



INFLUENCE OF ADVERTISING VALUE ON ATTITUDE IN INCREASING REPURCHASE INTENTION

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Abstract

International Data Corporation (IDC) (2019) reported smartphone brands that dominated the Indonesian market in the period of 2014 to 2018. The data showed that the largest market share within five years consecutively led by Samsung smartphones. Samsung smartphones' sales decreased by 4.8 percent in 2018. In order to possibly tackle this condition, Samsung has been conducting business efforts by increasing its customers repurchase intention, and minimizing its customers desire to move to another brand, and one of the engagements is by advertising through the Instagram application. This research aims are to analyse the influence of advertising value on advertising attitude, the influence of advertising attitude on brand attitude, influence advertising attitude on repurchase intention, and the influence of brand attitude on repurchase intention. Results of the research show that advertising value has a significant positive influence on advertising attitude, advertising attitude has a significant positive influence on brand attitude, advertising attitude has significant positive influence on repurchase intention, and brand attitude have a significant positive influence on repurchase intention.

Keywords: Advertising Value, Advertising Attitude, Brand Attitude, Repurchase Intention

INTRODUCTION

International Data Corporation (IDC) (2019) reports smartphone brands that dominate the Indonesian market in the period 2014 to 2018. The data shows the largest market share in five years consecutively held by the Samsung smartphones. The highest market share grew up to 6.1 percent in 2016. In 2018, Samsung sales decreases by 4.8 percent. In line with Cellular ID on March 5, 2019, the causes of Samsung's sales drops down in 2018 is due to the aggressiveness of Chinese vendors entering the Indonesian market with a variety of products and leading technology but at a more affordable price, and another reason is that Samsung has not been aggressively marketing or selling their products yet by online.

Numerous attempts have been made by Samsung to maintain its market share in order that its existing customers do not switch to other brands. One of them is by doing ads via the Instagram application. One of the biggest active users of Instagram is Indonesians with third rank position among 55 million users (Katadata, 2018). In Indonesia, social media is the second rank application for the most frequently accessed applications after chatting, that is 87.13 percent (APJII, 2017). Advertising by using mobile advertising has proven to be quite influenceive. This can be seen from the release of PWC (PriceWaterhouseCoopers), mobile advertising revenue in Indonesia has been estimated to have quadrupled from US \$ 6 million in 2013 to US \$ 24 million in 2018 (PWC, 2019).

Influenceive advertising is advertising that has a value. Advertising value describes the value consumers receive from advertising. Upon exposure to advertising, consumers form expectations regarding whether they expect to receive value in the form of acquiring information or being entertained (Ducoffe, 1995a, 1996b). There are three dimensions of advertising value, Ducoffe (1995a, 1996b) identifies entertainment, informativeness, and irritation as factors contributing to consumers' evaluations of ad values and thus attitudes toward ads. The more valuable an advertisement is, the better the consumer's attitude towards advertising (Murillo, 2016a, 2017b, Hamouda, 2018, Aktan, 2016, and Lee et al., 2017). The advertising attitude variable also has a positive influence on brand attitude based on research (Lee et al., 2017) and is also supported by the theory of attitude formation by (Edell.et.al, 1987) in (Schiffman and Kanuk, 2018: 231), which means the better the attitude towards advertising, the better the attitude of consumers towards a brand. A positive attitude towards advertising and a positive attitude towards brands will also have a positive influence on intention to buy (Lee et al., 2017, Hashim, et al., 2018, Abzari et al. 2014).

LITERATURE REVIEW

Advertising Value

Ducoffe (1996) stated that Advertising value is best understood as an overall representation of the worth of advertising to consumers. From this definition advertising value is understood as an overall presentation concerning valuable advertising for consumers. Ducoffe (1996) introduced the concept of value for advertising, which is called advertising value, and advertising value consists of three facets: informativeness, entertainment, and irritation (Ducoffe, 1995). Entertainment can be defined as the ability to fulfil an audience's needs for escapism, diversion, aesthetic or emotional pleasure (Ducoffe, 1996, McQuail, 1983). Informativeness means that advertising should inform consumers about product alternatives, thus ensuring that purchases have the highest possible satisfaction (Ducoffe, 1995a, 1996b). An advertisement is considered to be irritated when the advertiser connects with advertising system that irritates, affronts, or is excessively manipulative. Therefore consumers' take that as undesirable and aggravated advertising (Ducoffe, 1995a, 1996b, Ha et al, 2014).

