

The Impact of Advertising Appeal, Celebrity Endorsement and Repetition Advertising in Television Advertisement Toward Purchase Intention OPPO Smartphone

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ABSTRAK

This research purposes to: 1) investigate the impact of advertising appeal, celebrity endorsement and advertising repetition on purchase intention OPPO smartphone, 2) identifying the factors that most impact on purchase intention OPPO Smartphone and the research population is all people who have been watching oppo smartphone advertisement in television with a sample of 470 respondents in Bandung. The sample was taken using judgment sampling. The methods used in analyzing the data are using validity and reliability test, and multiple regression analysis. The result of this research show that Advertising have a significantly impact on purchase intention, and the most influence factor is advertising repetition.

Keywords

Advertising appeal, Celebrity Endorsement, Repetition Advertising, Purchase Intentions, Oppo Smartphone.

1. BACKGROUND

Globalization effects the development of technology especially in the field of electronics in each country was progressing so rapidly [1]. The development of electronics in Indonesia until 2017 continuously increasing in accordance with research by Gartner IT predicts that the increasing of the need for electronic equipment reached 39% [2]. Menrisetdikti explained that 25% or around 65 million Indonesian are smartphone users [3] and its impact to Indonesia becomes the largest smartphone market share in Southeast Asia with a market growth of 68% from 2017 [2].

In connection with the evolving technological developments effect many business people or company compete more rigorously to provide electronics products or smartphone following the times [1]. The business people or company is aggressively promoting its products in various ways one of which is by using advertisements on television media to make their business or products to be accepted in the market and compete with their competitors [4]. According to Abideen, Saleem and Salman [5] state that television advertising is one of the best ways to promote products and services to reach large consumers.

According to Badan Pusat Statistik, until the end of 2015, the average hours of private television stations in Indonesia are no less than 18.42 hours per day [6] it can be said that the television is one of the most

dominant media in the society of Indonesia. Nielsen [7] also conducted research about media consumption in Indonesia that television became the primary medium consumed by Indonesian people reach 95% even for some of Indonesia that television as the only source of information that they trust and answer any questions in their head. Television provides complex information so it has no grouping age specifically [8]. Because the television media is still a prima donna in Indonesia, the television media serve as marketers or company as a way to introduce their products or services to consumers [9].

To attract the attention of audience for watching television advertising, Advertising appeal is very important because it can improve the success of communication with the audience [10]. At this point advertising appeal with rational and logic appeal is more effective in persuading an educated audience while emotional appeal more effectively in persuading less-educated audience [11]. Advertising appeal also can be done using celebrity as a representatives of companies or the product that will help company to deliver the message to the audience [12]. Repeated advertisement are also one of the things that are important to reminder the consumers about product and increase consumer interest to buy or use the product [13].

Oppo is one of China's smartphone vendors who has recently entered more than 20 countries located in Europe, Asia, Middle East, including Indonesia [14].

Based on research by IDC (International Data Corporation) that Smartphone Oppo in Indonesia is currently in the second position with the acquisition of market share in 2016Q2 by 19% while in Q3 there was a decrease to 17% but if we look regarding growth annually as in Q1 survey in 2016 Oppo smartphone growth is the largest compared to the other with a gain of 187% [15]. The achievement of the market share of Oppo smartphones in the 2nd position is very fantastic due to Oppo itself including new smartphone just entering Indonesia 5 years ago or around April 2013 [16].

For outstanding OPPO Smartphone always do Advertising in television Advertisement for every new product that wants to be introduced to a consumer like OPPO Smartphone F3, F5, F7 and etc by using celebrity Endorsement such as Raisa Adriani, Isyana Sarasvati, Chelsea Islan Rio Haryanto etc and repeated advertisement in prime time [16]. According to conducting research by Nielsen [17] television became the most popular media to advertise with 80% market share and OPPO Smartphone became the most advertised brand in television advertising as much as 5,102 times in telecommunication sector during the month of October 2017 the advertising increased 107% or about 5 fold

This research is supported by previous research conducted by Siddiqui [18] that quality features, advertising appeal, advertising repetition, content credibility, product availability information, and celebrity have correlation and influence positively to purchase intention. Other research conducted by Hemamalini and kuruf [19] that the dimension of television advertising there are celebrity, involvement, and message have a positive impact toward purchase intention.

