The TV Advertisement Effect to the Purchase Intention of Indomie Through Brand Awareness (Study on the TV Advertisement of Indomie in Surabaya)

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Abstract
Business competition not only demands a firm to be more innovative and efficient, but also affects to the delivery if information to the consumer. Indomie spends 981,5 billion rupiahs to advertise the product in television ads since 2017. This research aims to determine the description of television advertisement, brand awareness, and purchase intention. In addition, to identify how much the effect of TV advertisement to the brand awareness, TV advertisement to the purchase intention, the brand awareness to the purchase intention, and TV advertisement to the purchase intention through brand awareness. According to the type of research, this research is categorized into descriptive and causal-explanatory research with quantitative approaches. The population of research is taken from the audiences whoever have seen the TV advertisement of Indomie and also consumed the product of Indomie. The population sample is around 389 respondents by applying the technique of convenience sampling.The research data is collected by having questionnaire instrument. The questionnaire is shared in Kecamatan Sukolilo, Surabaya. The analysis technique exerted in this research is descriptive statistic and path analysis. From the research findings, it shows that the TV advertisement, brand awareness, and purchase intention are in the high category. The TV advertisement affects positively and significantly to build brand awareness, the TV advertisement affects positively and significantly to the purchase intention, and the brand awareness affects positively and significantly to the purchase intention.This research concludes that the indirect effect of TV advertisement towards the purchase intention through the brand awareness is higher than the direct effect of TV advertisement towards the purchase intention of Indomie product in Surabaya. According to the research, the researcher recommends the firm of Indomie could evaluate the advertisement shown in TV to seize the audience attention, be more attractive, and have tendency to purchase the product of Indomie. Moreover, the firm should upgrade the slogan of Indomie to be easily remembered for the consumer. As for the next researchers, they should add the variable of online advertisement which affects to the purchase intention of consumer in wider area coverage of research..
Keywords: Advertising, TV Advertisement, Brand Awareness, Purchase Intention

1. Introduction
The competitive business situation not only demands a firm to be more innovative and efficient, but also affects to the information delivery of product to the consumer. Advertising is able to deliver massive message to all prospective buyers with relatively cheap price, and the seller could repeat the message delivery in in great quantities (Kotler & Armstrong, 2012). Nielsen Digital Ad Rating states that 97% of Z generation (age 10-19 years old) watched television, 96% of milenial generation (age 20-34 years old) watched television, and 97% of X generation (age 35-49 years old) watched television.

In fact, the product demand of instant noodle is greatly high. According to the data of World Instant Noodle Association in 2016, the product demand of instant noodle in all over the world is around 97,460 billion packs. Meanwhile, the product demand of instant noodle in Indonesia reached for 13,010 billion packs. Indomie is one of products of multinational firm, PT. Indofood CBP Sukses Makmur, Tbk. Indomie is the best brand of instant noodle in Indonesia according to Top Brand Award version in 2017 that successfully defeat the competitor, Mi Sedap. Indomie has slogan "Indomie seleraku" which is easily remembered by the consumers. Indomie has brand value around 1,3 million USD (Brands, 2017). According to Nielsen (2018), during 2017, Indomie has spent 981,5 billion rupiahs to place the product advertisement on TV. The objectives of research are mentioned below:
1.1 To describe TV advertisement, purchase intention, and brand awareness of Indomie.
1.2 To analyze how much direct effect of TV advertisement to brand awareness of Indomie.
1.3 To analyze how much direct effect of TV advertisement to purchase intention of Indomie.
1.4. To analyze how much direct effect of brand awareness to purchase intention of Indomie.
1.5 To analyze how much indirect effect of TV advertisement to purchase intention through brand awareness of Indomie

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2. Literature Review

2.1 Television Advertisement

Generally, TV advertisement is known as the greatest media of advertising which is able to cover wide spectrum of consumers. The TV advertisement has two significant strengths. First, the TV advertisement could be an effective media to demonstrate the product attribute in brief and clarify the product benefit to the consumer in persuasive way. Second, the TV advertisement could figure the consumer and image-concept of product consumption, brand characteristic, or the other intangible things in dramatic view. The TV advertisement is measured by exerting AIDA model which has been evolved by Kotler. There are three steps in buying process of offered product or service. According to Kotler & Keller (2016), a message should grab attention, hold intention, arouse motivation and desire, and carry on to the action.