Advertising Attitude

Advertising attitude is a response or response both positive and negative towards an advertisement (Ducoffe, 1996, Hamouda, 2017, Murillo, 2017, and Murat et al., 2016). Torres (2015) define attitude toward social media advertising as a predisposition to respond favorably or unfavorably to advertising content on social media services. The indicators used to measure advertising attitude are cognitive, affective and conative components.

Brand Attitude

Chaudhuri (2001) stated that attitude towards a brand is interpreted as a comprehensive consumer evaluation of the brand and forms the basis used by consumers in their decisions and behaviour. A positive attitude towards consumers will enable consumers to make purchases of the brand, but otherwise a negative attitude will prevent consumers from make a purchase. The indicators used to measure advertising attitude are cognitive, affective and conative components.

Repurchase Intention

Repurchase intention is a consumer commitment that is formed after the consumers purchases a product of service. This commitment arises because the consumer's positive impression of a brand and consumers feel satisfied with the purchase (Hicks et al., 2005). Indicators of variable repurchase intention in this study based on research (Goh et al., 2016) namely the product

becomes the main consideration, will definitely choose the same product, will not choose another product and will choose the same product in the next purchase.

Millennium Generation

Tapscott (1998) in Profil Generasi Milineal Indonesia (2018) mentions millennial generation with the term digital generation born between 1976-2000. Then Zemke et al. (2000) in Profil Generasi Milineal Indonesia (2018) refers to millennial generation with the term Nexters born in 1980-1999. Oblinger (2005) in Profil Generasi Milineal Indonesia (2018) refers to the millennial generation with the term Generation Y or NetGen, born between 1981-1995. Based on the opinions of some of these experts, the age of Indonesian millennial generation is Indonesian population born between 1980-2000 (Profil Generasi Milineal Indonesia, 2018: 33). Furthermore, the concept of Indonesian millennial generation used in this study is Indonesian population born between 1980-2000.

