

THE INFLUENCE OF ADVERTISING STARS, BRAND IMAGE, AND BRAND AWARENESS ON THE INTENTION TO BUY HONDA VARIO MOTORCYCLES IN PASURUAN

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ABSTRACT

This study examines the Influence of Advertising Stars, Brand Image, and Brand Awareness Against Intention to Buy Honda Vario Motor in Pasuruan. The purpose of this research is to know the direct and indirect correlation between the influence of advertisement star to brand image and brand awareness. The results show that the indirect effect on brand awareness is mediated by brand image. Honda Vario brand image is so strong that it can increase the value contained in the product. Companies must use variables and do different strategies so that their products become more desirable in the market.

Keywords: Ad Stars, Brand Image, Brand Awareness

BACKGROUND

MSuccess and failure in sales can be seen from product purchases made by consumers in Pasuruan. If the number of sales increases, there are many consumers in Pasuruan who purchase these products, and vice versa if there is a decrease in sales, the purchasing decisions made by consumers in Pasuruan also decline. From sales data obtained from Adira Finance, Vario’s products experienced a decline in sales from several periods. This indicates problems occur in the process of purchasing decisions made by consumers in Indonesia. Although Honda became the Market Leader for motorized vehicles in Pasuruan, it turned out that it was not followed by Vario products. As well as data on sales of Honda Matic motorcycles in Pasuruan in 2016 as follows:

Table 1.1 Data on Matic Honda Sales in Pasuruan in 2016

Type	Jan	Feb	Marc	Apr	May	Jun
Vario CW	1,457	1,236	2,214	1,500	1,929	1,041
Beat FI CW	2,751	2,648	3,341	3,752	3,684	2,464
Beat SW	235	56	675	349	467	177
Scoopy Karbu	421	11	-	-	-	-
Spacy FI	842	631	272	574	241	91
Scoopy FI	102	215	493	274	242	401
Vario Techno 125	2,346	2,754	2,132	1,564	1,223	1,114
Pex 150	-	-	-	-	-	-

Source: Adira Finance Pasuruan

From the phenomenon that occurred, where the Honda Vario index is still below the average, of course there are factors that cause it. Therefore, PT. Astra Honda Motor (AHM) as the company that became the owner of Honda motorcycles tried to do promotions through advertisements by “attracting” famous artists Agnes Monica and Daniel Mananta. These advertisements are intended to increase the sales of Vario motorbikes, with the existence of advertising messages that are closely related to the brand or company intimacy, imaging itself is related to the consumer aspects in the consumer understanding structure.

Imaging also relates to the concept of positioning

about how a particular impression or certain image of the product, or company, so it must be able to get a place in the structure of memory.

Based on the background above, a problem can be formulated that can be used as a research, namely:

1. Is there a significant influence on the advertising star on the purchase intention of Honda Vario motorcycle consumers in Pasuruan?
2. Is there a significant effect of brand image on the purchase intention of Honda Vario motorcycle consumers in Pasuruan?
3. Is there a significant effect of brand awareness on the purchase intention of Honda Vario motorcycle consumers in Pasuruan.

Literature Review

Marketing Management

According to Suparyanto & Rosad (2015: 1) marketing management is the process of analyzing, planning, managing, and managing programs that include conceptualization, pricing, promotion and distribution of products, services and ideas that are designed to create and maintain profitable products with target market to achieve company goals.

Kotler & Keller (2009: 5) defines marketing management as the art and science of choosing market targets and achieving, maintaining, and growing customers by creating, delivering and communicating superior customer value. Marketing management is a process carried out to analyze, plan, coordinate programs that benefit the company, and can also be interpreted as the science of choosing market share in order to create superior customer value.

Marketing Mix

According to Kotler in Situmorang (2011: 158) defining a marketing mix is a tactic in integrating offers, logistics, and communication of products or services of a company. Marketing mix can be grouped again into two parts, namely offerings in the form of product and price, as well as access in the form of placement promotion.

In general, the marketing strategy of education services is applied in the context of education institutions as a whole, not only requires external marketing, but also internal marketing to motivate lecturers / teachers or employees of interactive marketing and marketing to create service provider

expertise. Marketing in education produces student satisfaction and welfare Stakeholders of education institutions in the long run as the key to profit. (Kotler and Keller, 2009,96).

