

**The influence of advertsing program thorough internet toward target
market buying decision
(Case Study: Creative Industry in Bandung)**

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Abstract

According to the site-stat.com www.internetworld, citing data from the organizers of the Association of Indonesian Internet service (APJII) in 2008 recorded more than 25 million Internet users in Indonesia of the Indonesian population of 237 million people. Whereas in 2000, Internet users in Indonesia is still about 2 million people. And with the development of Bandung as one of the important cities in the development of creative industries in Indonesia, making the competition among actors become highly competitive creative industries. Advertising is one form of promotion is often done by companies to win the competition in introducing their products to consumers and persuade them to make a purchase. The development of information and communication technology now enables companies to take advantage of advertising media that the global nature of the internet. The purpose of this study is to investigate the implementation of advertising programs via the Internet, the influence of advertising programs via the Internet to purchase decisions target audience, and which element of the ad the most dominant variable influencing the purchase decision of the target audience. The nature of this research is descriptive and verification method explanatory survey. Research questionnaire distributed to 90 respondents, with statistical testing method used was path analysis.

Keywords: advertising, internet, buying decision

BACKGROUND

Development of business and business in recent years this seems a fairly fundamental shift. The shift was triggered by the rapid growth of information and communication technology that gave birth to the virtual world without borders or the world wide web, an era where data and information can easily be acquired and exchanged, which in turn can spur the development of computer and communication technologies more quickly.

The development of information and communication technology makes the transformation of information about the existence of a product can quickly get to the hands of consumers. This then encourages encourage the development of human lifestyle. Time into something valuable for consumers, so they need products and innovative way of shopping that can simplify their jobs and save time.

Customer Growth via the Internet will occur around 800% per year until 2005. Very explosive, during the month of October 2003, the number of page views of about 40 billion pages. The amount next year will increase by approximately 47% from the previous

amount. On the Internet there are now, more than 2.1 million images and existing 128.3 million pages. According to the survey from IDC, predicted in a new economic system is about 3 billion people will be connected to the internet, although now only number about 1.2 billion people (www.mataramhosting.com).

According to Internet World Stats, the number of Internet users in Indonesia reached 30 million people at the end of 2009, the fourth highest in Asia after China, Japan, India and South Korea. Growth since 2000 was 1150%. Changes that occurred in the last two years, shows that trade done through the internet prices decline about 30%. This is a phenomenon that reduces the economic digital intermediation role. Through the internet, customers find direct access to producers so that costs can be reduced automatically. Utilization of internet in business also resulted in rapid business process. Order Cycle of a business takes 30 days previously, the time could be shorter, ie 5 days only. Rapid process, it certainly will increase revenue (www.marketbiz.net).

Currently, some SMEs especially those engaged in the business of creative industries in Bandung, have started to use the Internet to market their products, such as through websites, blogs, e-forums, social networking, like myspace, facebook, Twitter, YouTube, and other channels (Mind People, 2010).

With the Internet, consumers can shop with ease by staying at home without having to get out going to the store to select and find the items needed. Here is clearly seen that the medium of communication and information play a significant role in the smooth relationship between consumers and marketers in connection with the right marketing communications strategy.

This study aims to know the most influential variable message content, message structure, message format and source of messages to target audiences purchasing decisions. Other is to know the level of influence of advertising programs via the Internet to purchase keputusan target audience.

Marketing communication is a two-way communication between buyer and seller, is also an activity that helps in decision making in the field of marketing, and direct exchange of more satisfactory for customers. Marketing communication serves to inform consumers about products or services that have good information about the existence of product, price, availability and characteristics of a product of the various alternatives that exist. To help marketing advertising, activities that are part of the marketing mix, which is expected to encourage the community as a target audience to go on stage the higher the sales process that is at the stage of purchase so as to increase the company's sales. Online ads provide more benefits to the company because Online advertising provides an alternative distribution channels and additional distribution channels for products and services company. In the internet, large and small companies will not be visible. Small companies that have a HomePage to a good design can seem like a big professional company, with the same credibility as well. A good ad must be seen, read, remembered and become the basis for action. Hi this later with the AIDA model. This model starts from creating awareness of a product (awareness), to attract an audience (interest), arouse desire and create a product purchase action (action). This model is then updated to "The Hierarchy of Effects Model" which explains that the consumer purchase decision is the result of the six process hierarchy of effect model.