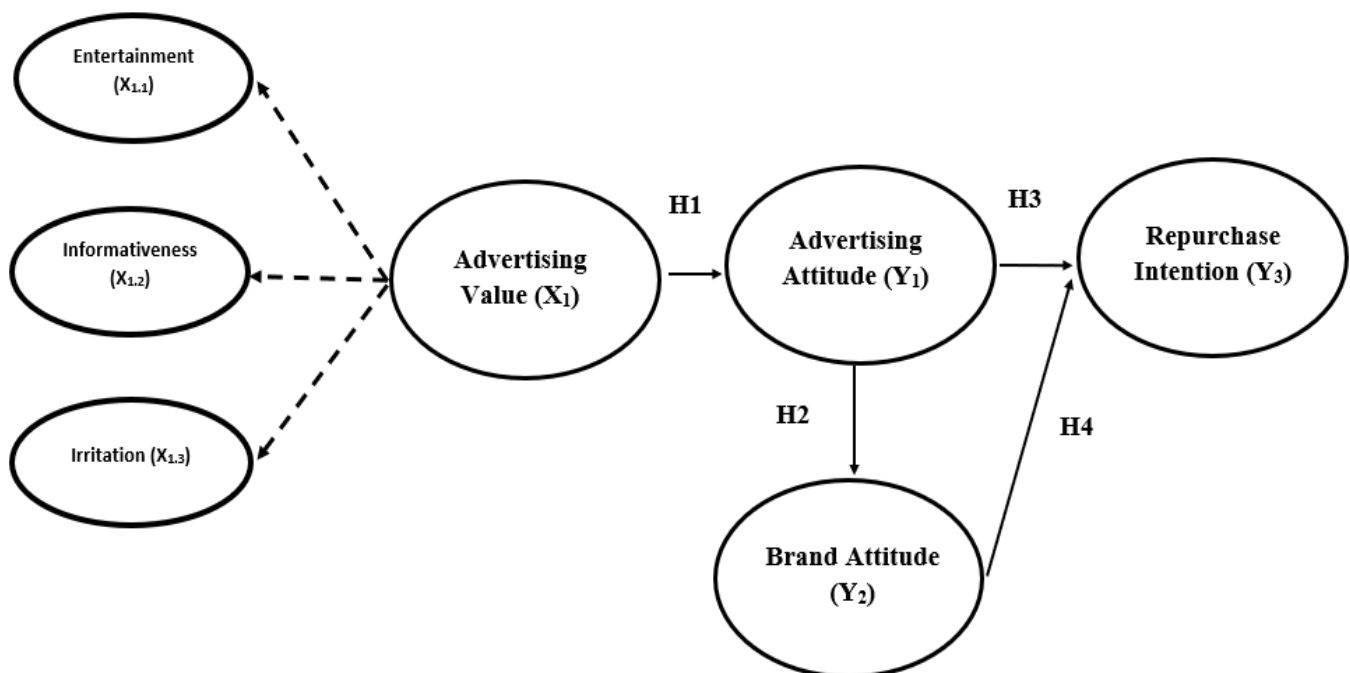


Figure 1. Conceptual Framework

Influence of Advertising Value on Advertising Attitude

Several studies that support the variable advertising value have a positive influence on advertising attitude in accordance with research conducted by (Ducoffe, 1996, Xu et al., 2009, Murillo, 2016a, 2017b, Lee et al., 2017, Hamouda, 2018). Researchers found the existence of GAP which can be seen from the R^2 value that is significantly different one study from other

studies. Based on the research of Hashim et al. (2017) R^2 value of the advertising value to advertising attitude is 0.70 and based on research conducted by Lee et al. (2017) the value of R^2 0.412 which means that for the value of R^2 0.70 that is 70 percent of the variable advertising attitude can be explained by the variable advertising value and 30 percent is influenced by other variables, and it occurs on the value of R^2 0,412 as well. Based on the GAP, the hypothesis is formulated as follows:

H₁: Advertising value has a positive and significant influence on advertising attitude.

Influence of Advertising Attitude on Brand Attitude

Advertising attitude has also been debated simultaneously on affecting brand attitude and purchase intention directly in research (MacKenzie et al., 1986). The positive influence of advertising attitude on brand attitude is supported by the theory of attitude formation by Edell.et.al (1987) in (Schiffman and Kanuk, 2018: 231), which means that better attitude of consumers towards advertising will have a positive influence on the attitudes towards brands. So the hypothesis is formulated as follows:

H₂: Advertising attitude has a positive and significant influence on brand attitude.

Influence of Advertising Attitude on Repurchase Intention

Advertising attitude has been proven to have a positive influence on purchase intention based on research (Xu et al., 2009, Lee et al., 2017, Hashim et al., 2018, Noor et al., 2013, Wahid and Ahmed, 2011). There is no research that says there is a positive influence between advertising attitude on repurchase intention. Purchase intention and repurchase intention are intentions to make a purchase, the difference is on whether the purchase has occurred or has never happened. So the hypothesis is formulated as follows:

H₃: Advertising attitude has a positive and significant influence on repurchase intention.

Influence of Brand Attitude on Repurchase Intention

Brand Attitude has a positive influence on purchase intention based on research results (Dodds et al., 1991, Shah et al., 2012, Abzari et al., 2014, Lee et al., 2017). Peyrot and Doren (1994) stated that there is a positive relationship between attitudes towards brands to consumer's repurchase intention. This happens when consumers feel satisfied with the product or service received from a company providing the goods or services, it is very likely for consumers to make a repurchase. So the hypothesis is formulated as follows:

H₄: Brand attitude has a positive and significant influence on repurchase intention.

RESEARCH METHODS

The approach in this research was confirmatory research by collecting data which was carried out simultaneously in one phase (one short study) or by cross-section. The primary data was collected through questionnaires distributed via Google Docs with 5 Likert scales. This type of research according to its level of explanation was associative research because it investigated the influence of advertising value on advertising attitude, advertising attitude on brand attitude, advertising attitude on repurchase intention, and brand attitude on repurchase intention especially on millennial generation for Samsung smartphone products that its advertisements using Instagram. This research was conducted in Denpasar City and Badung Regency. The sampling technique used in this study is purposive sampling with 263 samples. This research used Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach and using smart PLS 3.0 software.

