

The Role of Brand Awareness in Mediating the Effect of Message Appeals in Media Advertising on Purchase Intention

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Abstract: *Competition in telecommunications industry makes industry players look for various ways to get awareness from consumers, one of which is by approaching them through advertising or advertising with the message appeals method that is attractive to consumers. The purpose of this study is to determine the message appeal in influencing the purchase intention of XL Axiata prepaid data card users in West Sumatra. The calculation of the number on samples using the Slovin formula with a total sample size of 400 and the sampling of districts / cities from the total sample using cluster random sampling. The collected data were analyzed using the Structural Equation Model (SEM) for all variables. The findings indicate that there is no significant rational appeals effect on purchase intention. Emotional has a significant effect on purchase intention. Rational has a significant effect on brand awareness. Emotional has a significant effect on brand awareness. Brand awareness has a significant effect on purchase intention.*

Keywords: *Rational Appeals, Emotional Appeals, Purchase Intention, Brand Awareness*

Abstrak: *Persaingan dalam industri telekomunikasi membuat para pelaku industri mencari berbagai cara untuk mendapatkan awareness dari konsumen, salah satunya dengan melakukan pendekatan dengan melalui iklan atau advertising dengan metode message appeals yang menarik terhadap konsumen. Tujuan dari penelitian ini adalah untuk mengetahui message appeal dalam mempengaruhi *purchase intention* pengguna kartu data prabayar XL Axiata di wilayah Sumatera Barat. Perhitungan jumlah sampel menggunakan rumus slovin dengan jumlah total sampel 400 dan pengambilan sampel perwilayah kabupaten/kota dari keseluruhan total sampel menggunakan cluster random sampling. Data terkumpul dianalisa menggunakan Structural Equation Model (SEM) untuk semua variabel. Hasil temuan menunjukkan bahwa tidak ada pengaruh rational appeals secara signifikan terhadap purchase intention. Emotional berpengaruh signifikan terhadap *purchase intention*. Rational berpengaruh signifikan terhadap *brand awareness*. Emotional berpengaruh signifikan terhadap *brand awareness*. *brand awareness* berpengaruh signifikan terhadap *purchase intention*.*

Kata Kunci: *Daya Tarik Rasional, Daya Tarik Emosional, Niat Membeli, Kesadaran Merek*

INTRODUCTION

The development of cellular technology in the era of globalization has undergone rapid changes, especially in the cellular network business in Indonesia. Therefore, business actors must survive and compete with their competitors. Due to the development of the era, the technology used, especially communication technology, will develop. However, data-based telecommunication which is supported by the development of the internet is still said to be so massive. The availability of telecommunication infrastructure and access in Indonesia has driven the growth of Internet use through wireless access and mobile data service packages to increase rapidly. Based on data from XI Axiata 2019 Source By Facebook and Instagram for the West Sumatra area, XL Axiata West Sumatra data card users in 2019 show that XL Axiata ranks second after Telkomsel. This means that the sales of XL Axiata can compete with other providers and are still the best in providing access to providers so that they can meet customer needs. This data indicates that there is still low consumer interest in XL Axiata data packets. One type of prepaid card which is the main point of this research is the XL Axiata data card.

Purchase intention is usually related to consumer behavior, perception, and attitudes. Purchase intention or the desire to buy can be changed by the influence of price or the perceived quality and value displayed. Also beside, someone's purchase intention can be influenced by internal or external motivation (Gogoi, 2013).

One of the factors that influence someone's buying interest is brand

awareness. Brand awareness or brand awareness is the ability of consumers to remember and recognize the brand name of a product and it is easy to remember when the product name appears. Research also conducted by (Chakraborty., 2019; Das., 2014; Lee & Shin., 2010; Tih et al., 2016) concluded that there is a significant positive relationship between brand awareness and purchase intention which means that consumers are increasingly aware of the existence of a product brand, the higher the possibility for them to buy the product.

Brand awareness is easier to form from ads that have a strong advertising appeal as stated in their research (Khan et al., 2016). Ads with support or endorser appeal have a significant positive effect on brand awareness by the findings (Ndlela & Chuchu, 2016).

