

The Effect of Billboards and Influencer Ads on Consumer Purchase Intention with Brand Awareness as an Intervening Variable (A Survey on Prepp Studio)

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ABSTRACT

During the Covid 19 pandemic, the Indonesian government imposed rules that limit human interaction to socialize directly with each other. This makes outdoor marketing less effective because most people are at home. However, this was broken by Arief Muhammad's acquisition campaign for Prepp Studio, which went viral in mid-October 2020. Based on a pre-survey conducted on 30 people who had seen the billboard advertisement directly in Jakarta, it showed that the majority of respondents claimed to be interested in the campaign carried out, but it is contrary to the majority of respondents who did not have the interest to buy Prepp Studio products. This research uses a descriptive method that aims to find out how respondents respond to billboards advertisements, influencers, brand awareness and purchase interest. In addition, the use of the verification method which aims to know the influence of billboards and influencer advertisements on brand awareness which has an impact on buying Prepp Studio products. The sample of this research is 106 people who have seen the billboard advertisement directly in Jakarta. The results of the research on the first regression model show that the effect value between billboards advertising variables and influencers has an influence on consumer purchase interest by 36.9%, while the second regression model shows the influence of all independent variables on the dependent variable is 63.1%, whereas 35.9% is influenced by other factors that are not tested in this research such as the role of social media and brand image.

Keywords

Billboards ads, influencers, brand awareness, consumer purchase interest

Introduction

Business competition is getting tighter and tighter, where Social Media's existence makes it easy for people to access a lot of news and even advertisements for a product. Advertising has the goal of creating public awareness of a product/service belonging to a company. Media that can be used for advertising include printed and electronic media, which are distributed in outdoor and digital media. Some of the outdoor press often used until now are *banners, posters, brochures, billboards, billboards, Pylon Signs, Neon Boxes, Megatron*, etc.

Billboard advertising media at the time of the pandemic was considered ineffective, as evidenced by the large number of empty billboard ad spaces, which resulted in a decrease in the price of billboard advertising itself. Quoted from online news on the cnnindonesia.com website, it noted a decline in the use of outdoor advertising such as through Billboards, Mini, LEDs, Pedestrian Bridges (JPO), and Billboards in January-September 2020. The decrease occurred

because the activity and mobility of the community decreased during the pandemic. Corona-virus.

Paul Peter and Jerry C. Olson (2016) revealed that advertisements could be delivered using the media to reach audiences. Advertising media is media that is paid for by advertisers to place their advertisements so that they can get a broad audience, from this media are known as various forms of advertising media such as electronic media advertising (television, radio, internet) and print media advertisements (newspapers, billboards, pamphlets, brochures). However, one of the companies in the fashion world, namely Prepp Studio, still uses advertisements in the form of billboards placed on major roads in Jakarta. The use of billboard advertisements using a well-known influencer in Indonesia, namely Arief Muhammad, made a scene in the community because his billboards were accompanied by the slogan "READY TO BE NUMBER 1". It is known that these billboards are only one of Arief's marketing strategies and the Prepp Studio team.

Starting from October 20, 2020, Arief Muhammad is officially Prepp Studio.

Known as an influencer and an entrepreneur, it is not surprising that Arief made this decision. Presented with anti-mainstream marketing, the public gives a thumbs up to the strategy Prepp Studio chose. Basically, "Influencers" are individuals with significant followers on social media who are paid by a brand or product to promote their products to their followers through free products and travel and cash payment per promotion. Its purpose is to persuade followers to buy the product offered. According to Kadekova

and Holiencinova (2018), influencers have the power to influence other people's purchasing decisions because of their authority, knowledge, position, or relationship with their audience. However, an important note is that these people are marketing tools and social relationship assets with which they can collaborate to achieve marketing goals.

To see how much public knowledge is about the billboard advertisements carried out and about Arief Muhammad as a well-known influencer, the following pre-survey was conducted.

Table 1. Research pre-survey

Question	Yes	No	Total	%
1. Do you know any billboard advertisements that use Arief Muhammad as a product advertisement star?	30	5	35	85.71
2. Do you think the ad caught your eye?	30	0	30	100
3. Do you know what product the ad is attached to?	10	20	30	33,33
4. Do you know any billboard advertisements that use Arief Muhammad as an advertisement for a product?	30	5	35	85.71
5. Do you know what product included in the ad?	10	20	30	33,33
6. Did you know about the Prepp Studio Brand before the existence of Billboards with the Arief Muhammad Influencer	10	20	30	66.66
7. Do you know the Prepp Studio brand from billboard advertisements	26	4	30	86
8. Do you know the Prepp Studio brand from Arif Muhammad	23	7	30	76.66
9. After seeing Arif Muhammad's billboard ad, are you interested in buying the products on offer?	5	25	30	16

Source: Questionnaire Results, December 2020

Based on the pre-survey results, billboard advertisements that use Arif Muhammad and the figure of Arif Muhammad as influencers attract public attention so that they increase brand awareness of people who previously did not know about the Prepp Studio brand. However, these results indicate that most respondents did not know Prepp Studio before the existence of Billboards advertisements by Arief Muhammad. This was able to break the news about the ineffectiveness of offline advertising during the current pandemic. However, there are still very few respondents who have an interest in buying Prepp Studio products.