ANALYSIS AND RESULTS

Instrument Testing

The research instruments (questionnaire) was assured its feasibility and persistency through the validity and reliability tests of its first 30 respondents. An instrument is said to be valid if it has a correlation coefficient between the items with a total score in the instrument greater than 0.30. Cronbach's alpha value is reliable if its value is greater than or equal to 0.60.

Inferential Analysis

Testing the outer model

1) Convergent Validity Test

Convergent validity with reflexive indicator can be seen from the correlation between the indicator scores and its variable scores. Individual indicators are considered reliable if they have a correlation value higher than 0.50. The convergent validity test results show that all outer loading indicators of variables have values greater than 0.50. Thus, it can be concluded that all indicators have met the requirements of convergent validity.

2) Discriminant validity test

The model is said to be good if the AVE of each variable's value is greater than 0.50. The following output results show that the AVE value of all variables are greater than 0.50, so the model can be said to be good.

Table 1. Discriminant Validity Result

	Advertising value (X₁)	Advertising attitude (Y₁)	Brand attitude (Y₂)	Repurchase intention (Y₃)
AVE	0,870	0,647	0,711	0,716

3) Composite reliability test

Variables are declared reliable if the composite reliability and Cronbach's alpha values are higher than 0.70. The results of composite output reliability and Cronbach's alpha variable advertising value, advertising attitude, brand attitude, and repurchase intention are all higher than 0.70. Thus, it can be explained that all variables have good reliability.

Table 2. Research Result on Reliability Instruments

Variabel	Composite Reliability	Cronbachs Alpha	Remarks
Advertising value (X ₁)	0,953	0,925	Reliable
Advertising attitude (Y ₁)	0,879	0,817	Reliable
Brand attitude (Y ₂)	0,908	0,864	Reliable
Repurchase intention (Y ₃)	0,910	0,867	Reliable

The inner model testing

The influence of advertising value on advertising attitude gives an R-square value of 0.793. Furthermore, the influence of advertising attitude on brand attitude gives an R-square value of 0.798. Then, the influence model of advertising attitude, and brand attitude on repurchase intention gives an R-square value of 0.809.

Table 3. Determination Coefficient Values

Variables)	R-square	R-square Adjusted
Advertising Value (X ₁) → Advertising Attitude (Y ₁)	0,771	0,768
Advertising Attitude (Y ₁) → Brand attitude (Y ₂)	0,781	0,779
Advertising Attitude (Y ₁) and Brand attitude (Y ₂) → Repurchase intention (Y ₃)	0,804	0,800

To measure how well the observational values generated by the model and also the estimated parameters, it is necessary to calculate Q-square (Q^2) as follows:

$$\begin{aligned} Q^2 &= 1 - (1 - R_1^2) (1 - R_2^2) (1 - R_3^2) \\ &= 1 - (1 - 0.771) (1 - 0.781) (1 - 0.804) \\ &= 1 - (0,229) (0,219) (0,196) \\ &= 1 - 0.0098 = 0.9902 \end{aligned}$$

Q^2 value has a value with a range of $0 < Q^2 < 1$, where the closer to 1 means the better is getting better. The calculation results obtained Q^2 value of 0.9902, so it can be concluded that the model has a very good predictive relevance.

Hypothesis Testing

Table 4 Hypothesis Test

Coefficient Paths Among Variables	Coefficient Path	t Statistics	Remarks
Advertising value (X_1) → Advertising attitude (Y_1)	0,878	22,470	Significant
Advertising attitude (Y_1) → Brand attitude (Y_2)	0,884	23,532	Significant
Advertising attitude (Y_1) → Repurchase intention (Y_3)	0,267	2,138	Significant
Brand attitude (Y_2) → Repurchase intention (Y_3)	0,652	5,519	Significant

The Influence of Advertising Value (X_1) on Advertising Attitude (Y_1)

Hypothesis testing on the influence of advertising value on advertising attitude produces a correlation coefficient of 0.878. The value of t Statistics is 22,470 ($>$ t-critical 1.96), so the influence of Advertising value on advertising attitude is significant. Thus, the first hypothesis (H_1) which states that advertising value has a positive and significant influence on advertising attitude is acceptable. The results of this study are supported by researches (Murillo, 2016a, 2017b, Hamouda, 2018, Aktan, 2016, and Lee et al., 2017).

