

The Impact of Online Advertising and Attitude on Consumer Purchase Intentions in the Food and Beverage Industry

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ABSTRACT

The era of globalization has ushered in a heightened level of competition in the marketing landscape. This heightened competition among products in the market prompts manufacturers to engage in extensive promotional activities to capture consumer attention. With this backdrop, this research endeavors to explore the impact of Online Advertising and Consumer Attitudes on Consumer Purchase Intentions. The study adopted a random sampling approach and utilized a quantitative survey method, targeting a population size of 100, with a sample size of 80 respondents. Data analysis was conducted using multiple linear regression with IBM SPSS 29. The findings of the study unveil that Consumer Purchase Intentions are significantly influenced by both Online Advertising and Consumer Attitudes. Regression analysis underscores the positive and significant influence of consumer attitudes on purchase intentions, with a coefficient of 0.348, while online advertising exerts a positive impact with a coefficient of 0.314. In light of the research findings, the Adjusted R Square percentage stands at 57.4%, indicating that Online Advertising and Consumer Attitudes collectively contribute to a substantial 57.4% influence on Consumer Purchase Intentions. The remaining 42.6% variance is attributed to other unexplored factors. These findings underscore the pivotal role of online advertising and consumer attitudes in shaping consumer purchase behaviors in today's highly competitive market environment.

ABSTRAK

Era globalisasi membawa persaingan yang ketat dalam dunia pemasaran. Persaingan antar produk di pasar mendorong produsen untuk melakukan promosi secara intensif guna menarik perhatian konsumen. Penelitian ini bertujuan untuk mengetahui dampak dari Periklanan Online dan Sikap Konsumen terhadap Minat Beli Konsumen. Studi ini menggunakan pendekatan pengambilan sampel acak dengan metode survei kuantitatif, dengan jumlah populasi sebanyak 100 dan ukuran sampel sebanyak 80 responden. Analisis data dilakukan menggunakan regresi linier berganda dengan IBM SPSS 29. Temuan penelitian menunjukkan bahwa Minat Beli Konsumen dipengaruhi secara signifikan oleh Periklanan Online dan Sikap Konsumen. Analisis regresi menunjukkan bahwa sikap konsumen berpengaruh positif dan signifikan terhadap minat beli konsumen sebesar 0,348, sedangkan periklanan online memiliki dampak positif sebesar 0,314. Berdasarkan temuan penelitian, persentase Adjusted R Square adalah 57,4%, menunjukkan bahwa Periklanan Online dan Sikap Konsumen secara bersama-sama memberikan kontribusi sebesar 57,4% terhadap Minat Beli Konsumen. Sisanya sebesar 42,6% merupakan atribut dari faktor-faktor lain yang belum diteliti. Temuan ini menegaskan peran penting periklanan online dan sikap konsumen dalam membentuk perilaku belanja konsumen di lingkungan pasar yang sangat kompetitif saat ini.



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INTRODUCTION

The era of globalization demands a change in old paradigms in all fields, one of which is marketing. With high competition in the business world, it requires a company to be more creative and have a competitive advantage compared to other companies in order to be able to compete in global business. According to (Kotler et al., 2014) the new competition is not between what different companies produce in a factory, but between what is added to factory output in the form of packaging, service, advertising, customer consultation, financing, shipping arrangements, warehousing, and so on. others that people consider valuable. Competition between products on the market encourages manufacturers to intensively carry out promotions to attract consumer attention.

One strategy in marketing is advertising. According to (Justin Johnson, 2013); "The function of advertising is to inform about a product or service or company benefits, persuasively, namely persuading consumers to buy a particular brand and as a medium to remind consumers of a product or service." According to (Osei et al., 2022) advertising is: "the most persuasive sales message aimed at potential buyers of certain goods or services at a certain cost". In order for a product to function to meet consumer needs and desires, the existence of the product must be communicated in order to introduce its existence to consumers.

Searching for information is a stage that consumers usually carry out before making a purchasing decision, one of which is through advertising. Advertising is a medium used by marketers to communicate and influence consumers to be willing or continue to use and even give pride in the products and services offered, therefore advertising has a very crucial role in the field of marketing.

The rapid development of internet technology has caused consumer behavior, especially information search and selection activities, to change. This has encouraged many manufacturers to turn to online media to advertise their products. Online advertising has the advantage because it is not limited by time and space, consumers can access these advertisements anytime and anywhere. The growth of online advertising is also increasingly rapid. This can be seen from the increase in online advertising revenues from 2010 and is predicted to outperform television advertising revenues (Hecht et al., 2020)

The increasing number of companies advertising via the internet on the one hand makes competition between brands increasingly tighter, while on the other hand the growth of online advertising causes the provision of information to consumers to become excessive, as a result the receipt of information becomes excessive. become less effective. The growth rate of online advertising can no longer be stopped or limited, therefore efforts to increase effectiveness are a major challenge for marketers. Intense competition in the business world triggers companies to implement different strategies with the aim of attracting consumers and retaining consumers. Advertising personalization is an innovation in the field of marketing communications that aims to increase the effectiveness of online advertising (Candra et al., 2021).

