ADVERTISEMENT EFFECTIVITY: VISIBILITY, CREDIBILITY, ATTRACTION AND POWER ON PURCHASING DECISION AND ITS IMPACT ON CUSTOMER SATISFACTION

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Abstract: Promotion is a one-way flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing. From four types of promotions, the most effective way to promote is through advertising. An effective advertisement is an advertisement that enables to communicate (has attraction to read, the attraction of attitude, easy to be remembered, be seen, be noticed, read the most) and to effect on selling to what has been advertised. This study was aimed to find out the influences of Visibility, Credibility, Attraction and Power on Purchasing Decision and its impact on Customer Satisfaction. The method of study implemented was quantitative explanatory research with data analysis technique of Structural Equation Modelling using SMART PLS software. The result of study showed that the contribution of Visibility (X1), Credibility (X2), Attraction (X3), and Power (X4) simultaneously influenced that directly influenced on Purchasing Decision (Y), that obtained 42.2%. The rest of 57.8% was influenced by other factors that are not included in this study. Meanwhile, the contribution of Visibility, Credibility, Attraction, Power and Purchasing Decision simultaneously influenced that directly influenced on Customer Satisfaction that obtained 73.27%. The rest of 26.73% was influenced by other factors that cannot be explained in this study. For further study, the next researcher can add more other variables to find out whether the influences of visibility, credibility, attraction, and power to purchasing decision and its impact is an effective way to as one of ways for company promotion.

Keywords: Advertisement, Purchasing Decision, Customer Satisfaction.

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Promotion is a way to communicate an information or persuasion created to direct an organization or person to desired that create exchanges in marketing. The most effective marketing communication mix or promotion from eight types is through advertising. An effective advertisement is a promotion mix that enables to communicate (has attractiveness to be read, seen and noticed, and the most read) and to effect on selling to what has been advertised. Ad-

vertising model or called as endorser can contribute more to influence the audiences of advertisement. In analyzing advertisement, a model well-known used is VisCAP model, that an endorser has some characteristics such as visibility, credibility, attraction and power. If the use of idol stars influences on customer purchasing decision, it means those idol stars might have all characteristics of VisCAP model.

From all purchasing total of car sellings in August 2017 that reached 111.49 billion rupiahs, according to Adstensity report, there were merely six car brands that advertised on TV. It decreased if it is compared to the same period of last year, where in August 2016, there were nine brands. Nevertheless, the amount of advertising spending budget in August 2017 was higher compared to August 2016.
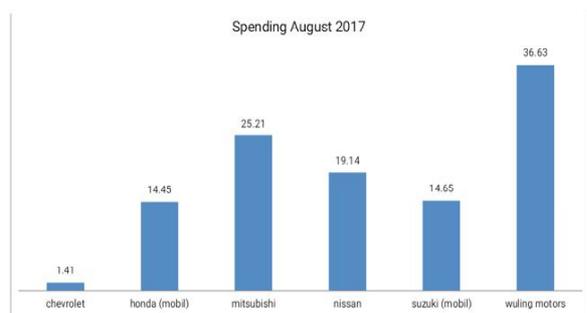
Source: Marcomm, January 2019

Figure 1   National PDB Structure

Based on Figure above, it can be seen that Wuling Motors is the brand that spent the highest amount for advertising during August 2017, which it reached 36.63 billion rupiahs. In the second and third rank, there are Mitsubishi and Nissan. Mitsubishi spent about 25.21 billion rupiahs; meanwhile, Nissan was about 19.14 billion rupiahs. Then, it is followed by Suzuki (car) and Honda (car) which are in the fourth and fifth rank. Suzuki spent about 14.5 billion rupiahs; meanwhile, Honda was about 14.45 billion rupiahs. In the last rank, it is Chevrolet that spent only 1.41 billion rupiahs.

Meanwhile, in August 2016 there were nine brands from automotive industry advertising on TV. Toyota was the highest that spent about 46.6 billion

rupiahs. Ironically, in August 2017, they did not advertise on TV, which it also occurred to Mazda, Datsun, and Daihatsu.