Product

Products are an important element in a marketing program. Product strategies can influence other marketing strategies. Purchasing a product is not just to own the product, but also to meet the needs and desires of consumers (Buchari Alma and Ratih Hurriyati, 2008, 153-154).

Service products consist of core products and a series of additional elements. Core products that address customers' primary needs, and a series of supplementary service elements that simultaneously strengthen product value-added, to help customers use core products more effectively. (Christopher Lovelock et al., 2010, 25)

To plan offers or products, marketers need to understand the product level, which is as follows:

- 1) The main / core product, which is the actual benefit needed and will be consumed by the customer of each product.
- 2) Generic Products, which are basic products that are able to fulfill the most basic product functions (minimal product design to function).
- 3) Expected Products, which are formal products offered with various attributes and conditions that are reasonably expected and agreed to be purchased.
- 4) Complementary Products (Augmented Product), namely various product attributes that are equipped or supplemented by various benefits and services, so that they can provide additional satisfaction and can be distinguished from competing products.
- 5) Potential Products, which are all kinds of additions and changes that might be developed for a product in the future. (Alma and Hurriyati, 2008, 156).

Price

According to Sumarni and Soeprihanto (2010: 281) prices are, "The amount of money (plus several products if possible) is needed to get a number of combinations of goods and their services". After the product is ready to be marketed, the company will determine the price of the product.

Place

According to (Kotler in Raturi & Parekh, 2012) “consumer behavior occurs when consumers are stimulated by external factors based on their personal characteristics”, which means consumer behavior occurs when consumers are influenced by external factors and subsequently purchasing decisions based on characteristics consumers and decision making processes. Factors that influence purchasing decisions include the selection of products, brands, sellers, time and amount.

Several factors form purchase intention and consumer purchasing decisions according to Kotler and Keller (2009: 189), namely:

1. The attitude of others, the extent to which the attitudes of others reduce a person’s preferred alternative will depend on two things, namely, the negative attitude of others towards alternatives that are preferred by consumers and the motivation of consumers to comply with the wishes of others.
2. Factors that are not anticipated, this factor will later be able to change the customer’s position. This depends on the customer’s own thoughts, whether he is confident in deciding whether to buy an item or not.

Effect of Using Stars in Ads on Buying Intention

According to Tatik Suryani (2013: 171) using artists to promote products is seen as having a strong influence due to their popularity in society. Marketers usually choose artists who are popular and admired by the target audience who are the target market. Still in his book, Tatik Suryani explains that celebrity credibility has an important role in creating a good perception of the product or brand advertised, so that it has an impact on purchase intention on a product.

Based on the purpose of the research conducted by Sushil Raturi and Vikram Parekh (2012), that is to know the effect of national brand attributes on consumer purchase intentions. This quantitative study focused on the influence of quality, celebrity support, price, and national brand prestige on consumer purchase intentions. Also indicates that the use of celebrity support can influence consumers’ intention to buy a product.

Effect of Brand Image on Buying Intention

In the study of Mohammad Reza Jalilvand and

Neda Samiei (2012), it was explained that brand image is strongly influenced by e-WOM which then as a result will affect consumers’ intention to buy. The purpose of the study was to find out the direct effect of e-WOM on consumer purchase intentions and also the direct influence of brand image which would also influence consumer purchase intentions. Attributes are descriptive features that characterize a brand, like what consumers think about the brand and what is involved with the purchase.

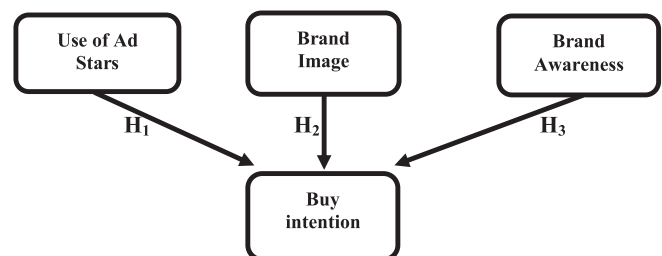
Bian and Moutinho in Reza (2015) examined the impact of brand images that influence product involvement and knowledge of products directly or indirectly on consumer purchase intentions of counterfeit goods. The results of these studies indicate that brand image is not a mediation that influences involvement or knowledge about the product in the consumer’s intention to buy.