Advertising is a message from a brand, product or company that is conveyed to the audience through the media. Effective advertising not only conveys information, but also

conveys messages that will create a positive image for consumers. Advertisements can be done through various media, namely electronic media and print media. This research will take electronic media, especially advertisements on the internet (Achmad et al., 2022).

The use of internet media as an advertising promotion is currently very interesting because it is based on the very rapid development of internet users and increases significantly every year, making companies start to think about using internet media as a medium to promote their products (Ulfa Zhafirah, 2019). Through the internet network, small, medium or large companies can provide product information, prices, purchase terms, ordering and payment methods, as well as delivery of goods to customers, potential buyers and business partners throughout the world (James Mathew et al., 2013).

An increase in internet users also occurred in several cities in Indonesia, but this increase was not accompanied by the online purchasing process. The results of online purchasing surveys in Indonesia compared to other countries are the lowest, namely around 42 percent compared to Malaysia 63 percent and Korea 92 percent. It turns out that books are in first place with 45 percent of products purchased online, while tourism and hotel products only account for around 7 percent. From the results of the AC Nielsen survey, it appears that buyers of tourism products and online hotel bookings by global buyers are quite high, this has not been seen among online buyers in Indonesia (Naim et al., 2023).

Future prospects with advances in internet technology, it is certain that world shopper behavior will be evenly distributed in every country, including Indonesia. Knowledge about online consumer purchasing decision-making behavior needs to be researched from time to time as information in increasing product market share. From the explanation above, it can be concluded that the phenomenon of internet network development can influence sales activities, especially promotional activities, which are currently developing a lot of online advertising.

Based on this, this research was conducted with the aim of analyzing the influence of advertising on consumer attitudes and purchasing interest in the food and beverage business. Consumer attitudes towards an advertisement are important to analyze, because based on several previous studies it is said that consumer attitudes have a big influence on consumer buying interest. The application of personalization in online advertising is expected to make consumers respond more positively to an advertisement, so that it can increase purchasing interest in the advertised product.

RESEARCH METHODS

The method used in this research is descriptive and verification methods. The focus of this research is internet users in the city of Palopo, especially those who know and have seen online advertisements. The data collection technique uses a purposive sampling technique by taking samples from internet users in the city of Palopo with a sample size of 100 research samples.

Table 1 Operational Definition of Variables

Variables	Definition	Indicator
Online Advertising	Utilization of the internet as a means of promotion through advertisements placed online	<ul style="list-style-type: none"> - Interactivity - Accesbility - Entertaining - Informativeness - Irritation - Credibility
Consumer Attitudes	Feelings and assessments of advertising displays and trust in a product.	<ul style="list-style-type: none"> - Cognitive - Conative - Affective
Consumer Buying Interest	Desire to buy online stuff afterward	<ul style="list-style-type: none"> - Desire - Planning to buy

Source: *Researcher (2024)*

The data collection technique in this research was carried out in three ways, namely questionnaires. Field observations and interviews were carried out to obtain primary data from the field needed to answer the proposed problem formulation. While, in analyzing and interpreting the results of data processing, verification analysis is used. Descriptive analysis is used to test the degree of relationship between variables using relevant statistical tests, namely structural equation models using SPSS 29 software.

RESULTS and DISCUSSION

Data Dissemination Results

The respondents of this research are consumers who are interested in the food and beverage business. Data was obtained by filling out a questionnaire using Google Forms. This questionnaire is based on previous research which has independent and dependent variables that are similar to this research. A total of 80 respondents were successfully collected and the data met the requirements for processing.

Variables	Items	r _{count}	R _{table}	Cronbach Alpha	Description
Online advertising (X1)	X1.1	0,691	0.220	0.818	Valid and Reliable
	X1.2	0,782	0.220		
	X1.3	0,626	0.220		
	X1.4	0,730	0.220		
	X1.5	0,671	0.220		
	X1.6	0,668	0.220		
	X1.7	0,697	0.220		
Consumer attitude (X2)	X2.1	0,776	0.220	0.871	Valid and Reliable
	X2.2	0,778	0.220		

	X2.3	0,705	0.220		
	X2.4	0,765	0.220		
	X2.5	0,810	0.220		
	X2.6	0,644	0.220		
	X2.7	0,804	0.220		
Consumer Buying Interest	Y.1	0,860	0.220	0.808	Valid and Reliable
	Y.2	0,765	0.220		
	Y.3	0,739	0.220		
	Y.4	0,651	0.220		
	Y.5	0,742	0.220		

Source: *Researcher (2024)*

Based on the retest results, it is evident that all statements pertaining to each variable exhibit a correlation coefficient (r) exceeding the critical value from the table (r table), which stands at 0.220. This indicates a strong level of validity across all questionnaires utilized, affirming their suitability for further research endeavors.

