

ATTRIBUTES AND CHARACTERISTICS OF AD SPOTS: AN ANALYSIS OF MOTIVATION AND BRAND LOYALTY

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ABSTRACT

The reason for this paper was to decide and investigate the impact of characteristics, properties, and spots publicizing on the motivation of Madama radio audience members and how they influence brand unwaveringness. This examination is to investigate informatively and utilizing overview strategies. The investigation populace was the whole Makassar people group of Madama Radio audience members who tuned in to spots Telkomsel and clients of Telkomsel items. The outcomes indicated that the characteristics and nature of promotion spots have immediate and circuitous consequences for inspiration and brand steadfastness, where the advertisement spot traits have no noteworthy negative impact on inspiration, advertisement spot qualities have a critical beneficial outcome on brand unwaveringness, the nature of promotion spots has no huge negative impact on inspiration, the nature of advertisement spots has no huge constructive outcome on brand reliability, and inspiration doesn't have a huge negative impact on brand faithfulness.

ABSTRAK

Penelitian ini bertujuan untuk menyelidiki dampak dari karakteristik, spot iklan terhadap motivasi audiens radio Madama dan bagaimana mereka mempengaruhi loyalitas merek. penelitian ini juga menyelidiki secara informatif dan memanfaatkan strategi gambaran umum dari penedengar radio. Hasil penelitian menunjukkan bahwa karakteristik dan sifat tempat promosi memiliki konsekuensi langsung dan menjadi inspirasi dalam loyalitas merek, di mana ciri-ciri tempat iklan tidak memiliki dampak negatif yang signifikan terhadap inspirasi, kualitas tempat iklan memiliki hasil yang sangat menguntungkan pada keteguhan merek, sifat dari Tempat promosi tidak memiliki dampak negatif yang besar pada inspirasi, sifat bintang iklan tidak memiliki hasil konstruktif yang besar pada keandalan merek, dan inspirasi tidak memiliki dampak negatif yang besar pada kesetiaan merek.

INTRODUCTION

To convey the separation of new items from an item, advancement in the structure is required promoting in different media. In the event that an item separates, however, it can't convey well to purchasers, at that point the new item will be hard to sell. Right now through publicizing acquaints new items with purchasers. One unmistakable indication of the improvement of innovation and data is electronic media, particularly radio. Radio is a medium that is viable enough to create customer trust in the items publicized by the Nielsen Global Online Consumer Survey, (2009). From a business point of view, radio is a telecom

administration organization that is viewed as one of the compelling media in communicating advertence data.

When seen from different foundations of buyers both as far as social, financial, social, instructive, and mental, at that point the best approach to react in settling on choices by purchasers will likewise shift in picking items publicized through radio media in Makassar parts of customer conduct this thoughtful must be caught by radio media promoting businessmen, right now Madama Makassar so as to frame the picture in the psyches of shoppers. This implies the better characteristics, properties, and saw purchaser advertising spots, the higher the fulfillment of the inspiration for utilizing these promotional items. On the other hand, if the lower the traits, properties, and spots of the promotion are seen by shoppers, the lower their inspiration to utilize the advertisement items.

From the after effects of (Wahyu Primasari, 2010) exploration which expresses that publicizing credit factors inspire shoppers to settle on obtaining choices, his examination (Ari Susanto, 2010), fulfillment framing quality factors impact consumer loyalty of Toshiba scratchpad, customer fulfillment factors impact the WOM conduct of Toshiba note pads. The consequences of (Sigit's, 2007) study demonstrated that the impression of advancement has a positive and huge association with purchaser obtaining choices. Models and the idea of specific advancements influence shoppers' view of merchandise, consequently inspiring buyers to build acquiring power.

Motivation is a piece of the principle of mental variables that impact shopper conduct. (Kotler and Keller, 2009). Advertisements that are very much seen will stick to the psyches of radio purchasers and cause inspiration to listen once more, impersonate the style of discourse and follow the proposals or recommendations in the promotion. At last, this will affect his choice to buy the item. The Mark Plus and Co overview (2004) demonstrates that 62.1% of moms in Indonesia guarantee that radio promotion is a solid thought in deciding the acquisition of merchandise and brand dedication.

