

The Effect of Advertising Through Television and Internet Media on the Decision of Purchase of the Smartphone Samsung Brand with Consumer Attitudes as Intervening Variables (Study on Students of Universitas Harapan Medan)

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ABSTRACT

The number of smart phone companies competing in the national and international markets with a variety of products offered and unique features owned by each product that is able to help consumers in doing their work. In this digital era, smartphones not only function as communication tools but also function to capture new friends from various sources. This makes the modern era society desperately need smartphones that are able to meet their needs from various aspects. Here is the importance of the role of advertising. Advertising must have an attractive appeal so that the content of the message can be accepted by the community so that the community makes a purchase. The purpose of this study was to determine the effect of ad attractiveness on purchasing decisions in buying smartphones products through consumer attitudes. This research was carried out using primary data and secondary data through questionnaires, which contained various statements relating to the variables studied. The subjects of this study were students of the Universitas Harapan Medan who had bought and used Samsung smart phones. The data analysis technique used in this study is path analysis. This study concludes that, the attractiveness of television and internet advertising influences purchasing decisions on Samsung brand smart phones with consumer attitudes as intervening variable.

Keywords: Attractiveness of Television Advertisements, Attractiveness Of Internet Advertisements, Buying Decision, Consumer Attitudes

INTRODUCTION

Business competition in the current era of globalization is increasingly dynamic and complex, this competition not only raises opportunities but also raises challenges. The challenges faced by competing companies include always trying to find the best way to win and maintain market share. Seize and maintain market share in competitive conditions such as the current company must be able to implement appropriate marketing strategies to create

products that are in accordance with the wants and needs of consumers. Furthermore, companies must be able to communicate their products to potential customers or their target markets, because after all a good product if consumers do not know its presence in the market, consumers will not appreciate or be interested in these products. Therefore we need the process of delivering information through marketing communications. With the right marketing, it will be easier for companies to achieve

their goals. Market-oriented thinking is an inevitable necessity. One reason is the high level of competition in the local and global business world.

When consumers make their choice on a particular brand to make it a part of consumption, there is a series of information fulfillment processes that occur and continue to take place in the minds of consumers. This process starts from the unconscious condition (unaware) or the condition of not knowing the brand, then continues to the condition of being aware or the condition of knowing the existence of the brand that is after he gets the brand's information. In this condition the company must strive to convey clear information and be able to attract attention so that later potential customers can continue on to the next condition, namely the condition of interest. This particular condition of interest is followed up with a process of finding more information and trying. If the information received and the results try it in accordance with what is needed there will be a repeat purchase. According to Kotler (2002) "purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in making a purchase or service, consumers usually always consider the quality of prices and products that are well known by the public".

The competitive market situation makes there is no business that can last long without being supported by a mix of communication, for example by advertising. In the world of advertising which is currently growing rapidly and supported by the growth of print media and the number of television stations (electronic media) that continues to increase, making companies must be selective in making the most effective advertising to support sales. Intense competition makes the variety of services to be offered increasingly diverse which is realized through advertising, especially in television and internet media by highlighting the advantages of its

products in order to be able to influence consumers to buy their products.

Until now, advertising is still considered an attractive choice as a means of promoting products because it can reach the wider community to introduce and bring the product closer to consumers. Advertising is one of the marketing communication media that is often used in economic activities in an effort to introduce products to consumers.

Kotler (2003) mentions "advertising is any form of non-personal presentation and promotion of ideas, goods or services by certain sponsors to be paid". Suyanto (2005) states "advertising is a paid media user by a seller to communicate persuasive information about a product (ideas, goods or services) or organization as a powerful promotional tool." Although the provision of information can be done through product packaging, brochures, demonstrations, or salesperson visits, advertising is still considered the most effective way to inform the product.