LITERATURE REVIEW AND HYPOTHESIS

Advertising attractiveness can be defined as a process of communicating together with consumers to introduce product benefits (Sadeghi et al., 2015), advertising attractiveness is a psychological motivational attribute to encourage consumers to arouse their desires and actions to buy through broadcast cues to change. the influence of customer perceptions of the product. The relationship between advertising attractiveness (rational and emotional) to purchase intention has been proven by Kalele et al., 2015 found that advertising attractiveness has a significant effect on consumer purchase interest.

One form of advertising attractiveness is rational attractiveness, rational attractiveness has an informative character that advertisers use to convince

potential customers that the products offered are better than those made by their competitors because of certain characteristics or advantages it provides (Kazmi & Betra, 2009).

Meanwhile, the appeal of emotional messages or emotional appeals focuses on how to generate positive or negative emotions that will affect consumer motivation to purchase a product. However, each emotion has a different effect. Positive emotions can direct individual actions to be fun, happy and direct them to accept advertisements and like a brand that is advertised (Martins et al., 2019). In the research of Junia & Rosyad (2013) found that there is a good correlation between the attractiveness of rational and emotional advertising messages with consumer buying interest. The correlation value is positive.

H11: Rational appeals have a positive and significant effect on purchase intention

H12: Emotional Appeals have a positive and significant effect on purchase intention.

Brand awareness is the ability of potential buyers to remember or understand the brand in a particular product category. Brand awareness is easier to form from ads that have a strong appeal stated in his research (Khan et al., 2016). Grigaliunaite & Pileliene (2016) which explains that rational and emotional attractiveness in advertising can influence brand awareness. This means that if the attractiveness used in advertisements is getting stronger, the potential for brand awareness will increase, on the other hand, if the audience is not interested in advertising,

the potential for brand awareness will decrease.

H21: Rational Appeals have a positive and significant effect on brand awareness

H22: Emotional Appeals have a positive and significant effect on brand awareness.

Purchase intention or purchase intention as a level of desire for a person or consumer to buy a product (Park & John, 2012). On the other hand, purchase intention is a post-behavior after evaluating a product and causing an emotional reaction to take an action Chung et al., (2016). Research also conducted by (Chakraborty., 2019; Das., 2014; Lee & Shin., 2010; Tih et al., 2016) concluded that there is a significant positive relationship between brand awareness and purchase intention which means that consumers are increasingly aware of the existence of a product brand, the higher the possibility for them to buy the product. Brand awareness can provide a significant positive effect on purchase intention stated by (Malik et al., 2013). The higher the brand awareness, the higher the purchase intention, so brand awareness has a positive and significant effect on purchase intention (Chi et al., 2009).

H3: Brand awareness has a positive and significant effect on purchase intention

Brand awareness is easier to form from ads that have a strong appeal (Khan et al., 2016) while according to (Malik et al., 2013), brand awareness can have a significant positive effect on purchase intention. Brand awareness can mediate the influence of advertising and purchase

intention which is indirectly stated by (Yudhiartika and Haryanto, 2012). Similar research was conducted which implied that brand awareness was able to mediate advertisements by attracting supporters or endorsers to purchase intentions by (Gunawan and Dharmayanti, 2014).

H41: Brand awareness mediates the effect of Rational Appeals on purchase intention

H42: Brand awareness mediates the effect of emotional appeals on purchase intention

RESEARCH METHODS

This type of research that the author does includes descriptive and quantitative research. The population is the research subject. And the population is a generalization area consisting of objects and subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions (Sugiyono Nizar, 2011).

The population in this research is XL Axiata prepaid data card users in the West Sumatra region as many as 4,044 active users. In conducting scientific research, it is not mandatory for all populations to be studied, because there are several reasons for researchers to take part in the population sampled in the study. To determine the number of samples in this study using the Slovin formula as follows:

$$n = N/1+(N.e^2)$$

$$n = 4.044/1+(4.044.0,048^2)$$

$$n = 400$$

So based on the calculation of the Slovin formula, the number of samples in

this study was 391 people, to equalize the contribution of regional users, the number of samples was evened to 400 users. In this study, the authors used cluster random sampling in taking samples, because the population of XL Axiata prepaid data card users in West Sumatra is very large.

