

## CREATING ONLINE PURCHASE DECISION AND BRAND IMAGE BASED ON ADVERTISING EFFECTIVENESS WITH EPIC MODEL

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**Abstract.** Nowadays the internet has brought drastic and significant changes in all aspects, especially in the dynamics of business development. With online ads carried out by Tiket.com, it is expected that brand image of its services will also increase. Along with increasing brand image after seeing promotions from online advertisements conducted by Tiket.com with the promos that have been provided, it makes tourists want to make purchase decision on Tiket.com. The effectiveness of online advertising is an important factor to support the image of a brand which can lead to purchasing decisions on a product or service. The research method used is quantitative with structural equational model techniques analysis using SmartPLS 2.0 software. The study results showed that contribution of Advertising Effectiveness directly influenced by Brand Image was 81,22%. The remaining 18,78% was influenced by other factors that cannot be explained in this study. Then, the contribution of Advertising Effectiveness and Brand Image simultaneously influenced by Online Purchasing Decision was 87,59%. The remaining 12,41% was influenced by other factors that cannot be explained in this study. It can be concluded that, Brand Image has roled as mediator between Advertising Effectiveness and Online Purchasing Decision, because indirect influence was greater than direct influence.

**Keywords:** *Advertising effectiveness, Epic model, Brand image, Online purchasing decision.*

**Abstrak.** Saat ini internet telah membawa perubahan drastis dan signifikan dalam semua aspek, terutama dalam dinamika pengembangan bisnis. Dengan iklan *online* yang dilakukan oleh Tiket.com, diharapkan juga dapat meningkatkan citra merek perusahaannya. Seiring dengan meningkatnya citra merek setelah melihat promosi dari iklan *online* yang dilakukan oleh Tiket.com dengan berbagai promo yang telah disediakan, akan membuat wisatawan ingin membuat keputusan pembelian *online* di Tiket.com. Efektivitas iklan merupakan faktor penting untuk mendukung citra merek yang kemudian dapat mengarah pada keputusan pembelian *online* pada suatu produk atau layanan. Metode penelitian yang digunakan adalah kuantitatif dengan teknik analisis *structural equational model* menggunakan perangkat lunak SmartPLS 2.0. Hasil penelitian menunjukkan bahwa kontribusi Efektivitas Iklan secara langsung mempengaruhi Citra Merek adalah 81,22%. Sisanya 18,78% dipengaruhi oleh faktor lain yang tidak dapat dijelaskan dalam penelitian ini. Kemudian, kontribusi Efektivitas Iklan

dan Citra Merek secara simultan mempengaruhi Keputusan Pembelian *Online* adalah 87,59%. Sisanya 12,41% dipengaruhi oleh faktor lain yang tidak dapat dijelaskan dalam penelitian ini. Dapat disimpulkan bahwa Citra Merek telah berperan sebagai mediator antara Efektivitas Iklan dan Keputusan Pembelian Online, karena pengaruh tidak langsung lebih besar daripada pengaruh langsungnya.

**Kata Kunci:** Efektivitas iklan, Model *epic*, Citra merek, Keputusan pembelian *online*.

## INTRODUCTION

Nowadays the internet has brought drastic and significant changes in all aspects, especially in the dynamics of business development. For example, electronic commerce that has an internet service in the form of buying and selling online. Reporting from wartaekonomi.co.id (2019) the growth of electronic commerce market in Indonesia is increasing every year. Euromonitor states since 2014 in Indonesia, online sales have reached US \$ 1.1 billion. This is supported by the Director of Informatics Empowerment who said that the growth of E-Commerce in Indonesia reached 78 percent and it was the largest figure in the world. (www.republika.co.id, 2019).

Indonesia has the highest value in e-commerce growth. This will certainly be an opportunity for business people to do business that can facilitate the public in their need not to come directly to the store. Reporting from ekbis.sindonews.com (2019), the digital trading industry is a business that makes a sizeable contribution to the Online Travel Agent sector. Google and Tamasek also said that the online travel agent sector will grow 15% every year until 2025.

One of most online travel agent business is PT. Global Tiket Network or Tiket.com, which engaged in areas that require online travel agent services and Tiket.com has innovations to offer online ticket buying and selling services that focus on online booking and ticketing services. Beforehand, Tiket.com sites offers services that facilitate hotel bookings, concert tickets and films. The uniqueness of Tiket.com is that, you can book round-trip flight tickets from two different airlines, book hotel rooms and flight tickets (tiket.com, 2019).

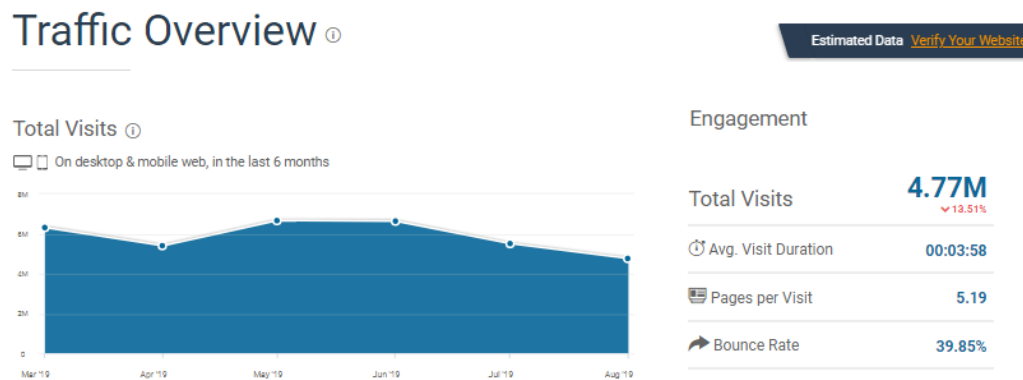
Tiket.com is also a search engine option that is in need of online travel services. Based on the results of the comparison percentage of the top 5 organic keywords and top paid keywords summarized by similar web (2020), it shows that 43.95% of Tiket.com visitors come from search engine traffic search results and 51.32% of them are pure search results and the rest 48.68% comes from the results of ads referrals from search engines. Tiket.com carries the tagline "Ease there is a ticket" provides services for prospective customers to facilitate ordering tickets and hotels. Tiket.com also categorizes products and services sold on its website to make it easier for consumers to find their needs.

