

## **Influence of TV Commercial Toward Buying Interest (Comparison between BliBli.com and Lazada TV Commercial)**

Naila Farhani  
Universitas Padjadjaran

Tetty Herawaty  
Universitas Padjadjaran

Pratami Wulan Tresna  
Universitas Padjadjaran

— *Review of* —  
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### **ABSTRACT**

This research aims at understanding, studying, and analyzing the influence of TV commercial toward buying interest of consumers (comparison between Blibli.com and Lazada TV commercial). In this research, the free variables are TV commercials while the bound variables are buying interest. This research uses descriptive method with survey as its type of research. The sampling collection technique uses iterative sampling technique where the researchers take samples randomly due to the unknown amount of population. The respondents in this research are sixty-seven people. Primary data collection is done by observation, questionnaire, and interview to gain a description about TV commercial and buying interest. Secondary data are collected from literature study. The result shows that the condition of TV commercial toward buying interest at Blibli.com and Lazada generally is included into moderate category. Meanwhile, by using T-comparative test, the result shows that Lazada TV commercial more influences buying interest compared with Blibli.com TV commercial.

Keywords: TV commercial, buying interest, Blibli.com, Lazada

### **1. BACKGROUND**

Modern market business has been quite long time getting into Indonesian retail industry and in quick enlarging its market share to smaller areas. In recent era, retail business has undergone a situation of national and international-scaled stores in the form of modern shopping centers, hypermarkets, supermarkets, or department stores. With the rapid growth in the amount of retail companies, the rivalry in retail marketing is getting tougher.

Days by days, technology increasingly shows a rapid development. It makes retail companies in Indonesia be able to do some breakthrough or innovation. Started in 2010, there have been retails companies that offer and sell their products in online stores. By online system, companies do not need to have a store to sell their products. It is enough with the headquarters and all activities can be controlled. The ease offered from online system is that consumers do not need to go to the store. They easily order from their smartphones or gadgets. The companies that perform online business will gain benefit in attracting new consumers. The amount of online business emerged in Indonesia is caused by some factors. One of the factors is that Indonesia is the sixth largest internet users in the world.

Blibli.com is one of e-commerce in Indonesia with online shopping in the style of mall as the concept. Within its concept, Blibli.com expects Indonesian people used to shop in mall

will easily look for the things they need only by accessing Blibli.com website. People can access the website wherever and whenever they want. Blibli.com is the first product of PT. Global Digital Niaga which is the subsidiary of Djarum Company in the field of digital that has been launched in 2012. Blibli.com provides various male and female needs, starting from clothes, accessories, shoes, bags, etc.

Beside Blibli.com, there is also Lazada which is one of online retail companies that has been established since 2012. Lazada provides needs such as clothes, accessories, make ups, and household needs with various prices so consumers can conform the products they need to the prices they want. As one of the most popular retails in Indonesia, Lazada also offers discount in particular time. The payment system can be by transfer or cash-on-delivery (COD). So the consumers can determine the type of payment they want.

## 2. LITERATURE STUDY

### 2.1. Advertising

Advertising is one of the most important promotion tools that connects companies with consumers. According to Wells, Burnet, and Moriarty (2000) in Biradar (2014: 217), advertising is “*paid non-personal communication from an identified sponsor using mass media to pursued or influence an audience.*” Meanwhile, advertising according to Kotler (2000: 590) is “all forms of presentation and non-personal idea, good, or service promotions by a certain sponsor that needs payment.”

According to Freddy Rangkuti (2000: 171), “advertising is one of ways to educate or inform people about our products.” Through advertising, companies can inform what and how the product of the companies. It is how the product can fulfill the consumers’ need and how the consumers can get the product. A good advertisement can create attractiveness, good perception, and good image, even it can place the product very well in the middle of rivalry.