Based on the description of the background, the purposes of this research is 1) to investigate the influence of advertising appeal, celebrity endorsement and advertising repetition on purchase intention OPPO smartphone in Bandung, 2) To identify the most influential variable affecting on purchase intentions of OPPO smartphone in Bandung.

2. LITERATURE REVIEW

2.1 Advertising appeal

Advertising appeal is an advertising strategy that is used as a way to deliver a message to potential consumers that raises the purchase intention. The Message strategy stated as an appeal, and it is the approach adopted by advertising as a whole [20]. Advertising appeals is a way from marketers to allure consumers or audience and affecting consumer sense concerning the product or services [21]. Another

researcher defined advertising appeal is Applications from marketers to stimulate the desire and actions of consumers to buy products and send signals to change the concept of product acceptance [22]. To sum up, advertising appeal is an attempt by a marketer or company approach to attract or influence a consumer in the attention of buying a product or services. According to several research by Sharma and Singh [23]; Zhang, Ko, and Taylor [24] and Padhy [25] that advertising appeal is divided into two there is rational and emotional appeals.

Rational appeals are a rational advertisement so that consumers are interested in owning the product. Rational appeals in advertising are logical or informative appeals because in advertising it uses rational reasons that represent the intent of buying the desired product [23]. Marketers or companies focus on the functional needs of consumers or rational by prioritizing the characteristics and benefits of products to have the product [21]. According to Kotler and Armstrong [26] states that rational appeals are based on the facts of product attributes, advertised product performance, quality, and efficiency value so that consumers will choose the advertised product. To conclude, rational appeals is marketers or company activities focusing on logical or informative facts that prioritize the functional or rational needs of consumers such as product attributes, performance, quality and efficiency value so that consumers will be interested to have the product advertise. According to [23] the indicators of rational appeals there are: information and logic appeal.

Emotional appeals are the activity of marketers to build an emotional association in consumers' mind based on product advertisement. Emotional appeals is a way of generating whether good or bad sense to produce an excellent, passionate assembly to product or services [27]. Emotional appeals proved to influence consumer reactions to [28] and advertisements can increase consumer intention [29] and influence attitudes toward brands [30]. Emotional appeals will have low involvement message if the customer is only using emotional appeals not combined with rational appeals ([31]. The indicators of emotional appeals are thme, Celebrity Endorsement, Visual, Music and jingle, and slogan [27].

2.2 Celebrity Endorsement

Celebrity is a famous person in the large community. Celebrity is a person who well known as a public figure because of his or her achievements in the field of products and services that have memories in the minds of large consumers [32]. Celebrity also can be regarded as someone who gets recognition from the

public want it from a product or service that appears in the media mass [33]. Celebrity is also known as an entertainer known to many people for its success in a particular field of support [34]. In conclusion, Celebrity is a person who is known or get recognition from society and have great achievements both, products or services that support and have memories in the minds of the public.

Likewise, the endorser is people who are sincerely willing to showcase their products or services and promote them to the public [35]. According to Stafford, Spears, and Hsu [36] endorsers is Popular people who get public recognition to recommend a product or service in advertising. To Summarize, Celebrity endorsers are well-known people who get public recognition because of their achievement to recommend a product or service from the public in an advertisement that has memories in the minds of people. Based on all the above explanation can be interpreted that celebrity endorsement is the attribute of marketing to persuade consumer in determining choice for a product or service. The indicators of Celebrity Endorsement are credibility [37].

2.3 Advertising Repetition

Time delivery of advertising or rhythms will greatly affect consumers to buy the desired product. Royan [38] says that repetition of advertising or repeat advertisements periodically at the right time and place will increase consumer interest in buying and using the product. According to [13] the right advertising reps will affect the loyalty of consumers to the product or service so that the repetition in advertising is needed by a product. Indriyanti and Ilhalaw [39] say that the advertising repetition will attract consumer's consideration and affecting the interest of consumers, thus encouraging consumers to make purchases. The indicators of advertising repetition are message acceptance, motivations [38]

2.4 Purchase Intention

There are several definitions of purchase intentions. First, the impulse of purchase intention is the desire of someone who appears to make purchases of goods or services to meet the needs [40]. Second, the purchase intention is the desire of consumers to make actual purchases so that one's desire to buy products or services according to his own choice can be due to experiences, preferences, and external factors [41]. Third, purchase intention is a series of ways used by consumers before making a purchase " [42]. Overall, the intention of purchase is the desire of someone who appears to make a purchase want its goods or services according to his own choice to meet the needs. The Indicators of purchase intention according to

Ferdinand [43] are transactional interest, profensial interest, explorative interest, and referential interest.