Digital advertising is starting to become a trend in the digital era, brand owners are starting to make digital media a new media for promotion and marketing. The existence of social networking sites is a good business opportunity to market or promote products to be sold. Online-based advertising activities carried out by Tiket.com are opportunities to

attract customers, Tiket.com has many promos that make people interested in booking flights through Tiket.com's online travel agent services.

Marketing research company PT Sigi Kaca Pariwisata released data related to ecommerce companies that are pouring their money into advertising promotions on television. Based on data received by CNNIndonesia.com, during the period from January to November 2019, Tiket.com was rank in the 9<sup>th</sup> positions out of 10 e-commerce shopping, for the most television advertimesent . In addition, other data from Sigi Kaca Pariwisata in January-November 2018 period, Tiket.com dominates television commercials with 13,938 commercials, and it is in the top third position. Overall, the ecommerce industry in January-November 2019 was recorded at Rp4.44 trillion, down 3.90 percent compared to last year at Rp4.62 trillion. In terms of number of advertisements, this year recorded 126,607 ads, down 10.80 percent compared to 2018 (www.cnnindonesia.com, 2019).

Reporting from money.kompas.com (2019), there was a decrease in transaction orders or requests. This is supported by the data from the last six months, stated that Tiket.com has experienced a decline in visitors following the results of the traffic overview.



**Figure 1.** Traffic Website Tiket.com

Source: similarweb, 2019

As we can see from the picture above (Figure 1), the total end of desktop and mobile web in the last six months experienced fluctuations. On March there were as many as 6,300,000 thousand visitors, in April 5,400,000 showed a decrease from the previous month in May - June there were 6,500,000 thousand visitors. For the month of July and August decreased again by 5,500,000 thousand in July 4,475,000 in August which means that at in the last two months decreased visitors for that Tiket.com must maintain its brand to continue to exist in the world online travel agent.

The increasingly stringent development of online travel agents makes Tiket.com have to be able to compete in facing various competitor threats in achieving top brands, here are some Tiket.com competitors in phase 2 of the top brand index 2019 namely:

SITUS ONLINE BOOKING TIKET PESAWAT DAN TRAVEL			SITUS ONLINE RESERVASI HOTEL		
BRAND	TBI 2019		BRAND	TBI 2019	
Traveloka.com	30.0%	TOP	Traveloka.com	27.5%	TOP
Tiket.com	6.0%		Pegi-peggi.com	13.1%	TOP
Trivago.co.id	4.9%		Mistraladin.com	9.8%	
Agoda.com	2.7%		Trivago.co.id	8.5%	
Pegipegi.com	1.8%		Tiket.com	3.2%	

**Figure 2.** Phase 2 of Top Brand Index 2019

Source: [www.topbrand-award.com](http://www.topbrand-award.com), 2020

From the results of in Figure 2 above, it can be seen that the Top Brand index phase 2 of 2019 has 5 competitors that are the same as Tiket.com, the similarity is seen from the same market share, similarity of products and services offered and others. from the table above it can be seen that the first rank of the online hotel booking site from 2018-2019 is still achieved by Traveloka.com and for the last five that is also still being achieved by Tiket.com it indicates that Tiket.com has to try harder in gaining its market share then Therefore, it is important to keep the Brand Image in the eyes of its customers in order to remain the top brand of travel agent online sites.

Measuring an advertisement must be done regularly and continuously, because the effectiveness of advertisements can be determined by conducting a research a research. Measuring advertising effectiveness can use these several methods, namely: Customer Response Index, Customer Decision Model, Direct Rating Method and EPIC model. The method used in this research is the EPIC model, because of several considerations of the suitability and accuracy of the method used. EPIC model is a communication approach developed by AC Nielsen which is one of the leading marketing research companies in the world (Reyes, *et al.*, 2019; Nielsen, 2000). The EPIC model separates the four critical dimensions of an advertisement, namely Empaty, Persuation, Impact, and Communication.

Because advertising is one of the means of marketing and means of information which plays an important role and is a vital part of the life of the communication media for the development of the business world, in the selection of advertising media, companies must be more observant and make considerations in choosing the media that will be used as a means. effective marketing for the company. With online ads carried out by Tiket.com, it is expected that the brand image of its services will also increase. Along with the increasing brand image after seeing promotions from online advertisements conducted by Tiket.com with the promos that have been provided, it makes tourists want to make a purchase decision on Tiket.com services. The effectiveness of online advertising is an

important factor to support the image of a brand which leads to purchasing decisions on a product or service.

Previous research entitled “The Effect of Advertising Effectiveness on Buying Interest Mediated by Brand Image” by Fitriana (2003) found that there was a partially significant influence on the effectiveness of advertising and brand image on purchase intention. Furthermore, there is also a simultaneous significant influence on the effectiveness of advertising and brand image on purchase intention. And brand image mediates the effect of advertising effectiveness on purchase intention, this is evidenced when the brand image is regressed together, the results have no significant effect.

But another author with a paper entitled “Understanding Online Interruption-Based Advertising: Impacts of Exposure Timing, Advertising Intent, and Brand Image” by Chen, *et al.* (2009) said that brand image was found to moderate the effect of advertising intentions on consumer purchase intentions. Participant responses also indicated that ads promoting weak brands with unfavorable images tend to enjoy higher purchase intentions when displayed in the prediction phase compared to the postaddition phase. The theoretical and practical implications along with suggestions for future research are discussed.