The attractiveness of rational and emotional advertising messages with consumer purchase interest (Junia & Rosyad, 2013) Measuring the attractiveness of rational and emotional advertising messages (He & Qu, 2018; J. Lee & Hong, 2016), Brand awareness is easier to form with attractiveness (Khan et al., 2016), measurement of brand awareness (Sasmita, 2014), brand awareness stimulating purchase intention was found by (Chi et al., 2009), measurement of purchase interest (Kim & Lennon, 2013).

RESULTS AND DISCUSSION

Measurement Model. For this validity test, the reflexive indicator can be seen from the correlation between the item/indicator score and the construct score. Individual indicators are considered valid if they have a correlation value above 0.70. However, loading 0.50 to 0.60 is still acceptable. All statement items in this study were declared valid, all indicators had a loading factor greater than 0.50. This proves that the indicators used in this study are valid.

Cross Loading (Discriminant Validity). All latent constructs show good discriminant validity because they are able to predict indicators on their block better than indicators in other blocks.

Reliability Test. Another test to evaluate the external model is to look at the construct reliability of the latent variables as measured by two indicators, namely the composite reliability and Cronbach's alpha from the indicator block that measures the construct. A construct is an indicator if it has a composite reliability value above 0.70. The measured composite reliability value because the reflective construct has a value greater than 0.70 so that the research construct is said to be reliable.

Structural Model Testing. The R-square value can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantial effect. The R Square value of the brand awareness

variable is 0.557. So it can be concluded that the effect of the message appeals variable on brand awareness is 55.7%. The R Square value of the purchase intention variable is 0.676. So it can be concluded that the effect of the message appeals variable on purchase intention is 67.6%.

Hypothesis testing. PLS does not assume normality and data distribution, PLS uses a nonparametric test to determine the significant level of the path coefficient, where the T (T-statistic) value generated by running the bootstrapping algorithm on SmartPLS is used to determine whether the proposed hypothesis is accepted or not.

Table 1. Path Coefficients Direct and Indirect Effect

Correlation	Original Sample (O)	T Statistics (O/STDEV)	P Values
<i>Brand Awareness -> Purchase Intention</i>	0,543	3,787	0,000
<i>Emotional -> Brand Awareness</i>	0,536	6,334	0,000
<i>Emotional -> Purchase Intention</i>	0,271	2,394	0,017
<i>Rational -> Brand Awareness</i>	0,237	2,364	0,018
<i>Rational -> Purchase Intention</i>	0,071	0,817	0,414
<i>Emotional -> Brand Awareness -> Purchase Intention</i>	0,291	3,350	0,001
<i>Rational -> Brand Awareness -> Purchase Intention</i>	0,129	2,546	0,011

Source: Processed data 2020

Based on the processing of path coefficients in Table 1, to see the results of testing the research hypothesis can be explained as follows: Rational has an original sample value of 0.071, while the t-calculated value obtained is 0.817 with a P-value of 0.414, where the t-calculated value is If it is smaller than 1.98 and a P-

value is greater than 0.05, then rational does not have a significant effect on purchase intention, so H1 is rejected. Emotional has an original sample value of 0.271, while the t-calculated value obtained is 2.394 with a P-value of 0.017, where the calculated t-value is greater than 1.98 and the P-value is less than 0.05, then

emotional has a significant effect on purchase intention, then H2 is accepted.

Rational has an original sample value of 0.237, while the t-calculated value obtained is 2.364 with a P-value of 0.018, where the calculated t-value is greater than 1.98 and the P-value is less than 0.05, then rational has a significant effect on brand awareness, then H3 is accepted. Emotional has an original sample value of 0.536, while the t-calculated value obtained is 6.334 with a P-value of 0.000, where the calculated t-value is greater than 1.98 and the P-value is less than 0.05, then emotional has a significant effect on brand awareness, then H5 is accepted. Brand Awareness has an original sample value of 0.543, while the t-count value obtained is 3.787 with a P-value of 0.000, where the obtained t-value is greater than 1.98 and the P-value obtained is less than 0.05. , then brand awareness has a significant effect on purchase intention, so H5 is accepted.

