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The Analysis of Advertisement Media Factors toward the Aqua Mineral Water Public Purchasing in Tebing Tinggi



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ABSTRACT

Aqua Golden Mississippi Company promotes in a form of advertisement and also from another aspect like Corporate Social Responsibility (CSR) built the company credibility. The advertising concerned with the available media, mass media or electronic media. Aqua Golden Mississippi established the promotion strategy is not only create the brand realization but also strengthen Aqua for drinking water package great industry in Indonesia. Based on the background knowledge and the available phenomena, the writer does this research to know how deep the advertisement media influence toward the consumer purchasing decision for Aqua mineral water and the most dominant advertisement media influence the consumer decision for Aqua drinking water purchasing. The research result on 126 respondents in Tebing Tinggi obtained the result that advertisement media on television, mass media advertisement, magazine advertisement, radio advertisement, Billboard magazine and banner advertisement simultaneously influence significantly toward the consumer decision on aqua drinking water purchasing which stated on determination coefficient (R^2) around 0,525 or 52,5 percent. Meanwhile, the rest is 47,5 percent influenced by another factor. Partially, it is seen that from the six independent variables, three of them gives positive influence and significantly toward the consumer decision on aqua drinking water purchasing that is an advertisement on television, magazine and banner. The most dominant and significant influence is the advertisement on television it clearly is seen through the Beta regresi koefisien score 0,649.

INTRODUCTION

1.1. Background of the Study

Advertisement is any kinds of presentation and idea promotion, product, or service nonpersonally by certain sponsor which need the payment (Kotler, 2014:658). Advertisement is one of the examples to introduce the product or service to publish on marketing target. However, advertisement takes an important role in marketing world. The advertisement purpose depends on each company, informing, persuading, or remembering.

One of the developing industries is Aqua Golden Mississippi Company which established in 1973 by Tirta Utomo, the pioneer of drinking water producer in Indonesia. The first factory was built in Bekasi. On March 1st 1990, the Aqua goes to public so Golden Mississippi Company and change the name becomes Aqua Golden Mississippi Company. In 1998, Aqua took a good decision to join with the DANONE group, one of the biggest mineral water group companies in the world. This decision affects the product quality improvement, market share and the latest mineral water packaging using the technology implementation. Under the DANONE-AQUA, now Aqua has more than one million distribution spot and can be accessed easily by its users throughout Indonesia.

Table 1 shows the marketing total net of Aqua mineral water product on Aqua Golden Mississippi in Indonesia:

Table 1: The AMDK AQUA Golden Mississippi Marketing Product (in million Rupiah)

Year	2011	2012	2013	2014
Marketing	1.021.899	1.284.692	1.517.359	1.435.217

Source: www.aqua.com

Table 2 is the total marketing of Aqua mineral water product on Aqua Golden Mississippi Company inTebing Tinggi.

Table 2: The Marketing of AMDK AQUA Golden Mississippi product (in a box)

Year	2011	2012	2013	2014
Marketing	768.821	716.699	738.65	752.856

Source: AQUA Golden Mississippi Company Tebing tinggi

By looking on the data, it shows that there is an improvement tendency of Aqua mineral water purchasing product especially in Tebing Tinggi. This tendency becomes a consideration for continuing the mineral water industry in facing the market competition and completing the consumer needs, the answer is Aqua Golden Mississippi Company still well resist now. Besides Aqua mineral water product, there are other brands, the national brand product or local brand product. Such as Prima, Ades, Aira, SSS, Grand, Evian, Alfa One, Long life, Vit, MQ, Airness, and Inno.

In decision making process of purchasing the mineral water, there are some factors which influence the consumer, like taste, salary, lifestyle or even the company promotion itself. Promotion is an important thing for the company to do to attract the consumer, give an interest, bring about an interest to purchase and there becomes the consumers' reaction.

Aqua Golden Mississippi Company promotes through advertisement and also from other aspects like Corporate Social Responsibility (CSR) which is able to build up the company credibility.

The advertising includes all media, mass media and also electronic media.

The promotion strategy that implemented by Aqua Golden Mississippi Company is not only success on creating the brand awareness but also strengthen Aqua as the biggest mineral water package company in Indonesia.

Based on the background and the phenomena, the writer interested to know how great the advertisement media influence made by Aqua Golden Mississippi Company toward the purchasing decision under the title "The Analysis of Advertisement Influence toward the People Purchasing Decision of Aqua Mineral Water in Tebing Tinggi.

1.2. Problem of the Study

Based on the research background, this research is going to analyze these following problems:

1. How deep is the advertising media influence toward the purchasing decision of Aqua mineral water package?

2. Which is the most dominant advertising program influence the consumer purchasing decision of Aqua mineral water package?