In other hand, in August 2017, there was a new brand starting advertising on TV, - that was Wuling Motors. It made Wuling Motors as a company that spent much for advertising that year. In addition, it was seen from advertisement point in August 2017, Wuling Motors with the highest budget of advertising had also the highest of appearance number on TV, that was 1,103 points. In the second and third place, there were Mitsubishi and Nissan with advertisement points, 885 and 808. Then, it is followed by Suzuki (car) with 596 points, and Honda (car) with 459 points. Meanwhile, Chevrolet is the least appearance which was only 63 points.

Based on the data from Gaikindo (*Gabungan Industri Kendaraan Bermotor Indonesia*), Xpander is still on the peak of wholesales. MPV '*cheap*' made of Mitsubishi was successful to sell about 39,948 units during one semester in 2018. Then, the second place is which was sold about 39,455 units, which was not too different from their competitor, - Xpander. After Avanza, the position is followed by Calya with 32,286 units. Then, in the

Table 1 The 20 Best-Selling Cars Semester I 2018

Merk	Unit
Mitsubishi Xpander	39.948
Toyota Avanza	39.455
Toyota Calya	32.286
Toyota Inova	25.948
Daihatsu Sigra	24.338
Honda Brio Satya	23.475
Toyota Rush	19.508
Honda HR.V (1.5 dan 1.8)	18.157
Suzuki Ertiga	18.030
Daihatsu Xenia	15.164
Toyota Agya	13.727
Daihatsu Ayla	13.376
Daihatsu Terios	12.585
Mitsubishi Pajero Sport	11.728
Honda Mobilio	11.718

Source: CNN Indonesia, Wed, 11/07/2018

fourth and fifth position are Innova with 25,948 units (4.92 %), and Sigra 24,338 units. Lastly, in the sixth is achieved by the cheap car and affordable price (LCGC), Brio Satya, with 23,475 units.

Meanwhile, SUV Rush placed on after Brio Satya with 19,508 units, which is better than its twin, - Terios which is in the 13rd place. Then, the eighth place is Ertiga (18,030 units) which is better than Mobilio, which only achieved 11,718 units.

Based on data above, it shows that Mitsubishi was the leader in the beginning of semester I in 2018. It means the selling increased, which it cannot be separated from role of advertising marketed by Mitsubishi.

METHOD

This study is included into quantitative explanatory research. According to Sugiyono (2017:21), the explanatory research is a research method that aims to explain the position of the variables studied and the effect of one variable with another variable by testing the hypothesis that has been formulated.

According to Sugiyono (2017), population is a generalization area consisting of objects / subjects that have certain qualities and characteristics by researchers to be studied and then drawn conclu-sions. In addition, the sampling technique of non-probability sampling implemented by the research-ers was purposive sampling. Sugiyono states (2017), purposive sampling is a technique of sampling de-termination with certain considerations. In this study, the consideration when determining the sample was the users of Mitsubishi Xpander in Bandung.

Considering the total population is uncertain known; thus, to determine the minimum sample size can not be used tables because the number of samples taken must adequately represent the popu-lation of respondents studied. To determine the sample number, it was implemented Bernoulli's equation formula (Zikmund, 2013) with 5% margin of error. Therefore, when it was calculated using the Bernoulli's formula, a research sample of 384.16 (»400) respondents was obtained.