Development has an impact on the growth of new entrepreneurs. The more business owners, the competition between business actors is tighter. The business competition that occurs is not only competition between domestic markets, but also the global market, there is a tendency to adopt a free market, businesses can meet the needs of consumers by providing diverse and efficient products. (Mustafa Kamal Rokan, *Business Competition Law: Theory and Practice in Indonesia*, Jakarta: Rajawali Press, 2012, pp. 1- 2)

The hypothesis of publicizing viability as a type of advancement in affecting customers in obtaining choices and brand unwavering ness is in opposition to the hypothesis set forward by (Edwar G. Outfit of P&G) with respect to publicizing corresponding to items in (Musselman and John, 1996), that promoting isn't has an exceptional capacity to convince, promoting is certainly not a different and noticeable power in the public arena and publicizing won't impact clients to purchase what they feel is an absurd cost. In the interim, the wonder of radio's prevalence as one of publicizing broadcasting media, is likewise in opposition to the reality, that telecom ads on radio media additionally has a few shortcomings. One of them is on the grounds that it doesn't utilize visuals, frequently promotions that are communicated through radio media are not as alluring as those communicate by TV, print and electronic media. This is a test for radio media to create quality promotions that can animate the meeting faculties of radio buyers.

Understanding the image according to (Kotler, 2007) is the way people perceive the company or its products. Kotler added that an effective image does three things: First, it establishes the character of the product and the proposed value. Second, convey the character in a different way so it is not confused by the character of competitors. Third, provide emotional strength that is more than just a mental image. In order to function, the image must be conveyed through every means of communication available so that the image lasts long. *American Marketing Association* defines a brand as a name, term, sign, symbol, design or combination of all, intended to identify the goods or services of a person or group of sellers and to distinguish them from competing goods or services (Kotler and Keller, 2007).

According to (Kotler and Keller, 2007), brand image is the perception and belief of consumers, as reflected in the association that occurs in consumer memory. Creating the right brand image for a product, of course, will be very useful for marketers, because the brand image will affect consumer ratings of *alternative brands* that are expected to not only meet needs consumer, but can provide better satisfaction and more secure. As said by Schiffman and (Kanuk, 2000), consumers always choose brands based on their image. If consumers do not have experience with a product, then they tend to trust a brand that is liked or well-known. Positive brand image is related to consumer loyalty, consumer trust regarding positive brand value and willingness to look for brands. Positive brand image also helps increase consumer interest in facing a variety of competing marketing activities. From some of the opinions of experts that have been explained, brand image is very closely related to the impression that is generated. Positive impressions obtained by customers are the experience and knowledge he got from the brand. Then the customer's perception and understanding of a brand depends on the customer's ability to identify various information about the brand, as well as the customer's ability to store information from the brand in his memory. The customer's understanding of a brand is a reflection of the customer's assessment of the product brands offered. In this study, researchers used brand image measurement as an indicator of research. In (Keller, 2008) opinion measurement of brand image can be done based on aspects of a brand.

1. Strength

Strengths in this case are the advantages possessed by physical brands that are not found in other brands. The superiority of this brand refers to the physical attributes of the brand so that it is usually considered as an advantage that is not found in other brands or brands competing. Group strength (*strength*) is the physical appearance of products, the functioning of all the facilities of products, product pricing, support facilities and appearance of the product.

2. Uniqueness

Uniqueness is the ability to distinguish a brand among other brands. This uniqueness arises from the product attributes that become a unique impression or differentiation between one product with product another that gives a reason for consumers that they have to buy the product. Companies must be able to make their products unique and different from competing products. For example, in the same way consumers would expect that a merchant *online* would serve them with all the conveniences, variety of services, delivery options, purchasing procedures safe, responsible customer service, strict privacy guidelines and various things other that consumers expect are the best and different compared to merchants *online* other. In short, to make a product different from others, marketers must make and

ensure things in the product that are strong (*strength*) in the brand so that the brand is not only preferred (*favorable*) but also has a unique and different from competitors' brands. This unique category is the different most dominant thing in a product with competitors' products, service variations, price variations, physical products themselves such as product features and product variations available, appearance or name of a brand that gives a positive impression, how to deliver information to consumers, guidelines strict company privacy and guaranteed purchasing procedures.