3. RESEARCH MODEL & HYPOTHESIS

This study aims to evaluate The Impact of Advertising Appeal, Celebrity Endorsement and Repetition Advertising in Television Advertising toward Purchase Intention OPPO Smartphone." According to the literature described above, the relationship model is illustrated in Figure 1.

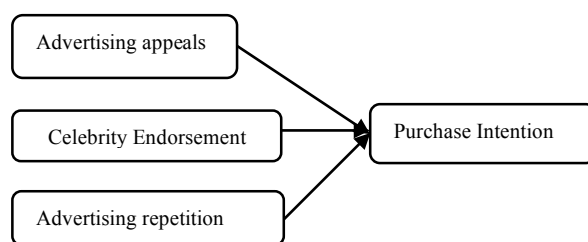


Figure 1. Research Model

Referring to the research model used by the author, then there is a hypothesis formulation is used as a reference writer during the study.

The hypothesis:

- H1: Advertising appeal has a significantly positive effect on purchase intention.
- H2: Celebrity Endorsement has a significantly positive effect on purchase intention.
- H3: Advertising repetition has a significantly positive effect on purchase intention.

4. RESEARCH METHOD

The primary data was collected through a questionnaire that was distributed to the respondents who are targeted in this research, there are Bandung city people who have watching advertising Oppo in television. Within 1 month, there were 470 responses to be used for further analysis because with a target population of 5000 people and with a margin of error of 5% the respondents required is at least 358 respondents [44].

The sampling technique used in this research is non-probability sampling, which is judgment sampling. This questionnaire consists of 24 questions which contain about purchase intention OPPO Smartphone. To Measure this questionnaire using Likert-type scale of 1-5 with respective values are 1 = Strongly Disagree (TS=Sangat Tidak Setuju) , 2 = Disagree (TS=Tidak Setuju) , 3 = Neutral (N=Netral) , 4 = Agree (S=Setuju) , 5 = Strongly Agree (SS=Sangat Setuju). Then analyzed using SPSS (Statistical Package for Social Science) version 21 for answer the objectives the data analysis test used: 1) Demographic Analysis 2) Correlation Analysis 4) Multiple regression Analysis.

5. ANALYSIS DATA RESULTS

5.1 Description of the respondent

Table 1. Demographic characteristic of the respondents

Variable Demografis	Audience Television Advertising	
	N (470)	%
Gender		
Male	174	37,03
Female	296	62,97
Age		
15 - 24 year	412	87,65
25 - 34 year	40	8,51
35 - 44 year	13	2,77
45-55 year	5	1,07
Occupation		
Student/University student	321	68,30
PNS/TNI/Polri	82	17,45
Private Employees	26	5,53
Others	41	8,72

Total respondents who participated in this research is 470 respondents. As illustrated in table 1 female respondents dominate with the number 296 (62.97%). Meanwhile, male respondents amounted to 174 (37.03%). Age criteria of respondents presented based on all the generations of X, Y, and baby boomers. The majority of respondents aged 15-24 years with the number of 412 respondents (87.65%); aged 25-34 years a total of 40 respondents (8.51%); aged 35-44 years by 13 respondents (2.77%); aged 45-55 years a number of 5 respondents (1.07%). Criteria Employment of respondents consists of Students or Students, Civil Servants or the Armed Forces of Indonesia or the Police of the Republic of Indonesia, Private Employees, and Others. The majority of respondents are Students or University Students with 321 respondents; 82 respondents as Civil Servants or the Indonesian National Army or Police of the Republic of Indonesia; 26 people as private employees; and 41 other people outside the prescribed options such as teachers, honorary, bum employee, self-employed, freelance, and bum employee.

5.2 Measurement Model

A questionnaire is said to be valid if the questionnaire statement reveals something that will be measured by the questionnaire. The minimum requirement of a questionnaire that meets the validity is if the correlation coefficient value is greater than the cut off value <0.5. Meanwhile, to indicate the extent to which a measuring device can be trusted or reliable or reliability test if re-measured against the same symptoms with the same measuring instrument and the measurement results obtained consistent. The

instrument used is said to be reliable if the coefficient of cronbach's alpha > 0.6. Here are the results of validity test and instrument reliability in this study seen in Table 2.