TV advertisement is described as a massive message delivered by the advertiser about a product they are going to offer to all prospective buyers through mass media by time rent to the TV media company which aims to deliver information, persuade, and influence the prospective buyers (Rahardjo & Sugiharto, 2015).

2.2 Brand Awareness

Aaker (2013) stated that brand awareness functions to differentiate the brand and dimension that could be re-remembered. The brand awareness provides more competitive superiorities. According to Salelaw et al (2015), the brand awareness is a conceptualization of brand recognition and brand recall. Here are two dimensions to measure the brand awareness based on theory of Keller (2013):

Brand Recognition, the ability of consumer to recognize a brand as a signal

Brand Recall, the ability of consumer to recall a brand on a category of product, need, and purchase situation.

2.3 Purchase Intention

Purchase intention is a tendency to purchase a brand of product and commonly it is based on the compatibility of brand motive and attribute or characteristic which could be considered by a buyer (Belch & Belch, 2009). According to Zahid & Dastane (2016), the purchase intention is a good instrument to predict purchasing behavior of consumer. According to Roozy et al (2014), here are three factors which affect the purchase intention:

Willing Purchase: a will to buy a product.

Considering Purchase: Consideration on a product purchase.

Recommendation Purchase: Purchase recommendation to other buyers.

According to those theoretical bases, the researcher formulates four hypotheses as mentioned below:

H1 : TV advertisement affects positively and significantly to the brand awareness.

H2 : TV advertisement affects positively and significantly to the purchase intention.

H3 : Brand awareness affects positively and significantly to the purchase intention.

H4 : TV advertisement affects positively and significantly to the purchase intention through the brand awareness.

3. Research Methods

This research employs statistics of descriptive and causal-explanatory research with quantitative approaches. Descriptive statistics functions to analyze the data by describing the collected data without any attention to draw a general conclusion (Sugiyono, 2017). The causal-explanatory research is a method that is formulated to determine whether the variable clarifies the cause or effect to the dependent variable or not (Cooper & Schindler, 2014).
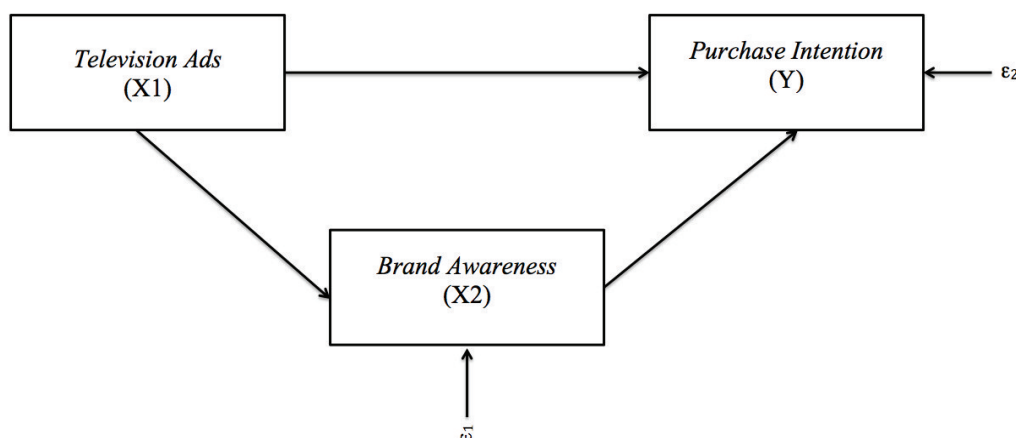

Figure 1. Research Design

3.1 Population and Sample

This research has infinite population. The technique of sampling exerted in this research is convenience sampling. This convenience sampling is non-probability sampling which the researcher employs the available individuals to be participants (Cooper & Schindler, 2014). The total of this sample population is 389 respondents who are taken from the residents of Kecamatan Sukolilo, Surabaya.

3.2 Research Instrument

This research uses questionnaire as research instrument by applying the method of Likert scale measurement in five scales. Likert scale is a variation of counted rating scale. This scale asked to the assessor to approve or disapprove the good or not good statement (Cooper & Schindler, 2014).

3.3 Instrument Validity and Reliability

Validity test of this research uses correlation coefficient of product moment Pearson which the instrument is regarded as valid when the correlation value (r)> 0,3 (Sugiyono, 2017). As for the reliability test exerts the value of *Cronbach's Alpha* where the value of all variables must be > 0,7 (Ghozali, 2016).