Effective or not the promotional tiket.com as a source of information needed by consumers, depending on the information presented. Effectiveness in promotional activities is indeed needed by a company to introduce new products or services produced to the wider community. It can be said that effectiveness is a measure of success in carrying out an action. Based on the background, we want to know the effectiveness of Tiket.com ads on brand image and their impact on creating online purchase decision.

## LITERATURE REVIEW

**Advertising Effectiveness.** According to Septianto and Tjiptono (2019: 190) advertising is a shape of promotion and presentation idea from a product or service, like a print media advertising, online media advertising, electronic media advertising, posters, brochures, and others. According to Kotler and Keller (2016: 607), advertising can be a cost effective way to spread the message, either to build brand preferences or to educate consumer. Even in now's challenging environment, good advertising can produce results. According to Morissan (2015: 17), advertising was defined as a shape of nonpersonal communication about idea, product, service, or organization paid for by one known sponsor. The word 'nonpersonal' means that an advertisement involves mass media (TV, radio, magazines, newspapers) which can send messages to a large number of groups or individuals at same time. According to Morissan (2015: 18) advertising is a form of promotion that is best known and most widely discussed, because of the broad reach of advertising. According to Morissan (2015: 19) advertising goals differ from one company to another. A company advertises in order to get an immediate response or action through advertising. But other companies may aim to develop more awareness or want to form a positive long-term image of the goods or services they produce.

According to Durianto (2003: 86) in Indah & Maulida (2017), the EPIC model is a measurement tool, to quantify the effectiveness of advertising with a communication approach developed by AC Nielsen, one of the world's leading marketing research companies. Includes four dimensions, namely empathy, persuasion, impact, and communication as follows:

1. Empathy. Empathy is a state which person feels himself in the same state of feeling or thought as another person. In general, social media users understand the content of information conveyed by advertisements on social media which initially had no emotional meaning for the social media users. Consumer empathy needs to be increased through advertising so that it is interested in understanding the contents of an advertisement issued by the company as a fulfillment of consumer desires. By promoting through advertising, indirectly will increase a person's desire to understand the contents of the ad and look for the ad.
2. Persuasion. Persuasion is a change that occurs with the trust of social media users, attitudes and behavioral desires caused by a promotional communication from social media. The advertisements submitted need to be easily understood and interesting so that consumers' interest in the product increases and there will be a feeling of wanting to know more about a product that attracts consumers. The Persuasion dimension informs what an advertisement can provide for enhancing or strengthening the character of a brand.
3. Impact. Whether a brand can stand out compared to other brands in the same category and whether advertising is able to influence consumers in the message delivered. The desired impact of the results of promotions on social media is an increase in knowledge about social media by looking at the frequency of activeness of users opening social media and how often to visit social media. Using attractive advertising through practical media such as social media will increase consumers' desire to find additional information, and try products that attract their attention.
4. Communication. The communication dimension provides information about the ability of consumers to remember the main message conveyed, as well as emphasizing the understanding of social media users and the strength of the impression left from the information provided on the ad.

**Brand Image.** According to Priansa (2017: 265), brand image illustrates the involvement between consumers and brands that has come from experience. According to Keller (2013: 77), brand image is the value and meaning attached to consumers through a product or service. Based on the description, what is meant by Brand Image is consumer response to a company brand that ends in consumer confidence in the company. Following are the list of dimensions of Brand Image theory:

1. Strength of Brand Association, a marketing communication program that is consistent all the time created can build a brand image in consumers' memories
2. Favorite of Brand Association, a marketing communication program where the target market is directed at the Brand's ability to be easily remembered by consumers

3. Uniqueness of Brand Association, a marketing communication program that has two references looking at similarities and differences with other brand or product associations.

**Online Purchasing Decision.** In principle, the behavior of each type of online consumer has the same foundation, namely motivation, preferences, activities and forms based on online travel agent. According to Ismayanti (2010: 75) variations in online travel agent consumer can be viewed from a variety of approaches including psychography, socio-economics, geography, and travel patterns. The decision to purchase through online travel agent is the process by which a consumer makes an assessment and chooses an alternative that is needed based on certain considerations. As has been said by Kotler and Keller (2016: 188) that consumer behavior is affected by social, cultural, and personal factor, especially related to the online purchasing decision. According to Kotler and Keller (2016: 188) the purchase decision process includes five stages, namely:

1. Introduction of needs, namely the process of purchasing decision making where consumers recognize a problem or need. The process of buying was start when buyer realizes a need or problem that is triggered by internal stimulist. Marketers must to identify the conditions that trigger certain needs by gathering more information from consumers. Then they can make and develop new marketing strategies based on consumer needs.
2. Information search, which is a purchasing decision-making process where consumers can only increase attention or look for information and they are more interested in finding more information. There are various sources of information, such as personal, commercial, public, and experience sources. If the need is very important for consumers, the will search for more deeper information.
3. Evaluation of various alternatives, namely the process of purchasing decision where consumers use the information to make an evaluation alternative brands contained in various choices. After going through the stages of information search, consumers will face a number of brands to choose from, the selection of these alternatives through a number of specific processes.
4. Purchasing decisions, namely the process of purchasing decisions in which consumers actually buy products. The purchasing decision is an alternative to a consumer choice as process of integration that combines the knowledge to evaluate all of alternative behaviors, and an activity of choosing various brands that exists to solve the problems faced by each individual consumer.
5. Post-purchase behavior, which is the process of evaluating purchasing decisions that have been made before, whether it is in accordance with the desires and needs that were needed before. After purchasing, consumers will have an experience in the level of satisfaction or dissatisfaction. Consumers will also carry out several activities to buy products that attractive to marketers. The task of marketer is not finished after consumer buys product, but will continue until post-purchase period.

