

Exploring the Impact of Advertising Appeal on Consumer Brand Awareness and Purchase Decisions in the Ready-to-Drink Packaged Tea Market: A Case Study of Teh Pucuk Harum in Pekanbaru

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ABSTRACT

This study investigated the influence of advertising appeal on the brand image of Teh Pucuk Harum in Pekanbaru. This study was conducted quantitatively, using causal and descriptive research designs. A survey was conducted by distributing questionnaires; then, the data or information obtained were processed by statistical methods using SEM PLS analysis. The results show that advertising appeal significantly influences a company's brand image (TBI). The quality of the advertising message does not have a direct effect on TBI. Advertising appeals do not affect the purchasing decision-making process. Advertising creativity does not influence the purchasing decisions of a company, and the quality of advertising messages has no significant effect on purchasing decisions. It is hoped that the company can convince consumers that the appeal of the caterpillar/endorse-shaped advertisement in the Teh Pucuk Harum advertisement is trustworthy and honest in conveying the message of the product.

Keywords: Advertising Appeal, Advertising Creativity, Quality of Advertising Message, Brand Image, Purchasing Decisions

1. INTRODUCTION

In contemporary times, characterized by extensive globalization, the expansion of advertising expenditure has commenced to exhibit a favorable progression; advertising expenditure has persisted to augment during the initial half of the year 2022. The value of spending increased during the same period in previous years. Nielsen noted that advertising spending in the first semester of 2022 had reached IDR 135 trillion. This value has increased by 7% from IDR 127 trillion in the first semester of 2021. Although the value increased by 7%, the number of advertising spots on TV only increased by 1% to 2.92 million spots. Nielsen noted that there was a 7% increase in the rate card of TV ads in the first semester of 2022. Advertising expenditure was still dominated by television (79.7%). This market coverage has increased by 8% since the first semester of 2021. Nielsen records ad spending figures based on gross rate cards that exclude discounts, promos, packages, and others, and monitors 15 television stations, 161 print media, 104 radio, 200 websites, three social media, and billboard advertisements in Jakarta [1].

The proliferation of advertisements in the media has given rise to a phenomenon known as media clutter, which refers to a state of excessive exposure to advertising messages on the part of consumers as a result of producers' efforts [2]. The effectiveness of advertising in capturing consumer attention, fostering awareness, and swaying decisions can diminish when exposed to a large volume of advertising messages. Therefore, developing innovative and distinctive advertisements is crucial for achieving success in advertising campaigns on congested media channels.

Table 1. Top Brand Index for Tea in Ready-to-Drink Packages

Brands	2018	2019	2020	2021	Remarks
Teh Pucuk Harum	32,30%	35,20%	34,70%	36,80%	TOP
Teh Botol Sosro	26,80%	21,20%	17,50%	18,60%	TOP
Teh Gelas	9,60%	13,80%	13,00%	12,50%	TOP
Ultra Teh Kotak	4,10%	-	-	4,20%	-
Frestea	9,20%	8,50%	10,40%	11,80%	-

Source: *www.topbrand-award.com*

The remarkable accomplishments of Teh Pucuk Harum are most evident in 2021, as indicated by the significant enhancement of its Top Brand Index (TBI) as presented in Table 1. In 2018, Teh Pucuk Harum occupied a position with a TBI of 32.3%; in 2019, Teh Pucuk Harum's TBI experienced a fairly good increase to 35.2%, and in 2020, there was a slight decrease of 34.7%. In 2021, it will increase again to 36.8%. This accomplishment positioned Teh Pucuk Harum at the forefront, although there was a minor variation in the previous year. In 2018-2021 Teh Pucuk Harum is still in the TOP 1 position in the ready-to-serve packaged tea category, which is 36.8%.