Table 1. Instrument Validity and Reliability

Variable	Item	Validity	Pearson Correlation	Reliability	Cronbach's Alpha
TV Advertisement	X1.1	0,485	0,3	0,781	0,7
	X1.2	0,464	0,3		
	X1.3	0,507	0,3		
	X1.4	0,527	0,3		
	X1.5	0,637	0,3		
	X1.6	0,602	0,3		
	X1.7	0,538	0,3		
	X1.8	0,636	0,3		
	X1.9	0,514	0,3		
	X1.10	0,614	0,3		
	X1.11	0,477	0,3		
	X1.12	0,545	0,3		
Brand Awareness	X2.1	0,733	0,3	0,746	0,7
	X2.2	0,735	0,3		
	X2.3	0,721	0,3		
	X2.4	0,740	0,3		
	X2.5	0,617	0,3		
Purchase Intention	Y1	0,675	0,3	0,720	0,7
	Y2	0,536	0,3		
	Y3	0,679	0,3		
	Y4	0,675	0,3		
	Y5	0,641	0,3		
	Y6	0,661	0,3		

3.4 Descriptive Statistic Analysis

This statistics observes the average value, maximum values, and minimum value (Ghozali, 2016). The next step is to make class interval to clarify the answer of respondents.

Table 2. Interval of Frequency Distribution

No	Interval	Category
1	1,00 – 1,80	Very Low (VR)
2	1,81 – 2,60	Low (R
3	2,61 – 3,40	Average
4	3,41 – 4,20	High (H)
5	4,21 – 5,00	Very High (VH)

3.5 Path Analysis

Path analysis is the development form of regression statistics, therefore regression statistics is also called as part of path analysis. This path analysis is employed to draw and test the relation between variables in the form of causal-effect (Sugiyono, 2017). Indirect effect test employs *Sobel Test* which the significance level is on > 0,005 (Hayes, 2013).

4. Result

4.1 Respondent Description

The total of collected questionnaire is 389 respondents. Male respondents 182 (46,8%) and female respondents 207 (53,2%). The respondents admit that during their working day, they spent 2,72 hours to watch TV. Whereas, on their holiday, they spent 3,16 hours to watch TV.

4.2 Variable Description

4.2.1 TV Advertisement

Table 3. Variable Description of TV Advertisement

Dimension	Item	Mean Item	Category
Attention	$X_{1.1}$	3,14	Average
	$X_{1.2}$	4,10	High
	$X_{1.3}$	4,09	High
Interest	$X_{1.4}$	3,88	High
	$X_{1.5}$	4,10	High
	$X_{1.6}$	4,10	High
	$X_{1.7}$	3,75	High
Desire	$X_{1.8}$	3,75	High
	$X_{1.9}$	3,01	Average
	$X_{1.10}$	3,75	High
Action	$X_{1.11}$	2,95	Average
	$X_{1.12}$	3,89	High
Grand Mean		3,71	High

According to the table 3, it shows the total average of respondents' answer on the variable of TV advertisement 3,71 which means that the TV advertisement of Indomie is highly graded. The question item $X_{1.2}$, $X_{1.5}$, $X_{1.6}$ is the highest average with the value 4,10 and question item $X_{1.11}$ has lowest average with the value 2,95.

4.2.2 Brand Awareness

Table 4. Variable Description of Brand Awareness

Dimension	Item	Mean Item	Category
Brand Recognition	$X_{2.1}$	3,88	High
	$X_{2.2}$	3,88	High
	$X_{2.3}$	4,10	High
Brand Recall	$X_{2.4}$	4,09	High
	$X_{2.5}$	3,88	High
Grand Mean		3,97	High

According to the table 4, it shows the total average of respondents' answer on the variable of brand awareness 3,97 which signifies the high value. The question item $X_{2.3}$ has the highest average value is around 4,10 and question item $X_{2.1}$, $X_{2.2}$, and $X_{2.5}$ has the lowest average value 3,88.

4.2.3 Purchase Intention

Table 5 Variable Description of Purchase Intention

Dimension	Item	Mean Item	Category
Willing Purchase	Y_1	4.10	High
	Y_2	4.10	High
Considering Purchase	Y_3	3.46	High
	Y_4	3.75	High
Recommendation Purchase	Y_5	3.88	High
	Y_6	4.09	High
Grand Mean		3,90	High

According to the table 5, it signifies the total average of respondents' answer on the variable of purchase intention is high. Question item Y_1 and Y_2 has the highest average value 4,10, whereas the question item Y_3 has the lowest average value 3,46.

