

Conference Paper

The Influence of Advertising and Brand Attitude on Purchasing Interest Mediated By Brand Awareness (Case Study on Citra Bath Soap in Yogyakarta City)

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Abstract

Companies need to understand consumer behavior to attract interest in marketing activities. Therefore, it takes the advertising and brand aspect of a product that will form a consumer attitude statement. This aspect is illustrated in this research model by establishing attitudes about advertising and brand as independent variables, brand awareness as mediator variable and buying interest as dependent variable. The purpose of this research is to know: (1) direct influence of attitude about advertisement toward buying of Citra brand bath soap in Yogyakarta city; (2) indirect influence of attitude about advertisement to buying Citra brand bath soap in Yogyakarta mediated by brand awareness; (3) direct influence of brand attitudes on the buying interest of Citra brand bath soap in Yogyakarta City; (4) indirect influence of brand attitudes on the buying interest of Citra brand bath soap in Yogyakarta city that is mediated by brand awareness. This research is a survey research. The results showed that (1) there is a direct influence of attitudes about advertising on the purchase of Citra brand bath soap in Yogyakarta City. (2) There is an indirect effect of the attitude about advertising on the buying interest of Citra brand bath soap in Yogyakarta city that is mediated by brand awareness. (3) There is a direct influence of the brand attitude toward the purchase of Citra brand bath soap in Yogyakarta City. (4) There is an indirect influence of brand attitudes on buying of Citra brand bath soap in Yogyakarta city by brand awareness.

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1. Introduction

Companies need to understand consumer behavior, so that consumers can be attracted to the products produced. Advertising is one of the mostly used ways by companies to attract consumers. Advertising becomes very important because potential consumers will pay attention to the advertisement of the product that he will buy. Advertising

serves to inform a product or service or profit of the company and as a medium to remind consumers of a product or service (Kotler: 2016: 125).

Advertising conducted by the company will form a consumer attitude statement that affects consumer to buying interest. Attitudes toward this ads begin the way consumers think about an ad. Attitude toward advertising (affective) is the way consumers feel about it. Assael (2001: 368) defines attitudes toward advertising is the tendency of consumers to answer well or not well to certain ads. Attitudes from consumers to advertising is also very diverse, some have a positive response, otherwise some have negative response. Good advertising can increase the sense of consumer curiosity of the product and can ultimately lead to consumer buying interest to buy and try to use the product.

The existence of advertising will be more effective if the advertised product has an identity, symbol or brand that differentiates the product from a competitor's product. Brand is a representation of the product to be introduced. Attitudes toward brands also support buying interest. Attitudes toward brands are initiated by cognitive processes that work on stimuli and then affect the consumer's buying interest in the products offered.

According to Assael (2001: 82) attitude to the brand is a mental statement that assesses positive or negative, good not good, like not like a product. Good brand attitudes will greatly benefit the company in re-purchases that consumers will probably make and end up making a loyalty to consumers ([13]: 56). Attitudes toward a particular brand often affect whether consumers will buy or not. A positive attitude toward a particular brand will allow consumers to make a purchase against a brand, otherwise a negative attitude will have an adverse effect on consumers to make a purchase (Sutisna in Kartika and Kusuma, 2016: 187).

Brands are valuable to a company because it is able to influence consumer preferences. Therefore, companies also need to formulate the right marketing strategy or company policy in order to build a positive brand in the minds of consumers. Strong brands are brands that give a good impression in the minds of consumers. The impression on the consumer's mind raises a consumer awareness of the brand being introduced (brand awareness). Brand awareness is very important for companies that want their products to be known by consumers ([10]: 2).

Based on the aforementioned explanation shows that the attitude of advertising and brand attitude is inseparable with brand awareness that can support consumer buying interest. Chauduri (1999: 276) revealed in his research that attitudes toward brands can have a direct and indirect effect on product purchasing. Febriana et al.'s study (2015:

1) also concluded that there is a positive and significant effect of advertising on brand awareness and brand awareness have a positive and significant impact on purchases. The better the ads, the better the effort to build brand awareness in the minds of consumers. The better the brand is known to the consumer, the greater the brand's potential is in demand by consumers.

Citra bath soap is one of the personal care brands in Indonesia. Like soap bath products in Indonesia, Citra bath soap is a brand of bath soap that strives to face competition with other brands to be acceptable to consumers. It is undeniable that the last few years of soap products are colored by intense competition, marked by the emergence of a variety of brands, packaging, prices, and quality.