The technique of data analysis used in this study was SEM analysis (Structural Equation Modeling) using SMART PLS 2.0 software. SEM analysis is a multivariate statistical technique which is a com-bination of factor analysis and regression analysis (correlation), which aims to examine the relation-ships between variables that exist in a model, either between indicators with their constructs or relation-ships between constructs (Santoso, 2014).
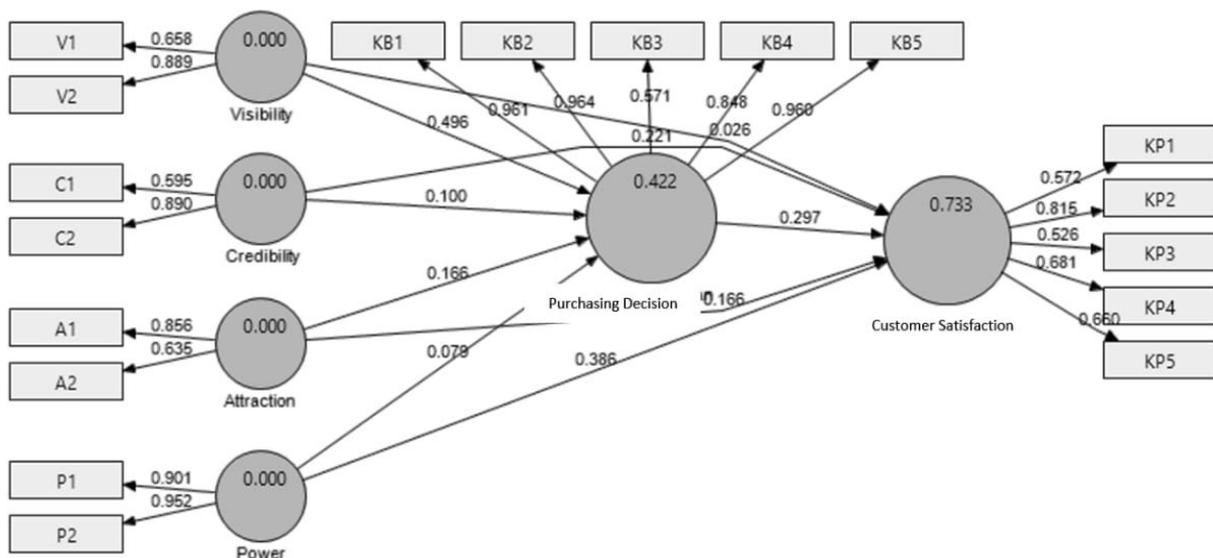
Source: Processed Data by Reseacher, 2019

Figure 2 Outer Model Structural Equation Modelling

RESULTS

Respondent Characteristics

In this study, the respondents taken were the users of Mitsubishi Xpander in Bandung that were about 400 respondents. The characteristics of the most respondents in this study are, based on gender are men by 62%, aged 31-40 years by 59%, education with Bachelor Degree (S1) by 44%, most respondents job is self-employed by 50%, with an income per month > Rp 10,000,000 by 42%.

The Result of Outer Model

Outer model was used to define how each indicator relates to its latent variable. In testing the measurement model (outer model), it is necessary to test the validity and reliability of the indicators used. The testing was conducted using SmartPLS 2.0 software. In addition, the outer model in this study can be seen in the following figure 2.

The test of convergent validity will be fullfilled if the value of loading factor in each indicators > 0.5. The following is the result of convergent validity test from all indicators in Table 2.

Based on Table 2, it can be seen that all indicators used were valid because they have value of loading factor > 0.5. Thus, all indicators used in this study met the requirement of convergent validity which means all indicatiors are valid.

Table 2 The Result of Outer Loading Test

Latent Variables	Influence	Test Result	Conclusion
Visibility	Populer ← Visibility	0.658	Valid
	Amazing ← Visibility	0.889	Valid
Credibility	Trusted ← Credibility	0.595	Valid
	Communicable ← Credibility	0.890	Valid
Attraction	Interesting and Favored ← Attraction	0.856	Valid
	Characteristic ← Attraction	0.635	Valid
Power	Purchasing ← Power	0.901	Valid
	Praised ← Power	0.952	Valid
Purchasing Decision (KB)	Product Choosing ← KB	0.961	Valid
	Distributor ← KB	0.964	Valid
	Purchasing Number ← KB	0.571	Valid
	Purchasing Time ← KB	0.848	Valid
	Purchasing Method ← KB	0.960	Valid
Customer Satisfaction (KP)	Always Loyal ← KP	0.572	Valid
	Product Purchasing ← KP	0.815	Valid
	Recommended ← KP	0.526	Valid
	Willing to Pay More ← KP	0.681	Valid
	Giving Suggestion ← KP	0.660	Valid

Sourced: Primary Data processed, 2019

In addition to validity test, reliability test was also conducted to all variables in this study. The test was conducted by comparing at the value of composite reliability and cronbanch's alpha contained in each variable. The value that must be met so that each variable is declared reliable is > 0.7.