4.3 Path Analysis

4.3.1 First Equation

The researcher would discuss the path analysis which relates to the TV advertisement variable (X_1) to the brand awareness variable (X_2).

Table 6. Determinacy Coefficient of First Equation

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480[a]	.230	.228	.55876

a. Predictors: (Constant), Television Advertisement (X1)

b. Dependent Variable: Brand Awareness (X2)

According to Table 6, it clarifies that the determinacy coefficient (R^2) is 0,23. This result means that the variable of TV advertisement (X_1) has contributed 23% to the brand awareness (X_2), the other 77% is explained by the other factors besides the TV advertisement variable.

Table 7. Coefficient of First Regression Path

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.698	.213		7.977	.000
Television Advertisement (X1)	.612	.057	.480	10.766	.000

a. Dependent Variable: Brand Awareness (X2)

According to Table 7, it asserts the path coefficient 0,480 (see beta) which shows that the TV advertisement has improved the brand awareness of Indomie. Statistically, the variable of TV advertisement affect significantly to the brand awareness. It is proved by the significance value 0,000. The structural equation is described below:

$X_2 \quad \rho_{X2X1} \mid \rho_{X2\varepsilon1}$

$X_2 \quad 0.480_{X2X1} \mid 0.770_{X2\varepsilon1}$

4.3.2 Second Equation

The researcher would discuss the path analysis which relates to the variable of TV advertisement (X_1) and the brand awareness (X_2) to the purchase intention (Y)..

Table 8. Determinacy Coefficient of Second Equation

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798[a]	.636	.634	.35427

a. Predictors: (Constant), Brand Awareness (X2), Television Advertisement (X1)

b. Dependent Variable: Purchase Intention (Y)

According to Table 8, it shows the determinacy coefficient (R^2) is 0,636. This shows the variable of TV advertisement (X_1) and brand awareness (X_2) has contributed 63,6% (see *R Square*) to purchase intention (Y), meanwhile the other 36,4% is explained by the other factors except variable of TV advertisement and brand awareness.

Table 9. Coefficient of Second Regression Path

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.557	.146		3.823	.000
Television Advertisement (X1)	.221	.041	.188	5.381	.000
Brand Awareness (X2)	.635	.032	.690	19.704	.000

a. Dependent Variable: Purchase Intention (Y)

According to Table 9 shows the coefficient path of TV advertisement (X_1) to the purchase intention (Y) 0,188 (see beta) which indicates that the TV advertisement is able to improve the purchase intention of Indomie product. The variable of brand awareness (X_2) to the purchase intention (Y) 0,690 (see beta) which measn that the brand awareness is able to improve the purchase intention of Indomie product. Statistically, the variable of TV advertisement and brand awareness has significant effect to the purchase intention which is indicated by the significance value 0,000. The structural equation is shown below:

$Y \quad \rho_{YX1} \mid \rho_{YX2} \mid \rho_{Y\varepsilon2}$

$Y \quad 0.188_{YX1} \mid 0.690_{YX2} \mid 0.364_{X2\varepsilon2}$

Based on the first and second equation, it delivers the analysis as figured below:
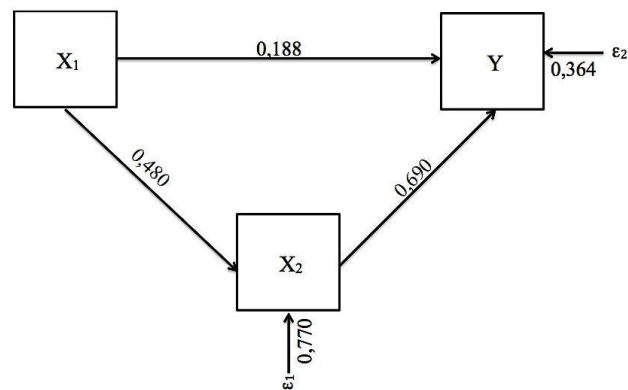
Figure 2. Analysis Result

Table 10. Path Analysis Result

Pengaruh	Direct Effect	Indirect Effect	Total Effect	Sig.
$X_1 \rightarrow X_2$	0,480 (0,000)	0,480 x 0,690	0,331 + 0,188	Significant
$X_1 \rightarrow Y$	0,188 (0,000)	= 0,331	= 0,519	Significant
$X_2 \rightarrow Y$	0,690 (0,000)	(0,000)		Significant

a.   First Hypothesis Test (H1)
Due to the analysis result, it shows that the pat coefficient of TV advertisement (X_1) to the brand awareness (X_2) is 0,480 with the t significance value 0,000. Then, this hypothesis is approved and indicated that there is effect between TV advertisement and brand awareness.

