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**THE IMPACT OF TV ADVERTISING TOWARDS CONSUMER BUYING BEHAVIOR  
IN MANADO (Case Study Shopee Indonesia)**

*PENGARUH IKLAN TV TERHADAP PERILAKU PEMBELIAN KONSUMEN DI MANADO  
(Studi Kasus Shopee Indonesia)*

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**Abstract:** Nowadays, the rapid developments of technology makes the internet users continue to increase time to time. It is also supported by the ease of customer accessing the internet through mobile phones, computers, and other media. This makes online purchases in Indonesia greatly improved in recent years. This increase of the users makes the right promotion by using TV advertising. The aim of this study is to analyze the impact of TV advertising towards consumer buying behavior withdrawing taking e-commerce Shopee Indonesia as its case study. This research is causal type of research which uses primary data that obtained through questionnaires and uses Ordinal Regression Analysis. The population that observed is people in Manado who have experienced using Shopee Indonesia with 80 respondents as the sample size. The result of this study shows that credibility, interactivity and informativeness have significant impacts on consumer buying behavior. In contrast to entertainment that have no significant impact on consumer buying behavior. Although the advertising that made by Shopee Indonesia can be categorized successful in introducing its products to customer. Shopee Indonesia should improve their promoting strategy through e-commerce in order to attract the customer by good TV advertising to make the customer to purchase.

**Keywords:** *consumer buying behavior, credibility, interactivity, entertainment, informativeness*

**Abstrak:** Saat ini, pesatnya perkembangan teknologi membuat pengguna internet terus meningkat dari waktu ke waktu. Hal ini juga didukung oleh kemudahan pelanggan mengakses internet melalui ponsel, komputer, dan media lainnya. Hal ini membuat pembelian online di Indonesia semakin meningkat dalam beberapa tahun terakhir. Peningkatan pengguna ini membuat promosi yang tepat dengan menggunakan iklan TV. Tujuan dari penelitian ini adalah untuk menganalisis dampak iklan TV terhadap perilaku pembelian konsumen yang mengambil e-commerce Shopee Indonesia sebagai studi kasusnya. Penelitian ini merupakan jenis penelitian kausal yang menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan Analisis Regresi Ordinal. Populasi yang diamati adalah orang-orang di Manado yang pernah berpengalaman menggunakan Shopee Indonesia dengan 80 responden sebagai sampel. Hasil penelitian ini menunjukkan bahwa kredibilitas, interaktivitas dan informatif berpengaruh signifikan terhadap perilaku pembelian konsumen. Berbeda dengan hiburan yang tidak berpengaruh signifikan terhadap perilaku pembelian konsumen. Meski iklan yang dibuat oleh Shopee Indonesia bisa dikategorikan sukses mengenalkan produknya kepada pelanggan. Shopee Indonesia harus memperbaiki strategi promosi mereka melalui e-commerce untuk menarik pelanggan melalui iklan TV yang baik agar pelanggan dapat membeli.

**Kata Kunci:** *perilaku pembelian konsumen, kredibilitas, interaktivitas, hiburan, informatif*

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**INTRODUCTION****Research Background**

Various innovations on buying and selling activities of goods and services has been widely practiced in this modern era. Nowadays, shopping can be done through various ways, for example through the internet. One of the shopping model that is currently becoming the world trend is by shopping through the internet without having to come to the store or shopping center. So, the consumers do not have to waste time to go to the store to buy goods but can directly shop through the internet. By having the internet, consumers can easily to shopping anytime and anywhere. The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a longterm development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through website.

As the time goes by, technology and the internet has been growing and become one tool / media used for various purposes. One example of the usefulness of technology that comes with the benefits of the internet is e-commerce. Electronic commerce, or e-commerce, is the buying and selling of goods and services on the Internet. Other than buying and selling, many people use Internet as a source of information to compare prices or look at the latest products on offer before making a purchase online or at a traditional store Khan (2016). Buyers gain a lot of benefit as the internet gives them access to global markets, where they can compare prices across regions. Due to e-commerce market transparency, customers can easily compare the services of various sites.