Table 2. Validity and reliability result

Construct/Indicators	Validity	Reliability
Advertising Appeal		0,767
Information and Logic	0,622	
Appeal	0,654	
Theme	0,710	
Celebrity Endorser	0,648	
Visual	0,691	
Music And Jingle	0,602	
Slogan	0,609	
Celebrity Endorsement		0,843
Attractives	0,665	
	0,683	
Trustworthies	0,650	
	0,656	
	0,696	
	0,733	
Expertise	0,756	
	0,738	
	0,663	
	0,736	
Repetitive Advertising		0,797
	0,752	
	0,889	
	0,883	

Based on Table 2 it can be seen that the instruments in each variable in this study have Pearson Correlation or Correlation Coefficient for each instrument greater than 0.50, so it is valid and can be used to conduct research or test the research hypothesis and can we know also if the value of Cronbach's alpha for Advertising appeal variables, Celebrity endorsement, Repetitive Advertising and Purchase Intention show that the value of Cronbach's alpha > 0.60, this indicates that the instrument used is reliable.

Table 3 Results of Multiple Regression Analysis
Anova

Model	Mean Square	F	Sig
1	20.874	51.802	.000

Table 3 shows anova test results that have a F value of 51,802 and a significance value of 0.000. Of the significance value is less than the cut-off value or equivalent to 0.05. Thus the regression model used is a fit model or regression model can be used to estimate the dependent variable (purchase intention). In this research, purchase intention is influenced by

Advertising Appeal, Celebrity Endorsement and Repetitive Advertising.

Table 4 Results of Coefficient determination (R2) test

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.563	.317	.313	.67648

Based on the above determinant coefficient table showing that R informs how strong the relationship of Advertising Appeal, celebrity Endorsement and Repetitive Advertising and Purchase Intention R value obtained for 0.529, this value indicates a strong relationship between Independent variables (Advertising Appeal, celebrity Endorsement and Repetitive Advertising to the variable dependent (purchase intention) .Then to know the effect of Advertising Appeal, celebrity Endorsement and Repetitive Advertising to variable purchase intention, then the table seen is the value of Adjusted R Square because the authors use the independent variable more than two. Value obtained for 0.313 or equivalent to 31.3%, the number shows the contribution of Advertising Appeal, Celebrity Endorsement and Repetitive Advertising to purchase intention OPPO Smartphone, while the remaining value of 68.7% of purchase intention is affected other factors outside of the study, research by Stephani, Rumambi and Kunto [45] purchase intention have been influenced by environmental advertising through advertisement on television toward purchase intention.

Multiple Regression analysis

Multiple regression analysis aims to know the relationship and predict the simultaneous model of the independent variable to the dependent variable Suhartanto [46]. Multiple regression test in this research is done to know how big influence of dimension of advertising appeal, celebrity endorsement and advertising repetition on purchase intention. The result of this multiple regression test will solve the second and third problem formulation in this research.

Table 5 Regression Analysis Test

Model	B	t	Sig
Constant	0.569	2.250	0.025
Advertising Appeal	0.028	2.104	0.036
Celebrity Endorsement	0.186	2.334	0.020
Advertising Repetition	0.337	5.639	0.000

This test is conducted to determine whether the independent variables significantly or not influence to the dependent variable. In this section, the t value is usually used to measure the constant significance of

each independent variable. A variable is significant if the value of t should be outside -1.969 and +1.969 and the significance value reached less than 5% or 0.05.

These are a result from table 5 the result:

1. Variable advertising appeal shows the t value = 2.104 with a significance value of 0.036. With t count (2,104) not less than 1,969 or + 1,969, or seen from sig value (0,036) smaller than 0,05, H_0 is rejected and H_a accepted, meaning advertising appeal have a positive and significant effect to purchase intention
2. Variable celebrity endorsement shows the t value = 2.334 with a significance value of 0.020. With t count (2,334) not less than 1,969 or + 1,969, or seen from sig value (0,036) smaller than 0,05, H_0 is rejected and H_a accepted, meaning celebrity endorsement have a positive and significant effect to purchase intention.
3. Variable advertising repetition shows the t value = 5.639 with a significance value of 0.000. With t count (5,639) not less than 1,969 or + 1,969, or seen from sig value (0,036) less than 0,05, H_0 is rejected and accepted, meaning advertising repetition have a positive and significant effect to purchase intention.