Table 3   The Result of Reliability Test Latent Variables *Composite Reliability Cronbach's Alpha* **Conclusion**

| Latent Variables	Composite Reliability	Cronbach's Alpha	Conclusion
Visibility	**0.7552**	**0.7882**	**Reliable**
Credibility	0.7208	0.7803	Reliable
Attraction	0.7202	0.7524	Reliable
Power	0.9241	0.8407	Reliable
Purchasing Decision	0.9400	0.9144	Reliable
Customer Satisfaction	0.7889	0.8818	Reliable

Source: Primary data processed, 2019

Based Table 3, it shows that all variables used were reliable because the values met the requirement, - all values were greater than 0.7. Then all indicators and variables can be used for testing the inner model.

The Result of Inner Model

The inner model test was performed to find out the relationship between construct, significance value and R^2 of the research model conducted. It was processed by taking into account the value of R^2 in endogenous latent variables and and t-value of each exogenous latent variables to the bootstrapping result of endogenous latent variables. Then, the next process was to see whether there was a significant and close relationship between independent variables and dependent variables. The path diagram of inner model can be seen in the following figure 3.

After finding out the t-value of each exogenous latent variables to endogenous latent variables (see Figure 3), then the hypothesis test was conducted. To conduct this test, two-tail test with 5% error level was implemented. Thus, critical value that must be met in the hypothesis test is 1.96 (Gozali, 2011:44). If t-value is greater than critical value (1.96), then there is significant influence between exogenous latent variables to endogenous latent variables. The Coefficient Parameter value is obtained from the
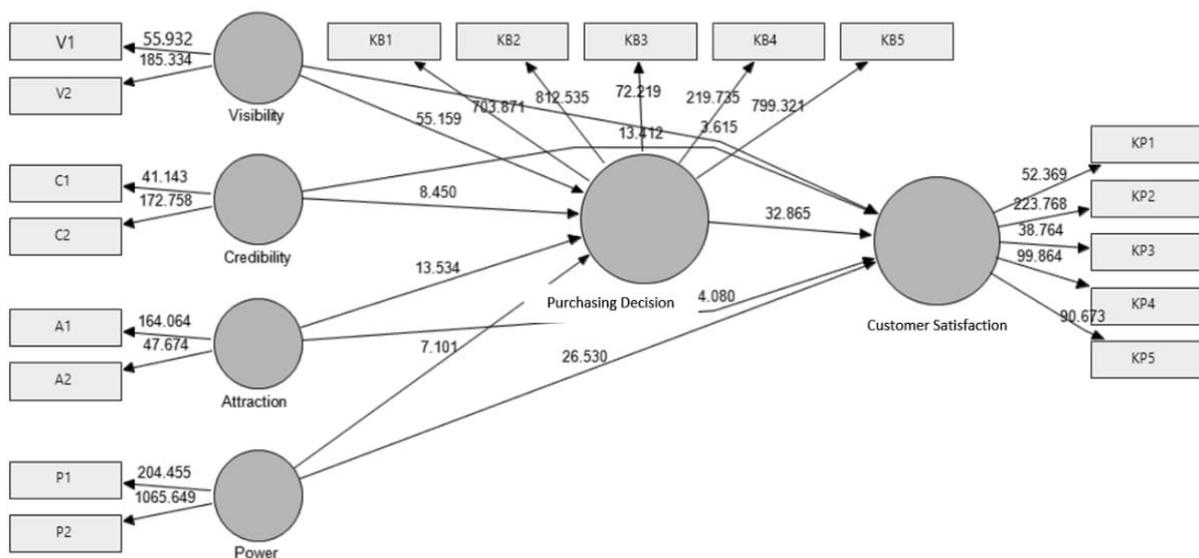
Source: Processed Data by Reseacher, 2019 Table 4 The Result of t-value of Each Variables

Figure 3 Inner Model of Structural Equation Modelling

Table 4   The Result of t-value of Each Variables

| Variable Relationship	t-value	Parameter Coefficient	Critical Value	Conclusion
Visibility – Purchasing Decision	55.159	0.496	1.96	Ho rejected, H1 accepted
Credibility – Purchasing Decision	8.450	0.100	1.96	Ho rejected, H1 accepted
Attraction – Purchasing Decision	13.534	0.166	1.96	Ho rejected, H1 accepted
Power – Purchasing Decision	7.101	0.079	1.96	Ho rejected, H1 accepted
Visibility – Customer Satisfaction	13.412	0.026	1.96	Ho rejected, H1 accepted
Credibility – Customer Satisfaction	3.615	0.221	1.96	Ho rejected, H1 accepted
Attraction – Customer Satisfaction	24.080	0.166	1.96	Ho rejected, H1 accepted
Power – Customer Satisfaction	26.530	0.386	1.96	Ho rejected, H1 accepted
Purchasing Decision – Customer Satisfaction	32.865	0.297	1.96	Ho rejected, H1 accepted