Based on data from the site of www.TopBrandAwardSurveyResult.com there are 8 bathing soap manufacturers competing in Indonesia. Citra bath soap occupies the lowest rank with sales rate in 2012 of 1.3%; in 2013 increased by 0.7%; in 2015 decreased by 0.4%, and in 2012 decreased by 0.6%.

Referring to the foregoing description, this study tries to find out and find empirical evidence of whether attitudes affect the purchase interest mediated by brand awareness. In order for this research to be more focused, the authors are interested to conduct research by taking the title of 'The Influence of Attitude on Advertising and Brands to the Interest of Brand Mediated Brand Awareness (Case Study on Citra Bath Soap in Yogyakarta City)'.

The study in this study will be focused on the effort to uncover, among others: a) the direct influence of attitudes about advertising on the purchase of Citra brand bath soap in Yogyakarta City; B) the indirect influence of attitudes regarding advertising on buying of Citra brand bath soap in Yogyakarta city mediated by brand awareness; C) the direct influence of attitudes about the brand on the purchase of Citra brand bath soap in Yogyakarta City; D) the indirect influence of brand attitudes on the buying interest of Citra brand bath soap in Yogyakarta city which is mediated by brand awareness.

2. Research Methods

This research is a survey research, where the information collected from the respondents using questionnaires. This research was conducted in Yogyakarta City. The study was conducted from January to May 2017.

Subjects in this study were all consumers of Soap Mandi Citra in Yogyakarta City have seen the ads of Soap Mandi Citra duration of 31 seconds on television (source: soap bath ad Citra version of Acha Septriasa at the time of spa in the spa salon) and the

consumer has ever seen ads Soap Mandi Image at least 3 times a week. The sample size is set to 100 people. The amount is based on the assumption: (1) the number and identity of the population that meet the specified criteria is unknown, then the price $P(1-P)$, using Confidence Level 95%, (2) the level of the alleged significance of 5%. The research respondents are selected as samples using incidental sampling technique, namely the determination of the sample by chance that is anyone who by chance meet with the researcher and meet the criteria of the population then it can be a respondent.

In this research data collection is done by using questionnaire. The research questionnaire contained statement items that corresponded with research variables about attitudes about advertising, brand attitudes, brand awareness and buying interest. The operational definition in this study can be seen in Table 1.

TABLE 1: Operational definition.

Variable	Study Sources
Attitudes about advertising (X1) are the feelings consumers have and overall attitudes toward the ad formats shown. The indicators for measuring attitudes about advertising are informative, entertaining, adaptable and economical.	Kotler and Keller (2016), Assael, (2001), Daugherty, Logan, Chu & Huang (2007)
The brand attitude (X2) is defined as an overall evaluation of the brand and reflects the consumer's response to the brand. Brand attitude variable indicator is brand remember, brand preferred, and brand chosen.	Assael (2001), Till & Baack (2005), Chang et.al, (2008), Chaudhuri (1999), Febriana et al. (2015)
Brand awareness (Z) is the ability of consumers to recognize and recall a brand. Brand awareness is measured by four levels/indicators, namely top of mind, brand recall, brand recognition and unaware of brand	Aaker (1997), Chaudhuri (1999), Shimp (2003)
Buying interest (Y) is a consumer behavior in which the consumer has a desire in choosing, using, and consuming or even wanting the product offered. Indicators of buying interest variables are Kotler (2016) interest in transactional interest, interest of interest, interest of preference, and explorative interest	Kotler (2016), Febriana et al. (2015), Ferdinand (2006)

Before being used for research and research analysis, the data obtained need to be tested data quality first with test validity and reliability. The indicators and research variables that successfully passed the data quality test were then analyzed by using two stages of Regression Analysis (Model I and Model II). The analytical tool is also used to prove the hypotheses that have been predetermined. The conclusion is done through the test procedure and six criteria of hypothesis testing are test-normality, linearity test, multicollinearity test, heteroscedasticity test, *t*-test and *F*-test. All calculations and analysis of the study was conducted using the help of SPSS data processing program version 20.0.

3. Research Results

Test the validity of the questionnaire using the validity test construct by using Confirmatory Factor Analysis (CFA). The analysis results obtained Confirmatory Factor Analysis value (CFA Adequacy is equal to 0.616. Because the value of KMO greater than 0.50, it can be stated that the process of factoring is valid. The result of reliability test of research known that all variables have value Cronbach Alpha (α) \geq 0.60 so that can be stated all research variable is reliable. All points of the statement in the research variables are reliable so that it can be used for further research.

Analysis of hypothesis testing in this study using two stages of Regression Analysis (Model I and Model II). Regression Model I ($Z = p_1X_1 + p_2X_2 + e_1$) is presented in Table 1.