LITERATURE REVIEW

Promotion includes all activities undertaken to communicate the company's target markets for its products to occur the level of demand for these products increases. Promotion is the flow of information or persuasion made a one-way to direct a person or organization to act that created the exchange in marketing (Basu Swastha and Irawan, 2002; 349). Meanwhile, according to M. Fuad, Christine, Nurlela, Sugiarto, Paul, and YEF (2003:130), defines promotion as the activities are actively carried out the company to encourage consumers to purchase products offered.

From both the above understanding can be concluded that the promotion is the communication activity by the company in marketing its products and provide information to consumers and intermediaries who are to persuade, inform, and increase again their desire for such products. On the other hand has a promotional purposes: 1) Informing prospective customers about the product, services and terms of sale, 2) Persuading people to prefer particular products and brands, shop in certain stores, attend particular entertainment events, and perform a variety of other behavior, 3) Inducing action from customers such that buying behavior is directed toward the marketer's offering and is undertaken immediately rather than delayed (Shimp, 2000:7)

In determining the policy of promotion, the company must consider the most effective promotion mix. Promotional mix is the best strategy combination of the variables advertising, personal selling, and other promotional tools, which are all planned to achieve sales program (Basu Swastha and Irawan, 2003:349).

Each company has a policy of promotion mix is different, tailored to the condition of the company and to maximize company profit. Included in this promotion are: advertising, personal selling, sales promotion, direct sales and public relations companies use to achieve the purpose of advertising and marketing (Philip Kotler and Gary Armstrong, 2001; 111).

Any promotional tool has its pros and cons of each, there is no single promotional tool that is able to communicate to consumers with effective and efficient. Therefore we need a mix of integrated communication programs in the face of rapidly changing markets, intense competition and simultaneously eliminate the weaknesses of each promotional tool.

Advertising is one of the promotional mix and is one of the most common tool used by companies to direct persuasive communication to target buyers and the public. Advertising is to deliver sales messages are directed to the public through ways that are persuasive in order to sell goods, services, or ideas (Buchari Alma, 2000; 138). Another opinion about advertising by Sutisna (2003:275), advertising is a paid form of communication, although some forms of advertising such as public service ads, usually using a special space for free, or even have to pay but with a small amount. It can be concluded that the essence of advertising (advertising) is a form of non-personal communication about a product, service or idea through various media which is paid by a sponsor that is clear to present information and conduct on consumer persuasion.

Nowdays more and more diverse types of advertising and other forms iklanpun growing as the development of the Internet. Thus more and more opportunities for marketers to advertise their products in various classifications such as Web Sites, Banners, Buttons, Sponsorship, Insertials or Classifields (William F. Arens, 1999:515).

One step to build an effective advertising communications in the Internet media is designing the right message, taking into account the content, structure, format and source of messages (Kotler, 2000:556). Messages are delivered to customers or prospective customers, is expected to encourage the sale of a product. But in purchasing a product, consumers will go through several stages of hierarchy. The following hierarchy of effect modle that describes the six stages of readiness of the purchase by the consumer (Philip Kotler, 2005; 253-254).

Table 1: Response Hierarchy Models

AIDA MODEL	
Cognitive stage	Attention ↓
Affective stage	Interest ↓
Behavior stage	Action

Source: Kotler, 2005: 600

a. awareness

At this stage should be raised from unaware consumers become conscious or aware of a need for products offered by a company. In this case the location of the company to introduce his company to the public, by advertising in local newspapers, radio, magazines, and others.

b. knowledge

Here the target audience may already know the product out services it produces, but do not know more. Companies can explain which products are offered through brochures, booklets and others.

c. liking

Target audience take know your products or services, so that communication activities intended to create a positive impression or favorable feeling. The company can use its public relations to build a good impression.

d. preference

The target audience may meyukai product or service, but not yet an option, so need to build customer preference, for the target audience would choose a company product or service from similar products or services.

e. conviction

The target audience may have chosen a product or service a company but not interested to buy it. Personal selling and sales promotion can help speed up conviction.

f. purchase

Finally, a portion of the target audience to have confidence in a product but has not made a purchase. They need a more in-depth information.