### 2.2. Advertising Dimension

According to Phillip Kotler in his book entitled *Marketing Management: Analysis, Planning, Implementation, and Control*, the following table consists of dimensions of advertising:

To inform	
Telling market about a new product Explaining existing service Proposing a new use of product Correcting wrong impression	Telling market about price change Lacking self-anxiety Explaining how a product works Building company’s image
To persuade	
Forming brand preference Encouraging brand expert Altering buyers’ perception toward brand attribute	Persuading buyers to buy now Persuading buyers to accept selling visit
To remind	
Reminding buyers that the product will be needed in future Reminding buyers where to buy	Making buyers keep remember the product even though it is not the season Maintaining product awareness

### 2.3. Buying Interest

According to Simamora (2001: 106), it is stated that “buying interest (buying intention) toward a product comes up due to the existence of trust toward the product together with the ability to buy the product. Besides, buying intention toward a product can also be happened due to people’s influence trusted by consumer-to-be.”

Ajay and Goodstein (1998: 67) state that if we want to influence someone then the best way to do is to study what is in his mind. Therefore, we will not only get a piece of information about that person but also how the process of information can run and how to utilize it.

#### **2.4. Buying Interest Dimension**

According to Schiffman and Kanuk (2009) in Tseng, Lin, & Chien-Hsiung (2012: 48), buying interest is considered as consumer measurement of buying certain product where a high buying interest will impact on a quite high probability in deciding to buy. These are components to measure buying interest:

- a. Interested to search for information about product  
A consumer will do activity of searching for update information about good and service product which are suitable for consumer’s need.
- b. Considering to buy  
Desire from consumer himself comes up to buy a product. The consumer collects information about competing brands then evaluates choices and starts considering to buy the product.
- c. Interested to try  
Consumer’s interest to try a desired product.
- d. Willing to know product  
After having interest to try a product, a consumer will have willingness to know the product.
- e. Willing to have product  
A consumer will give a special attention to a brand that gives benefit. In the end, the consumer will decide the product through evaluating attribute and fostering intention to buy or to have the desired product.

### **3. RESEARCH METHOD**

#### **3.1. Research Object**

The research objects are TV commercials (informing, persuading, and reminding) and buying interest (interested to search for information about product, considering to buy, interested to try, willing to know, and willing to buy product). This research is conducted to consumers and consumers-to-be of Blibli.com and Lazada that have watched the TV commercials from both companies located in Jakarta.

#### **3.2. Research Method**

##### **3.2.1. Research Design**

The type of research based on the type of data and analysis conducted is quantitative while the type of research based on the method used is survey research. It is because the sample taken from big or small population used to measure symptoms occurred to variable.

The data analysis done in this research is descriptive analysis that aims at answering the first and second research purposes, simple linear regression, Pearson correlation, determination coefficient, and T-test.

### 3.2.2. Type of Research

The type of method used by the writer is quantitative method. According to Sugiyono (2010: 13), quantitative method is “a research method based on positivism philosophy used to study particular population or sample. Sampling technique usually is done randomly. Data collection uses research instrument. Data analysis is quantitative or statistic with the purpose to test the hypothesis that has been set.”

The type of this research is descriptive analysis. According Sugiyono (2010: 11), descriptive research is “a research done to discover independent variable value, either one independent variable or more without making comparison or relating one variable to the other variable.”

### 3.2.3. Data Source

Based on the source or the way the data is gained, the data in this research is divided into two types. They are:

- 1) Primary data are the data gained directly from research objects where the researchers gain the data or information directly by using instruments that have been set with interviewees coming from consumers and/or consumers-to-be of Blibli.com and Lazada that have watched the TV commercials from both companies.
- 2) Secondary data are the data gained from reports, documents, websites, and articles related to Blibli.com and Lazada.

## 3.3. Population and Sample

### 3.3.1. Population

According to Sugiyono (2008: 90), population is “generalization area that consists of object/subject whose particular quality and characteristic that have been set by a researcher to be studied and further be concluded.”

The population in this research is all consumers and/or consumers-to-be that have watched the TV commercials from Blibli.com and Lazada located in Jakarta.

### 3.3.2. Sample

The definition of sample according to Sugiyono (2008: 91) is “a part of amount and characteristic owned by the population. If the population is big and a researcher cannot study all of the population, due to the limit of fund, power, and time, then a researcher can use sample taken from the population.”

Sampling is done by using non-probability sampling; that is using incidental sampling. The definition of non-probability sampling according to Sugiyono (2010: 218) is “a sampling technique that does not give similar opportunity or chance to each population element or member to be chosen as sample.” The definition of incidental sampling according to Sugiyono (2010: 122) is “a sampling technique based on coincidence. Whoever coincidentally meets the researcher, it can be used as sample if the sample is suitable for data source.”