Table 2. Ready-to-drink Packaged Tea Market Share

Brand	Market share (%)
Teh Pucuk Harum	50.2 %
Teh Botol Sosro	21.8 %
Nu Greentea	9.7 %
Fruit Tea	7.0 %
Fresh Tea	2.8 %

Source: *www.topbrand-award.com*

The table above indicates that Teh Pucuk Harum currently occupies the top position, with a market share of 50.2 percent. Conversely, Teh Botol Sosro holds the second place, accounting for 21.8 percent of the market. Notably, the percentage attributed to Teh Botol Sosro represents the total packaging of its products, whereas the market share of Teh Pucuk Harum is based exclusively on products that utilize plastic bottle packaging.

The significance of advertising appeal lies in consumers' ability to cultivate brand awareness. When consumers already possess high levels of awareness, they can affect their attitudes and perceptions of the brand, as indicated by [3]. The theoretical framework posits that advertisements engendering a strong appeal are distinguished by their meaningfulness, distinctiveness, and believability. These three elements collectively contribute to the overall appeal of an advertisement, as discussed in [4].

According to Rio Setiawan's research conducted in 2011, the presence of celebrity endorsers, television advertising media, and television advertising messages has a significant impact on the effectiveness of advertisements. These elements have been found to influence brand awareness. However, it is partially demonstrated that the use of celebrity endorsers, television advertising media, and television advertising messages has a bearing on advertising effectiveness. Advertising

effectiveness affects brand awareness. Nonetheless, the use of celebrity endorsers, television advertising media, and advertising messages does not have a direct effect on brand awareness.

According to [5] it can be inferred that the creativity of an advertisement has a favorable influence on the purchasing decision-making process, as does the utilization of an effective endorser. Moreover, it is evident that when both the creativity of the advertisement and endorser are improved, the purchasing decision-making process is further strengthened.

2. LITERATURE REVIEW

2.1 *Advertising Appeal*

Advertising has the power to create an irresistible appeal that makes a product highly attractive to consumers. To achieve this, advertisements must be both creative and unique, and stand out from others in the eyes of consumers. The message must be crystal clear and direct, creating a strong interest in the product and compelling consumers to make purchases. According to [6], advertising has three key characteristics. Advertisers can create effective campaigns that resonate with their target audience by following these three characteristics.

First, ads must be meaningful by showcasing the benefits that make consumers interested in a product. Second, advertising must be believable, meaning that consumers must trust that a product provides accurate information and benefits as promised. Finally, advertising must persuade and convince consumers to take action and purchase the product. This can be challenging, as many consumers doubt the truth of advertisements. Advertising must then be distinctive and unique to make the product stand out from its competitors.

The effectiveness of an advertisement is measured by its ability to capture and maintain the attention of the audience [7]. To achieve this, advertisements can feature endorsers such as celebrities, famous athletes, and personalities. By employing these strategies, an advertisement can confidently and diplomatically promote a product, while maintaining an enthusiastic and engaging tone. Humor can also be used to engage viewers, although it is also important to avoid using erotic or sexual themes.

2.2 *Ad Creativity*

According to [8], creative advertising can be distinguished from mediocre mass advertising (unusual and varied advertising). Ads that are the same as most other ads will not be able to break through the crowd of competitive ads and will not attract consumers' attention. Although a simple explanation of creativity is yet to be found, the opinion of the jazz musician Charlie Mingus may provide a better explanation of creativity, namely, "Creativity is more than just making a difference. Anyone can play strange things. The difficult thing is to be simple, like Bach (classical music maestro). Making simple things complicated is common, but making complicated things simple, wonderfully simple, is creativity," as stated by Centlivre in [9].

2.3 *Quality of Advertising Messages*

According to [10], an ideal advertising message must attract attention, maintain interest, create desires, and lead to action. According to [11], when formulating advertising messages, attention must be paid to what is said (message content), how it

is said logically (message structure), how it is said symbolically (advertisement format), and who should say it (message source). Advertising messages include numbers, letters, and sentences that can run the system. An advertising message is the same as a driver, which is an activity that shows the needs of all potential buyers. According to [12], advertising messages can be based on the

1. At the level of desirability, the ad must say something desirable or interesting about the product.
2. Exclusivity: the ad must say why the product is exclusive or different from other brands in the market.
3. The level of trustworthiness where the advertising message can be trusted or proven.