RESEARCH DESIGN

The nature of this research is descriptive and verification is carried out through field data collection, the research method used is causalitas, because it explains the influence of one variable against another variable, or how one variable affects another variable. The time horizonnya is cross sectional, which studied data obtained from interviews and questionnaires on consumers of various strata in a certain time. Unit analysis in this study were consumers in the city of Bandung, who saw the advertisements on the internet creative industry products and make purchases directly.

FINDINGS

Respondends Profile

Table 2: Sex

Sex	Frequency	%
Male	72	80
Female	18	20

Based on the above table shows that the number of respondents that Internet users are women less than men, ie women 20% while 80% male. It is more possible because men have a higher predilection to frequently access the Internet whether it is to just visit the various sites on the Internet ads, bersosialisasi through social networking sites or make transactions online.

Table 3: Age

Age	Frequency	%
20-30 yo	48	53.33
31-40 yo	35	38.89
>40 yo	7	7.78

Based on tables 4.2 out of 90 people who became the object of study respondents seen that 48 respondents aged between 20 to 30 years (53.33%), 35 respondents aged between 31-40 years (38.89%) and 7 respondents aged over > 40 years (7.78% .)

Table 4: Montly

Income	Frequency	%
Rp 501.000-Rp 1.000.000	9	10.00
Rp 1.001.000-Rp 2.000.000	39	43.33
>Rp 2.000.000	42	46.67

Based on table 4.4 of the 90 people who became the object of study respondents seen that 9 respondents had an average monthly income ranged from Rp500.000 - 1,000,000, 39 respondents had an average income per month ranged Rp.1.001.000 - Rp.2.000 .000 and the remaining 42 respondents had a median income of over 2,000,000 per month that is equal (18%).

Table 5: Time knowing Internet

Length of time	Frequency	%
0-2 years	23	25.55
2-4 years	51	56.67
More than 4 years	16	17.78

From time to know the internet, most respondents say that they know and use the Internet more than 2 years, even respondents who know the Internet is more than 4 years as much as 17.78%.

Table 6: frequency of using Internet

Internet usage	frequency	%
1-3 times in a month	24	26.67
4-5 times in a month	27	30.00
More than 5 times in a month	39	43.33

More and more people who use the Internet, marked the proliferation of Internet rental services business (cafe). Almost every cafe that there never seems to run out of customers. This is in line with the findings in the above table that shows the majority of the frequency of Internet use more than 5 times a month is as much as 43.33%.

Table 7. Frequency of customer buying

Frequency of customer buying	Frekuensi	Persentase
Lebih dari 5 kali	1	1.11
4-5 kali	10	11.11
2-3 kali	36	40.00
1 kali	43	47.78

From the table above shows that, there was only one customer who frequently (more than 5 times) make purchases online via the Internet. Most others are less than 5 times ever make transactions via the Internet.

The influence of Advertising Programs via the Internet on Purchasing Decision Target Audience. In the path analysis method to search the causal relationship or influence the research variables. The result of the calculation of the path coefficient presented in the following table:

Table 8. Path coefficient

Individual influence	P _{YX1}	0.34125
	P _{YX2}	0.16339
	P _{YX3}	0.35687

	P_{YX4}	0.13226
Total influence	$R^2(X_1, X_2, X_3, X_4)$	0.86431
Residue	P_{Ye}	0.368358

Hypotesis test:

H0: $P_{YX1} = P_{YX2} = P_{YX3} = P_{YX4} = 0$

There is no significant influence of advertising program via internet toward customer buying decision