The digital era causes young people to be more fluent in using digital technology and trying to actualize themselves to keep up to date with the latest technological advances. One of the reasons young people want to own a smartphone is to be able to more easily access existing social media. Social media that recently flourished in the sophisticated gadgets of young people make the habit of "online" a necessity and a sign of their existence in the communication they intertwine with their friends.

One of the trends from emergence of social media's result that can affect the economic growth is online shopping. Social media is an online media, the users can easily participate, share the convenience in selling and buying on the website. Online shop is one of the activities of online buying and selling connected to the internet and develop along with the emergence of social media that exist in the community. According to Yu & Wu (2007), online shopping has been shown to provide more satisfaction to modern consumers seeking convenience and speed. Online shop makes it easier for individuals to find products and buy the desired product without have to waste a lot of time and energy to go to department store. This is done by an online shop by cataloging products or creating certain groups and uploading images and descriptions. Today, advertising companies invest huge amounts of their earnings in advertising in different media such as television, radio, magazine and etc. advertising is an effective tool of marketing and the most vital components of promotional activity. Advertising is used by marketers to publicize the happening of the company and their offerings to the customers. TV advertising communication offers many opportunities to increase the purchasing behavior proficiency and improving product material availability qualifying and reducing the customer costs.

Based on the background, this study will analyze the consumer buying behavior, especially people that have experienced by using Shopee that consider as the one of popular e-commerce in Manado. So, regarding with this overall description above, this research will be concluded with one solid title "The Impact of TV Advertising Toward Consumer Buying Behavior in Manado (Case Study: Shopee)".

**Research Objective**

From the research background above, research objectives are conducts as follows to identify the influence:

1. Credibility, interactivity, entertainment, in-formativeness toward consumer buying behavior simultaneously.
2. Credibility toward consumer buying behavior partially.
3. Interactivity toward consumer buying behavior partially.
4. Intertainment toward consumer buying behavior partially.
5. In-formativeness toward consumer buying behavior partially.

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**LITERATURE REVIEW****Marketing**

Marketing is managing profitable customer relationships. The twofold goals of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction. Broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In narrower business context marketing involves building profitable, value-laden exchange relationship with customers. Hence, we define marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return Kotler and Armstrong (2010:229). McDaniel (2011:555), argue that marketing is activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

**Consumer Behavior**

Khan (2016) defined consumer behavior as the decision-making process and physical activity involved in acquiring, evaluating, using, and disposing of goods and services. So, consumer behavior has been always of great interest to marketers. According to Gilaninia et al (2013), consumer behavior is a psychology process during which consumers know their needs, find ways to estimate, adopt the purchasing decisions, analysis and planning to data and will run the program. Consumer behavior is influenced by many sources some of them include: Cultural influences, physical factors, personal perceptions, social factors, religious groups, social position, peers, reference groups, learning and family. Kotler and Armstrong (2010:322), consumer behavior is defined as a field of study that focuses on consumer activities including consumption analysis on why and how people use products, besides why and how they buy products. According to Spiers et al (2014), consumer behavior is influenced and motivated by factors such as culture, personality, life-stage, income, attitudes, motivators, feelings, knowledge, ethnicity, family, values, available resources, opinions, experiences, peer groups, and other groups.

**Consumer Buying Behavior**

Khaniwale (2015), stated that consumer buying behavior involves the study of individuals and the method they employ to choose, utilize, and set out products and services to fulfill consumer's wants and the effect that these method have on the consumer and the society as a whole. Consumer buying behavior refers to all the thought, feeling and actions that an individual has or take before or while buying any product, service or idea. Buyer behavior is the concept which answers what, why, how, when, and where an individual makes purchase. As a result, the outcome of buyer behavior is the buyer's decision. The entire purchasing process involves giving a thought on what should be bought, which brand is good or suitable, from where or whom should the purchase be made, when to purchase, how much to spent, and how many time to buy and in what intervals. Consequently, the end result of the buyer behavior is the costumer's final decision regarding the product choice, brand choice, dealer choice, purchase timing, purchase amount and purchase frequently. The study of consumer behavior is very important in the marketing field as it forms the basis of marketing strategies.