The way to decide the amount of sample from this research uses iterative sampling technique. The use of iterative sampling technique is used due to the amount of consumers' population or consumers-to-be of Blibli.com and Lazada that have watched the TV commercials from both companies cannot be known certainly. So that it is necessary to do calculation of minimum sample amount to gain the number of respondents that will be studied. Based on the calculation of sample size, there will be sixty three respondents.

### 3.4. Data Collection Technique

The data collection techniques done in this research are

1) Field research

This research is conducted by spreading questionnaire to respondents that have shopped or watched the TV commercials of Blibli.com and Lazada to gain relevant information with the research.

2) Library research

The researchers study the existing literatures that are suitable for the subject in order to be the foundation of this research. The literatures are books, articles, and journals related to TV commercial, buying interest, consumer behavior, research method, statistics, and other reading sources.

### 3.5. Data Analysis

The data analysis done in this research is descriptive analysis. It is used to see how a description of a situation based on existing data. This data analysis is done to answer the research purposes number 1 and 2. The descriptive data in this research uses two ways: (1) descriptive frequency with percentage for description per item of question and (2) descriptive continuum line for descriptive categorization per its indicator.

### 3.6. Simple Linear Regression

Simple linear regression is used to know the alteration happens to TV commercial variable if buying interest variable undergoes alteration. The equation of simple linear regression is:

$$a = \frac{\sum Y - b(\sum X)}{n} \quad b = \frac{n\sum XY - (\sum X)(\sum Y)}{n(\sum X^2) - (\sum X)^2}$$

$$Y = a + bX$$

with:

a: constant

b: addition or reduction score of variable Y if X increases or measures one unit

X: free variable of TV commercial

Y: bound variable of buying interest

### 3.7. Pearson Correlation

This coefficient of Pearson correlation is used to know how close the relation between TV commercial variable (X) with buying interest variable (Y). The following is the formula of Pearson correlation.

$$r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{\{n\sum x^2 - (\sum x)^2\} \{n\sum y^2 - (\sum y)^2\}}}$$

with:

r: Pearson correlation coefficient

n: size of observed sample

x: TV commercial variable

y: buying interest variable

### 3.8. Determination Coefficient

Determination coefficient is counted to know the value of contribution of TV commercial variable toward buying interest. The value of  $r^2$  has interval between 0—1 ( $0 \leq r^2 \leq 1$ ) with formula:

$$DC = r^2 \times 100\%$$

with:

DC: determination coefficient

$r^2$ : Pearson correlation coefficient

### 3.9. T-test

The test of two samples is a comparative test. The purpose of this test is to compare whether both data are similar or not. T-test of two samples can be divided into two types. They are T-test of two pairing samples and T-test of two free samples.

Here is the formula of T-test of two samples hypothesis:

Step 1. Making  $H_0$  and  $H_1$  in the form of sentences:

$H_0$  : buying interest after watching Blibli.com TV commercial = buying interest after watching Lazada TV commercial

$H_1$  : buying interest after watching Blibli.com TV commercial  $\neq$  buying interest after watching Lazada TV commercial

Step 2. Making  $H_0$  and  $H_1$  in the form of statistic model:

$H_0: \mu_1 = \mu_2$

$H_1: \mu_1 \neq \mu_2$

Step 3. Finding mean ( $\bar{x}$ ); standard deviation ( $s$ ); variance ( $S$ ), and correlation.

Step 4. Finding  $t_{\text{count}}$  using formula:

$$\frac{x_1 - x_2}{\sqrt{\frac{S_1}{n_1} + \frac{S_2}{n_2} - 2r\left(\frac{s_1}{\sqrt{n_1}}\right) + \left(\frac{s_2}{\sqrt{n_2}}\right)^2}}$$

Step 5. Determining testing rule

- Significance level ( $\alpha = 0,05$ )

Step 6. Comparing  $t_{\text{table}}$  with  $t_{\text{count}}$

## 4. RESULT

### 4.1. Condition of Blibli.com and Lazada TV Commercials

Blibli.com is one of online retails in Indonesia. Blibli.com has been established since 2012. From the beginning until now, there are many TV commercials produced by Blibli.com. Blibli.com realizes that advertising is very important to promote their products. Generally, Blibli.com only produces TV commercials in particular moments such as Eid Mubarak, Christmas, school holiday, etc. The airing commercials are quite various. The example is when approaching Christmas, Blibli.com airs two TV commercials in the theme of Christmas. In other words, it can be said that Blibli.com is highly aware in airing commercials.