**Relationship between Advertising Effectiveness and Brand Image and Online Purchasing Decision.** Effective advertising can provide stimulus in the form of visual stimuli to the recipient of the message, so that it has an appeal to buy a product or service. Integrated advertising message strategies, like other types of advertising message strategies, are considered as communication efforts that are able to create an effective positive brand image (Adetunji, *et al.*, 2014: 315). Malik, *et al.* (2013: 121) said that brand image has significant and positive effect to consumer buying decision. Moreover, advertisement also has positive and significant effect on consumer buying decision as a result shows that advertising also plays a dynamic role especially in adolescent behavior. Based on previous research conducted by Masikah and Alwie (2016: 188), advertising effectiveness has a significant effect on purchasing decisions through Wardah's cosmetic Brand Image in Pekanbaru City. Effective and ideal advertising which tries to build of powerful brand image, this factor is the real contributor towards the impact of advertising on consumers buying behavior (Ahmed and Ashfaq, 2013: 4).

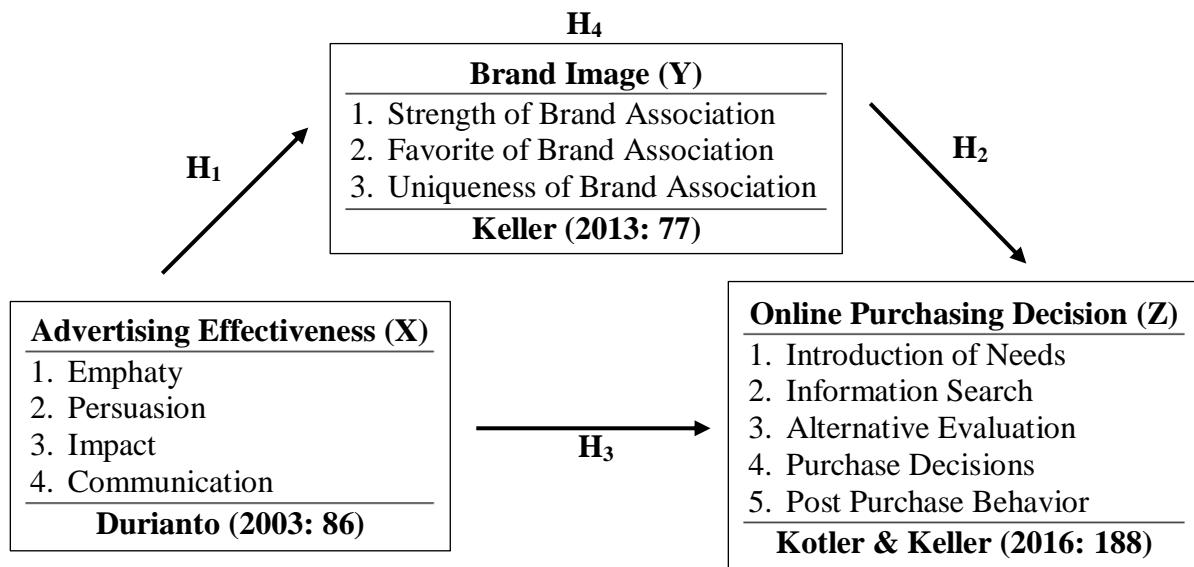
*H1 : The effectiveness of advertising has a positive and significant effect on Brand Image.*

*H2 : Brand Image has a positive and significant effect on Online Purchasing Decisions.*

*H3 : Ads effectiveness has a positive and significant impact on Online Purchasing Decisions.*

*H4 : Ads effectiveness has significant effect on Online Purchasing Decisions through Brand Image.*

The research framework model is developed based on theoretical descriptions and the results of previous studies, in which it is shown in Figure 3 as follows:



**Figure 3.** Research Framework Model

Source: Processed by Researchers, 2020



## METHOD

**Types of Research.** The method of research was used is quantitative research with descriptive and causal approaches. According to Sugiyono (2014: 8), quantitative approaches are based on the positivism philosophy, which is used to examine specific populations or samples, then use research instruments for collecting data, analyze quantitative or statistical data, with aim of testing for hypotheses.

According to Indrawan and Yaniawati (2014: 51), causality is a relationship between variables where changes in one variable cause changes in other variables without the possibility of the opposite effect. Rangkuti (2017: 24) explains causal or associative research aimed at finding a relationship between cause and effect to find out the relationship or the relationship between these variables. Descriptive research according to Sugiyono (2014: 147) is a study to analyze data by describing the data collected, without making a generalizations or generally accepted conclusions.

**Scale of Measurement.** The measurement scale of the variable used is the ordinal scale. Indrawan and Yaniawati (2014: 110) explained that the ordinal scale is data with a ranking scale. Where the given identity is intended to make a certain sequence of data, but does not show the same difference because it is not a numeric number. The measurement scale instrument used in this study was Likert scale, this scale is a development of the rating scale. This tiered scale is associated with the type of data produced, the type of data has an ordinal scale. The Likert scale used in this study uses four assessment points that are expected to provide accurate results (Indrawan and Yaniawati, 2014: 117-118). The Likert scale used in this study uses four evaluation points which includes, Strongly Disagree (1), Disagree (2), Agree (3), and Strongly Agree (4), Moreover, it is expected to provide more accurate results. The source of variable measurement or operational variable was used in this research, can be seen in Table 1. below.