Through advertising producers can convey the advantages or disadvantages of products, as well as through advertising consumers can find out the advantages and disadvantages of these products. Advertisements tend to attract consumers to make purchases of a product (Handoyo, 2004). Therefore many companies use advertising as a way of communicating information and persuasion to consumers. Advertising as a means of marketing goods or service products must be able to look attractive and persuasive. Advertisements have become a hope for most producers who want to brand their products attached to the hearts of their consumers. Advertising is an effective way to reach large numbers of consumers and spread geographically. On the one hand advertising can be used to build a long-term impression of a product / brand and on the other hand trigger rapid sales. An ad that tends not to have a major influence on consumer behavior will be doubtful if the advertisement can influence consumers to buy a brand. Therefore, in

order for a product brand to be accepted by the public, its advertising must be made as effective as possible, creative, attractive so that it can have a positive influence.

Today television is a common technology found in almost every population in Indonesia. Television is a mass invention that was developed from year to year, until the term television was put forward by Constatin Perskyl Russia in 1900 and the technology is still being developed today. In Indonesia, television has only been known since 1967 and only has one television station, namely TVRI. Initially television broadcasts were only limited to 2 hours each day, starting at 19.30-21.30 WIB. Then in 1989, RCTI was allowed by the government to become the first private television station in Indonesia. Until 1990, cable TV was opened to the public, so that more private television companies entered the Indonesian television industry such as MNC, SCTV, ANTV and so on.

The use of internet media for advertising products has an important role in carrying out company operations, because at present all are familiar with and use the internet as a need to exchange information.

Internet usage is the main choice for consumers in future shopping is that the process of searching, evaluating choices and actualizing shopping occurs very quickly, comfortably, and is done anywhere and anytime. Utilization of purchasing services via the internet, in addition to presenting many advantages for marketers, also presents many benefits for consumers.

The development of information technology is very rapid, including the internet turned out to bring a big impact for all aspects, not least the development of the business and marketing world. Now there are very many people who use the internet as a marketing and business media. This is not strange considering the increasing number of internet users can rapidly become a potential market for businessmen to enter. The growth of internet users is growing rapidly along with the rapid advancement of

technology. In the present time the internet can be accessed anywhere and anytime. This is due to the many accesses that make it possible to use the internet. .internetworldstats.com, the number of internet users, both globally and in Indonesia, continues to increase every year. Based on Nielsen's Advertising Information Services Holdings N.V. (NYSE: NLSN) data, growth in advertising spending shows a positive trend from year to year. Total advertising spending in 2017 increased by 8% from the previous year with a value of Rp. 145 trillion. This value growth was driven more by the increase in the gross rate of advertising in each media. According to the findings of Nielsen Ad Intel released today by Nielsen Indonesia.

Throughout 2017, the range of product brands with the highest ad spend also showed positive growth. Meikarta became the brand with the highest ad spend in 2017 with a total ad spending of more than Rp 1.5 trillion. Followed by Traveloka with total ad spending reached Rp 1.2 trillion and increased 65%. The third largest advertiser is Indomie with total ad spending of Rp 981. 5 billion with 25% growth. In fourth place is the Vivo Smartphone which actively advertises compared to 2016 with a 57% increase to Rp 823.5 billion. While Samsung Smartphone is among the highest advertisers by spending Rp. 640 billion in advertising spending and growing 28%.

Samsung Electronics is the world's largest electronics maker, and is headquartered in Seocho Samsung Town in Seoul, South Korea. This company is the largest South Korean company and is an icon of Samsung Group, which is the largest conglomerate in South Korea. Samsung Electronics was formed in 1969 in Daegu, South Korea under the name Samsung Electric Industries, which initially produced electronic devices such as TVs, calculators, refrigerators, air conditioners and washing machines. In 1981, the company produced more than 10 million black and white TVs. In 1988, the company merged with Samsung Semiconductor &

Communications. From this merger the creation of Samsung smart phones. This company often promotes prices through television and internet advertising media and makes purchases from the internet (online).

Hypothesis

Based on the background of the study and the justification of the relationship between variables, the research hypothesis is as follows:

1. The attractiveness of advertising through television media has a positive and significant effect on the decision to purchase Samsung smart phones.
2. The attractiveness of advertising through internet media has a positive and significant effect on purchasing decisions for Samsung smart phones.
3. The attractiveness of advertising through television media has a positive and significant effect on consumer attitudes on Samsung smartphone brands.
4. The attractiveness of advertising through internet media has a positive and significant effect on consumer attitudes on Samsung smartphone brands.
5. The attractiveness of advertising through television and internet media has a positive and significant influence on the decision to purchase a Samsung smartphone.
6. The attractiveness of advertising through television and internet media has a positive and significant effect on consumer attitudes on Samsung smart phones.
7. Consumer attitudes have a positive and significant influence on purchasing decisions for Samsung smart phones.
8. The attractiveness of advertising through television media has an indirect effect on purchasing decisions for Samsung smart phones.
9. The attractiveness of advertising through internet media has an indirect effect on purchasing decisions for Samsung smart phones.