TABLE 2: Regression Model Results I.

Exogen Variable	Coeff. Path	Sig. <i>t</i>	Sig. <i>F</i>	Decision
Attitudes about Ads (X ₁)	0.294	0.003	0.000	Significant
Attitudes about Brands (X ₂)	0.335	0.001		Significant
Variable dependent: Brands awareness (Z) R ² Z = 0.290				

From Table 1, the coefficient of direct influence of advertisement attitudes toward brand awareness (p_1) is 0.294 (positive) with sig value of 0.003. Because the sig value is $<$ 0.05 it means that the attitude of advertisement has positive and significant effect directly to brand awareness, if advertisement attitude increase then brand awareness will also increase and on the other hand the decrease of advertisement attitude will cause the decrease of brand awareness.

Furthermore the value of path coefficient directly influence brand attitudes toward brand awareness (p_2) of 0.335 (positive) with sig value of 0.001. Because the sig value is $<$ 0.05, it means that brand attitudes has a positive and significant effect directly on brand awareness, if brand attitudes increase then brand awareness will also increase and the decrease of brand attitudes will lead to the decrease of brand awareness.

Also found the coefficient of determination (R^2Z) of 0.290 which means about 29.0% changes or variations in brand awareness variables that can be explained (explained) by ad attitude variable and brand attitude together. While unexplained variations (unexplained) obtained for $(1-R^2Z) = (1-0.290)$ or equal to 0.710. So about 71.0% variation in brand awareness variables that cannot be explained by the variable attitude of advertising and brand attitudes.

Regression Model II ($Y = p_3X_1 + p_4X_2 + p_5Z + e_2$) is presented in Table 2.

TABLE 3: Regression Model Result II.

Exogen Variable	Coeff. Path	Sig. <i>t</i>	Sig. <i>F</i>	Decision
Attitudes about Ads(X1)	0.304	0.000	0.000	Significant
Attitudes about Brands (X2)	0.360	0.000		Significant
Brands awareness (Z)	0.247	0.003		Significant

Dependent variables: Buying Interest (Y) R²Y = 0.538

Table 2 shows that the value of determination coefficient (R²Y) is 0.538, which means about 53.8% of changes or variations in purchasing interest variables that can be explained by ad attitude variable, brand attitude and brand awareness together. While unexplained variations (unexplained) obtained for (1-R²Y) = (1-0.538) or equal to 0.462. So about 46.2% variations in purchasing interest variables are not able to be explained by ad attitude variables, brand attitudes and awareness.

Based on the results of the analysis on the regression models I and II then the overall estimation of structural models in this study is presented in the form of the path diagram in Figure 1 as follows:

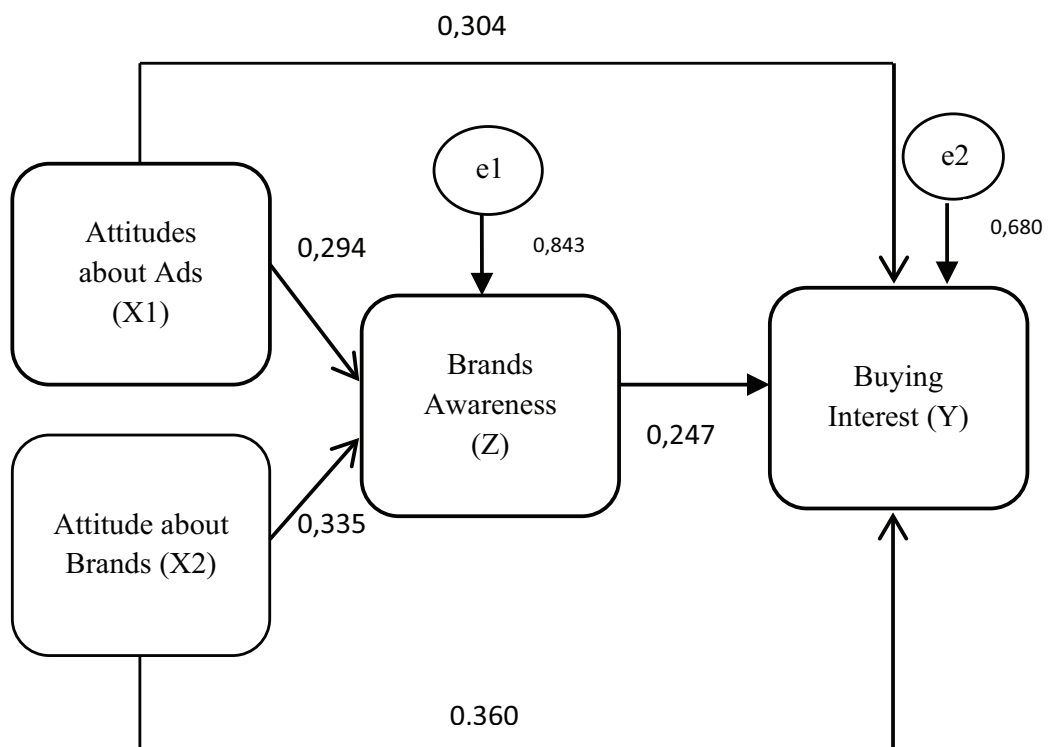


Figure 1: Diagram path analysis.

The model estimation results can be expressed in two forms of path equation as follows:

$$1. Z = 0.294 X_1 + 0.335 X_2 + 0.843$$

$$R^2 = 0.290$$

$$2. Y = 0.304 X_1 + 0.360 X_2 + 0.247 Z + 0.680$$

$$R^2 = 0.538$$

$$e_1 = \sqrt{(1 - 0,290)} = 0.843$$

$$e_2 = \sqrt{(1 - 0,538)} = 0.680$$

Hypothesis test 1

The coefficient of the direct influence of the attitudes of the advertising on the purchase interest of 0.304 (positive) and the sig value. of 0.000. Because sig. < 0.05 means that the attitude of the advertisement positively and directly affects the buying interest. When the attitude of advertising increases then interest in purchases will increase and vice versa decrease in advertising attitudes will decrease interest in purchases.

Hypothesis test 2

Hypothesis 2 is 'there is indirect influence of advertisement attitude toward buying of Citra brand bath soap in Yogyakarta mediated by brand awareness' tested based on significance of indirect effect coefficient (p_{1p5}) with t -statistic obtained from result in regression model I and II. Because the value of t -count = 2.078 > 1.98 means significant at the 0.05 significance level. So it can be concluded that the attitude of advertising has an indirect effect on buying interest through brand awareness.

Hypothesis test 3

Path coefficient direct influence of brand attitudes toward buying interest of 0.360 (positive) and sig value of 0.000. Because sig. < 0.05 means that brand attitudes have a positive and significant effect directly on buying interest. If the attitude of the brand increases then the interest of purchasing will increase and vice versa decrease of brand attitude factor will decrease interest in purchasing.

Hypothesis test 4

Hypothesis 4 is 'there is an indirect influence of brand attitude toward the buying interest of Citra brand bath soap in Yogyakarta mediated by brand awareness' tested based on significance of indirect effect coefficient (p_2p_5) with t -statistic obtained from result in regression model I And II. Because the value of t -count = 2.214 > 1.98 means significant at the 0.05 significance level. So it can be concluded that brand attitudes have an indirect effect on buying interest through brand awareness.

The result of direct effect, indirect effect and total effect of brand attitudes on buying interest are presented in Table 3 as follows:

TABLE 4: *Direct effect, Indirect effect, and Total effect* brand attitudes toward purchase interest.

<i>Direct effect:</i>
$X_2 \rightarrow Y$
$(p_4) = 0.360$
<i>Indirect effect:</i>
$X_2 \rightarrow Z \rightarrow Y$
$(p_2 \times p_5 = 0.335 \times 0.247) = 0.083$
<i>Total effect:</i>
$(Direct\ effect + Indirect\ effect = 0.360 + 0.083) = 0.443$

4. Discussion

The results showed that the coefficient of the direct influence of attitudes of advertising on buying interest of 0.304 (positive) and sig value. of 0,000. Therefore sig. < 0.05 means that the attitude of the advertisement positively and directly affects the buying interest. When the attitude of advertising increases then interest in purchases will increase and vice versa decrease in advertising attitudes will decrease interest in purchases.

The results of this study reinforce the results of previous research conducted by Febriana et al. (2015) which also concluded that there is a positive effect of advertising on product purchases. The results of this study also in accordance with the opinion of Assael (2001: 368) that through good advertising can increase consumer curiosity will be the product that ultimately can cause consumer buying interest to buy and try using the product.

Thus, advertising done by the company will form a consumer attitude statement that affects consumer buying interest. The better the consumer attitude toward the advertisement, the better the consumer buying interest in the Citra brand of soap.

The results of this study also shows that the attitude of advertisement has indirect effect coefficient on buying interest through brand awareness of 0,073. The coefficient of influence is directly obtained by 0.304 so that the total effect of advertising attitudes toward buying interest is $0,304 + 0,073 = 0,377$. The significant test of indirect effect of advertisement attitude toward buying interest through brand awareness with *t*-statistic because *t*-count = 2.078 > 1.98 means significant at 0.05 significance level. Thus, the attitude of advertising has an indirect effect on buying interest through brand awareness.