**Table 1.** Measures for Construct (Operational Variable)

<b>Laten Variable</b>	<b>Dimension</b>	<b>Indicators Measurement</b>
<b>Advertising Effectiveness (AE)</b>	Emphaty	1. The ads attempts to persuade me to buy travel ticket from tiket.com OTA (Online Travel Agent).
	Persuasion	2. The ads from OTA obviously wants to convince me that the advocated travel ticket is the superior option.
	Impact	3. OTA ads is apparently motivated by the travel ticket company to induce purchase.
<b>Source: Durianto (2003: 86)</b>	Communication	4. OTA ads shows me facts rather than persuades me to buy the travel ticket.
	Strength of Brand Association	1. Positive characteristics of that OTA come to me quicker when I see the brand shown in the pop-up as compared to other OTA at the website.
<b>Brand Image (BI)</b>	Favorite of Brand Association	2. The overall quality of that brand of OTA is higher than other available OTA at the website.
	Unique of Brand Association	3. The overall quality of service provided by that OTA is lower than other available OTA at the website.
<b>Source: Keller (2013: 77)</b>	Introduction of Needs	1. I am already sure of which travel ticket to buy with this OTA.
	Information Search	2. I have already made up my mind to travel with tiket.com OTA.
	Alternative Evaluation	3. I am still deciding which travel ticket to buy with OTA.
<b>Online Purchasing Decision (OPD)</b>	Purchase Decisions	4. I have already selected a travel ticket to buy with this OTA.
	Post Purchase Behaviour	5. I feel determined with respect to the decision on which travel ticket to buy with this OTA.
<b>Source: Kotler &amp; Keller (2016: 188)</b>		

Source: Processed by Researchers, 2020

**Population and Sample.** Based on Sugiyono (2015: 135), area of generalization consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions called by a population. Population is not, just the amount that exists on the subject or object studied, but it includes all of properties or characteristics that possessed by the subject or object. The population in this study was all people in West Java who are the customers of tiket.com. According to Indrawan and Yaniawati, (2014: 93), the sample is a subgroup or part of the population where the sampling is done as an effort of researchers to determine part of the population, taking into account the representation of population elements, to obtain research data and information.

Considering the total population is not certainly known. Therefore, to determine the proportion of samples number is used Lemeshow formula (Wibisono, 2013: 104) with 5% error level of samples number taken 400 respondents. The technique used in this

research was non-probability sampling technique. Non-probability was a technique of sampling that does not provide same opportunity for each element of population to be selected as a sample (Sugiyono, 2016: 63). The sampling technique in non-probability sampling used by researchers was purposive sampling, namely the technique of sampling technique with certain considerations (Sugiyono, 2016: 67).

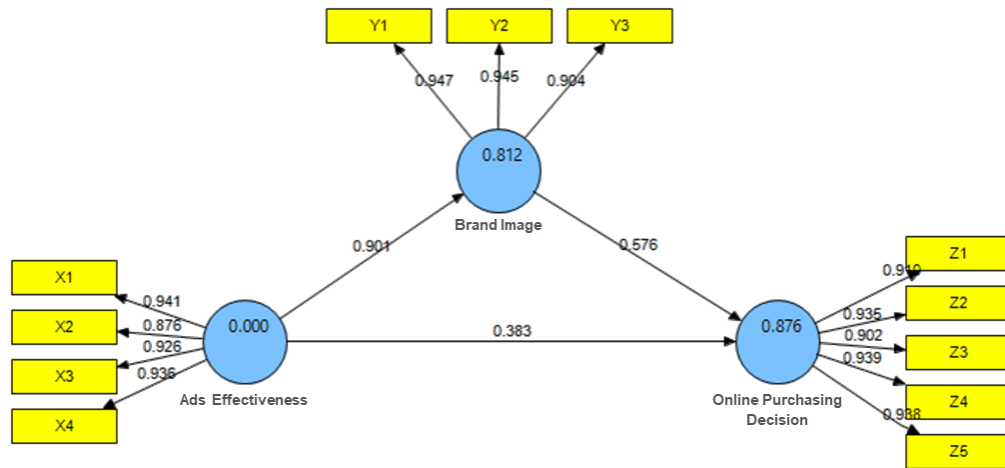
The considerations used when selecting the sample in this study are users of Air Asia airlines who are domiciled in West Java and are the customers of tiket.com. West Java Province has become the most visited tourist destination by domestic tourists throughout 2016. Beside that, the visit of foreign tourists to West Java Province has increased in 2019. International travellers come to West Java through two entrances which are Bandung's Husein Sastranegara Airport and Cirebon Muarajati Harbor.

**Data Analysis Techniques.** SEM (Structural Equation Modeling) analysis with SmartPLS 2.0 software was used as the data analysis technique. SEM analysis was a technique of multivariate statistical which is a combination of regression analysis or correlation and factor analysis. It aims to examine the relationships between all variables that exist in model, indicators with their constructs, and relationships between constructs (Santoso, 2014:1). Partial Least Squares (PLS) is a type of Structural Equation Modeling (SEM) developed by Joreskog in 1969 (Latan and Ghazali, 2012: 9). PLS aims to test the predictive relationship between constructs by seeing whether there is a relationship or influence between these constructs. The consequence of using PLS is that testing can be conducted without a strong theoretical basis, by comparing several assumptions (non-parametric), and by seeing the coefficient of determination (R square) to determine the accuracy parameters of the prediction model. Therefore, PLS is very appropriate to be used in research aimed at developing theories (Latan and Ghazali, 2012: 12).

## RESULTS AND DISCUSSION

**Results.** Primary data was collected to analyze the effectiveness of Tiket.com ads on brand image and their impact on creating online purchase decision. The data collection was carried out through the distribution of questionnaires to 400 respondents who are customers of tiket.com in West Java.

**The Result of Outer Model Testing.** Outer model used to define relationship each indicator with latent variable. In outer model testing, we must test the validity and reliability of all indicators. This testing was using SmartPLS 2.0 software. The outer model output can be seen in following figure:



**Figure 4.** Outer Model of Structural Equation Modelling

Source: Processed by Researchers, 2020

In validity test, there are several tests must be done, namely convergent and discriminant validity. Convergent validity test will be met if loading factor value of each indicator is greater than 0,5 (Lutfie, 2017: 128). Then, the validity in discriminant test is if the value obtained from cross loading was the highest value from intended variable compared to loading factor from the other variables. The following are the result of convergent validity test based on all indicators.