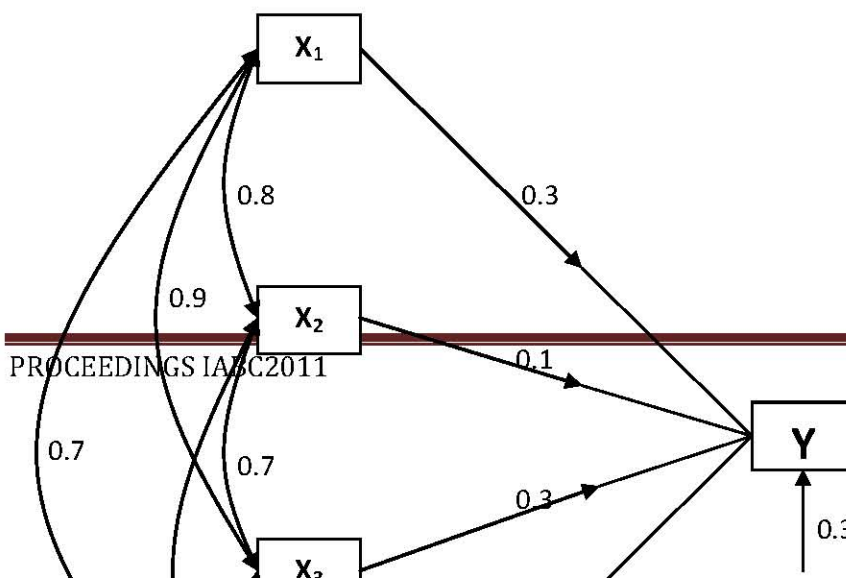
H1: At least $P_{YXi} \neq 0 ; i = 1,2,3,4$

There is significant influence of advertising program via internet toward customer buying decision

Table 9. Second Hypotesis Test

$P_{YX1} : t_{hit} = 2.57390$	$t_{tab} = 1.6630$	H_0 is refused
$P_{YX2} : t_{hit} = 1.78319$	$t_{tab} = 1.6630$	H_0 is refused
$P_{YX3} : t_{hit} = 3.21051$	$t_{tab} = 1.6630$	H_0 is refused
$P_{YX4} : t_{hit} = 1.83100$	$t_{tab} = 1.6630$	H_0 is refused

From the calculation, note that the prices of t 1 through t 4 falls in the region of rejection, it means a significant path coefficient (no influence) and the path diagram were unchanged.



Picture 1. The structure of the causal relationship via the Internet and Advertising Programs Purchase Decision Target Audience

Furthermore, based on correlation coefficients and path coefficients can be calculated the level of influence, good influence direct or indirect effect through other variables as shown in the table below:

Tabel 10. The direct and indirect influence of advertising via internet toward buying decision of target audience

Content of Message X_1		Contribution	Total
X_1	$P_{Y(X1)}$	0.116454	
Through X_2 to Y	$P_{Y(X1X2)} = P_{YX1} \cdot r_{X1X2} P_{YX2}$	0.0475158	
Through X_3 to Y	$P_{Y(X1X3)} = P_{YX1} \cdot r_{X1X3} P_{YX3}$	0.111786	
Through X_4 to Y	$P_{Y(X1X4)} = P_{YX1} \cdot r_{X1X4} P_{YX4}$	0.0337826	
Influence of X_1 toward Y			0.309538
Structure of message (X_2)		Contribution	Total
X_2	$P_{Y(X2)}$	0.0266960	
Through X_1 to Y	$P_{Y(X2X3)} = P_{YX2} \cdot r_{X2X1} P_{YX1}$	0.0475158	
Through X_3 to Y	$P_{Y(X2X3)} = P_{YX2} \cdot r_{X2X3} P_{YX3}$	0.0461561	
Through X_4 to Y	$P_{Y(X2X4)} = P_{YX2} \cdot r_{X2X4} P_{YX4}$	0.0167254	
Influence of X_2 toward Y			0.137093