MATERIAL AND METHODS

This study focuses on the disclosure of causal relationships between variables, namely a study conducted to investigate the causal relationship by observing the effects that occur and the possible factors (causes) that cause these effects. The approach used in this study is a quantitative approach to the research model using Path Analysis (path analyst). Where the purpose of path analysis is to analyze the causal relationship between the independent variables and the dependent variable both direct and indirect relationships. The independent variable which is the cause variable called exogenous variables (exogenous variables) and the dependent variable which is an effect variable called endogenous variables. Sinulingga (2014).

Population is the totality of all possible values of either the count or the measurement, quantitatively. Arikunto (2010) said that Population is a generalization area that consists of "objects / subjects that have certain qualities and characteristics that are determined by research to be studied and then drawn conclusions". The population is not just people, but objects and other natural objects. Population is also not just the amount that exists on the object / subject studied, but includes all the characteristics / properties possessed by the subject or object (Sugiyono, 2012). The population in this study are all students of Universitas Harapan Medan who have used Samsung smart phones. In determining the sample, researchers used the Rao Purba formula so that the number of samples in this study was 97 respondents.

Types and sources of data used in this study are Primary Data. Primary data is data obtained through direct observation of symptoms that can be observed from the object of research. Primary data obtained by observation and distributing questionnaires (research questionnaire) to the research object and filled out directly. Secondary data is data obtained from documents and journals, books, literature and materials or

writings that are related to the problem under study.

Regression in equation I (the direct effect of X1, X2 on Y1) is used to determine the values of ρ_1 , ρ_2 and $P\epsilon_1$. The equation model is:

$$Y_1 = \rho_1 X_1 + \rho_2 X_2 + \epsilon_1$$

RESULTS AND DISCUSSION

Inferential Statistical Analysis

Table 4.21 Structural Model Coefficients I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.851	1.506		3.885	.000		
	X1	.289	.081	.355	3.589	.001	.941	1.062
	X2	.053	.110	.048	.481	.631	.941	1.062

Source: Research Results, 2018 (data processed)

From Table 4.18 coefficient above (in the standardize coefficient column), so the equation becomes:

$$Y_1 = \rho_1 X_1 + \rho_2 X_2 + \epsilon_1$$

$$Y_1 = 0,355X_1 + 0,048X_2 + 0,882.$$

With the regression coefficient values as follows:

The coefficient of attractiveness through television advertising (X1) is ρ_1 of 0.355 (then this value is included in the path analysis diagram).

The coefficient of attractiveness through internet advertising (X2) is ρ_2 of 0.048 (then this value is included in the path analysis diagram).

Table 4.22 Model Substructure Summary I

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.369 ^a	.136	.118	1.970

While from Table 4.22 the Summary Model above the Adjusted R-Square value is 0.118, indicating that the contribution of variations in the value of attractiveness through television advertising and attractiveness through internet advertising in influencing consumer attitudes is 11.80%, the rest is contributed by other variables included in

this research model. This value can be used to determine the value of the path coefficient with residuals, namely: $P\epsilon_1 = \sqrt{(1-R^2)} = \sqrt{(1-0,118)} = 0,882$ (then this value is included in the path analysis diagram).

Table 4.25 Coefficient Substruktur II

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.378	1.429		-.265	.792		
	X1	.479	.076	.525	6.331	.000	.828	1.208
	X2	.088	.097	.070	.902	.369	.939	1.065
	Y1	.291	.091	.260	3.209	.002	.864	1.158

Source: Research Results, 2018 (data processed)

From Table 4.25 coefficient above (in the standardize Coefficients column), the equation becomes:

$$Y_2 = \rho_3 X_1 + \rho_4 X_2 + \rho_5 Y_1 + \epsilon_2$$

$$Y_2 = 0,525X_1 + 0,070X_2 + 0,260Y_1 + 0,546$$

With the regression coefficient values as follows:

The coefficient of attraction through television advertisements (X1) is ρ_3 of

0.525 (then this value is included in the path analysis diagram).