1.3. Hypothesis

Hypothesis is a temporary explanation about the behavior, phenomena, or a certain situation that happened or that will happen (Kuncoro,2014:48).

The hypothesis of this research shows that: The advertising media used by Aqua Golden Mississippi partially give the positive influence toward the consumer purchasing decision of Aqua mineral water product

THEORETICAL FRAMEWORK

1. Marketing

Marketing is an important factor in the starting cycle and ended by the consumer needs. Whether it is success or not in achieving the business purpose depends on their ability in marketing. And also it depends on their ability to combine those functions so it can run well.

According to Kotler and Amstrong (2013:9), marketing is a social process and managerial where an individual or an organization obtains they need and wants through the creation and changing value with others.

From the explanation above, there are some concepts need to be underlined, those are:

1. Needs is one condition when people are unsatisfied of certain thing which is available and laid on the body and human condition.
2. Wants is a strong willing of specific and satisfying thing toward the intensive needs.
3. Demand is a willing of certain product which supported by the ability and willingness to purchase. Willingness will become a demand if it is supported by the ability to purchase.
4. Product is an offer to somebody for satisfying of needs and wants. It can be in the form of products, services, or ideas. Another term for the word product is negotiation or solution.
5. Price is the consumer estimation of the whole production capacity to satisfy the needs.

Below are the company efforts to promote the product, because it will affect the level of marketing.

- a. Occupation. Occupation will influence the product or service he purchases. The distributor has to identify the occupation group or one position which has a high interest over the average on their service.
- b. Economy condition. The economic condition will influence the product decision. Somebody economy condition consists of the income for expenditure, savings and wealth, the potency of loan, and his attitude of output versus savings.
- c. Lifestyle is someone life pattern that called activity, interest, and the related opinion.
- d. Personality and self-concept. Everyone has a different personality which affects the purchase behavior. Personality is psychology characteristic which differentiates an individual, which affect the relative and constant answer and have the long resistance in the society. The personality concept is a self-concept or self-image that figure out someone mental

1. Psychology Factor

The purchasing decision influenced by four main psychology factors, those are:

- a. Motivation. Somebody has some needs on certain time. Yet, those needs do not support someone to do an action on certain time. The needs change into a motivation when that needs arise until reach enough intensity standards. A motive or motivation is a strong need to direct someone looking for the satisfaction.
- b. Perception. Somebody who is motivated is ready to take an action. How someone reacts is influenced by his perception of the situation he has.
- c. Knowledge. When someone is taking an action, they are learning something. Knowledge draws the changing of someone behaves from his experience. Mostly, human behavior is gained through learning.
- d. Belief and attitude. Through action and learning, human gain the belief and attitude. Next, it influences their purchasing attitude. Belief is someone descriptive opinion of

something, meanwhile, attitude describes a good cognitive judgment or bad, emotional feeling, and an individual tendency of one object or idea which hold on in a certain time.

1. Consumer Perception. The selective attention generally, people faced by a number of stimuli every day and not all can be accepted, the selective distortion.
2. The selective retention. People tend to forget the thing they learn and hold the information which supports the attitude and their belief. The selective retention means that they will remember what they said as the product superiority and forget what the competitor said. The consumer will remember when he remembers one product selection.
3. Perceptual organization means the consumer make the information into group from various sources into one definition to comprehend and implement an action of that understanding.
4. Perceptual Interpretation

The last process of perception is giving the interprestasi or the stimulus which is accepted by the consumer. Every interesting stimulus which attract the consumer consciously or unconsciously, the consumer will interpret it

A. Marketing Mix

1. The Definition of Marketing Mix

Marketing mix is the controllable variables used to influence the consumer response from certain target market segment.

a. Promotion

According to Evans and Berman in Simamora (2003:285), promoting is any kinds of information to inform, to persuade, or to remember people of an organization product, individual or household.

According to Hurriyati (2013:58), the main purpose of promotion is to inform, to influence and persuade also remember the target marketing about the company and its marketing mix.

1. Informing, it informs the market about the presence of the new product, introduces the new way to use the product, explains the work system of the product.

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2. Persuading the target customer to create their brand choice, to replace the choice into certain brand.

3. Reminding consists of reminding the customer that the product is needed in this close time.

There are five types of variable (Simamora, 2013:294) found in promotion mix, those are advertising, personal selling, public relation, sales promotion, and direct marketing.