Moreover, the Cronbach's Alpha coefficient for the Online Adv. variable reached 0.818, while Online Advertising (X1) and Consumer Attitudes (X2) scored 0.871 and 0.808, respectively. Notably, the Consumer Purchase Interest variable (Y) attained a Cronbach's Alpha value of 0.808. These results surpass the minimum required threshold of 0.60, signifying a commendable level of reliability for the Online Advertising, Consumer Attitude, and Consumer Purchase Intention variables.

Classical Assumption Test

In regression analysis, classical assumptions are tested to check whether there are violations or errors in the classical assumptions. This test includes the normality test, multicollinearity test, and heteroscedasticity test.

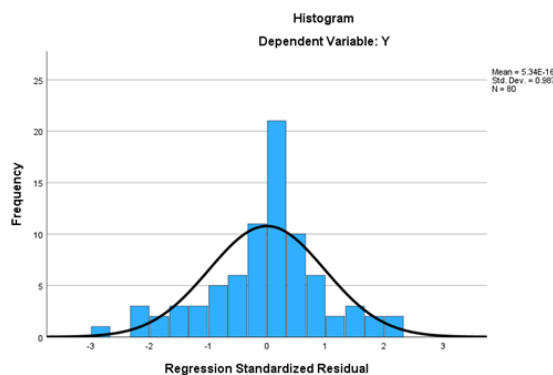


Figure 1 *Distribution of Normality Test*

By observing the graph presented, it can be seen that the histogram shows a tendency to deviate to the right and forms a symmetrical mountain pattern on both sides. So it can be concluded that the research findings show a normal distribution and distribution pattern. To strengthen this conclusion, the Kolmogorov-Smirnov test was carried out with the following results.

Table 2 One-Sample Kolmogorov-Smirnov Test Result

		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1
Most Extreme Differences	Absolute	.155
	Positive	.125
	Negative	-.155
Kolmogorov-Smirnov Z		1.389
Asymp. Sig. (2-tailed)		.042
Monte Carlo Sig. (2-tailed)	Sig.	.075 ^c
	99% Confidence Interval	
	Lower Bound	.000
	Upper Bound	.151

a. Test distribution is Normal.

b. User-Specified

c. Based on 80 sampled tables with starting seed 2000000.

Source: Researcher (2024)

From this table it can be concluded that the Kolmogorov-Smirnov test results show a significance value greater than 0.05. This shows that the distribution of the remaining data in this study is normal. Apart from that, based on research, the significance value of Monte Carlo Sig. was found. (2-tailed) of 0.075 exceeds the significance level of 0.05 used in the Kolmogorov-Smirnov test. Therefore, it can be concluded that the data shows a distribution pattern that is in accordance with the normal distribution.

Table 3 Simultaneous Result Test (F Test)

ANNOVA					
Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	315.104	2	157.552	54.232	<.001 ^b
Residual	223.696	77	2.905		
Total	538.800	79			

a. Dependent Variable: Consumer Purchase Interest

b. Predictors: (Constant), Consumer Attitude, Online Adv.

Source: Researcher (2024)

Based on the data recorded in the table, it can be concluded that there is a significant difference between the calculated F value (54.232) and the table F value (2.72) based on the F test results. In addition, a significance value of 0.000 was found, which indicates that the significance level is lower than the threshold. limit 0.05. Therefore, it can be concluded that there is a significant relationship between the Consumer Purchase Interest variable (Y) and the Consumer Attitude (X2) and Online Advertising (X1) factors.