The coefficient of attraction through internet advertising (X2) is ρ_4 of 0.070 (then this value is included in the path analysis diagram).

The consumer attitude coefficient (Y1) is ρ_{15} of 0.260 (then this value is included in the path analysis diagram).

Table 4.26 Model Substructure Summary II

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 ^a	.471	.454	1.735

While from Table 4.26 the Summary Model above the Adjusted R-Square value is 0.454, indicating that the contribution of variations in the value of attractiveness through television advertising and attractiveness through internet advertising and consumer attitudes in influencing the purchase decision variation amounted to 45.4%, the rest is contributed Other variables are not included in this research model. This value can be used to determine the value of the path coefficient with residuals, namely: $P\epsilon_2 = \sqrt{(1-R^2)} = \sqrt{(1-0,454)} = 0,546$ (then this value is included in the path analysis diagram).

Structural Model Test Results

a. Direct Effect (Direct Effect)

1. The influence of attractiveness variables through television advertisements (X1) on attitudes (Y1) can be directly formulated as follows:
 $X_1 \rightarrow Y_1 = \rho_1 X_1 = 0,355$
2. The influence of attractiveness variables through internet advertising (X2) on attitude (Y1) can directly be formulated as follows:
 $X_2 \rightarrow Y_1 = \rho_2 X_2 = 0,048$
3. The effect of attractiveness variables through television advertising (X1) on purchasing decisions (Y2) can directly be formulated as follows:
 $X_1 \rightarrow Y_2 = \rho_3 X_1 = 0,525$
4. The influence of attractiveness variables through internet advertising (X2) on purchasing decisions (Y2) can directly be formulated as follows:
 $X_2 \rightarrow Y_2 = \rho_4 X_2 = 0,070$
5. The effect of satisfaction variable (Y1) on loyalty (Y2) can directly be formulated as follows:
 $Y_1 \rightarrow Y_2 = \rho_5 Y_1 = 0,260$

b. Indirect effect (Indirect Effect)

Hypothesis:

1. Attractiveness through television advertising (X1) has an indirect effect on purchasing decisions (Y2) through consumer attitude (Y1) can be formulated as follows:

$$X_1 \rightarrow Y_1 \rightarrow Y_2 = (\rho_1) (\rho_5) = (0,355)(0,260) = 0,0923$$

2. Attractiveness through internet advertising (X2) indirect effect on purchasing decisions (Y2) through consumer attitudes (Y1) can be formulated as follows:

$$X_2 \rightarrow Y_1 \rightarrow Y_2 = (\rho_2) (\rho_5) = (0,048)(0,260) = 0,01248$$

Assessment criteria :

1. An indirect effect occurs if the coefficient of indirect relationship interaction > of the coefficient value then a direct relationship occurs
2. There is a direct effect if the value of the interaction of the relationship does not directly < from the value of the relationship coefficient of the direct relationship.

c. Total effect (Total Effect)

Hypothesis:

1. The total influence of attractiveness through television advertisements (X1) on purchasing decisions (Y2) through consumer attitudes (Y1) can be formulated as follows:
 $X_1 \rightarrow Y_1 \rightarrow Y_2 = (\rho_3) + (\rho_1 \times \rho_5) = 0,525 + 0,0923 = 0,6173$
2. The total influence of attractiveness through internet advertising (X2) on purchasing decisions (Y2) through consumer attitudes (Y1) can be formulated as follows:
 $X_2 \rightarrow Y_1 \rightarrow Y_2 = (\rho_4) + (\rho_2 \times \rho_5) = 0,070 + 0,01248 = 0,08248$

DISCUSSION

The Attraction of Advertising Through Television Media Influences the

Purchasing Decision of Samsung Brand Smart Phones

Based on the results of data processing, it can be concluded that the attractiveness of advertising through television media has a positive and significant effect on purchasing decisions on Samsung smart phones. The magnitude of the direct influence of the attractiveness variable advertising through television media on purchasing decisions is 6.331 and the significant value generated by the attractiveness variable through television media is $0,000 < \alpha 0.05 (5\%)$, then the hypothesis is accepted, namely the attractiveness of advertising through television media a positive and significant effect on purchasing decisions for Samsung smart phones.