The product existence will persuade the potential consumer to come into the changing relation, become a reminder of the product, differentiate one product with another company product.

b. Place

Simamora (2013:31) said that the essence of the term place in marketing mix is preparing the product for the consumer in the right place, with the right quality, and the right quantity. The place refers to where the consumer usually buys that product. Distribution is the marketing activity which able to:

1. Create the product additional price through the marketing functions which is able to realize the use of form, place, time and ownership.
2. Speed up the marketing flow physically and non-physically.

The distribution of the product to the consumer, the marketing manager has a role in evaluating the distributor presentation. If the company plans a certain market, the first thing to do is who will be selected to distribute there, or how many distributors are available to distribute in that area.

2. Advertising

The word advertising is from Greek, which means to guide people on one opinion.

MATERIALS AND METHODS

1. Population and Sample

This research population is people of Tebing Tinggi who consume Aqua mineral water

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product around 126 samples, part of population as the respondent. That number took based on the consideration that 126 respondents are enough to represent the population. This research respondent is chosen based on non-probability sampling methodology, the accidental sampling or convenience sampling by choosing the sample of people or unit which find easily or accessed.

In this method, every member of the population has no similar opportunity to be chosen as a sample. The use of this method is based on the time consideration which is faster and low cost compare with the probabilistic sample.

2. Technique Analysis

This research applied the quantitative and qualitative technique analysis.

a. Quantitative

This quantitative technique analysis process the questionnaire using the multiple regression analysis and correlation in order to know how strong the relation of Y variable (purchasing decision variable) and X variable (advertising media). This analysis will support by SPSS program For Windows Release 18. The multiple regression analysis that applied is

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + e$$

Direction:

Y: Purchasing Decision

a: Constanta

b1, b2, b3, b4, b5, b6: regression coefficient

X1: Television advertisement

X2: Mass media advertisement

X3: Magazine advertisement

X4: Radio advertisement

X5: Billboard advertisement

X6: Banner advertisement

e: Error

RESULTS AND DISCUSSION

1. Correlation Analysis

By using the SPSS program package for Windows version 18, it obtains the correlation coefficient score using the Pearson coefficient Correlation Score among Variables.

2. The Multiple Regression Analysis

The regression analysis is used to see the influence of television advertisement, mass advertisement, magazine advertisement, radio advertisement, advertising board, and banner toward the Aqua mineral water product purchasing decision simultaneously or partially.

a. Simultaneous Test

The simultaneous examining in regression analysis used the various analysis ANOVA- (Analysis of Variance) using the F statistic test. From the calculation result using the SPSS package program for Windows for various analyses and the test result, it obtained the result on table 3.

Table 3: Variants Analysis and the Test Result

Variants source	Quadratic score	Free degree (db)	The average quadratic result	F-calculation	p-value
Regression	26.103	6	4.350	21.897	0.000
Residual	23.643	119	0.199		
Total	49.746	125			

*) tangible on 5% degree

b. Partially Test

From the simultaneous test result shows that there is a real influence from advertising media toward the Aqua mineral water package purchasing decision. so for the next step is doing the partial test to see the most dominant factor which influences the purchasing decision toward

the Aqua mineral water package.

Through the SPSS program for Windows, it obtains the regression coefficient score and partial test result as seen on Table 4.

Table 4: coefficient Regression Score and Test Result

Variable	Regression coefficient		Beta	t- count	P-value
	B	Std. Error			
(Constant)	-0.755	0.484		-1.561	0.121
Television Advertisement	0.649	0.129	0.434	5.040**	0.000
Mass Advertisement	0.032	0.163	0.023	0.194	0.847
Magazine Advertisement	0.463	0.151	0.293	3.078**	0.003
Radio advertisement	-0.250	0.184	-0.174	-1.356	0.178
Billboard advertisement	-0.042	0.159	-0.027	-0.267	0.790
Banner	0.354	0.162	0.246	2.192*	0.030

Direction: **) tangible on 1% degree, *) tangible on 5% degree

The regression coefficient test result partially as seen on Table 4.10. Explained as follow:

1. The regression coefficient for television advertisement (X1) is 0,649, it means there is a positive influence between the television advertisement and Aqua Mineral water purchasing decision. The t-sum for television advertisement is 5,040 with 0,000 p-value. Because p-value is less than 0,05, so H0 is rejected. It means the 95% believe it shows that television advertisement gives influence significantly toward the consumer purchasing decision of Aqua mineral water.

The regression coefficient for mass advertisement (X2) is 0,032, it means there is a positive influence between mass media advertisement and Aqua mineral water purchasing decision. The t-sum for mass media advertisement is 0,194 with 0,847 p-value. Because p-value is more than 0,05, so H0 is accepted. It means the 95% believes it shows that mass media advertisement is not significantly affect the consumer decision in purchasing Aqua mineral water package.