3. Favorable

To choose which is preferred and unique related to the brand, marketers must analyze carefully about consumers and competition to decide the best position for the brand. (*Favorability favorable*) leads to the ability of the brand to be easily remembered by consumers. categories *favorable* These include the ease of the brand of the product to be pronounced, the ability of the brand to be remembered by consumers, the ease of use of the product, the compatibility of the consumer with the product, and the compatibility between the brand's impression in the customer's mind and the image the company wants of the brand concerned. This research uses brand image measurement that is uniqueness and likeness as a sub indicator of research.

Based on the description, the main topic is whether the attributes, nature, and *spots* of Telkomsel's ads directly influence the motivation of Madama Makassar radio listeners. The attributes, nature, and *spots* of Telkomsel's ads affect directly and indirectly on brand loyalty, and how motivated Madama radio listeners directly affect to brand loyalty. The conceptual model in this study states the relationship between variables that are built based on literature review and is supported by the results of previous studies. At the level of research implementation, and the thinking of previous studies, this study proposes the following analysis model:

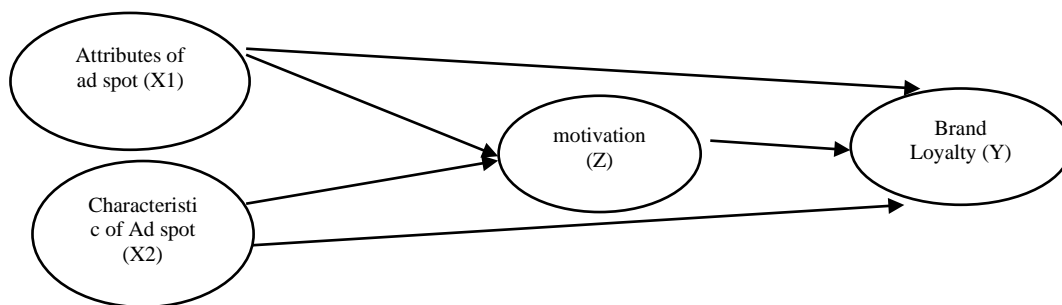


Figure 1. conceptual framework

RESEARCH METHOD

The examination configuration utilized right now a study informative that means to decide the impact of characteristics, properties and time on recognizing Telkomsel's broadcast on Radio Madama Makassar on client inspiration and steadfastness. Respondents right now audience members of Madama Radio in Makassar examining method was stratified corresponding standard testing. The. Standard sampling is a technique that starts from grouping populaces as indicated by specific criteria (appropriate properties) and afterward deciding the ideal extent for every stratum or class of (Malhotra, 1997). The upsides of this

standard inspecting method can present some populace stratification, moderate expenses and never again requiring a populace list. Thought of the utilization of testing procedures with stratified relative quantity inspecting systems, depends on the reference organization profile PT. Radio Madama Makassar is characterized into a few classes dependent on calling, to be specific:

- A. Class A, employees (30%)
- B. Class B, students (25%)
- C. Class C, housewives (35%)
- D. Class D, entrepreneurs (20 %)

To test the hypothesis an SEM analysis is done with the help of the AMOS program. As a multivariate analysis technique, SEM enables simultaneous analysis of a series of relationships so as to provide efficiency.

Research Analysis

Descriptive statistical analysis aims to explain the tendency of the score data for each indicator (*tendency central value*). The trend of the data can be indicated through mode values (as scores that appear with the highest frequency). The results of the analysis carried out with the help of the SPSS Program version 18.00 can be summarized in Table 1.

Table 1. Trend Value of Research Variable Indicator

| Variables | Indicator | Model | Category |
|-----------------------------|-----------|-------|----------|
| Ad S Attribute ad spot (X1) | x1.1 | 4 | Good |
| | x1.2 | 4 | |
| | x1.3 | 4 | |
| | x1.4 | 4 | |
| Nature of Ad Spot (X2) | x2.1 | 4 | Good |
| | x2.2 | 4 | |
| | x2.3 | 4 | |
| | x2.4 | 4 | |
| | x2.5 | 4 | |
| | x2.6 | 4 | |
| Motivation (Z) | z1 | 4 | Good |
| | z2 | 4 | |
| | z3 | 4 | |
| | z4 | 4 | |
| Brand Loyalty (Y) | y1 | 4 | Good |
| | y2 | 4 | |
| | y3 | 4 | |
| | y4 | 4 | |

Source: Primary Data processed, processed, 2020

In general, causal variables, namely the ad spot attribute (X1), the nature of the ad spot (X2) categorized as "good" perceived by Radio Madama FM listeners. Listener motivation (Z) is also categorized as "good". Brand loyalty (Y) to the advertised product (Telkomsel) is also categorized as "good". This information is not enough to explore how the relationship between variables, so that further analysis is still needed, namely: structural equation analysis.