Sourced: Primary data processed

Outer Model of SEM, which will be used in calculating direct and indirect effects between variables. The values result can be seen in Table 4 above.

In first model, there are four independent valiables, namely Visibility (X1), Credibility (X2), Attraction (X3), Power (X4) and one independent variable, Purchasing Decision (Y). The equation of first model can be seen as follows.

For the equation of first model, the formula used is as follows:

$$Y = 0.496X_1 + 0.100X_2 + 0.166X_3 + 0.079X_4 + 0.578$$
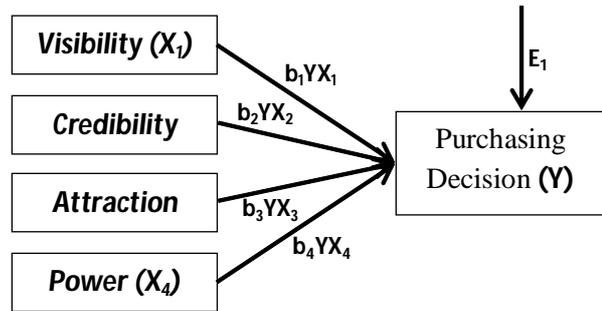
Source: Processed Data, 2019
Figure 4   First Equation Model

Table 5   The Influence between Variables in First Model

Variables	Coefficient	Through	Direct	Influence Indirect	Total	Simultaneous Influence
Visibility (X1)	0.496	$X_1 \rightarrow Y$	0.496 x 0.496 x 100% = 24.6%	-	24.6%	-
Credibility (X2)	0.100	X2 Y	0.100 x 0.100 x 100% = 1%	-	1%	-
Attraction (X3)	0.166	X3 Y	0.166 x 0.166 x 100% = 2.76%	-	2.76%	-
Power (X4)	0.079	X4 Y	0.079 x 0.079 x 100% = 0.62%	-	0.62%	-
Error 1	0.578	-	-	-	57.8%	-
Visibility (X1), Credibility (X2), Attraction (X3), dan *Power (X4)*	-	-	-	-	-	0.422 = 42.2%

Sourced: Data processeds
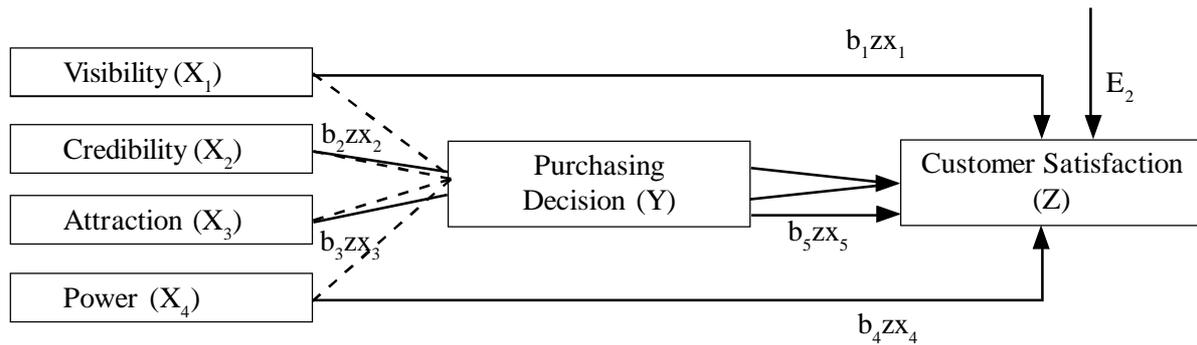
Source: Processed Data by Reseachers, 2019