b.   Uji Hipotesis Kedua (H2)
Due to the analysis result, it indicates the path coefficient of TV advertisement (X_1) tto the purchase intention (Y) is 0,188 with the t significance value 0,000. Therefore, this hypothesis is approved and showed that there is effect between TV advertisement and purchase intention.

c.   Third Hypothesis Test (H3)
Path analysis of brand awareness effect (X_2) to the purchase intention (Y) on the analysis result is 0,690 with the significance value 0,000 that signifies that this hypothesis is approved. Therefore, it concludes that there is effect between brand awareness and purchase intention.

d.   Fourth Hypothesis Test (H4)
Path analysis is produced from multiplication between path analysis H_2 and path analysis H_3 (0,480 x 0,690).

Then, it results 0,331. The indirect effect is tested through *Sobel test* which shows the value 0,000. Therefore, it signifies the existence of a positive and significant indirect effect.

5. Discussion
a.   The Effect of TV Advertisement to Brand Awareness of Indomie
According to the analysis result, it indicates that the TV advertisement affect positively and significantly to the brand awareness of Indomie. The TV advertisement is able to improve good brand awareness. This statement is seen from the t significance 0,000 < 0,05 which means that the TV advertisement significantly improve the brand awareness. Moreover, the regression coefficient of TV advertisement to the brand awareness 0,480 which shows the effect of TV advertisement to the brand awareness of Indomie is 48%. This research finding is in line with the previous researches done by Salelaw et al (2015), Khuong et al (2016), and Khan et al (2016) which clarified the same finding. Shortly, this research signifies that the TV advertisement is able to improve the brand awareness of Indomie product to the audience.

b.   The Effect of TV Advertisement to Purchase Intention of Indomie
According to the analysis result, it indicates that the TV advertisement affect positively and significantly to the purchase intention of Indomie. The good TV advertisement would improve the purchase intention of someone towards Indomie product. This statement is seen from the t significance 0,000 < 0,05. Furthermore, the regression coefficient of TV advertisement is 0,188 shows that the TV advertisement has effect approximately 18,8% to the purchase intention of audience. This research finding is in line with the previous researches done by Siddiqui (2014), Rahardjo & Sugiharto (2015), Ugonna et al (2017), Khuong & Nguyen (2015), and Winata & Nurcahya (2017) which asserted the same finding statement. To conclude, this research signifies that the advertisement of Indomie placed in TV is able to improve the purchase intention of the audience.

c.   The Effect of Brand Awareness to Purchase Intention of Indomie
According to the analysis result, it indicates that the brand awareness could improve the purchase intention of Indomie. Based on the t significance value 0,000 < 0,05 which means that the brand awareness significantly

improve the purchase intention. Moreover, based on the regression of brand awareness to the purchase intention resulted value 0,690 which means that the brand awareness affect the purchase intention around 69%. This research findings is in line with the previous researches done by Roozy et al (2014), Aydin & Ulengin (2015), and Zahid & Dastane (2016) that identified the same findings. In short, this research signifies that the brand awareness is able to improve the purchase intention of Indomie to the audience.

6. Conclusion and Recommendation

Due to the research findings, it shows these conclusions:

a. Description of TV advertisement variable, brand awareness, and purchase intention are included into high category.

b. TV advertisement affects positively and significantly to the purchase intention. This means the better TV advertisement could be, it would produce higher purchase intention of the product.

c. TV advertisement affects positively and significantly to the brand awareness. This means that the good TV advertisement is able to improve the brand awareness of product.

d. Brand awareness affects positively and significantly to the purchase intention. By delivering high brand awareness, it could affect to the better purchase intention of product.

The researcher recommends the related firm to evaluate the advertisement, so the advertisement could grab more attention, be more attractive, and deliver to the purchasing plan, and also has tendency to buy the product of Indomie after seeing that advertisement. Moreover, the firm should improve the slogan of Indomie in order to make it easily memorable for the consumers. Also, the firm should evaluate the background song of advertisement, so he advertisement would easily remembered and increase the purchase intention of consumers. As for the next researchers, the researcher recommends to do analysis in more related research variables such as online advertisement and to analyze the wider area of research, since Indomie is one of best international products.

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