Effect of Brand Awareness on Buying Intention

In Mariam’s research Tahira et al. (2011) shows that there is a significant relationship between brand awareness and consumer intention to buy a product. Amir Gulzar et al. (2011) argue that “high brand awareness can influence the retailer or reseller purchase decision” which means that high brand awareness will affect retailers or resellers to decide to buy. The research examined the relationship between the brand awareness, perceived quality and loyalty to purchase intentions. The results showed a non-significant effect between brand awareness and loyalty, while a significant impact was perceived quality towards profitability.

Framework

Based on the background, problem formulation, and research objectives, the flow of relationship quality that will be examined, can be described through a framework as follows:



Kerangka Penelitian

Research Hypothesis

Based on the formulation of the problem, previous research, and the theoretical basis, the hypotheses raised in this study are as follows:

- H1 :** There is a significant influence on the use of advertising stars on the intention to buy a Honda Vario motorbike in Pasuruan.
- H2 :** There is a significant effect of brand image on the intention to buy a Honda Vario motorbike in Pasuruan.
- H3 :** There is a significant effect of brand awareness on the intention to buy a Honda Vario motorbike in Pasuruan.

Research Methods

Research Design

The research objective in this research design is to test the hypothesis. According to Uma Sekaran (2011: 154) hypothesis testing explains the nature of a particular relationship, or determines differences between groups or independence two or more factors in a situation. This research is a cross sectional study. According to Maholtra (2009: 95), cross sectional is the collection of data about a predetermined sample of population elements only once. Based on the method of data collection, this study uses a questionnaire method. The questionnaire method is a list of written questions that have been formulated previously that the respondent will answer, usually in clearly defined alternatives.

Operational Definition and Variable Measurement

Based on the identification of the above variables, the operational definitions of advertising stars, brand image, brand awareness and purchase intention are as follows:

Operational definition

The operational definitions of the variables analyzed in this study include the independent variables (X) and the dependent variable (Y) which have a causal relationship as follows:

A. Independent Variables

1. Advertising star (X1)

Advertising stars are the use of people who have high attraction and are known in the community through their appearance in the media, in this case television to become an icon of the company in an effort to introduce its products.

2. Brand Image (X2)

Brand image is a collection of perceptions and beliefs held by consumers of a brand that are interrelated and inherent in the minds of consumers.

3. Brand Awareness (X3)

Brand awareness is the ability of consumers to recognize and recall a brand in various conditions in a particular product category.

B. Dependent Variables

1. Buy intention (Y)

Buying intention is a thought process that forms a perception of the consumer's desire to reflect on the plan to buy a product with a particular brand when it will meet their needs.

Samples and Sampling Techniques

The sample in this study was motorcycle consumers in Pasuruan, while the sampling technique in this study used nonprobability sampling using judgment sampling techniques. The judgment sampling technique is that researchers use considerations based on certain criteria to be truly in accordance with the research conducted. Population members will be selected by the researcher. Thus, no other population to be sampled is beyond the consideration of the researcher. Respondents must have certain criteria, while the sample criteria in this study are:

1. Minimum age 17 – 45 years.
2. Consumers who buy Honda Vario motorbikes.
3. Residing in Pasuruan.

According to Rosady Ruslan (2010: 149) the larger the sample is taken, the smaller the possibility of wrong conclusions occurs about the population, and Rusady Ruslan said that for research that uses data analysis with statistics, the smallest sample size is 30 subjects / objects, but other research experts assume that the minimum sample size is 100 of the most appropriate subjects / objects. Based on these considerations, the questionnaire to be distributed is 100 questionnaires.

Data Analysis Technique

Descriptive analysis is an analysis carried out by a researcher in the field that relates directly to the respondents under study. This analysis is useful to describe the results of research related to the

respondents of the study with the variables studied. Descriptive analysis in this study was carried out using SPSS19 software.