**TV Advertising**

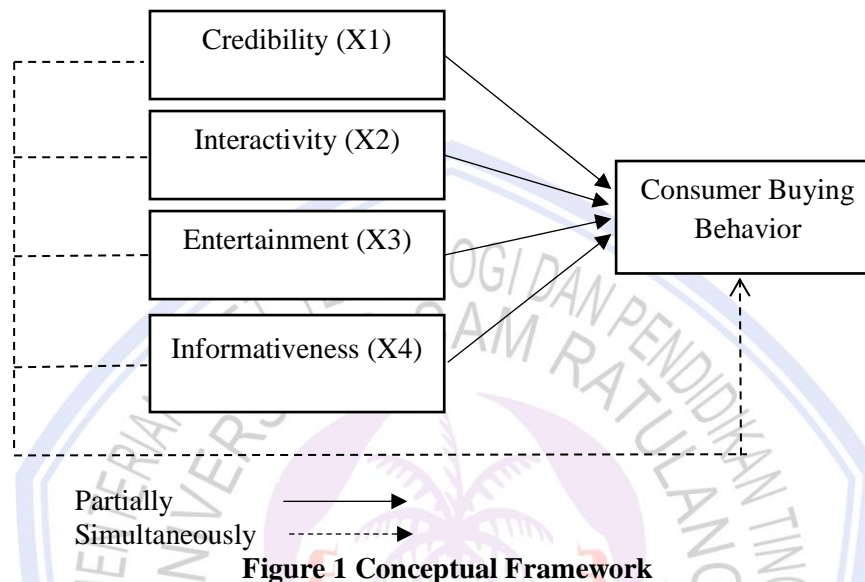
Advertisement has been playing a very vital role in order to attract the consumers for various products, goods or services for organizations. The different media available to advertise has increased over the years and such media leaves a strong impact on the consumers. Television advertising is a very effective tools of communicating message to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any products Sonkusare (2013).

**Previous Research**

One of the research made by Anjum, Irum, & Dr. Naheed (2015), revealed the positive relationship between television advertisement and consumer buying behavior in the presence of women. However, on the other hand, this relationship becomes negative in the religious minded people. The results of this study are significant. Sonkusare (2013) attempts this paper presents the results of a study designed to test the Impact of television advertising and on women consumers' buying behavior. Unlike previous studies, however, the effects

of such communication processes on women's are evaluated in the context of household decision making but in this research paper the purpose is to study on different factors which influenced on buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly expenditure etc. Hassan (2015), was aiming that the study proved that there is a significant variation among the rural and urban residents on the issue that TV advertisements enhance the engagement process of buying. It can also be concluded from the study that buying behavior of female individuals is more influenced by the television advertisements than their male counterparts.

### Conceptual Framework



### Research Hypothesis

There are five hypothesis regarding this study.

- H1 : There is an influence between credibility, interactivity, entertainment, in-formativeness and consumer buying behavior.
- H2 : There is an influence between credibility and consumer buying behavior.
- H3 : There is an influence between interactivity and consumer buying behavior.
- H4 : There is an influence between entertainment and consumer buying behavior.
- H5 : There is an influence between in-formativeness and consumer buying behavior.

## RESEARCH METHODOLOGY

### Type of Research

This research is a causal type of research. A cause study is focused on finding causal relationships between variables. It finds the cause and effect relationship between variables. It seeks to determine how the dependent variable changes with variations in the independent variable.

### Place and Time of Research

This research is conducted in Manado for two months, from September to October 2017.

### Population and Sample

Population in this research is the people that have experienced shopping at Shopee in Manado. The sampling technique of this research is Convenience Sampling that is considered as the best way to getting some information quickly and efficient. The sample size of this research is 80 respondents.

**Source of Data**

Primary data in this study is the result of a questionnaire on TV advertising that impact consumer buying behavior. Secondary data in this study is about the various theories and related data. The data is taken from books, journals, and relevant literature from library and internet.

**Data Analysis Method**

This research uses causal quantitative method that uses ratio calculation and regression analysis. Ordinal regression analysis is used in this research.

**Ordinal Regression Analysis**

This research is using Ordinal Regression Analysis because as a predictive analysis, ordinal regression describes data and explains the relationship between one dependent variable and two or more independent variables.