The positive influence shows that the relationship between attractiveness through television advertising and purchasing decisions is a direct relationship. This shows that the higher the attractiveness of consumers through television advertisements, the higher the consumer's purchasing decisions towards Samsung smart phones. Conversely, if consumer appeal through television advertising is low, the consumer purchasing decisions will be lower on Samsung smart phones.

The results of descriptive statistical analysis of the attractiveness of advertising through television commercials show that students are still not satisfied with Samsung smartphone in recent years so students tend to give answers with an average score of 3.15 - 3.40 from 5.00.

Soemanagara stated (2008) that if television media had the strength of its broad reach, sound and image effects (motion pictures), and very high stimulation power. While the weakness is that it can be seen and heard again if there are repetition of broadcasts and expensive space rentals. According to Kotler (2008) television advertising on purchasing decisions is recognized as the most influential advertising media advertisement and reaches the consumer spectrum. So for

company advertising through television can attract consumers widely to buy their products, but still has a weakness that can only be seen and heard again if the ad is repeatedly - the rental costs are not cheap. This is indeed able to attract consumers who have a high busy schedule who only watch television once in a while, but the costs are expensive.

The Attraction of Advertising Through Internet Media Influences the Purchasing Decision of Samsung Brand Smart Phones

Based on the results of data processing, it can be concluded that the attractiveness of advertising through internet media has a positive and not significant effect on purchasing decisions on Samsung smart phones. The magnitude of the direct influence of the attractiveness variable of advertising through internet media on purchasing decisions is 0.902 and the significant value generated by the attractiveness variable through internet media is $0.369 > \alpha 0.05 (5\%)$, then the hypothesis is rejected, namely the attractiveness of advertising through internet media a positive and insignificant effect on the decision to buy a Samsung smartphone.

The positive influence shows that the relationship between attractiveness through internet advertising and purchasing decisions is a one-way relationship. This shows that the higher the attractiveness of consumers through internet advertising, the higher the purchasing decisions of consumers towards Samsung smartphone brands. Conversely, if the attractiveness of consumers through internet advertising is low, the lower the consumer's purchasing decisions on Samsung smart phones.

The results of descriptive statistical analysis of the attractiveness of advertising through the internet to the attitudes of consumers of Samsung brand smart phones tend to provide answers with an average score of 2.92 - 3.15 from 5.00. Sularto (2007) states that advertising through the internet is proven to influence information

processing and purchasing decisions by internet users. Although research shows that consumers consider advertising on the internet to be less valuable compared to other traditional advertising media. This means that the internet remains one of the companies' choices in choosing what media or ways to attract consumers to buy their products. An attractive ad is an ad that has an appeal, which has the ability to attract the attention of the target market (audience). The messages to be conveyed can be presented in different delivery styles, namely by displaying: footage of individual or group lives, individual lifestyles, fantasies about the product, moods or images around the product, music to further bring the message to life, personality symbol to create a character that personifies a product, showcases the company's expertise and experience in producing products, scientific evidence of product excellence, evidence of testimony from famous people, Morrison (2010).

Consumers' Attitudes Influence the Decision to Buy Samsung Smart Phones

Based on the results of data processing, it can be concluded that the variable of consumer attitudes has a positive and significant effect on purchasing decisions on Samsung smart phones. The magnitude of the direct effect of consumer attitude variables on purchasing decisions is $F_{count} > t_{table}$ ie $3.209 > 1.667$ and the significant value generated by the variable attractiveness through television media, internet media and consumer attitudes is $0.002 < \alpha 0.05 (5\%)$, then the hypothesis is accepted, namely consumer attitudes significantly influence the purchase decision of Samsung smart phones.

This shows that the higher the consumer's attitude toward Samsung brand smart phones, the higher the consumer's buying decision towards the Samsung brand smart phones. Conversely, if consumers' attitudes are low, the lower the purchasing decisions of Samsung smart phones.