**Table 2.** The Result of Outer Loading Testing

Laten Variable	Indicators From Each Dimension	Results	Conclusion
<b>Advertising Effectiveness (AE)</b>	<i>Emphaty &lt;- Advertising Effectiveness</i>	0,9410	Valid
	<i>Persuasion &lt;- Advertising Effectiveness</i>	0,8761	Valid
	<i>Impact &lt;- Advertising Effectiveness</i>	0,9258	Valid
	<i>Communication &lt;- Advertising Effectiveness</i>	0,9365	Valid
	<i>Strength of Brand Association &lt;- Brand Image</i>	0,9475	Valid
<b>Brand Image (BI)</b>	<i>Favorite of Brand Association &lt;- Brand Image</i>	0,9450	Valid
	<i>Unique of Brand Association &lt;- Brand Image</i>	0,9037	Valid
<b>Online Purchasing Decision (OPD)</b>	<i>Introduction of Needs &lt;- Online Purchasing</i>	0,9097	Valid
	<i>Information Search &lt;- Online Purchasing</i>	0,9347	Valid
	<i>Alternative Evaluation &lt;- Online Purchasing</i>	0,9022	Valid
	<i>Purchase Decisions &lt;- Online Purchasing</i>	0,9391	Valid
	<i>Post Purchase Behaviour &lt;- Online Purchase</i>	0,9376	Valid

Source: Processed by Researchers, 2020

Based on the result of outer loading in Table 2, it is shown that all indicators used are valid because the loading factor values greater than 0.5. Therefore, all indicators used in this study met the convergent validity requirements.

**Table 3.** The Result of Cross Loading Testing

Indicator From Each Dimension	Ads Effectiveness	Brand Image	Online Purchasing	Con.
<i>Emphaty</i>	<b>0,9410</b>	0,8458	0,8850	Valid
<i>Persuasion</i>	<b>0,8761</b>	0,7567	0,7283	Valid
<i>Impact</i>	<b>0,9258</b>	0,8209	0,7955	Valid
<i>Communication</i>	<b>0,9365</b>	0,8857	0,8971	Valid
<i>Strength of Brand Assoc.</i>	0,8524	<b>0,9475</b>	0,9101	Valid
<i>Favorite of Brand Assoc.</i>	0,8321	<b>0,9450</b>	0,8699	Valid
<i>Unique of Brand Assoc.</i>	0,8365	<b>0,9037</b>	0,7923	Valid
<i>Introduction of Needs</i>	0,8469	0,8629	<b>0,9097</b>	Valid
<i>Information Search</i>	0,8508	0,8785	<b>0,9347</b>	Valid
<i>Alternative Evaluation</i>	0,7989	0,8042	<b>0,9022</b>	Valid
<i>Purchase Decisions</i>	0,8451	0,8466	<b>0,9391</b>	Valid
<i>Post Purchase</i>	0,8272	0,8637	<b>0,9376</b>	Valid

Source: Processed by Researchers, 2020

Table 3. shows that all indicators are valid based on cross loading output. If the cross loading achieved was the highest value on predetermined variable compared to cross loading from other variables, then the indicator can be declared valid. For example, in the Emphaty indicator on Advertising Effectiveness variable, it shows that the Emphaty Value (0,9410) to Advertising Effectiveness variable was the highest, compared to the value in Brand Image variable (0,8458) and Online Purchasing Decision (0,8850). In addition to validity test, a reliability test must also calculate on each variable in this study. Reliability test was conducted by comparing the value of composite reliability and Cronbach's alpha contained from each variable. The value that each variable can be declared reliable either for composite reliability or cronbachs alpha value if greater than 0,7.

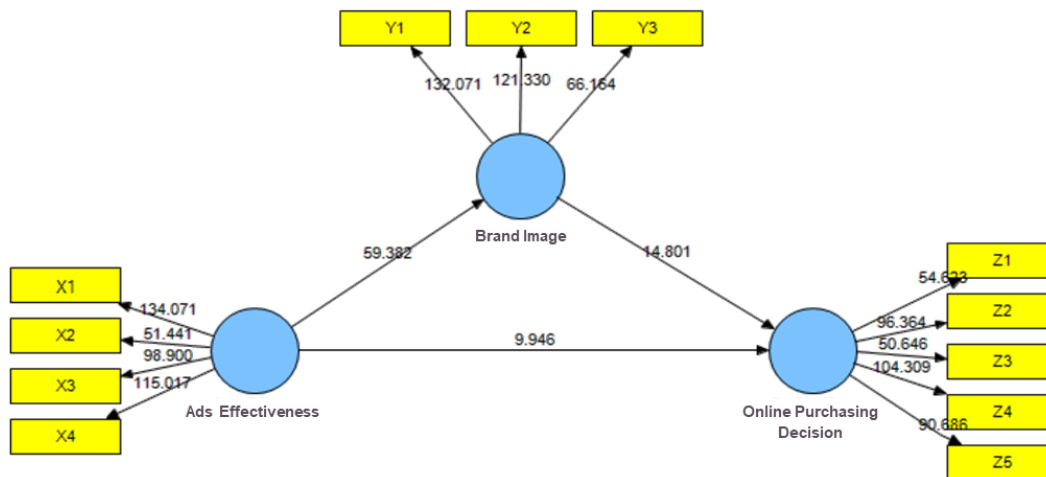
**Table 4.** The Result of Reliability Test

Laten Variable	Composite Reliability	Cronbachs Alpha	Conclusion
Advertising Effectiveness	0,9567	0,9395	Reliable
Brand Image	0,9522	0,9245	Reliable
Online Purchasing Decision	0,9672	0,9576	Reliable

Source: Processed by Researchers, 2020

Based on Table 4, all variables can be declared reliable because the values met the requirement, all values were greater than 0,7. Thus, all indicators and variables either for composite reliability and cronbachs alpha, can be used for testing in inner model.