Meanwhile, to see the results of testing the effect of mediation in this study based on Table 8 using the VAF method with the following formula:

$$VAF = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

On H6, the emotional influence on purchase intention mediated by Brand Awareness is tested, the following results are obtained:

VAF = 0,5177 or 51,77% (Partial)

In H7, testing the rational effect of purchase intention mediated by brand awareness, the following results are obtained:

VAF = 0,645 or 64,5% (Partial)

Effect of Rational Appeals on Purchase Intention. Based on the research results, it is found that rational appeals do not have a significant effect on

purchase intention, meaning that advertising messages that support rational messages cannot encourage consumers to repurchase the XL Xtra Unlimited Turbo data card. The results of this study are in line with the research of Junia & Rosyad (2013), it is known that there is a positive correlation value between the attractiveness of advertising messages rationally with consumer purchase interest. Because the attractiveness of rational messages shows that the product will provide the desired benefits, explaining the usefulness, advantages, or values of a product. In research also Junia (2015) which states that there is a good correlation between the attractiveness of rational advertising messages with consumer purchase interest. The positive correlation value means that if rational appeals are increased, consumer purchase intentions will increase. Conversely, if rational appeals are reduced, consumer buying interest will decrease.

The Influence of Emotional Appeals on Purchase Intention. Based on the results of the study, it was found that emotional apples have a significant effect on purchase intention, meaning that advertising messages that support emotional messages can encourage consumers to repurchase on the XL Xtra Unlimited Turbo data card. The results of this study are in line with research conducted by Sharma & Kaur (2018) showing that the presence of positive emotional content can affect consumer purchase intentions. They researched global advertising content to explore what factors make content viral worldwide, concluding that most global advertisements use transformational attractiveness with positive emotional content in the form of happiness, joy, or

excitement as ad appeal. strategies that then influence consumers' purchase intentions and their viral intentions. a study conducted by Junia & Rosyad (2013) also said that there was a positive correlation value between the emotional appeal of advertising messages to consumer buying interest. In this study, emotional appeals were measured in the form of positive emotions in the form of liking, pleasure, confidence, desire, and prestige.

Emotional appeals are related to social and psychological needs to motivate consumers to buy advertised products. Junia (2015) also states that there is a good correlation between the attractiveness of emotional advertising messages on consumer purchase interest. The positive correlation value means that if emotional appeals are increased, consumer buying interest will increase, and if emotional appeals are reduced, consumer buying interest will decrease. This means that advertising that has an emotional element can encourage consumers to re-purchase XL Xtra Unlimited Turbo data card products.

The Influence of Rational Appeals on Brand Awareness. Based on the research results, it is found that rational appeals have a significant effect on brand awareness, meaning that advertising messages that support rational messages can encourage consumers to raise consumer awareness of XL Xtra Unlimited Turbo data card products. The results of this study are in line with research conducted by Khan et al. (2016) in their research stated that brand awareness is easier to form than ads that have a strong appeal. This is also supported by the findings of Ndlela & Chuchu (2016) who

found that advertisements with the appeal of supporters or endorsers had a significant positive effect on brand awareness. From the results of research conducted by Maulana (2018), it is also explained that the attractiveness of advertising has a significant positive effect on brand awareness. This means that if the attractiveness used in advertisements is getting stronger, the potential for brand awareness will increase; conversely, if the audience has no interest in advertising, the potential for brand awareness will decrease. A contradictory result was stated by Keke (2015), which stated that advertising did not affect brand awareness. This means that advertising that has a rational element can increase consumer awareness of the XL Xtra Unlimited Turbo data card product.