This consumer attitude can be dominated because of the trust that consumers cause towards the company. This positive attitude is what causes consumers to decide to buy company products and recommend products to others. According to Tatik Suryani (2008) Consumers who like or are positive about a product will tend to have a strong desire to choose and buy the product they like.

The Attractiveness of Advertising Through Television Media, Internet Media and Consumer Attitudes Have Significantly Significant Impact Together on the Purchase Decision of Samsung Brand Smartphones

Based on the results of data processing, it can be concluded that the attractiveness of advertising through television media, internet media and consumer attitudes significantly influence purchasing decisions on Samsung brand smart phones. The magnitude of the direct influence of the variable attractiveness of advertisements through television media, internet media and consumer attitudes towards purchasing decisions is $F_{count} > t_{table}$ is $27.589 > 2.70$ and the significant value generated by the variable attractiveness through television media, internet media and consumer attitudes is $0,000 < \alpha 0.05 (5\%)$, then the hypothesis is accepted, namely the attractiveness of advertising through television media, internet media and consumer attitudes together have a significant effect on purchasing decisions of Samsung smart phones.

This shows that the higher the attractiveness of consumers through television advertisements, the internet, through the attitude of consumers towards Samsung brand smart phones, the higher the consumer purchasing decisions towards Samsung brand smart phones. Conversely, if the attractiveness of consumers through television advertising, the internet through consumer attitudes is low, the lower the

purchasing decision of Samsung smart phones.

According to Kotler (2009) "purchasing decisions are actions of consumers to want to buy or not to product. Of the various factors that influence consumers in making a purchase or service, consumers usually always consider the quality of prices and products that are well known by the public ". Although consumers are interested in a product due to the ability of advertisements to move consumers to want to buy these products, modern era consumers still consider the suitability of prices and the ability of products to meet their needs. So that this remains a major factor that must be considered by the company, which makes the price of the product reasonable according to the different features and experiences that can be felt by consumers when using these smart phone products.

The Attraction of Advertising Through Television Media Influences Consumer Attitudes on Samsung Brand Smartphones

Based on the results of data processing, it can be concluded that the attractiveness of advertising through television media has a positive and significant effect on consumer attitudes on Samsung smartphone brands. The magnitude of the direct influence of the attractiveness of advertising through television media on consumer attitudes is 3.589 and the significant value generated by the brand awareness variable is $0.001 < \alpha 0.05$ (5%), the hypothesis is accepted, namely the attractiveness of advertising through television media has a positive effect and significant towards consumer attitudes of Samsung brand smart phones.

The positive influence shows that the relationship between attractiveness through television advertising and consumer attitudes is a direct relationship. This shows that the higher the attractiveness of consumers through television

advertisements, the higher the attitude of consumers towards Samsung smart phones. Conversely, if the attractiveness of consumers through television advertising is low, the lower the attitude of consumers towards Samsung smart phones.

In this study it can be concluded that the consumer's attitude towards the Samsung smartphone brand is not yet maximized due to the less attractive appeal through television advertisements. This is also reinforced by the results of descriptive statistical analysis of the attractiveness variables of advertisements through television advertisements that students are still not satisfied with Samsung smartphone brands in recent years so students tend to give answers with an average score of 3.15 - 3.40 out of 5 .00. Not yet the maximum attractiveness of advertising through television can also be caused by the preoccupation of millennial era students who rarely use television to fill their daily time and tend to spend their time in using gadgets, so that Samsung smartphone advertisements via television have not been satisfactory.

According to Kotler (2008) television advertising on purchasing decisions is recognized as the most influential advertising media advertisement and reaches the consumer spectrum. But the Samsung smart phone company still has to have other promotional styles and ways to attract the younger generation now in its attitude towards Samsung smart phones, such as through the internet. According to Ting and Run (2015) states that although most of the younger generation does not have their own income, they can be as influential as working adults or their parents in their attitude towards a product. Their views are decisive in many ways in most families.