**RESULT AND DISCUSSION****Validity Test****Table 1 Validity Test**

	X1	X2	X3	X4	Y	Total
Credibility	1	.353**	.338**	.351**	.445**	.676**
Interactivity	.353**	1	.345**	.401**	.499**	.696**
Entertainment	.338**	.345**	1	.445**	.416**	.700**
Informativeness	.351**	.401**	.445**	1	.531**	.759**
Consumer Buying Behavior	.445**	.499**	.416**	.531**	1	.808**

Source: Data Processed, 2017

From the table 1, it can be seen that the value of correlation index for relationship among variable independents (Credibility, Interactivity, Entertainment, Informativeness) with variable dependent (Consumer Buying Behavior) are greater than 0.3 and below the significant level of 5% (0.05). the Correlation between Credibility (0.676), Interactivity (0.696), Entertainment (0.700), Informativeness (0.759), with Consumer Buying Behavior (0.808). All of the variables show a positive relationship. Therefore, the data is considered as valid.

**Reliability Test****Table 2 Reliability Test**

Cronbach's Alpha	N of Items
.779	5

Source: Data Processed, 2017

Based on the data in table 2 shows that the value of Cronbach's Alpha of 5 items used in this research is 0.779. The data is considered as reliable since the value of Cronbach's Alpha is 0.7, which is acceptable. >0.7 indicates that the data is acceptable.

**Ordinal Regression Analysis****Table 3 Ordinal Regression Analysis**

		N	Marginal Percentage
Consumer Buying Behavior	3.00	1	1.2%
	5.00	1	1.2%
	6.00	3	3.8%
	7.00	2	2.5%
	8.00	1	1.2%
	9.00	7	8.8%
	10.00	14	17.5%
	11.00	18	22.5%
	12.00	12	15.0%
	13.00	4	5.0%
	14.00	11	13.8%
	15.00	6	7.5%
Gender	Laki-laki	11	13.8%
	Perempuan	69	86.2%
Age	<20	9	11.2%
	>40	2	2.5%
	21 - 29	51	63.8%
	30 - 39	18	22.5%
Education	S1	27	33.8%
	S2	9	11.2%
	SMA/ Sederajat	38	47.5%
	SMP	6	7.5%
Occupation	IRT	3	3.8%
	Pegawai Negeri	8	10.0%
	Pegawai Swasta	22	27.5%
	Pelajar/ Mahasiswa	28	35.0%
	Swasta	2	2.5%
	Wiraswasta	17	21.2%
Income	<Rp. 1.000.000	18	22.5%
	> Rp. 4.000.000	17	21.2%
	Rp. 1.000.000 - Rp. 1.999.000	20	25.0%
	Rp. 2.000.000 - Rp. 3.999.000	25	31.2%
Valid		80	100.0%
Missing		0	
Total		80	

Source: Data Processed, 2017

Ordinal Regression Analysis model is used to determine the influence of several independent variables on dependent variable. In this research, the dependent variable is Consumer Buying Behavior, and independent variables are Credibility, Interactivity, Entertainment and Informativeness.

**Model Fitting Information****Table 4 Model Fitting Information**

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	341.587			
Final	254.233	87.354	19	.000

Source: Data Processed, 2017

In the table 4 about model fitting information, -2 Log Likelihood shows that without put independent variable (intercept only) the value is 341.587. However, with put dependent variable (final) the value is decreasing to 254.233. This value changing the chi-square value is 87.354. and significance of actual level 5% (sig. 0.000)

**Goodness of Fit Test****Table 5 Goodness of Fit Test**

	Chi-Square	df	Sig.
Pearson	675.647	850	1.000
Deviance	254.233	850	1.000

Source: Data Processed, 2017

Table 5 Goodness of Fit shows the fit test model with data. Pearson value is 675.647 with significance 1.000 (>0.05) and deviance value is 254.233 (>0.05). It means the model fits the empirical data or model fits the data well.

**Pseudo R-Square****Table 6 Pseudo R-Square**

Cox and Snell	.664
Nagelkerke	.674
McFadden	.256

Source: Data Processed, 2017

Table 6 Pseudo R-Square shows how big independent variable (Credibility, Interactivity, Entertainment, Informativeness) be able to explain dependent variable (Consumer Buying Behavior). These values as does the coefficient of determination in the regression. Cox and Snell value 0.664 (66.4%), Nagelkerke value 0.674 (67.4%) and McFadden value 0.256 (25.6%).