The Influence of Emotional Appeals on Brand Awareness. Based on the results of the study, it was found that emotional appeals have a significant effect on brand awareness, meaning that advertising messages that support emotional messages can encourage consumers to raise consumer awareness of XL Xtra Unlimited Turbo data card products. The results of this study are in line with the research conducted by Khan et al. (2016) in their research stated that brand awareness is easier to form than ads that have a strong appeal. Advertisements with the appeal of supporters or endorsers have a significant positive effect on brand awareness (Ndlela & Chuchu, 2016). From the results of research conducted by Maulana (2018), it is also explained that the attractiveness of advertising has a significant positive effect on brand awareness. This means that if the attractiveness used in advertisements is getting stronger, the potential for brand

awareness will increase; conversely, if the audience has no interest in advertising, the potential for brand awareness will decrease. A contradictory result was stated by Keke (2015), which stated that advertising did not affect brand awareness. This means that advertising that has an emotional element can increase consumer awareness of the XL Xtra Unlimited Turbo data card product..

The Influence of Brand Awareness on Purchase Intention. Based on the results of the study, it was found that brand awareness had a significant effect on purchase intention, meaning that the better brand awareness of XL Unlimited Turbo data pack consumers increased consumer buying interest in XL Xtra Unlimited Turbo data card products. The results of this study are in line with research conducted by Shah et al. (2012) stated that brand awareness has a positive and significant effect on purchase intention. Malik et al. (2013) also stated that brand awareness was able to have a significant positive effect on purchase intention. Chi et al. (2009) also stated that the higher the brand awareness, the higher the purchase intention, so that brand awareness has a positive and significant effect on purchase intention. This means that higher consumer awareness can increase consumer awareness of the XL Xtra Unlimited Turbo data card product.

The influence of Rational Appeals on Purchase Intention is mediated by Brand Awareness. Based on the results of the study, it was found that brand awareness has a role as a partial mediation between rational appeals and purchase intention, meaning that rational attractiveness can increase consumer brand awareness of XL Xtra Unlimited Turbo

data package card products, where the increasing consumer brand awareness of XL Xtra data package card products. Unlimited Turbo will increase consumers' repurchase interest in these products. Similar research was conducted by Gunawan and Dharmayanti (2014) which indirectly stated that brand awareness was able to mediate advertisements by attracting supporters or endorsers to purchase intentions.

The influence of Emotional Appeals on Purchase Intention is mediated by Brand Awareness. Based on the results of the study, it was found that brand awareness plays a role as a partial mediation between emotional appeals and purchase intention, meaning that rational attractiveness can increase consumer brand awareness of XL Xtra Unlimited Turbo data package card products, where the increasing consumer brand awareness of XL Xtra data package card products. Unlimited Turbo will increase consumers' repurchase interest in these products. Similar research was conducted by Gunawan and Dharmayanti (2014) which indirectly stated that brand awareness was able to mediate advertisements by attracting supporters or endorsers to purchase intentions.

CONCLUSIONS

Rational Appeals do not have a significant effect on purchase intention, meaning that rational advertising messages have no impact on repurchase behavior on XL Xtra Unlimited Turbo products. Emotional Appeals have a significant effect on Purchase, meaning that emotional advertising messages have an impact on repurchasing behavior on XL Xtra Unlimited Turbo products. Rational Appeals have a significant effect on Brand

Awareness, meaning that advertising messages that contain rational have an impact on awareness of XL Xtra Unlimited Turbo products. Emotional Appeals have a significant effect on Brand, meaning that emotional advertising messages have an impact on awareness of XL Xtra Unlimited Turbo products. Brand Awareness has a significant effect on purchase intention, meaning that consumer awareness has an impact on re-purchasing of XL Xtra Unlimited Turbo products. Brand awareness acts as a partial mediation between rational appeals and purchase intention, meaning that increasing purchase intention can be done by increasing awareness and rational appeals. Brand awareness acts as a partial mediation between emotional appeals and purchase intention, meaning that increasing purchase intention can be done by increasing awareness and emotional appeals.

Based on the results and conclusions of this study, suggestions can be made, namely in further research to add research variables such as celebrity endorsers, social media marketing. It is also hoped that the next researchers will research XL Axiata consumers thoroughly without focusing on certain products so that the mapping of the characteristics of consumers who are interested in one product and another is expected so that XL Axiata can provide and issue special products according to the area's conditions and characters. the consumer himself.

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