**The Result of Inner Model Testing.** Inner model test was aimed to find out the relationship between construct, significance value and  $R^2$  of the research model conducted. It was processed by taking into the value of  $R^2$  on endogenous latent variables and t-value of each exogenous latent variable to the endogenous latent variable from the bootstrapping results (Marcelino, 2020: 10). Then, the next process was to see whether there was a significant and close relationship between independent and dependent variables. The path diagram of the inner model can be seen in Figure 5 below:



**Figure 5.** Inner Model of Structural Equation Modelling

Source: Processed by Researchers, 2020

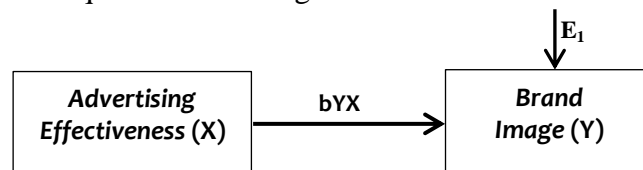
In Figure 5, it can be seen the t-value of each exogenous latent variables to the endogenous latent variables. To conduct hypothesis testing, a two-tailed test was implemented with 5% error level. Then, the critical value in this hypothesis test is 1,96 (Ghozali, 2014: 44). If t-value is greater than the critical value of 1,96, there is called by a significant effect between the exogenous latent variables and the endogenous latent variables. The values can be seen in the following Table 5.

**Table 5.** The Result of t-value of Each Variable

Variable Relationship	t-value	Coefficient Parameter	Critical Value	Conclusion
Advertising Effectiveness – Brand Image	59,3824	0,9012	1,96	Ho rejected, H1 accepted
Brand Image – Online Purchasing Decision	14,8015	0,5758	1,96	Ho rejected, H2 accepted
Advertising Effectiveness – Online Purchasing Decision	9,9456	0,3831	1,96	Ho rejected, H3 accepted
Advertising Effectiveness – Brand Image – Online Purchasing Decision	69,6480	-	1,96	Ho rejected, H4 accepted

Source: Processed by Researchers, 2020

**The First Structural Equation Modelling.** In this model, there is one independent variable Advertising Effectiveness and one dependent variable Brand Image. The equation model of first structural equation modelling can be seen as follows:

**Figure 6.** The First Structural Equation Modelling

Source: Processed by Researchers, 2020

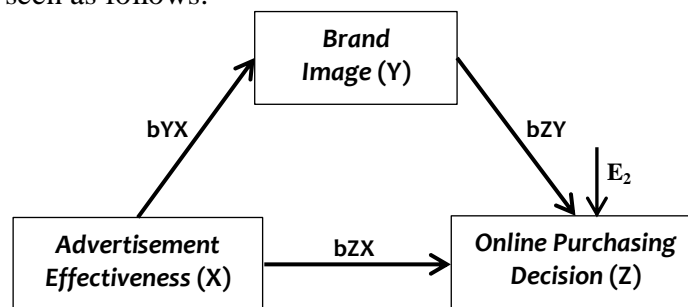
Based on the results of calculation in table 6 below, it indicates objective information as follows. For first structural equation modelling can be calculated with  $Y = 0,9012 X + 0,1878$ . The contribution of Advertising Effectiveness (X) directly influencing on Brand Image (Y) was  $0,9012^2 = 0,8122$  or 81,22%. Meanwhile, the contribution of Advertising Effectiveness (X) simultaneously and directly influencing Brand Image (Y) was  $0,8122 = 81,22\%$ . Then, the remaining 18,78% was influenced by other factors that cannot be explained in the study.

**Table 6.** The Influence between Variables in First Structural Equation Modelling

Variable	Coefficient	Through	Influence (Partially)			R <sup>2</sup> (Simultaneous)
			Direct	Indirect	Total	
Advertising Effectiveness (X)	0,9012	X → Y	0,9012 x 0,9012 x 100% = 81,22%	-	81,22%	-
Error 1	1 - 0,8122 = 0,1878	-	-	-	18,78 %	-
Advertising Effectiveness (X)	-	-	-	-	-	0,8122 = 81,22%

Source: Processed by Researchers, 2020

**The Second Structural Equation Modelling.** In this model, there are two independent variables, Advertising Effectiveness (X) and Brand Image (Y), and one dependent variable is Online Purchasing Decision (Z). The equation model of second structural equation modelling can be seen as follows:

**Figure 7.** The Second Structural Equation Modelling

Source: Processed by Researchers, 2020

Based on the results of calculations on Table 7 below, it provides objective information as follows. For the second structural equation modelling can be calculated with  $Z = 0,3831 X + 0,5758 Y + 0,1241$ . The contribution of Advertising Effectiveness (X) directly influencing Online Purchasing Decision (Z) was  $0,3831^2 = 0,1468$  or 14,68%. Then contribution of Brand Image (Y) directly influencing Online Purchasing Decision (Z) was  $0,5758^2 = 0,3315$  or 33,15%. Meanwhile, the contribution of Advertising Effectiveness (X) and Brand Image (Y) simultaneously and directly influencing Online Purchasing Decision (Z) was  $0,8759 = 87,59\%$ . Then, the remaining 12,41% was influenced by other factors not to be explained in the study. Meanwhile, the contribution of indirect effect between Advertising Effectiveness (X) and Online Purchasing Decision (Z) through Brand Image (Y) was  $0,3831 \times 0,5758 \times 100\% = 22,06\%$ . It can be concluded that Brand Image has roled as a mediating relationship between Advertising Effectiveness and Online Purchasing Decision, because the indirect influence was greater than the direct influence.