2.4 Brand Image

According to [13], brand image refers to consumers' perceptions of a brand as a reflection of the associations that exist in their minds. This association appears in the minds of consumers when they remember a particular brand. These associations can take the form of thoughts and images associated with a brand. Brand image comprises associations linked to a brand. These associations gain strength as consumers gain more experience with a brand or learn more about it through information networks. It is important for consumers to consider brand image when making their purchasing decisions.

Brand image is the perception of a brand formed from past experiences and information. This is related to attitudes in the form of beliefs and preferences. A positive brand image can increase the likelihood of consumer purchases [14].

2.5 Purchase Decision

Purchase decisions are made during the evaluation stage, when consumers form preferences among different brands and may also develop an intention to purchase their preferred brand [13], [15]. Purchase decisions are defined as the processes by which consumers choose between alternative options, including what to buy, whether to buy, when to buy, where to buy, and how to pay.

3. METHODS

This study was conducted quantitatively using causal and descriptive research designs. A descriptive design aims to explain something, such as describing the characteristics of a relevant group, estimating the percentage of units in a particular population that exhibit certain behaviors, knowing the perception of product characteristics, knowing the relationship of a variable, and knowing specific predictions [16]. Through this study, researchers want to know the extent of the relationship or influence between one variable and another. The participants in this study were people in Pekanbaru who had seen advertisements and consumed Teh Pucuk Harum, the number of which could not be determined with certainty.

Quantitative research was conducted once in a single period (using a single cross-sectional design). In this type of research, data collection activities or information are obtained from one type of respondent sample at a time. In this study, a survey was conducted by distributing questionnaires; then, the data or information obtained was processed by statistical methods using SEM PLS analysis.

4. RESULTS AND DISCUSSION

4.1 Discriminant Validity Test

The results of the discriminant validity test with the square roots of the average variance extracted (AVE) compare the diagonal column correlation value and are bracketed and must be higher than the correlation between latent variables in the same column (above or below), as shown in the following table:

Table 3. Discriminant Validity Test Results

Indicators	Advertisement appeal	Ad creatiity	Quality of advertising message	Brand image	Purchase decision
Distc1	0.871				
BLV1					
Orig2	0.506				
Smart1	0.517				
Smart2	0.560	0.781			
Unik2	0.613				
Tahu1	0.548				
Tahu2	0.534				
ATT1	0.541	0.776			
Intrs1	0.408	0.530			
Dsr1	0.423	0.560	0.793		
Act1	0.447	0.460			
Aku1	0.389	0.512	0.403		
Rep1	0.267	0.363	0.324	0.842	
Dom1	0.268	0.280	0.221		
KenBut1	0.324	0.452	0.393	0.435	
KenBut2	0.494	0.520	0.424	0.268	
Info1	0.507	0.563	0.438	0.427	
Info2	0.389	0.554	0.531	0.499	0.816
Pasca1	0.482	0.519	0.430	0.365	
Pasca2	0.503	0.524	0.426	0.343	

Source: Processed Data, 2023

4.2 Reliability Test

The reliability of a measurement indicates the stability and consistency of the instrument that measures a concept and is useful for testing the "goodness" of the measurement. There are 2 (two) criteria for measuring or evaluating reliability:

1) Indicators' Reliability

Indicator reliability is the amount of variance in the indicators or items used to explain latent constructs [17]. The results of the reliability test with the indicator reliability criteria are shown in the following Cronbach's alpha table:

Table 4. Cronbach's Alpha Test Results

Variables	Cronbach's Alpha	Cut-Off Value	Decision
Advertisement Appeal	0.681	0,7	Reliable
Ad Creativity	0.871	0,7	Reliable
Quality Of Advertising Message	0.803	0,7	Reliable
Brand Image	0.791	0,7	Reliable
Purchase Decision	0.899	0,7	Reliable

Source: Processed Data, 2023

Table 4 shows that all Cronbach's alpha values for the research construct variables were above 0.70. This is fantastic news, as it indicates that all construct variables exceed the reliability requirements.