2. Regression coefficient for magazine advertisement (X3) is 0,643 means that there is a positive influence through magazine advertisement toward the purchasing decision Aqua

mineral water. T-sum value for the influence analysis of advertising media toward the purchasing decision of Aqua mineral water in Tebing Tinggi society. The magazine advertisement is 3,078 with 0,003 p-values. Because the p-value is less than 0,05, so H₀ is rejected. It means with 95% belief shows that the magazine advertising media significantly affect the consumer purchasing decision of Aqua mineral water.

3. The regression coefficient for radio advertisement (X₄) is -0,250, which means there is a positive influence between radio advertisements toward the purchasing decision of Aqua mineral water. The t-sum value for radio advertisement is 1,356 with 0,178 p-value. Because the p-value is more than 0,05, so H₀ is accepted. It means when the belief is 95% it shows that radio advertisement is not significantly affected the consumer purchasing decision of Aqua mineral water product.

4. The regressive coefficient for promotion board (X₅) is -0,042, it means there is a positive influence of promotion board toward the purchasing decision on Aqua mineral water product. The t-sum for advertising board is -0,267 with 0,790 p-value. Because the p-value is more than 0,05, so H₀ is accepted. It means the 95% belief shows that advertising board is not significantly affect the consumer purchasing decision of Aqua mineral water product.

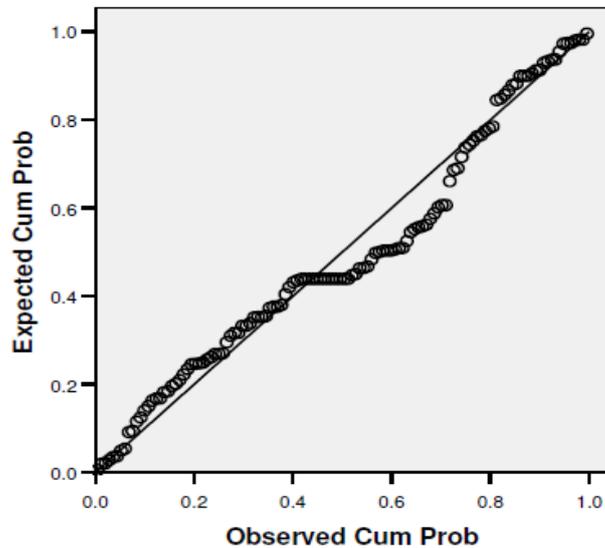
5. Regression coefficient for banner (X₆) is (X₆) is 0,354, it means there is a positive influence of banner advertisement toward the purchasing decision of Aqua mineral water product. The t-sum for banner advertisement is 2,192 with 0,030 p-value. Because the p-value is less than 0,05, so H₀ is rejected. It means within 95% believes it shows that banner advertisement is significantly affected the consumer purchasing decision on Aqua mineral water product.

The result of partial test above it shows that from the six advertising media, only three advertising media which significantly affect the consumer purchasing decision on Aqua mineral water product, meanwhile the three other factors, like mass media, radio, and banner advertisement are not significantly affected the consumer purchasing decision on Aqua mineral water product.

d. The Multiple Regressive Assumption Normality

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Purchasing Decision



CONCLUSIONS

Based on the result analysis and discussion, it can conclude that:

1. The advertising media through television, mass media, magazine, radio, and banner and promotion board are simultaneously influence significantly the consumer purchasing decision on Aqua mineral water product. The high influence of advertising media as seen on determination coefficient value (R^2) is 0,525 or 52,5%. Meanwhile, the rest is 47,5 % influenced by others factor.

2. Partially, from the six independent variables, only three independent variables which positively affect and significantly affect the consumer purchasing decision on Aqua mineral water product, those are television advertising media, magazine advertising media, banner advertising media.

From the three significant advertising media, the most dominant toward the consumer purchasing decision on Aqua mineral water is television advertising media, followed by magazine advertising media, and banner advertising media. Meanwhile, the mass media advertisement gives less influence.

3. The negative value on regressive coefficient for radio advertising media and promotion board because there are consumer selective attention and selective retention in adopting those advertisements.

SUGGESTIONS

Based on the conclusion above, in order to improve the consumer purchasing decision on Aqua mineral water product, the suggestion as seen in this following statement:

1. The management party should choose the effective advertising media that is through television advertising media.
2. Revising or perfecting the advertisement through mass media, radio, and banner, or erase even stop advertising on mass media, radio, and promotion board.
3. It needs a further research related to another factor besides advertising media which can affect the consumer purchasing decision of a product.

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