Validity and Reliability

Test Validity and reliability tests were carried out for the question items from the questionnaire used in a study. The results of the validity and reliability of the question items will determine the quality of the research instrument (questionnaire) is very important to do.

tests are carried out for each latent variable that is constructed by its respective indicators. Test the validity is referring to the extent to which a test can measure what actually want to measure (Cooper, *et al.* 1996). The validity test uses the formula *Product Moment Coefficient correction* that is by looking at r_{counts} of each question item compared to r_{tables} at a significant level of 5% and $df = n - 2$, that is $110 - 2$ using SPSS 18, the value of r_{table} is 0.157, then if $r_{\text{arithmetic}} > r_{\text{table}}$, then the question item is declared valid (Santoso, 2007). Results of correlation Person indicates that all the questions were arranged in the questionnaire for the exogenous variables attributes ad spot (X1), the nature of advertising spots (X2), an endogenous variable of motivation (Z), and customer loyalty (Y) entirely valid,

Results of Reliability

To test the reliability of the measurement instrument used Cronbach's Alpha procedure. According to (Malhotra 1997) an instrument is considered to be quite reliable if the Alpha value is greater than or equal to 0.6. The results of the calculation of reliability for the advertising spot attribute variable (X1), the nature of the ad spot (X2), motivation (Z), and customer loyalty (Y) are all reliable.

RESULTS AND DISCUSSION

Model testing was performed using AMOS version 18 where testing with AMOS version 18 will display the value of *standardized regression weight* for each parameter in the research model. Hypothesis research is carried out by comparing the CR values of each latent variable with *t-tables* (1,968), which is said to be significant. If the t value is greater than t table, the relationship between variables is significant and can be further analyzed. The results of testing the influence between latent variables are shown as in table 2.

Table 2. Effects of Attributes, Traits, and Time of Ad Spot on Customer Motivation and Loyalty

| | Variables | Estimate | CR | Prob. |
|--------------------|------------------------------|----------|--------|-------|
| Motivation (Z) | Attributes Ad Spot (X1) | -0.057 | -0.473 | 0.636 |
| motivation (Z) | Nature Spot Advertising (X2) | -0.114 | -0.983 | 0.326 |
| Brand Loyalty (Y) | Attributes Ad Spot (X1) | 0.294 | 2.853 | 0.004 |
| Loyalty brands (Y) | Motivation (Z) | -0.137 | -1.601 | 0.109 |
| brand Loyalty (Y) | Nature Spot Advertising (X2) | 0.150 | 1.740 | 0.082 |

Source: Primary data is processed, 2020

H1; Effect of Telkomsel's Ad Spot Attributes on Madama Radio Listeners Motivation

The examination configuration utilized right now a study informative that means to decide the impact of characteristics, properties and time on recognizing Telkomsel's broadcast on Radio Madama Makassar on client inspiration and steadfastness. Respondents right now

audience members of Madama Radio in Makassar examining method was stratified corresponding standard testing. The Standard sampling is a technique that starts from grouping populaces as indicated by specific criteria (appropriate properties) and afterward deciding the ideal extent for every stratum or class of (Malhotra, 1997).