Among those three values of Pseudo R-square, the biggest value is Nagelkerke (0.674). It shows that Credibility, Interactivity, Entertainment, Informativeness are able to explain Consumer Buying Behavior as much as 67.4% while the rest 32.6% is explained by other factors that are not included in this research.

**Parameter Estimate****Table 7 Parameter Estimate**

	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Threshold	[Y = 3.00]	9.986	2.760	13.094	1	.000	4.577	15.394
	[Y = 5.00]	10.730	2.688	15.936	1	.000	5.462	15.999
	[Y = 6.00]	11.927	2.666	20.016	1	.000	6.702	17.152
	[Y = 7.00]	12.452	2.676	21.656	1	.000	7.208	17.696
	[Y = 8.00]	12.670	2.682	22.311	1	.000	7.413	17.928
	[Y = 9.00]	13.954	2.751	25.739	1	.000	8.563	19.345
	[Y = 10.00]	15.759	2.874	30.059	1	.000	10.126	21.393
	[Y = 11.00]	17.406	2.959	34.609	1	.000	11.607	23.205
	[Y = 12.00]	18.698	3.026	38.179	1	.000	12.767	24.630

	[Y = 13.00]	19.230	3.058	39.540	1	.000	13.236	25.224
	[Y = 14.00]	21.483	3.242	43.906	1	.000	15.129	27.838
	X1	.348	.123	8.076	1	.004	.108	.588
	X2	.408	.136	9.037	1	.003	.142	.673
	X3	.159	.126	1.596	1	.206	-.087	.405
	X4	.575	.138	17.387	1	.000	.305	.846
	[Gender=0]	-1.024	.660	2.408	1	.121	-2.317	.269
	[Gender=1]	0 <sup>a</sup>	.	.	0	.	.	.
	[Age=0]	2.130	1.418	2.256	1	.133	-.649	4.909
	[Age=1]	-3.944	1.818	4.706	1	.030	-7.508	-.381
	[Age=2]	1.181	.734	2.591	1	.107	-.257	2.619
	[Age=3]	0 <sup>a</sup>	.	.	0	.	.	.
	[Education=0]	.650	1.529	.181	1	.671	-2.347	3.647
	[Education=1]	1.257	1.810	.482	1	.487	-2.291	4.805
Location	[Education=2]	.831	1.423	.341	1	.559	-1.958	3.621
	[Education=3]	0 <sup>a</sup>	.	.	0	.	.	.
	[Occupation=0]	-.715	1.355	.278	1	.598	-3.370	1.941
	[Occupation=1]	.005	1.035	.000	1	.996	-2.024	2.034
	[Occupation=2]	.434	.671	.419	1	.518	-.881	1.749
	[Occupation=3]	1.191	.757	2.474	1	.116	-.293	2.675
	[Occupation=4]	-.268	1.524	.031	1	.861	-3.256	2.720
	[Occupation=5]	0 <sup>a</sup>	.	.	0	.	.	.
	[Income=0]	-1.837	.992	3.428	1	.064	-3.781	.108
	[Income=1]	-.419	.703	.354	1	.552	-1.797	.960
	[Income=2]	-2.671	.868	9.463	1	.002	-4.372	-.969
	[Income=3]	0 <sup>a</sup>	.	.	0	.	.	.

Source: Data Processed, 2017

Table 7 about Parameter Estimates above have to notice the Wald value and significance value. Variable X1 (Credibility) has Wald value 8.076 with sig. 0.004 (<0.05), variable X2 (Interactivity) has Wald value 9.037 with sig. 0.003 (<0.05), variable X3 (Entertainment) has Wald value 1.596 with sig. 0.206 (>0.05), and Variable X4 (Informativeness) has Wald value 17.387 with sig. 0.000 (<0.05). It shows that variable X3 which is Entertainment does not have significant influence on Consumer Buying Behavior of using Shopee. And Variable X1, X2, and X4 which are Credibility, Interactivity, and Informativeness have significant influence on Consumer Buying Behavior of using Shopee.