Format of message (X ₃)		Contribution	Total
X ₂	P _{Y(X₂)}	0.127358	
Through X ₁ to Y	$P_{Y(X_1X_2)} = P_{YX_1} \cdot r_{X_1X_2} P_{YX_2}$	0.111786	
Through X ₂ to Y	$P_{Y(X_1X_3)} = P_{YX_1} \cdot r_{X_1X_3} P_{YX_3}$	0.0461561	
Through X ₄ to Y	$P_{Y(X_1X_4)} = P_{YX_1} \cdot r_{X_1X_4} P_{YX_4}$	0.0321897	
Influence of X₃ toward Y			0.317490
Source of message (X ₄)		Contribution	Total
X ₂	P _{Y(X₂)}	0.0174931	
Through X ₁ to Y	$P_{Y(X_1X_2)} = P_{YX_1} \cdot r_{X_1X_2} P_{YX_2}$	0.0337826	
Through X ₂ to Y	$P_{Y(X_1X_3)} = P_{YX_1} \cdot r_{X_1X_3} P_{YX_3}$	0.0167254	
Through X ₃ to Y	$P_{Y(X_1X_4)} = P_{YX_1} \cdot r_{X_1X_4} P_{YX_4}$	0.0321897	
Influence of X₃ toward Y			0.100191
Total influence (X₁X₂X₃X₄)			0.864312

Planning and control of good advertising is highly dependent on the size of advertising effectiveness. The effectiveness of this ad can be achieved by making the advertising that takes into account the elements of the content, structure, format and source of advertising messages, so that the expected final destination marketers that is the act of buying by consumers can be achieved.

Based on research data (Figure 4.2), with the effect of individual coefficients of correlation between variables X and Y variables that advertising variables are most influential on purchasing decisions is the target audience the message format. The format of these messages related to the problem of advertising design, use of color and layout of the ad itself on the internet. This indeed should be a major concern for companies that make an ad about the product on the Internet media, as usual, consumers will find a site useful and interesting displays. Ads that aired on the internet has been quite interesting visually. In the mass media, must be full-color ad to attract readers. On the Internet, this principle can be realized by adopting an interactive web content and moving (animated form) that can attract visitors and bring in repeat visitors. The use of pictures and coloring of the highlights of an ad, aka attract the audience to 'go' further into an ad site.

Message format elements such as size, color and illustrations to make a difference to the impacts of advertising and its cost. A little rearrangement of the mechanical elements in the ad to improve its ability to attract attention. Ad size attract more attention, although not for the difference in cost. Color illustrations will enhance the effectiveness of advertising. By planning the relative dominance of various elements of advertising, delivering the optimal can be obtained. Almost be said that the commercials are shown on the internet has really notice those things. Most ads displayed on the Internet made it interesting with a picture / animation interesting, compelling use of color and placement / layout appropriate to attract the attention of

target audiences. With the placement of the dominant elements of strategic advertising, means that advertisers were directing the target audience to the ads they create. With the help of certain software, the ads that aired on the internet can be made with sophisticated and professional look. Once the ad is created with images and colors that draw, it follows that attention of advertisers is the placement of these ads on the website. Layout or placement of an ad will be very influential on the internet pengguna visit. A study of web advertising done by the students of University of Michigan Business School on a web-based company that is Athenia Associates, showed that ads placed on the bottom right corner of the display screen, side by side with the scroll bar, able to attract click-through 228% higher disbanding the ads placed on the top of the page. Effect of the second-largest advertising variable is this message (message content). In determining the best content of messages, management is looking for attraction, theme, idea or unique selling proposal. This means formulating a benefit, motivation, identification or reasons why the audience should be considering or researching and buying the product. In making the content of messages, companies need to use the right words for the content of advertising messages can be received clearly and easily remembered by the target audience. Use of hurufpun very decisive for the company more confident again that advertising their products include an easy to read by the target audience. Advertising on the Internet using a text that not too long, but effective. Advertisers easier target audience / visitors to translate a message into an image or illustration, as advertisers realize that too many words will make visitors overwhelmed and eventually recording became reluctant to read it.

The third variable that affects the structure of the message (message structure). In this message structure is a major concern of customers is the availability and accuracy of information. Companies that advertise their products on the internet to provide information about products lengkap those dealing with price lists, product descriptions, technical assistance and ways to purchase / payment. Completeness of information is very helpful for consumers in making a decision to make purchases of products offered by the company.