Motivation of ad spot attributes did not have a significant negative effect directly on Madama Radio listeners' motivation, meaning that the better the Telkomsel's ad spot perceived attributes, *the higher* the motivation to use Telkomsel. Conversely, if the listener's lower attribute spot is perceived by the listener, *the lower* their motivation to use Telkomsel products. Thus, it can be concluded that the attribute *spot spot* Telkomsel ad broadcast on Makassar Madama Radio directly influences the motivation of *sokais is* not acceptable. The rejection of this hypothesis also occurred because the attributes used which consisted of accompaniment music, *sound effects*, narration, and dialogue were still perceived poorly by Madama radio listeners. The accompanying music is still not in accordance with the story line in the Telkomsel ad spot. The choice of words in the narrative also chooses concrete, clear and words that *to the point* still do not contribute optimally. Likewise for the choice of words in the dialogue, the unique, intimate and friendly and communicative choices chosen for the ad spots have not yet hit the minds of Madama radio listeners who listen to Telkomsel advertisements. The rejection of this research hypothesis is different from the one conducted by (Simangunsong, 2007), Mustikasari (2007), Ibrahim (2007) and Wijayanti (2008), who stated that the attribute variable in advertising provides motivation to consumers to make purchasing decisions. This finding is also not in accordance with the theory put forward by (Kotler and Keller, 2009) that the obvious disadvantage of radio is the absence of visual images and the relatively passive nature of consumers in processing the results, however, radio advertising can be very creative namely with the intelligent use of music, sound and creative tools or other attributes to accommodate the imagination of the listener to create a picture of a product that is truly relevant and liked. (Sugiyono, 2008) also stated that the language used in advertisements always gives suggestions or directs people to consume or take certain actions. As an effective communication, effective advertising must be able to build the perception of the consumer community as desired by the advertiser and creator, namely that using the goods and services advertised or taking action as desired in advertising will bring many benefits to consumers and also the public. generally. The selection of these attributes aims to be able to get closer emotionally to this Telkomsel ad spot to radio listeners. With the hope that radio listeners will be motivated to use and trust Telkomsel as a brand for telecommunications facilities. As stated by (Kotler and Keller, 2009), that advertising can also aim to create preferences, preferences, beliefs and purchase of a product or service.

H2; The Effect of the Character of Telkomsel's Ad Spot on Radio Madama Makassar's Listener Motivation.

The nature of Telkomsel's ad spots broadcast on Makassar Madama Radio directly affects the motivation of Madama radio listeners is unacceptable. This happens because the properties used consist of *simple, unexpected, persuasive, Entertaining, relevant, and acceptable* are still perceived less by radio listeners Madama. *Simple* means simple, kesederhanaan not yet understood "can not be understood once seen or once heard. *Unexpected* means unpredictable where good advertising is advertising that the idea is not unexpected, beyond a shadow of

radio listeners Madama so that radio listeners Madama amazed but this has not yet enough to provide a stimulus to the radio listener Madama on product ads telkomsel broadcast. *Persuasive* also called persuasiveness, which means it has the ability to enchant people to do something. ads *berpersuasif* able to move consumers to get closer to *our brand* and interested to try it, it also still not effective to influence/persuade Madama radio listeners to be motivated to use Telkomsel products advertised *Entertaining* means to entertain, advertisements that have entertaining qualities are able to play the emotions of consumers to laugh, sing, dance, cry, or be moved. it has not been able to lift consumer sympathy for *brand* the advertised. *Relevant* in this case means being able to be rationalized. In advertising, we are required to be creative. Submission of advertisements does not have to be straightforward to show persuasive so that consumers immediately use the advertisements we offer. However, the advertisements submitted were not optimal in using a variety of language styles: associations, analogies, hyperbole, metaphors, and others. The element of *acceptable* or acceptance is closely related to the prevailing culture in society, this is also still not optimal to influence Madama radio listeners. Regarding the above, the Madama Radio listeners have not been able to receive it well and the elements of the advertisement spot consist of not *simple*, *Unexpected*, *Persuasive*, *Entertaining*, *Relevant*, and *acceptable*, so that the motivation to use Telkomsel products is not strong enough so that loyalty Telkomsel products have not been maximized. The findings in this study are different from the results of (Sigit, 2007) study, which states that certain promotional models and traits motivate consumers to increase purchasing power.