Analysis of Multiple Linear Regression

According to Ghazali (2011: 144) multiple regression equations are regression equations using two or more independent variables. The general form of multiple regression equations can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

1. Y is the dependent variable
2. α is a constant coefficient
3. X_1 is the first independent variable
4. X_2 is the second independent variable
5. X_3 is the third independent variable
6. e is an error

Hypothesis testing

Simultaneous Test (Test F)

According to Imam Ghazali (2011: 98) the F test is used to show whether all the independent or independent variables included in the model together have an influence on the dependent or dependent variable. The null hypothesis (H0) that is to be tested is whether all parameters in the model are zero, or:

$$H_0 : b_1 = b_2 = \dots = b_k = 0$$

That is, whether all independent variables are not significant explanations of the dependent variable. The alternative hypothesis (HA) is not all parameters simultaneously equal to zero, or:

$$H_A : b_1 \neq b_2 \neq \dots \neq b_k \neq 0$$

This means that all independent variables simultaneously are significant explanations of the dependent variable.

To test this hypothesis F statistics are used with the following decision-making criteria:

1. If the value of F is greater than 4 then H0 can be rejected at a significant level $\alpha = 5\%$ or 0.05. In other words accept the alternative hypothesis, which states that all independent variables simultaneously and significantly affect the dependent variable
2. Comparing the value of F count with F table. If F count is greater than F table, then H0 is rejected and accepts HA.

Partial Test (t Test)

According to Imam Ghazali (2011: 98) t test is used to see or test whether the independent variables partially (individually) have an influence on the dependent variable. The null hypothesis (H0) to be tested is whether a parameter (bi) equals zero, or:

$$H_0 : b_i = 0$$

This means whether an independent variable is not a significant explanation of the dependent variable. The alternative hypothesis (HA) parameter of a variable is not equal to zero, or:

$$H_A : b_i \neq 0$$

That is, the variable is a significant explanation of the dependent variable.

The way to do the t test is as follows:

1. If the degree of freedom (df) is 20 or more, and a significant level of $\alpha = 5\%$ or 0.05, then H0 which states $b_i = 0$ can be rejected if the value of t is greater than 2 (in absolute value). In other words accept the alternative hypothesis, which states that an independent variable individually affects the dependent variable.
2. Comparing the value of t statistics with the critical point according to the table. If t count is greater than t table, it means accepting the alternative hypothesis which states that an independent variable individually affects the dependent variable.

Analysis And Discussion

Statistical Data Analysis

Based on the results of calculations that have been obtained using the SPSS 20 FOR WINDOWS program, the following data are obtained:

Results of Analysis of Regression Determination

The coefficient of determination (R2) in the study is used to measure and identify how strong the influence of the use of celebrities in advertising, brand image, and brand awareness has a positive influence on the intention to buy (Y) Honda Vario motorcycle consumers. For more details, can be seen in table 4.5 below:

Results of Analysis of the Determination Coefficient (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.585	.562	1.811

a. Predictors: (Constant), X1, X2, X3

Based on the calculation results with the help of the SPSS program, it can be seen that the R2 obtained is 0.765 or 76.5%. This number means that the intention to buy Honda Vario motorcycle consumers is influenced by factors of the use of celebrities in advertising (X1), brand image (X2), and brand awareness (X3) of 76.5%, while the remaining 23.5% is influenced by other factors or variables outside of this study.

Hypothesis testing

In testing the hypothesis this research is done by testing both simultaneously (F test) and partially (t test):

Test F

F Test Analysis

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	278.673	3	92.891	46.648	.000 ^a
	Residual	191.167	96	1.991		
	Total	469.840	99			
a. Predictors: (Constant), X3, X2, X1						
b. Dependent Variable: Y						

In the F test, it is stated simultaneously that the variable Use of Celebrities in Advertising (X1), Brand Image (X2), and Brand Awareness (X3), has a simultaneous and significant positive influence on the Purchase Intention (Y) of Honda Vario motorcycle consumers. This can be seen from Fcount 46,648 which has a value greater than Ftable 2, 46.

T test

Test Analysis t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.550	.732		4.846	.000
	X1	.070	.092	.128	1.762	.048
	X2	.355	.196	.554	2.611	.010
	X3	.396	.157	.415	2.524	.013

a. Dependent Variable: y

From the table above can be explained as follows:

1. Value tcount The Use of Celebrities in Advertising (X1) against Purchase Intentions

(Y) of 1.762, greater than ttable 1.66, this indicates acceptance of H1 which states there is a positive and significant influence of the Use of Celebrities in Advertising (X1) on Intentions Buy (Y) Honda Vario motorcycle consumers.