Figure 5   Second Equation Model

Table 6   The Influence between Variables in Second Model

Variables	Coefficient	Through	Direct	Influence Indirect	Total	Simultaneous Influence
Visibility (X1)	0.026	X1 $\rightarrow$ Z	0.026x0.026x100% = 0.07%	-	0.84%	-
Visibility (X1)		X1 $\rightarrow$ Y $\rightarrow$ Z	-	0.026x0.297x100% = 0.77%		
Credibility (X2)	0.221	X2 $\rightarrow$ Z	0.221x0.221x100% = 4.88%	-	11.44%	-
Credibility (X2)		X2 $\rightarrow$ Y $\rightarrow$ Z	-	0.221x0.297x100% = 6.56%		
Attraction (X3)	0.166	X3 $\rightarrow$ Z	0.166x0.166x100% = 2.76%	-	7.69%	-
Attraction (X3)		X3 $\rightarrow$ Y $\rightarrow$ Z	-	0.166x0.297x100% = 4.93%		
Power (X4)	0.386	X4 $\rightarrow$ Z	0.386 x 0.386 x 100% = 14.90%	-	26.36%	-
Power (X4)		X4 $\rightarrow$ Y $\rightarrow$ Z	-	0.386x0.297x100% = 11.46%		
Purchasing Decision (Y)	0.297	Y $\rightarrow$ Z	0.297x0.297x100% = 8.82%	-	8.82%	
Error 1	0.2673		-	-	26.73%	
Visibility (X1), Credibility (X2), Attraction (X3), Power (X4), and Purchasing Decision (Y)				-	-	0.7327 = 73,27%

Sourced: Data processeds

Based on the analytical calculation results on Table 6, it can be taken some objective information as follows: The contribution of Visibility (X_1) that has a direct influence on Customer Satifcation (Z) was $0.026 = 0.0007$ or 0.07%. The contribution of Credibility (X_2) that has a direct influence on Customer Satifcation (Z) was $0.221^2 = 0.0488$ or 4.88%. The contribution of Attraction (X_3) that has a direct influence on Customer Satifcation (Z) was $0.166^2 = 0.0276$ or 2.76%. The contribution of Power (X_4) that has a direct influence on Customer Satifcation (Z) was $0.386^2 = 0.1490$ or 14.90%. The contribution of Purchasing Decision (Y) that has a direct influence on Customer Satifcation (Z) was $0.297^2 = 0.0882$ or 8.82%. The contribution of Visibility (X_1), Credibility (X_2), Attraction (X_3), Power (X_4), and Purchasing Decision (Y) that have a direct and simultaneous influence to Customer Satisfaction was 0.7327 = 73.27%. The rest of 26.73% was influenced by othe factors that cannot be explained in this study.

The following explanation is the summary of indirect influence between independent variables (X_1, X_2, X_3, X_4, Y) on a dependent variable (Z) are: The indirect influence of Visibility to Customer Satisfaction (Y) through Purchasing Decision (Z) was (X_1, Y, Z) = 0.026 x 0.297 x 100% = 0.77%. The indirect influence of Credibility (X_2) to Customer Satisfaction (Y) through Purchasing Decision (Z) was (X_2, Y, Z) = 0.221 x 0.297 x 100% = 6.56%. The indirect influence of Attraction (X_3) to Customer Satisfaction (Y) through Purchasing Decision (Z) was (X_3, Y, Z) = 0.166 x 0.297 x 100% = 4.93%. The indirect influence of Power (X_4)) to Customer Satisfaction (Y) through Purchasing Decision (Z) was (X_4, Y, Z) = 0.386 x 0.297 x 100% = 11.46%.

DISCUSSION

The Testing of Hypothesis 1 (The Influence of *Visibility*, *Credibility*, *Attraction* and *Power* on Purchasing Decision)

The direct relationship between Visibility variable to Purchasing Decision showed result that H0 was rejected which means H1 was accepted. The t-value was greater than critical value, thus it can be concluded that Visibility variable influenced sig-nificantly on the Purchasing Decision. The results of this study support previous research conducted by Hargiyanto (2017) who stated that visibility has positive effect to purchasing decisions.