**Table 7.** The Influence between Variables in Second Structural Equation Modelling

Variable	Coefficient	Through	Influence (Partially)			R <sup>2</sup> (Simul- taneous)
			Direct	Indirect	Total	
Advertising Effectiveness (X)	0,3831	X → Z	0,3831 x 0,3831 x 100% = 14,68%	-	-	-
Advertising Effectiveness (X)	-	X → Y → Z	-	0,3831 x 0,5758 x 100% = 22,06%	36,74%	-
Brand Image (Y)	0,5758	Y → Z	0,5758 x 0,5758 x 100% = 33,15%	-	33,15%	-
Error 2	1 - 0,8759 = 0,1241	-	-	-	12,41%	-
Advertising Effectiveness (X) and Brand Image (Y)	-	-	-	-	-	0,8759 = 87,59%

Source: Processed by Researchers, 2020

**Discussion.** According to data collected from respondents, all hypotheses proposed in this study were supported that Advertising Effectiveness has a positive influence on Online Purchasing Decision both directly and indirectly through Brand Image, then Brand Image also has positive influences on Online Purchasing Decision.

**The Testing of Hypothesis 1 (The Influence of Advertising Effectiveness on Brand Image).** The direct influence between Advertising Effectiveness and Brand Image showed that H0 was rejected, which means that H1 was accepted. The t-value was 59,3824 greater than 1,96. Then it can be concluded that Advertising Effectiveness significantly influences on Brand Image. Meanwhile, the value of coefficient parameter Advertising Effectiveness on Brand Image was 0,9012, which means Advertising Effectiveness positively influences Brand Image about 0,9012. Based on previous research, effective advertising can provide stimulus in the form of visual stimuli to the recipient of the message so that it has an appeal to buy a product or service. Integrated advertising message strategies, like other types of advertising message strategies, are considered communication efforts that are able to create an effective positive brand image (Adetunji, et al., 2014: 315). Haerani and Mudiantono (2015: 7) founded that the effectiveness of advertising has a significant effect on brand image. According to Ratna and Nurfebriaraning (2018: 10), the effectiveness of advertising has a positive influence on brand image.

**The Testing of Hypothesis 2 (The Influence of Brand Image on Online Purchasing Decision).** The direct relationship between Brand Image and Online Purchasing Decision showed that H0 was rejected, which means that H2 was accepted. The t-value was

14,8015 which was greater than 1,96, thus it can be concluded that Brand Image significantly influences on Online Purchasing Decision. Whereas, the value of coefficient parameter Brand Image on Online Purchasing Decision was 0,5758, which means the Brand Image positively influences Online Purchasing Decision that obtained about 0,5758. Previous research conducted by Malik, *et al.* (2013: 121) founded that brand image has significant and positive effect to consumer buying decision. Haerani and Mudiantono (2015: 7) founded that brand image has a significant effect on buying interest.

***The Testing of Hypothesis 3 (The Influence of Advertising Effectiveness on Online Purchasing Decision).*** The direct relationship between Advertising Effectiveness and Online Purchasing Decision showed that H0 was rejected, which means that H3 was accepted. The t-value was 9,9456 which was greater than 1,96, thus it can be concluded that Advertising Effectiveness significantly influences Online Purchasing Decision. The value of coefficient parameter Advertising Effectiveness on Online Purchasing Decision was 0,3831, which means Advertising Effectiveness positively influences Online Purchasing Decision about 0,3831. Then Malik, *et al.* (2013: 121) also said that advertisement has positive and significant effect on consumer buying decision as a result shows that advertising also plays a dynamic role especially in adolescent behavior. Haerani and Mudiantono (2015: 7) founded that the effectiveness of advertising has a significant effect on buying interest. Then Nugroho (2016: 55) stated that the effectiveness of advertising has a positive effect on purchasing decisions.

***The Testing of Hypothesis 4 (The Influence of Advertising Effectiveness on Online Purchasing Decision through Brand Image).*** The simultaneous relationship between Advertising Effectiveness and Online Purchasing Decision through Brand Image showed that H0 was rejected, which means that H4 was accepted. The t-value was 69,6480 which was greater than 1,96, thus it can be concluded that Advertising Effectiveness significantly and simultaneous influences Online Purchasing Decision through Brand Image. Based on previous research conducted by Masikah and Alwie (2016: 188), advertising effectiveness has a significant effect on purchasing decisions through Wardah's cosmetic Brand Image in Pekanbaru City. Effective and ideal advertising which tries to building of powerful brand image, this factor is the real contributor towards the impact of advertising on consumers buying behavior (Ahmed and Ashfaq, 2013: 4).

## CONCLUSION

***Conclusion.*** Based on this research study that has been conducted to 400 respondents, it is concluded to answer the problem formulation. The contribution of Advertising Effectiveness directly influenced Brand Image was 81,22%. The remaining 18,78% was influenced by other factors that cannot be explained in the study. Then, the contribution of Advertising Effectiveness and Brand Image simultaneously influenced Online Purchasing Decision was 87,59%. The remaining 12,41% was influenced by other factors that cannot be explained in the study. It can be concluded that Brand Image has roled as a mediator

between Advertising Effectiveness and Online Purchasing Decision, because the indirect influence was greater than the direct influence.

**Suggestions.** For next researchers, suggested to add other variables which can improve customer's online purchase decision to used tiket.com. In addition, further researchers maybe can extend the object of study, By extending the samples from outside West Java. Then for tiket.com management, we recommend recommended to maintained and continue to improve the advertising effectiveness strategy which has been applied. Because, based on this research results ads effectiveness is a variable that influenced the brand image and online purchasing decision in tiket.com by significantly. Meanwhile for brand image is very important and must be defended. Because this research results showed that, by the presence of brand image, advertising effectiveness made greater effect on online purchasing decision.

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