The Attraction of Advertising Through Internet Media Affects Consumer Attitudes on Samsung Brand Smartphones

Based on the results of data processing, it can be concluded that the attractiveness of advertising through internet media has a positive and not significant effect on consumer attitudes on Samsung smartphone brands. The magnitude of the direct influence of the attractiveness of advertising through the internet media on consumer attitudes is 0.481 and the significant value generated by the brand awareness variable is $0.631 > \alpha 0.05$ (5%), the hypothesis is rejected, namely the attractiveness of advertising through internet media has a positive and not significant to the attitudes of consumers of Samsung brand smart phones.

The positive influence shows that the relationship between attractiveness through internet advertising and consumer attitudes is a direct relationship. This shows that the higher the attractiveness of consumers through internet advertising, the higher the consumer's attitude towards Samsung smart phones. Conversely, if the attractiveness of consumers through internet advertising is low, the lower the attitude of consumers towards Samsung smart phones. The results of descriptive statistical analysis of the attractiveness of advertising through the internet to the attitudes of consumers of Samsung brand smart phones tend to provide answers with an average score of 2.92 - 3.15 from 5.00. Samsung smart phone companies must continue to innovate in attracting consumers through promotions provided. The number of smart phone consumers whose users are dominated by students of the current era, certainly becomes a challenge for companies to continue to make updates in the style of product promotion. Millennial generation is certainly very critical and aware of the small mistakes companies make when releasing their ads, such as letters that are considered too small and unattractive, the color combination of the ad, the clarity of the message the ad wants to show, and the duration of the ad is too long. Things like this that Samsung smart phone companies should pay attention to when advertising

through the internet media. Companies can also conduct periodic surveys of consumer responses to company advertisements.

According to Simammora (2008) Setting clear goals in advertising will help focus the message content. Communicators should only enter information that is important, which is relevant to the achievement of the stated goals. Information that is not relevant should be removed or thrown away. If insignificant information is included in the messages to be conveyed, the core message will be blurred, and time will be wasted. In the end, the delivery of messages will not achieve the desired target, Purwanto (2006).

The Attractiveness of Advertising Through Television and Internet Media Has a Positive and Significant Effect Together - the Same Toward Consumer Attitudes on Samsung Brand Smartphones

Based on the results of data processing, it can be concluded that the attractiveness of advertising through television and internet media has a positive and significant effect on consumer attitudes on Samsung smartphone brands. The magnitude of the direct influence of the attractiveness variable of advertising through television and internet media on consumer attitudes is $F_{count} > t_{table}$ which is $7.406 > 3.09$ and the significant value generated by the attractiveness variable through television and internet media is $0.001 < \alpha 0.05$ (5%), then the hypothesis is accepted, namely the attractiveness of advertising through television media and internet media together has a significant effect on consumer attitudes of Samsung brand smart phones.

This shows that the higher the attractiveness of consumers through television and internet advertisements, the higher the consumer's attitude towards Samsung smart phones. Conversely, if the attractiveness of consumers through television advertising and the internet is

low, the lower the attitude of consumers towards Samsung smart phones.

According to Suryani (2008) Consumers who like or are positive about a product will tend to have a strong desire to choose and buy the product they like. Conversely, if consumers are negative about a product, then it usually will not take into account the product as a purchasing option, even not infrequently it will convey its distaste to friends, relatives or neighbors. Suryani (2008) There is a close relationship between attitude and behavior that causes the attitude to be seen as important. Various efforts are made by marketers to develop a positive attitude, both towards the brand, towards the product and towards the company. Various marketing communication programs are designed as attractive as possible to develop positive attitudes and change neutral or negative attitudes toward positive attitudes. We used to see television, listen to the radio, or read print media advertising messages, which for the most part were aimed at developing positive attitudes of consumers towards the products offered. The expressions stating the benefits and advantages of the products offered are nothing but the aim to change or shape the positive attitude of consumers, Suryani (2008). Sumarwan (2003) argues that: "Attitude is a description of the feelings of a consumer, and those feelings will be reflected by their behavior." Furthermore Sutisna (2003) states that: "Attitude is studying the tendency of giving responses to an object or group of objects whether liked or not liked or not. consistently favored, meaning that no matter how the company in attracting consumers and what media are used, the most important thing is that the company must be able to build a positive impression for all consumers who have bought and used their products so that they do not cause a deterrent effect for these consumers. These consumers can be a promotion and a special attraction for other consumers who want to buy company products with a mouth-to-mouth promotion style, of course this

positive attitude of consumers will still benefit the company.