Meanwhile, for the direct relationship between Credibility variable to Purchasing Decision showed result that H0 was rejected which means H1 was accepted. The t-value obtained was greater than critical value, thus it can be concluded that Credibility influenced significantly on the Purchasing Decision.

This is consistent with the results of previous studies conducted by Dewa (2018) concluded that credibility has a significant effect on purchasing decisions, In addition, the direct relationship between Attraction variable to Purchasing Decision showed result that H0 was rejected which means H1 was accepted. The t-value obtained was greater that critical value, thus it can be concluded that Attraction significantly influenced on the Purchasing Decision. The results of this study also support previous research by Djafarova (2017) which states that Attraction has a positive and significant effect on consumer purchasing decision.

Furthermore, the direct relationship between Power variable to Purchasing Decision showed result that H0 was rejected which means H1 was accepted. The t-value obtained was greater than the critical value, thus it can be concluded that Power significantly influenced on Purchasing Decision. These results are same with previous studies conducted by Abdiannur and Sukimin (2019), that power variable has a dominant influence on purchasing decisions.

The Testing of Hypothesis 2 (The Influence of *Visibility*, *Credibility*, *Attraction* and *Power* on Customer Satisfaction through Purchasing Decision)

The direct relationship between Visibility variables to Customer Satisfaction showed result that H0 was rejected which means H1 was accepted. The t-value obtained was greater than the critical value, thus it can be concluded that Visibility significantly influenced on Customer Satisfaction. Based on previous research by Song et al (2016), visibility

play an important role on customer satisfaction when buying an experience product.

In addition, the direct relationship between Credibility to Customer Satisfaction showed result that H0 was rejected which means H1 was accepted. The t-value obtained was greater than the critical value, thus it can be concluded that Credibility significantly influenced on Customer Satisfaction. Furthermore, according to Nobar and Rostamzadeh (2018) credibility of the brand is also affected directly and indirectly by dissatisfaction of clients

Meanwhile, for direct relationship between Attraction to Customer Satisfaction showed result that H0 was rejected which means H1 was accepted. The t-value obtained was greater than the critical value, thus it can be concluded that Attraction significantly influenced on Customer Satisfaction. In addition, Agyeiwaah et al (2016) has been confirmed in earlier studies that attractions are significant components of the customer satisfaction.

Furthermore, the direct relationship between Power to Customer Satisfaction showed result that H0 was rejected which means H1 was accepted. The t-value obtained was greater than the critical value, thus it can be concluded that Power significantly influenced on Customer Satisfaction. Also, it showed that previous study by Kim and Park (2017) attempts to investigate the predictive power of social media review ratings have an effect on customer satisfaction.

The Testing of Hypothesis 3 (The Influence of Purchasing Decision on Customer Satisfaction)

The direct relationship between Purchasing Decision to Customer Satisfaction showed result that H0 was rejected which means H1 was accepted. The t-value obtained was greater than critical value, thus it can be concluded that Purchasing Decision influenced significantly Customer Satisfaction. Furthermore supporting findings of previous research conducted by Rizal et al (2017) that satisfaction post purchase depends on the success of purchasing decisions made by the consumer after seeing the object becomes the goal.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on study conducted to 400 respondents, it can be concluded as follows:

The contribution of *Visibility* (X_1), *Credibility* (X_2), *Attraction* (X_3), and *Power* (X_4) influenced simultaneously that directly influenced on Purchasing Decision (Y), which obtained 0.422 = 42.2%. The rest of 57.8% was influenced by other factors that cannot be explained in this study.

The contribution of *Visibility* (X_1), *Credibility* (X_2), *Attraction* (X_3), *Power* (X_4) and Purchasing Decision (Y) influenced simultaneously that directly influenced on Customer Satisfaction (Z), which obtained 0.7327 = 73.27%. The rest of 26.73% was influenced by other factors that cannot be explained in this study.

Recommendations

Based the conclusion points above, it is suggested that Mitsubshi should concern and improve the variable of visibility, credibility, attraction, and power because the study results showed these variables influenced purchasing decision which then impacted to customer satisfaction. Meanwhile for further study, the next researcher can add more other variables to find out whether the influences of visibility, credibility, attraction, and power to purchasing decision and its impact is an effective way to as one of ways for company promotion. Furthermore, it is also recommended to expand the object of study.

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