Based on the above table also shows that the variable advertising repetition is the most influential variable to purchase intention with the highest value of 5.639 > 1.969 and significance level 0.000 ($p < 0.05$).

Furthermore switching on the column of beta can form multiple regression model equations and show how much influence dimension on the independent variable to the dependent variable of customer satisfaction (Suhartanto, 2013). The following is the form of regression coefficient equation obtained:

$$Y = 0,569 + 0,028 X^1 + 0,186 X^2 + 0,337 X^3$$

Description: Y = Purchase intention

X^1 = Advertising Appeal

X^2 = Celebrity Endorsement

X^3 = Advertising Repetition

Based on the regression coefficient equation that has been formed above, it can be interpreted as follows:

1. The constant of 0.569 explains the value of the dependent variable or purchase intention of 0.569
2. Advertising appeal scores 0.028 which has a positive influence on purchase intention and every 1 unit increase from advertising appeal then purchase intention will increase by 0.028 units or 0.28%
3. Celebrity endorsement get value equal to 0.186 which have positive influence to purchase intention and every increase of 1 unit from

advertising appeal then purchase intention will increase by 0.186 unit or 1.86%

4. Advertising repetition gets a value of 0.337 which has a positive influence on purchase intention and every 1 unit increase from advertising appeal then purchase intention will increase by 0.337 units or 3.37%

6. DISCUSSIONS

This study aims to measure advertising appeal, celebrity endorsement and advertising repetition in television advertisement toward purchase intention OPPO Smartphone, this study was adopted from past studies and adjust to the needs of researchers. Based on the results of data analysis using SPSS can be seen that the advertising appeal, celebrity endorsement and repetitive advertising effect on buying interest OPPO Smartphone, this can also be seen from the value of Adjusted R Square of 31.3% which indicates that advertising appeal, celebrity endorsement and repetitive advertising influence amounting to 31.3% of OPPO Smartphone buying interest. The statement is in accordance with research conducted Shidique [18] who conducted a study on the Impact of television advertising on the intention of buying consumers from UHT with a sample of 400 respondents in Pakistan with the results of quality features of product in advertisements, entertaining celebrity association, content credibility of product in advertisements, effective advertisement repetition, and advertising appeals except product availability information in ads that have a negative effect on purchase intentions.

Other studies have also found that celebrities, engagements and messages have a significant relationship with the intention of buying. Another study conducted by Hemamalini and Kuruf [19] measures the effectiveness of advertising on purchase intentions. The study found that celebrities, engagements, and messages have a positive influence on the effectiveness of television advertising on buying intent. However, unlike research by Stephani, Rumambi and Kunto [45] who studied celebrity endorser about the interest in buying Axe products and the attractiveness of advertisements and advertising effects as intervening variables, it is known that celebrity endorser has no effect on buying interest when advertising appeal and advertising effects have a significant impact on buying interest. In contrast to research conducted by Anggraeni [47] that the attractiveness of advertising has a negative impact on purchase intentions while celebrity endorsers have a positive impact on the purchase intentions of the city of Denpasar.

7. CONCLUSION

1. Advertising appeal, celebrity endorsement, and advertising repetition have a positive and significant impact on purchase intention OPPO smartphone. However, the biggest impact on purchase intention OPPO Smartphone come from another variable outside of research.
2. Advertising repetition has the most influence on purchase intention OPPO Smartphone in Bandung because consumers feel agree that repeated OPPO advertisement can make the audience to receive messages delivered well so it can increase purchase intention.

8. LIMITATION AND RECOMMENDATION

This study has a limitations. This research focuses only on television advertising media, and only focus on 1 advertisement of product while there are still many media which can be researched that can influenced on purchase intention. Lack of honest respondents in answering the questionnaire because the people do not understand the instruments question or filling it incorrectly makes the author cannot give the best result. In this case for further research can studied with general variable such as all kind of smartphone not only specific advertising of smartphone and also add new media such as internet. Promotion strategy used by OPPO in increasing purchase intention not only from advertisement but also by using other communication marketing tools such as sales promotion and events to support or stimulate consumer purchase intention in OPPO smartphone

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