Variables influencing ads next is the source of the message (message source). The source of this message comes to ready the advertising and who deliver those ads via the Internet. The credibility of the message source is based on three factors: the level of fame, trustworthiness and skill levels. Effect of source of this message to decision of purchasing the target audience was ranked lowest / smallest. This is because the majority of internet ads do not use famous people, tau is a reliable expert or, as is commonly seen in advertisements on television, to convey the message the ad. The most dominant form of advertising on the internet is a form of banner advertisements that sometimes animated graphic image and sometimes include a small snippet of software code that allows further interaction where consumers can be taken to another web site when selected (Hanson, 2000:281).

From the coefficient of residual effect (figure 4.2) shows that the influence of outside advertising variable is smaller than the individual variables influence the ad

itself. This suggests that factors beyond those ads do not influence the purchasing decisions of a product via the internet by the target audience. Consumers will conduct transactions online, only if they feel safe, comfortable and have kepercayaan on message source, in this case that companies that advertise on the internet. Prior to this transaction the consumer is usually asked to fill out a form that contains personal data such as name, address, telephone number and credit card numbers. Information gained from these consumers will not be shared with anyone and will be guaranteed confidentiality by the company. However, it was not to be a guarantee of safety for consumers in conducting transactions online. Many cases have occurred where a person (hacker) to steal credit card numbers of others from the internet and then use them illegally. This situation raises doubts consumers in conducting transactions online. Frequency of purchases made by customers is still very small, in which respondents in this study mostly had to buy just one and two times only. Besides the issue of security in these transactions are other things that also can be the cause is because of the ways to shop online this is still a new thing and not so popular in the community in Indonesia.

CONCLUSION

1. The implementation of advertising programs via the internet is done by considering the elements of advertising as follows:
 - a. The contents of the message: the content of advertising messages is made as attractive as possible by using the right words, so that the contents of the message tersebut can be clearly understood and easily remembered by the target audience.
 - b. Message Structure: the structure is made with regular advertising messages containing arguments to methods of delivery that makes sense and complete information and clear.
 - c. Message Format: advertising on the internet most of the shape of a banner or banner that uses images in the form of interactive animated and colorful. Images were then placed within a website corresponding to the position shown clearly by the target audience.
 - d. Source of message: credibility of the source of the message is determined by the level of fame, expertise and trustworthiness. Advertising on the Internet does not use the character / well-known public figure, because most will be made in the form of animated images and banners or banners. Expertise source message was rated by prospective customers by looking at how the ad is displayed on the internet.
2. The results of statistical tests conducted on the study variables, showed that advertising programs via the Internet as a whole showed a significant influence on purchase decisions target audience.
3. From the test results can be seen that, ad message format showing the greatest influence among variables other ads, the next in succession is the message content, message structure and source of messages that have the smallest influence than the other variables.

SUGGESTIONS

Practical Advice

1. Audience more interested in the forms of images or animations, because it is in making the company more advertising messages should focus to make the format of the messages in the form of images / animations with the use of good color and placed on the top or side of a site.
2. To be more aware of the existence of consumer and enterprise product, it is then better then the company should be more intensive promotional efforts whether through advertising, sales promotion, direct sales, personal sales and public relations or publicity. Besides, companies can also cover ways to advertise their products via the Internet by making use of portals which are quite famous such as yahoo.com or amazon.com.
3. Companies need to give special attention to the issue of security in online transactions. Because this is related to technical problems, then companies need to always adopt the most advanced technology and uptodate.

Academic Advice

1. In this study a limited sample of 90, so that can not be said to represent consumers as a whole. Future studies are expected to take a larger sample again.
2. Areas of research in this study is limited only in areas where vehicles, for that in future research is expected other researchers to expand the area of research.
3. Further research can be done by looking at how the company's performance in conducting online marketing activity compared with the level of interest and customer expectations suggested that can also be shown how the level of customer satisfaction and loyalty.



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