2. At the tcount value of the Brand Image (X2) against the Purchase Intention (Y) of 2.611, greater than ttable 1.66, this indicates the acceptance of H1 which states there is a positive and significant influence of brand image (X2) on Purchase Intention (Y) Honda Vario motorcycle consumers.
3. Value of tcount Brand Awareness (X3) to Purchase Intention (Y) of 2.524, greater than ttable 1.66, this indicates H1 acceptance which states that there is a positive and significant influence of the Brand Awareness dimension (X3) on the Purchase Intention (Y) of Honda Vario motorcycle consumers.

Discussion

1. With the significance value of the use of celebrities in advertisements (X1) of 0.048 smaller than the predetermined level of significance of 0.05, it can be concluded that the variable usage of celebrities in advertising (X1) has a significant effect on consumer intention (Y) of motorcycle consumers Honda Vario, because the public's response to the advertisement stars that were used as icons on Honda Vario motorbikes could attract consumers to buy Honda Vario motorbikes. These results are not in accordance with previous studies (Sushil Raturi and Vikram Parekh, 2012) which state that there is no influence of stars on consumer purchase intention. This indicates that the purchase intention of consumers by looking at Honda Variom motorcycle advertising stars has contributed to the promotion of Honda Vario motorcycle products.

2. With Brand Image significance value (X2) of 0.010 smaller than the predetermined level of significance of 0.05, it can be concluded that the Brand Image variable (X2) has a significant influence on the Purchase Intention (Y) of Honda Vario motorcycle consumers, because Honda Vario motorcycles have a good brand image model and are strong on engine parts

and not easily damaged. These results support previous research (Mohammad Reza Jalilvand, NedaSamiei, 2012) which states that there is a positive effect of e-WOM on brand image, e-WOM has a strong positive influence on consumer purchase intentions, and brand image can influence consumer purchase intentions. This indicates that consumers have an interest in distinguishing Honda Vario motorcycles from other brands so that the impression of a strong brand image in the minds of consumers about Honda Vario motorcycles tends to have good products and better quality.

3. With a significance value of Brand Awareness (X3) of 0.013 smaller than the predetermined level of significance of 0.05, it can be concluded that the variable Brand Awareness (X3) has a significant influence on the intention to buy (Y) Honda Vario motorcycle consumers, because Honda Vario motorbike has more speed, selling power is still good if it will be sold again. These results support previous research (Nazia Yaseen, Mariam Tahira, 2011) which states that Brand Awareness can affect consumers' purchase intentions. This indicates that consumers have an interest in differentiating Honda Vario motorcycles from other brands so that the impression of strong brand awareness in the minds of consumers arises about the assessment of Honda Vario motorcycle consumers who tend to have better quality.

Conclusion

1. Analysis of regression coefficients can be concluded that the independent variable has a positive relationship to the dependent variable. While the coefficient of determination (R²) concluded that the intention to buy (Y) consumers of Honda Vario motorbikes was influenced by Ad Star factors, brand image, and brand awareness.
2. Distribution of data for independent variables in the F test can be concluded that has a simultaneous influence on the intention to Buy (Y) Honda Vario motorcycle consumers.
3. Then from the results of the hypothesis by using the t test stated that the independent variables such as Bintang Ad (X1), Brand image (X2), Brand Awareness (X3) each have a partial and

significant influence on the Buyer's Intention (Y) of motorcycle consumers Honda Vario.

Research Limitations

1. Factors that influence Purchase Intention in this study only consist of three variables namely Ad Star, Brand Image, and Brand Awareness, while there are still many other factors that influence Purchase Intention (Y) Honda Vario motorcycle Consumers.
2. The limitations of research by using samples that have been chosen by researchers and not choosing other samples are beyond the consideration of researchers.

Suggestion

1. From the brand imaging process made by the owner company regarding Honda Vario motorcycles to consumers, it is expected to improve imaging in addition to through celebrities displayed in the advertisement, it is also expected to be able to provide imaging in terms of products owned.
2. Regarding the Brand Image and those given by the owner company, it is expected that consumers really get a product that fits consumer expectations of Honda Vario motorbikes.
3. Regarding brand awareness possessed by consumers is a desire of consumers so consumers can enjoy the excess value of Honda Vario motorbikes.
4. Then the intention of buying consumers is expected to be truly realized so that Honda motorcycle consumers can use Honda Vario motorcycle products comfortably.

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