Based on the analysis, the formula of ordinal regression model in this research is shown as follows:

$$E(y) = \frac{e^{341.587 + .348X1 + .408X2 + .159X3 + .575X4}}{1 + e^{341.587 + .348X1 + .408X2 + .159X3 + .575X4}}$$

Where:

Y = Consumer Buying Behavior

$\beta_0$  = Intercept

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  = The Ordinal Coefficient of Each Variable

X1 = Credibility

X2 = Interactivity

X3 = Entertainment

X4 = Informativeness

e = Error Standard or Error Term



**F-Test****Table 8 F-Test**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	207.860	4	51.965	14.322	.000 <sup>b</sup>
	Residual	272.128	75	3.628		
	Total	479.988	79			

Source: Data Processed, 2017

In the table 8, the degree of freedom 1 (numerator) is 4 and degree of freedom 2 (denominator) is 75 with the level of significance is 0.05 ( $\alpha = 0.05$ ) and the level of confidence is 95% then  $F_{table}$  is 2.49. The result is  $F_{count}$  (14.322) >  $F_{table}$  (2.49). Since  $F_{count}$  is greater than  $F_{table}$  so  $H_0$  is rejected and  $H_1$  is accepted. It means independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted.

**Test of Parallel Lines****Table 9 Parallel Lines**

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	254.233			
General	215.829 <sup>b</sup>	38.404 <sup>c</sup>	190	1.000

Source: Data Processed, 2017

Table 9 shows the differences of -2 Log Likelihood between model with an intercept only and independent variable is as much as 215.829 with sig. 1.000 (0.05), then  $H_0$  accept that resulting model have equal parameter, so that selection of link function is fitted. But on the reverse, if this assumption is not fulfilled, then selection of link function is not fitted.

**Discussion**

Credibility, interactivity, entertainment and informativeness are important factors that influence consumer buying behavior. It is proved by the F-Test result that shows that all dependent variable (credibility, interactivity, entertainment, informativeness) have simultaneous effect on consumer buying behavior is as much as 67.4% while the rest 32.6% is explained by other factors that are not included in this research.

Consumer Buying Behavior is the dependent variable that influenced by independent variable which are credibility, interactivity, entertainment, informativeness simultaneously influence consumer buying behavior, but only 3 variable (credibility, interactivity, informativeness) do significantly affect consumer buying behavior. While variable entertainment does not has significantly affect consumer buying behavior. The 3 independent variables have influence consumer buying behavior because there are significant relationship between each independent variables and dependent variable. In sequential order, the most influencing variables that influence consumer buying behavior are Credibility, Interactivity and Informativeness.

**CONCLUSION AND RECOMMENDATION****Conclusion**

Based on the result of this research, the conclusion as follows:

1. The result of F-Test shows that the independent variable which are Credibility, Interactivity, Entertainment, and In-Formativeness have simultaneously effects on Consumer Buying Behavior as a dependent variable. It is because independent variables have significant value less than 5% (<0.05) and  $F_{count}$  (14.322) is greater than  $F_{table}$  (2.49).
2. The result of Ordinal Regression shows that variable Credibility, Interactivity, Informativeness has significant influence towards Consumer Buying Behavior on Shopee in Manado while variable Entertainment has no significant influence on Consumer Buying Behavior.

3. The influence of Credibility, Interactivity, Entertainment, and Informativeness on Consumer Buying Behavior is as much as 67,4% while the rest 32.6% is explained by other factors that are not included in this research.

### Recommendation

Based on the conclusions that have been put forward, there are recommendation that can be useful as suggestions, which are listed as flows:

1. Although the advertising that made by Shopee Indonesia can be categorized successful in introducing its products to customer. However, the company should be develops the quality of the products and the services to customer.
2. Shopee Indonesia should improve their promoting strategy through e-commerce in order to attract the customer by good TV advertising to make the customer to purchase.
3. Shopee Indonesia should design more unique advertising to attract customer interest.
4. Shopee Indonesia needs to provide and deliver a trusted information about the products through TV advertising.
5. Shopee Indonesia should improve their TV advertising quality so the customer could feel easier to access the information from the TV advertising.

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