2) Internal Consistency Reliability

Internal consistency reliability refers to the estimation of reliability based on the average correlation between items in a test [17]. The composite reliability table below shows the results of the reliability test using internal consistency reliability criteria.

Table 5. Composite Reliability Test Results

Variables	Composite reliability	Cut-off value	Decision
Advertisement appeal	0.862	0,7	Reliable
Ad creativity	0.903	0,7	Reliable
Quality of advertising message	0.871	0,7	Reliable
Brand image	0.879	0,7	Reliable
Purchase decision	0.923	0,7	Reliable

Source: Processed Data, 2023

In this table, it can be seen that all values of the composite reliability of the research variables were above 0.70. This indicates that all the construct variables meet the reliability requirements.

4.3 Hypothesis test

The hypotheses will be tested using Partial Least Squares (PLS). A t-test of the effect between variables was used. In PLS, a simulation was used to statistically test each hypothesized relationship. The bootstrapping method was applied to the sample to minimize problems with the research data. This study employed one-tailed results using a t-table value of 1.65. The results of the PLS analysis with bootstrapping are presented below.

Table 6. Direct Effects Calculation Results

Paths	Path Coefficient	p-value	Effect size
Advertisement appeal à Purchase decision	0.178	<0.01	0.099
Ad creativity à Purchase decision	0.339	<0.01	0.216
Quality of advertising message à Purchase decision	0.105	0.088	0.056
Brand image à Purchase decision	0.212	0.003	0.101

Source: Processed Data, 2023

The table shows that advertising appeal, advertising creativity, and brand image have positive and significant impacts on purchasing decisions. The p-value for each variable was < 0.05. However, the quality of advertising messages does not have a significant effect on purchasing decisions; the p-value is greater than 0.05.

Table 7. Indirect effects calculation results

Indirect paths	Path coefficient	p-value	Effect size
Advertising appeal à Brand image à Purchase decision	0.075	0.169	0.028
Ad creativity à Brand image à Purchase decision	0.353	<0.01	0.164
Quality of advertising message à <i>Brand image</i> à Purchase decision	0.079	0.154	0.030

Source: Processed Data, 2023

The table shows that brand image does not mediate the effect of advertising attractiveness on purchasing decisions and brand image does not mediate the effect of advertising message quality on purchasing decisions. This was because the p-value was greater than 0.05. On the other hand, brand image has been proven to mediate the effect of advertising creativity on purchasing decisions, because the p-value is smaller than 0.05.

Discussions

The Effect of Advertising Appeal on Purchasing Decisions

The results of the statistical tests show that the attractiveness of advertising has a significant effect on purchasing decisions for Teh Pucuk Harum products in Pekanbaru. When buying an item, consumers initially identify the items they want to buy. The consumer then looks for the information needed and matches his/her needs. After that, he made a decision to buy based on the needs and formation he obtained. Information obtained through advertising comes from surrounding media, people, or groups.

The results of this study are in accordance with [6], who stated that the attractiveness of advertising must have three characteristics. First, advertisements must be meaningful, showing the benefits that make the product more desirable or attractive to consumers. Second, the advertising message must be believable, and consumers must believe that the product will provide the benefits promised in the advertising message. Third (distinctive), advertising messages are better than competing brand advertisements. Advertising or promotion is all forms of presentation of nonpersonal communication about the ideas of products and services offered by producers, with the intention of influencing consumers to buy the products offered.

The results of this study are in accordance with those of [18], who conclude that advertising attractiveness has a positive effect on purchasing decisions. The results showed that the higher the attractiveness of the advertisement, the higher the purchasing decision; on the contrary, if the attractiveness of the advertisement is lower, the purchasing decision will also be lower. The results of other research that are in line, namely from [19] are also in accordance with this study, which shows that advertising attractiveness has a positive effect on purchasing decisions, meaning that the higher the advertising attractiveness provided by the company to consumers, the higher the level of purchasing decisions.