The Influence of Advertising Attitude (Y_1) on Brand Attitude (Y_2)

Hypothesis testing on the influence of advertising attitude on brand attitude produces a correlation coefficient of 0.884. The value of t Statistics is 23,532 ($>$ t-critical 1.96), so the

influence of advertising attitude on brand attitude is significant. Thus, the second hypothesis (H_2) which states that advertising attitude has a positive and significant influence on brand attitude is acceptable. The results of this study indicate that the indicators forming advertising attitude can significantly influence consumer attitudes towards the Samsung brand. The results of this study are supported by research (Lee et al., 2017) and also supported by the theory of attitude formation by (Edell.et.al, 1987) in (Schiffman and Kanuk, 2018: 231).

The Influence of Advertising Attitude (Y_1) on Repurchase Intention (Y_3)

Hypothesis testing on the influence of advertising attitude on repurchase intention produces a correlation coefficient of 0.267. The value of t Statistics is 2.138 ($>$ t-critical 1.96), so the influence of advertising value on repurchase intention is significant. Thus, the third hypothesis (H_3) which states that advertising attitude has a positive and significant influence on repurchase intention is acceptable. There are no studies that examine the influence of advertising attitude on repurchase intention, but the influence of advertising attitude on purchase intention has been widely studied and produces positive and significant influences in accordance with research Xu et al., (2009), Lee et al., (2017), Hashim et al., (2018), Noor et al., (2013), Wahid and Ahmed, (2011). Purchase intention and repurchase intention are an intention to make a purchase, the difference is whether or not the purchase has occurred.

The Influence of Brand Attitude (Y_2) on Repurchase Intention (Y_3)

Hypothesis testing on the influence of brand attitude on repurchase intention produces a correlation coefficient of 0.675. The value of t Statistics is 9,326 ($>$ t-critical 1.96), then the influence of brand attitude on repurchase intention is significant. Thus, the fourth hypothesis (H_4) which states that brand attitude has a positive and significant influence on Repurchase intention is acceptable. The results of this study are supported by research by Peyrot and Doren (1994) which states that there is a positive relationship between attitudes towards brands to consumer repurchase intention.

CONCLUSION AND SUGGESTIONS

The results showed that advertising value has a positive and significant intention on advertising attitude. This means that the higher the advertising value received by millennials on Samsung smartphone advertisements advertised with the Instagram application, the better the consumers' attitudes will be, especially millennial generations, on Samsung smartphone advertisements.

Advertising attitude has a positive and significant intention on brand attitude. This means that the better the attitude towards Samsung smartphone advertisements advertised with the Instagram application, the better will be the attitude towards the Samsung brand.

Advertising attitude has a positive and significant intention on repurchase intention. This means that the better the attitude of consumers towards Samsung smartphone advertisements advertised with the Instagram application, the stronger the desire to repurchase Samsung smartphone products will be.

Brand attitude has a positive and significant intention on repurchase intention. This means that the more positive attitude towards Samsung smartphone brands, the desire to buy back on Samsung products will be stronger.

Based on the results of the research analysis and the results of the discussion in the previous chapter, the suggestions of this study are as follows:

- In an effort to maintain and increase the advertising value of Samsung smartphone products that are displayed through the Instagram application, Samsung must conduct periodic evaluations to reduce the irritation arising from advertisements that are displayed.
- In an effort to maintain and enhance a positive attitude towards Samsung smartphone product advertisements displayed on the Instagram application, Samsung must be able to convince its customers that the advertisements and information displayed through the Instagram application are in accordance with reality in the field.
- In an effort to maintain and improve brand attitude for the better, then Samsung should periodically have to improve its brand image by continuing to innovate and promote the attention of consumers so that consumers do not hesitate to make Samsung their first choice brand.
- In an effort to maintain and increase repurchase intention, Samsung should continuously improve product excellence and add features that customers want, so that customers remain loyal to choosing a Samsung brand smartphone when they want to change smartphones.

For further studies, it is recommended to expand samples of the researches, and it is not only limited to millennial generation. In addition, further research is also suggested to add other variables besides advertising value, advertising attitude, brand attitude and repurchase intention. For instance, by adding brand trust, country of origin, price and celebrity endorse variables.

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