H3; The Effect of Telkomsel's Ad Spot Attributes on Brand Loyalty

Motivation which is positioned as anvariable *intervening* turns out to play a good role in strengthening the influence of Telkomsel's ad spot attributes on the loyalty of Madama radio listeners. This condition shows that Madama Radio listeners who have been motivated in making purchasing experience will maintain their loyalty, not to switch to other products. For segments of consumers who have experienced product purchasing experience, the compatibility of information between what is contained in advertising with reality is very important. Suitability of information will form a confidence in consumers in choosing a product compared to other products. Thus theattribute *spot* Telkomsel adbroadcast on Radio Madama Makassar has direct and indirect effects on customer loyalty. The findings in this study support the research of (Retnowati 2003), Hapsari (2003), that loyalty is significantly positively influenced by the exogenous variables involved in the analysis model. In addition, the findings in this study are also in accordance with (Aacker, 1996) theory which states that consumers will give loyalty and trust in the brand as long as the brand is in line with the expectations held by consumers, act in certain ways and offer certain values.

H4; Personality Influence Loyalty Telkomsel Ad Spot Brand

Personality ad spots Telkomsel significant positive effect directly and indirectly on the brand loyalty for using the product Telkomsel. The effect of advertisement spot variable on loyalty is the second strong influence after the ad spot attribute influence. This can be caused by the number of similar advertisements, so the measurement of perception of the advertisement properties (simplicity, surprise element, entertainment element, persuasion and

relevance) is not too different from similar products. Thus, it can be concluded that the nature *spots* of Telkomsel's ad broadcast on Radio Madama Makassar has direct and indirect effects on customer loyalty, which can be accepted. This finding is in accordance with the research of (Retnowati, 2003) and Hapsari (2003). That the nature of promotion which is a promotional strategy influences consumer loyalty to the brand. In addition, the findings of this study are also in line with the findings of Hakim (2006), that to make listeners motivated to make purchasing decisions and loyal to the product, the advertising spots absolutely must have promotional traits.

H5; Effect of Motivation on Brand Loyalty

Motivation has a significant negative effect directly and indirectly on brand loyalty to use Telkomsel products. Motivation is positioned as an variable *intervening* which consists of several indicators that are always imitating things contained in the material *spot* ad (such as words, sentences, tone points, speech accent in narration or dialogue; song; *jingle* and *smash*), always do the recommended found in *spots* ad, there is a desire to buy products, and there is a desire to continue to try other new Telecommunication service products from Telkomsel, apparently not playing a good role in strengthening the influence of attributes, properties and time on Telkomsel's ad spots on brand loyalty. Thus the Hypothesis, which states that the motivation of Madama radio listeners directly affect customer loyalty, can not be accepted. Related to the influence of motivation on brand loyalty, of course it must be increased so that consumers in this case Madama radio listeners can receive and respond well to the delivery of Telkomsel ads that are more innovative and creative so that from the delivery it creates a good image among Madama radio listeners. can bring motivational stimulus in trying to use Telkomsel products so that later it can create trust in Radio Madama listeners who can later become loyal customers of Telkomsel products. The findings in this study are not in accordance with the results of (Sari, 2000) study which states that continuous motivation will affect brand loyalty. Also different from the theory presented by Schiffman and (Kanuk, 2004), that in the purchasing process, consumers go through a trial phase (trial and error) which is motivated by outstanding advertising. After making a purchase and experiencing satisfaction, when compared to other brands, the purchase of the product will be repeated. This repeated purchase will lead to customer loyalty

CONCLUSIONS AND SUGGESTIONS

Conclusions

The results showed that the attributes and nature of advertising directly or indirectly influence the motivation and brand loyalty, where the ad spot attribute has a significant negative effect on motivation, the ad spot attribute has a significant positive effect on brand loyalty, the nature of ad spots has an effect on motivation, the nature of ad spots has a positive effect on brand loyalty, and motivation has a significant negative effect on brand loyalty.

This research shows that the management of Telkomsel ads on Radio Madama Makassar, has not been maximized in arousing customer loyalty among its listeners, especially in several aspects namely the attribute aspect seen from its influence on brand motivation and loyalty, and the effect on brand loyalty is still not able to provide maximum value in advertising must therefore be prioritized attention to be further enhanced.

Suggestion

Madama radio listener's motivation becomes an important aspect of brand loyalty, the management is demanded to be more innovative and creative in developing the nature of its ad spots, which are simple, *unexpected, persistent, entertaining, relevant, and acceptable*. Need to add attributes to the sound effects that are unique and strange, this is to improve memory for listeners. For researchers who intend to conduct future research it is recommended to add a time variable

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