Besides, the commercials of Blibli.com are light enough. Being light enough means the TV commercials from Blibli.com do not need a high concentration so that people who watch them will be more relax. Each TV commercial of Blibli.com is aired on thirteen national television in Indonesia such as RCTI, SCTV, Indosiar, MNC TV, Trans TV, Trans7, Global TV, Metro TV, TVOne, ANTV, Kompas TV, NET TV and TVRI.

In this case, Lazada as one of online retails in Indonesia uses TV commercial as one of their promotion media. In the field of online retail, Lazada has quite many competitors like Blibli.com, Elevenia, Tokopedia, and its newest competitor, MatahariMall that is vigorous promoting their products through TV commercial. Due to the number of competitors, Lazada always keeps trying to raise the frequency and quality of their TV commercial in maintaining the existence of Lazada. Until now, the condition of Lazada's

TV commercial is good enough. It is evident in the calculation result of people who visit Lazada's website and buy some products.

#### 4.2. Condition of Blibli.com and Lazada Buying Interest

Broadly speaking, buying interest on Blibli.com is included into total score category of buying interest on Blibli.com consisting of five indicators of result from all respondents at the amount of 1017 from maximum score 1675. It shows that respondents' curiosity about offered products by Blibli.com is affected by other factors. TV commercial factor does not affect too much. It can be seen from most of respondents who answer in doubt. Based on the interview with respondents, they tend to be more influenced and more curious about a product based on the advertisement on their gadget. It is caused by most of respondents who always use their gadget around twelve hours a day so that the information is easier to get from the gadget.

The result of descriptive analysis shows that broadly, consumers' buying interest on Lazada is bigger than on Blibli.com. It can be seen from the total score gain on buying interest variable consisting of five indicators. The following table shows that the total score of buying interest on Lazada is 112. The score is bigger than Blibli.com's score which is 1017.

Until now, the condition of buying interest on Lazada Company is good enough. It is due to the origin of Lazada that is popular enough for Southeast Asia citizens and due to various products offered and also many conveniences that will be owned by the consumers. Lazada is still the best online company in Indonesia and becomes top of mind for Indonesian people.

#### 4.3. Test Result

##### 4.3.1. Simple Linear Regression

###### 4.3.1.1. Blibli.com

Based on the simple linear regression test using SPSS for Windows 20.0, it is gained the score a is 2.087 and score b is 0.316. So that, it can be formed the model of simple linear regression equation as set herein under:

$$Y = 2.087 + 0.316X$$

The score a and b in the simple linear regression equation above, it can be interpreted:

a = 2.087 means : if Blibli.com TV commercial is valued 0 unit then buying interest will be valued 2.087 unit

b = 0.316 means : if Blibli.com TV commercial increases one unit then buying interest will increase 0.316 unit

###### 4.3.1.2. Lazada

Based on the simple linear regression test using SPSS for Windows 20.0, it is gained the score a is -0.976 and score b is 0.434. So that, it can be formed the model of simple linear regression equation as set herein under:

$$Y = -0.976 + 0.434X$$

The score a and b in the simple linear regression equation above, it can be interpreted:

a = -0.976 means : if Lazada TV commercial is valued 0 unit then buying interest will be valued -0.976 unit

b = 0.434 means : if Lazada TV commercial increases one unit then buying interest will increase 0.434 unit

### 4.3.2. Pearson Correlation

#### 4.3.2.1. Blibli.com

Based on the calculation using SPSS 20.0, it is gained the correlation coefficient score of TV commercial toward buying interest on Blibli.com at the amount of 0.584. According to Sugiyono's criteria (2012: 214), the correlation coefficient score states a moderate relationship because it gets into interval 0.40—0.599. Thus, it can be stated that the relationship between TV commercial variable toward buying interest on Blibli.com is categorized as moderate.