Analysis of the Indirect Effect of the Attraction of Advertising Through Television on the Purchase Decision of Samsung Brand Smart Phones Through Consumer Attitude as Intervening Variables

Based on the results of data processing, it can be concluded that the variable attractiveness through television advertising has an indirect effect on purchasing decisions without the attitude of Samsung smartphone consumers. The magnitude of the value of the coefficient of indirect influence <direct effect (P1 x P5> P3) is 0.186375 <0.355, then X1 has a direct effect on Y2 without having to go through Y1. This means that Y1 does not mediate the relationship between X1 and Y2.

The appeal of advertising through television media refers to the approach used to attract the attention of consumers in other words can affect one's feelings for a product such as Samsung branded smartphones. The appeal of advertising can also be understood as something that can move a person's feelings, talk about wants or needs and can arouse their sense of interest, Morisson (2010).

With the appeal of advertising through television media can provide a direct target for consumers to buy the product they want by giving the impression that the product is the best and can meet the needs of these consumers.

Analysis of the Indirect Effect of Attractiveness of Advertising Through Internet Media On Purchasing Decisions of Samsung Brand Smartphones Through Consumer Attitude As Intervening Variables

Based on the results of data processing, it can be concluded that the attractiveness variable through internet advertising has an indirect effect on purchasing decisions without the attitude of Samsung smartphone consumers. The

magnitude of the value of the coefficient of indirect influence <direct influence (P2 x P5) > P4) is 0.01248 <0.070, then X2 has a direct effect on Y2 without having to go through Y1. It can be seen that Y1 is not an intervening variable that mediates the relationship between X1 and Y2. This means that Y1 does not mediate the relationship between X2 and Y2.

Sularto (2007) states that "advertising through the internet is proven to influence information processing and purchasing decisions by internet users. Although research shows that consumers consider advertising on the internet to be less valuable compared to other traditional advertising media". Apart from that consumers collect, process, store and use information in the decision making process, Kotler (2000).

Messages or advertising information that is useful for a product can include a variety of things so that it becomes a major consideration for consumers to make purchasing decisions. In addition to the visual aspect, both in terms of display advertising through internet media sometimes internet users feel that the layout or appearance of advertisements so far appearing on the internet can be quite disturbing to internet users. For this reason, it is hoped that advertising through internet media must pay attention to the position of the ad layout so that its appearance does not interfere with the activities of internet users.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the research and discussion in the previous chapter, it was concluded:

1. The attractiveness of advertising through television media has a positive and significant effect on consumer attitudes of Samsung brand smart phones.
2. The attractiveness of advertising through internet media has not a significant positive effect on consumer attitudes of Samsung brand smart phones.

3. The attractiveness of advertising through television media has a positive and significant effect on purchasing decisions on Samsung smartphone brands.
4. The attractiveness of advertising through the internet media has a significant positive effect on consumer purchasing decisions on Samsung smartphone brands.
5. The attractiveness of advertising through television and internet media has a significant effect together - on the attitudes of consumers of Samsung smart phone brands.
6. The attractiveness of advertising through television media, internet media and consumer attitudes significantly influence purchasing decisions on Samsung smartphone brands.
7. Consumer attitudes have a positive and significant effect on purchasing decisions for Samsung smart phones.
8. The attractiveness of advertising through television media does not directly influence the purchase decision of Samsung smart phones through consumer attitude as an intervening variable.
9. The attractiveness of advertising through internet media does not directly influence the purchasing decision of Samsung smart phones through consumer attitudes as an intervening variable.

Recommendations

Based on the results of the study can be suggested several things as follows:

1. Suggestions that can be given to PT. Samsung is expected to continue to maintain and continue to increase the effectiveness of the attractiveness of advertising on products that have been launched in the market. Companies can choose endorsers or use more creative ways to make consumers interested when Samsung launches advertisements on the next product. By using a well-known endorser, it is able to create a

new face in the image of Samsung mobile phones.

2. The next researcher should develop this research by taking other factors that can also influence the attractiveness of advertisements on purchasing decisions and consumer attitudes.

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