The Effect of Advertising Creativity on Purchasing Decisions

Based on the results of the statistical tests, advertising creativity is known to have a significant effect on purchasing decisions for Teh Pucuk Harum products in Pekanbaru.

Creative ads attract the attention of people who see them. Creative advertisements are advertisements that are considered original or original, not imitating others, and advertisements that are astonishing, unexpected, unexpected, meaningful, and affect emotions. Creative advertisements make audiences pay more attention to these ads in detail.

The results of this study are supported by the theory of [20], which reveals that advertising creativity in the form of presenting advertisements more imaginatively can entertain and benefit consumers, and can influence consumer purchasing decisions.

The results of this study are in accordance with those of [21], who stated that advertising creativity has a positive effect on purchasing decisions. The better the creativity of advertising, the

higher is the smartphone purchasing decision. Conversely, if the creativity of advertising decreases, the decision to purchase an Evercoss brand smartphone will also decrease.

The Effect of Quality of Advertising Message on Purchasing Decisions

The results of the statistical tests show that the quality of advertising messages has no significant effect on the purchasing decisions for Teh Pucuk Harum products in Pekanbaru. A message is a set of verbals and/or nonverbal symbols that represents the feelings, values, ideas, or intentions of the conveying source. Messages have three components: meaning, symbols used to convey meaning, and the form or organization of the message. The message is channeled by the sender of the message (advertiser) to the recipient (consumer).

Ideal advertising messages According to [22], advertising messages must attract attention, maintain interest, arouse desire, and drive action. According to [11] formulating advertising messages must focus on what will be said (message content), how to say it logically (message structure), how to say it symbolically (ad format), and who should say it (message source). Advertising messages can be in the form of numbers, letters, or sentences that can run a system. According to [23], an attractive advertising message is packaged creatively and intelligently according to market needs and tastes. Informative messages can provide information about the products offered.

The results of this study are not in line with [24], which states that the higher the quality of advertising messages, the higher is the purchasing decision. In this case, the quality of advertising messages from Teh Pucuk Harum needs to be improved again, both from the quality of advertising messages that are more attractive and creatively packaged and can better meet the needs and tastes of consumers.

The Effect of Brand Image on Purchasing Decisions

Based on the results of the statistical tests, brand image is known to have a significant effect on purchasing decisions for Teh Pucuk Harum products in Pekanbaru.

According to [13], brand image refers to consumer perceptions of a brand as a reflection of the associations that exist in consumers' minds. Brand image is an association that appears in consumers' minds when they remember a particular brand. These associations can appear in the form of certain thoughts and images associated with a brand. Brand image is composed of brand associations, that brand association is anything related to the memory of the brand.

Brand is something that consumers look for when it comes to buying, which is not just goods, but also the perception of quality and prestige achieved. Because of the maintained brand image and reputation, a product can become a high-value product and is sought after by consumers, so that the company's value can increase above the real value of its assets. Consumers are interested in making purchasing decisions by increasing the quality of the product's brand. This means that brand image can influence consumer purchasing decisions.

The results showed that brand image had a significantly positive effect on consumers' purchasing decisions for Teh Pucuk Harum. This means that every time the quality of brand image increases, consumer purchasing decisions in buying fragrant tea products will increase. This means that consumers buy a product by seeing whether the brand of the product is well known to many people or not. The results of this study support [25], who find that brand image has a positive and significant effect on consumers' purchasing decisions.

The Effect of Advertising Appeal on Purchasing Decisions Through Brand Image

Based on the results of the statistical tests, advertising attractiveness does not have a significant effect on purchasing decisions through the brand image of Teh Pucuk Harum products in Pekanbaru. Advertising can create an attraction that can make the advertised product attractive to consumers. An advertisement must dare to offer creativity so that in the eyes of consumers, it looks different or unique from other advertisements, and in delivering messages, it must be clear

and directed. To create its own attraction to the advertised product, consumer interest is created to buy the product.