Table 4 Result of Multiple Linear Regression

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
					Sig.
1	(Constant)	.523	1.375		.381
	Online Adv.	.314	.068	.404	4.610
	Consumer Attitude	.348	.066	.466	5.314

a. Dependent Variable: Consumer Purchase Interest

Based on the multiple linear regression design outlined in the table above, the equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 0.523 + 0.314X_1 + 0.348X_2$$

The constant term (0.523) in this context signifies the impact of the independent variables, Online Advertising (X1) and Consumer Attitude (X2), on the dependent variable, Consumer Purchase Interest (Y). When the values of Online Advertising (X1) and Consumer Attitude (X2) are both 0, the Consumer Purchase Interest (Y) is fixed at 0.523. A positive constant value indicates a positive influence of the independent variables on the dependent variable. The regression coefficient for the Online Advertising variable (X1) is 0.314, indicating a positive influence of Online Advertising on Consumer Purchase Interest. For every 1 unit increase in Online Advertising, there is a corresponding increase of 0.314 in Consumer Purchase Interest, assuming other variables remain constant. Similarly, the regression coefficient for the Consumer Attitude variable (X2) is 0.348, suggesting a positive effect of Consumer Attitude on Consumer Purchase Interest. A 1-unit increase in Consumer Attitude leads to a 0.348 increase in Consumer Purchase Interest, assuming other variables remain constant. Consequently, both Consumer Attitude (X2) and Online Advertising (X1) significantly impact Consumer Purchase Interest (Y) in this regression model.

Discussion

The Influence of Online Advertising on Consumer Purchase Interest in the Food and Beverage Business

The first hypothesis is corroborated by the results of the partial t-test, demonstrating a positive and significant relationship between online advertising and consumer purchase interest. This is evidenced by a significance value lower than the specified threshold ($0.00 < 0.05$). Hence, based on these findings, the first hypothesis (H1) can be accepted. These results underscore a robust and lucrative association between online advertising and consumer purchase interest, positioning online advertising as a pivotal marketing tool reshaping consumer behavior in the digital age.

In the Indonesian market context, numerous studies have delved into the correlation between online advertising and consumer purchasing interest. Analysis of existing research indicates a unanimous consensus on the substantial impact of online advertising on consumer purchase intentions. For instance, Pratiwi & Santoso (2023) investigated the relationship between online advertising and local consumers' purchase intentions,

revealing a significant positive influence of online advertising on consumer purchasing interest in the Indonesian market. Cultural nuances and local preferences emerge as pivotal factors shaping consumer responses (Liu et al., 2020).

Aiman & Rahayu (2019) concentrated on the Indonesian food and beverage industry, uncovering a positive and significant relationship between online advertising and consumer purchase intentions concerning daily consumption products. Similarly, Nugroho & Wibowo (2018) shed light on the e-commerce sector in Indonesia, with their findings underscoring the critical role of online advertising in driving consumer interest on e-commerce platforms. Suryadi (2017) provided valuable insights into the nexus between online advertising and consumer purchasing interest in the Indonesian tourism sector, revealing a positive impact of online advertising on consumers' intentions to patronize tourism destinations and services in the country. These findings carry significant implications for marketing strategies in Indonesia. Recognizing online advertising as a catalyst for bolstering consumer purchase interest, companies can craft their advertising endeavors more strategically. Moreover, companies must factor in local preferences, consumer culture, and distinctive characteristics of the Indonesian market when devising their online advertising campaigns (Imtiyaz et al., 2022).

The Impact of Online Advertising and Consumer Attitudes on Consumer Purchase Interest in the Food and Beverage Industry

Through multiple linear regression analysis conducted using SPSS 29, it was determined that both Online Advertising and Consumer Attitudes exert a positive and significant influence on Consumer Purchase Interest. The significance value obtained is below the designated threshold ($0.00 < 0.05$), indicating a noteworthy impact of Online Advertising and Consumer Attitudes on Consumer Purchase Interest. These findings underscore a robust and significant relationship between online advertising, consumer attitudes, and consumer purchasing interest within the food and beverage sector.

CONCLUSIONS

This research unveils a significant and positive correlation between online advertising, consumer attitudes, and consumer purchasing interest within the food and beverage industry. The findings underscore the substantial and profitable impact of online advertising on consumer purchasing interest within this sector. Overall, online advertising and consumer attitudes exert a commendable and significant influence on consumer purchase intentions in the food and beverage domain. Furthermore, the research highlights the pivotal role of online advertising and consumer attitudes in augmenting consumer buying interest within the food and beverage sector.

Based on the research outcomes, it is evident that the amalgamation of Online Advertising and Consumer Attitudes contributes to a notable 57.4% enhancement in Consumer Purchase Interest within the food and beverage industry, while other unexplored factors account for 42.6% of the influence.

It is recommended for business owners operating in the food and beverage realm to deepen their understanding of the significance of online advertising and consumer

attitudes. Neglecting this aspect may lead to a detrimental impact on consumer buying interest. Additionally, it is advisable to leverage online advertising more extensively to optimize business growth and enhance performance.

For future researchers, it is suggested to expand upon this study by incorporating additional factors such as marketing strategies and product quality, which also play a pivotal role in augmenting consumer buying interest. This approach would render the research more comprehensive, offering insights into the multifaceted factors influencing the increase in consumer buying interest within the food and beverage industry.

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