#### 4.3.2.2. Lazada

Based on the calculation using SPSS 20.0, it is gained the correlation coefficient score of TV commercial toward buying interest on Lazada at the amount of 0.745. According to Sugiyono's criteria (2012: 214), the correlation coefficient score states a strong relationship because it gets into interval 0.60—0.799. Thus, it can be stated that the relationship between TV commercial variable toward buying interest on Blibli.com is categorized as strong. Lazada increases positively so that the buying interest on Lazada will also raise, vice versa.

### 4.3.3. Determination Coefficient (Blibli.com & Lazada)

#### 4.3.3.1. Blibli.com

Based on the calculation using SPSS 20.0, it is gained the result of determination coefficient at the amount of 34.1%. It shows that TV commercial gives impact 34.1% to buying interest on Blibli.com and the rest 65.9% are given to other factors that is not observed in this research. Based on the criteria stated by Riduwan (2007: 89), the coefficient score is included into weak category because it is placed on interval 20.00%—39.99%. It shows that the contribution of TV commercial of Blibli.com is weak in influencing buying interest on Blibli.com. It means there are other factors that more influence the buying interest of consumers of Blibli.com beside TV commercial factor that is not observed in this research.

#### 4.3.3.2. Lazada

Based on the calculation using SPSS 20.0, it is gained the result of determination coefficient at the amount of 55.5%. It shows that TV commercial gives impact 55.5% to buying interest on Lazada and the rest 44.5% are given to other factors that is not observed in this research. Based on the criteria stated by Riduwan (2007: 89), the coefficient score is included into moderate category because it is placed on interval 40.00%—79.99%. It shows that the contribution of TV commercial of Lazada is enough in influencing buying interest on Lazada beside other factors that are not observed in this research.

### 4.3.4. T-test

$H_0$ : buying interest after watching Blibli.com TV commercial = buying interest after watching Lazada TV commercial

$H_1$ : buying interest after watching Blibli.com TV commercial  $\neq$  buying interest after watching Lazada TV commercial

$H_0 : \mu_1 = \mu_2$

$H_1 : \mu_1 \neq \mu_2$

Based on the calculation, it is gain the result that t score at the amount of -2.636 and t table at the amount of 0.290 gained using Microsoft Excel. It shows that  $H_0$  is



denied because the score -2.636 is on  $H_0$  denial area, and  $H_1$  is accepted. It signifies that there is differentiation of mean score of buying interest on Lazada and Blibli.com after watching the TV commercials from both companies.

## 5. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusions

1. The condition of TV commercial of Blibli.com that covers informing, persuading, and reminding dimensions includes a good category. Meanwhile, the condition of TV commercial of Lazada includes a moderate category. It signifies that overall, TV commercial of Blibli.com is more informative than Lazada.
2. TV commercial of Blibli.com influences positively toward buying interest on Blibli.com. The more positive TV commercial of Blibli.com is, the more positive consumers' buying interest on Blibli.com is.
3. TV commercial of Lazada influences positively toward buying interest on Lazada. The more positive TV commercial of Lazada is, the more positive consumers' buying interest on Lazada is.
4. There is differentiation of mean score between buying interest after watching TV commercial of Blibli.com and buying interest after watching TV commercial of Lazada.
5. The biggest contribution score is owned by Lazada. It can be seen from determination coefficient score of Lazada at the amount of 55% which is bigger than Blibli.com. So that, it can be said that TV commercial of Lazada is more influencing buying interest than Blibli.com.

### 5.2. Suggestions

1. It is suggested to Blibli.com and Lazada to set the TV commercial airing at prime time and set it more frequent.
2. For Blibli.com, it is suggested to employ famous artists as their brand ambassador to give a positive impact on people.
3. It is suggested for Lazada to employ famous and good reputation artists as their brand ambassador to attract buying interest from consumers and consumers-to-be that have watched TV commercial of Lazada.
4. It is suggested for Lazada to create a memorable and ear-catchy tagline for people.
5. For Lazada, it is suggested to collaborate with cable TV company to air their products because recent era, people start to subscribe cable TV.
6. It is suggested to start developing advertisement not only on television but also other media in order to be in line with recent technology development.

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