Advertising conducted by the company will form a consumer attitude statement that affects consumer buying interest. Attitudes toward this ad begins the way consumers think about an ad and the impression in the consumer's mind raises a consumer awareness of the brand being introduced. The results of this study reinforce previous research conducted by Febriana et al. (2015) also proved that advertising has a positive and significant impact on brand awareness. Television ads can help build brand awareness. The better the television ads, the better the effort to build brand awareness in the minds of consumers. Brand awareness also has a positive and significant influence on purchasing decisions. That means brand awareness can help make purchasing decisions. The better the brand is known to the consumer, the greater the brand's potential is chosen by the consumer.

This research also shows that path coefficient directly influence brand attitudes toward buying interest of 0.360 (positive) and sig value. Of 0,000. Therefore sig. < 0.05 means that brand attitudes have a positive and significant effect directly on buying interest. If the attitude of the brand increases then the interest of purchasing will increase and vice versa decrease of brand attitude factor will decrease interest in purchasing.

The results of this study are in accordance with Sutisna's opinion in Kartika and Kusuma (2016: 187) that attitudes toward brands also support buying interest. Attitudes toward brands are initiated by cognitive processes that work on stimuli and then affect the consumer's buying interest in the products offered. A positive attitude toward a particular brand will allow consumers to make a purchase on a brand, otherwise a negative attitude will have an adverse effect on consumers to make a purchase. The results of this study also corroborate previous research conducted by Chaudhuri (1999) which concluded that.

Other findings in this study indicate that brand attitudes have an indirect effect of brand attitudes toward buying interest through brand awareness of 0.083. Direct effect coefficient value obtained by 0.360 so that the total effect (total effect) of brand attitudes on buying interest is $0.360 + 0.083 = 0.443$.

The significant test of indirect effect of brand attitude toward buying interest through brand awareness with *t*-statistic, because *t*-count = 2.214 > 1.98 means significant at 0.05 significance level. Thus, brand attitudes have an indirect effect on buying interest through brand awareness.

The results of this study reinforce previous research conducted by Chaudhuri (1999) which concluded that brand attitudes directly and indirectly affect the performance of the brand that can support consumer buying interest. The results of this study also in accordance with research Febriana et al. (2015) which also concluded that brand awareness also has a positive and significant influence on purchasing decisions. That means brand awareness can help make purchasing decisions. The better the brand is known to the consumer, the greater the brand's potential is chosen by the consumer.

The value of the proportion of 82% total influence can mean that out of all possible factors that may affect buying interest, 82% is positively influenced by attitudes about advertising, brand attitudes and brand awareness. While the other is influenced by other variables that are not included or considered constant in this research model.

5. Conclusion

The results showed that (1) there is a direct influence of attitudes about advertising on the purchase of Citra brand bath soap in Yogyakarta City. (2) There is an indirect effect of the attitude about advertising on the buying interest of Citra brand bath soap in Yogyakarta city which is mediated by brand awareness. (3) There is a direct influence of the brand attitude toward the purchase of Citra brand bath soap in Yogyakarta City. (4) There is an indirect influence of brand attitudes on buying of Citra brand bath soap in Yogyakarta city by brand awareness.

Acknowledgment

Implications in this research are (1) theoretically, this research may provide insight comprehensive in assessing the effect of attitudes toward advertising and attitude toward the brand that can support consumer buying interest and (2) can be used as

a material consideration in the consumer evaluate the product image Citra Bath Soap through attitude toward the brand and attitudes toward advertising.

This research has succeeded in proving the proposed hypotheses, as well as successfully supporting the results of previous empirical research. Although it has involved survey research with various Citra Bath Soap objects, this research is still considered to have weaknesses.

First, from the research subject only use incidental sampling. In the future it is possible to develop a research that uses research subjects with a larger number of samples. The possibility of the addition is intended to make the research model more testable.

Second, this research uses regression analysis approach gradually with the help of SPSS program version 20.0. Although methodologically no rules are violated or wrong, moreover there is still considerable social research done with this approach. However, it may be more appropriate if the next type of research uses a structural equation modeling (SEM) approach with the help of LISREL data processing program, AMOS, PLS or the like.

Third, this research uses free variable in the form of attitude about advertisement and brand. While it is very likely there are still some other important variables that can affect the purchase request. Therefore, further research needs to be considered to involve other variables in the research model such as trust and convenience factors.

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