Various parties argue that advertisements do not always contain many words, and do not always have to be supported by pictures or illustrations. Advertising language is usually poured into headlines, body copies, taglines, or complementary unity. The key to opening and closing people's memory of a brand is the tagline.

The results of this study are not in line with those of [26], who found that advertising attractiveness has a significant effect on purchasing decisions mediated by brand image. Here, there needs to be an increase in the attractiveness of advertising by making it more qualified, because good advertising and good quality will improve the image of the brand being marketed. Brand image is an important factor influencing purchasing decisions. Consumers trust well-known products in the market.

The Influence of Advertising Creativity on Purchasing Decisions Through Brand Image

Based on the results of statistical tests, advertising creativity is known to have a significant influence on purchasing decisions through the brand image of Teh Pucuk Harum products in Pekanbaru. According to [9] creative advertising can be differentiated from mediocre mass advertising (unusual and different advertising). An ad that is the same as most other ads will not be able to break through the crowd of competitive ads and will not attract the attention of consumers. Making simple things complicated is normal, but making complicated things simple and amazingly simple—that is, creativity (Centlivre in [8]).

The results of this study show that creative advertising displayed by Teh Pucuk Harum using animation of caterpillars climbing up to the shoots can influence purchasing decisions and give consumers something to remember about the advertised product. In other words, advertising must create impressions. Consumers with a positive brand image are more likely to purchase.

The Influence of Quality of Advertising Message on Purchasing Decisions Through Brand Image

Based on the results of the statistical tests, the quality of advertising messages does not have a significant effect on purchasing decisions via the brand image of Teh Pucuk Harum products in Pekanbaru City. In planning a good message, the right advertising words will help an advertisement communicate clearly to its target market. What should be communicated by advertising words (copy trust) and illustrations so that the message conveyed is easy to understand and attracts viewers? The creative component of advertising consists of the advertising language, images, illustrations, and layout. Advertising language is in the form of verbally conveyed brand messages (wording), while images or illustrations are often positioned as supporters.

An advertising message is the same as a driver; that is, an activity that shows all the needs of potential buyers. According to [12], advertising messages can be created as follows: 1. At the level of desirability, the advertisement must say something that is desirable or interesting about the product. 2. Exclusivity and advertising must explain why a product is exclusive or different from other brands in the market. 3. The level of trustworthiness, where the advertising message can be trusted or proven.

The results of this study indicate that the quality of the advertising message displayed by fragrant shoot tea does not influence purchasing decisions through brand image. This is not in line with the research by [12], which states that advertisements containing advertising messages have a strong influence on purchasing decisions through brand image. This is also in accordance with [27], who states that advertising variables have a positive and significant influence on brand image variables and purchasing decisions.

CONCLUSION

This study concluded the following seven aspects:

1. Advertising appeal has a significant influence on the brand image of Teh Pucuk Harum in Pekanbaru City
2. Advertising creativity has a significant influence on the brand image of Teh Pucuk Harum in Pekanbaru City
3. The quality of the advertising message does not have a significant effect on the brand image of Teh Pucuk Harum in Pekanbaru City
4. Advertising appeal does not have a significant influence on purchasing decisions for Teh Pucuk Harum in Pekanbaru City
5. Advertising creativity has a significant influence on purchasing decisions for Teh Pucuk Harum in Pekanbaru City
6. The quality of the advertising message does not have a significant influence on purchasing decisions for Teh Pucuk Harum in Pekanbaru City
7. Brand image has a significant influence on purchasing decisions for Teh Pucuk Harum in Pekanbaru City

SUGGESTIONS

Based on these conclusions, several suggestions can be made, including the following:

1. It is hoped that companies will advertise Teh Pucuk Harum products so that they always appear in various media by further improving the quality of advertising messages so that consumers can make purchasing decisions.
2. It is hoped that the company can convince consumers that the appeal of the caterpillar/endorse-shaped advertisement in the Teh Pucuk Harum advertisement is trustworthy and honest in conveying the message of the Teh Pucuk Harum advertisement.
3. It is hoped that the company will prioritize the young audience segment because of its openness to new and contemporary products and product concepts.

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