is low. Should be easy to remember brand products are made in short, not long, and there is no negative meaning in any language. Additionally you can do is create a logo that is able to display the image of the company and is easy to remember and is tied up in the minds and emotions of consumers.

- c. Seen the level of consumer purchase decisions of purchase frequency and purchase rates at the time of the promotion is still considered low. This should be done is to know who are potential prospects based on research so that it will be easier to market their products and make it as easy as possible for consumers to do business. Also by providing added value for consumers by providing after-sales service and customer complaints service for consumers that provides assurance to ensure there is no trouble later on after settled on a product.
- d. Implementation of advertising through online media and advertising through offline media influence on consumer purchase decision process snack products. The development of the internet and internet-based technology tools is rapidly increasing internet users also makes the wider online advertising opportunities to be very effective and therefore better proportions advertise through online media should be far greater than through offline media advertising by developing a program as a integrated marketing communications strategies, increase the number of purchases and strengthen the impression of the brand in consumer memory.
- e. today for any information has been ineffective through conventional media because with the internet that can be accessed anywhere and anytime making it easier for us in the search for information by using the social networking site that facilitates and accelerates the process of marketing a particular product such as promoting a product via facebook, or twitter kaskus and can also make use of Blackberry Messenger if it has a Blackberry phone.
- f. As consideration for further research in the same title that effectiveness of advertising between online media and offline media toward the process of customer purchase decision, only the object of research is changing. Consumer research object is the field of fashion as women's clothing and men in the city of Bandung. As well as consideration for future research is the effectiveness of online media advertising to increase product quality, brand image and service quality improve

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