According to Aaker, brand awareness in Fandi Tjiptono (2011) reveals that consumers can recognize or remember that a brand is a member of a specific product category. Based on this

background, further research problems can be identified regarding the effectiveness of advertising through billboards, using influencers who influence brand awareness and impact Prepp Studio buying interest. And the formulation of the problem in the research is as follows:

1. How do respondents respond to advertising through billboards, influencers, brand awareness, and consumer buying interest?
2. How much influence do billboards have on brand awareness?
3. How much influence do billboards have on consumer buying interest?
4. How much influence do influencers have on consumer buying interest?
5. How much influence do billboards and influencers have on consumer buying interest?

6. How much influence do billboards and influencers have on brand awareness that impacts consumer buying interest?

Literature Review

Advertising Billboards

The role of advertising in marketing a product aims to build public awareness about a product's existence. Based on Mullin and Cummins (2008) in promoting a product, four promotional techniques can be carried out, among others; (1) Advertising, (2) Sales Promotion, (3) Publicity, (4) Direct Marketing. National and location advertisers use support media in outdoor advertising to sell their goods and services to travelers, those who pass by to the local community.

Paul Peter and Jerry C. Olson (2016) revealed that advertisements could be delivered using the media to reach audiences. Advertising media is media that is paid for by advertisers to place their advertisements so that they can get a broad audience, from this media are known as various forms of advertising media such as electronic media advertising (television, radio, internet) and print media advertisements (newspapers, billboards, pamphlets, brochures).

According to Taylor et al. (2006), several indicators of outdoor advertising media to be useful to attract consumer attention consist of; (1) Sentences on outdoor advertising media, (2) Creativity in outdoor advertising media Attractiveness of Outdoor Media, (3) Background on outdoor advertising media, (4) Identification of products and services offered.

Influencer

An influencer is someone who can influence others through his words. An influencer cannot be just an artist or celebrity. Still, an ordinary person can also be called an Influencer if that person has many followers, and his words can influence other people. Influencers attract millions of followers with different content on platforms such as Instagram and YouTube. Unlike celebrities who have earned public recognition for their

professional talents, social media influencers have risen to prominence by successfully recruiting themselves as experts on social media platforms (Thursday et al., 2017).

Influencers are individuals with significant followers on social media paid for by a brand or product to promote their products to their followers through free products and travel and cash payment per promotion. Influencers can influence others' buying decisions because of their authority, knowledge, position, or relationship with their audience. An important note that these people are not merely marketing tools but rather social relationship assets where they can collaborate to achieve marketing goals (Kadekova & Holiencinova, 2018).

According to Lee (2008), the indicators used are as follows; (1) Information from Friends, (2) Encouragement from Friends, (3) Information from Family, (4) Encouragement from Family, (4) Role and (5) Status.

Brand Awareness

According to Aspan et al. (2017), "brand awareness is the ability to understand, feel, and become aware of an event and the object." Similar to Aaker's explanation in Ahmad et al. (2016), which defines "brand awareness as the ability of the potential buyer to recognize and recall that brand from [a] certain product category." One of the ways companies in product marketing is to encourage consumers to continue to use the products they produce and extend these consumers' lives.

According to Hibić and Poturak (2016) states that "brand awareness is something that we all have unconsciously in our minds and can be defined as the degree to which a brand is perceived by potential clients and is accurately connected with a specific item."

Indicators that can be used to find out how much consumers are aware of a brand, among others (Kriyantono, 2014):

1. Recall is how far consumers can remember when asked what brands are recognized.

2. Recognition, namely how far consumers can recognize the brand, is included in specific categories.
3. Purchase namely how far consumers will enter a brand into a choice when buying a product/service.
4. Consumption is how far consumers still remember a brand when using a competitor's product/service.

Purchase interest

According to Kotler and Keller (2016) that purchase intention is a stage that exists before a consumer decides to buy a product or service. It is part of the purchasing decision-making process. Purchase intention means that the customer already has a behavior that shows the choice to buy after considering and evaluating a product or service.

Meanwhile, Hidayat et al. (2016) define buying interest as something that arises after receiving stimulation from the product they see; there is an interest in trying the product until finally, the desire to buy is occurring to have it.

According to Febriyanti (2016), purchase interest consists of 4 indicators, including the following: buy

- 1) Transactional interest, which is a person's tendency to products.
- 2) Referential interest, namely the tendency of a person to refer products to others.
- 3) Preferential Interests, namely interests that describe the behavior of a person who has a primary preference for the product.
- 4) Exploratory interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the product's favorable properties.

Research Paradigm and Hypothesis

Based on the explanation above, it can be seen that the research paradigm is as follows:

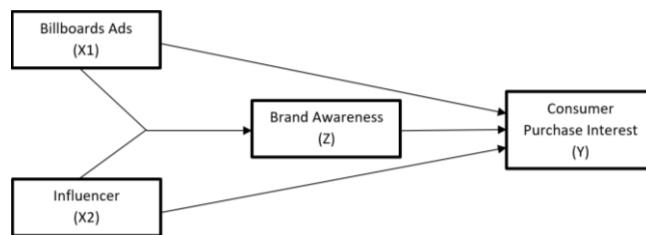


Figure 1. Research paradigm

And based on the above paradigm, the research hypothesis is that there is an influence of billboard advertising and an effect on consumer buying interest in Prepp Studio through brand awareness as a variable intervening.

Methodology

Method used for this research is descriptive analysis and verification, where the results will be processed and then drawn conclusions. By using the research method, a significant relationship between the variables under study will be known. Descriptive research aims to determine how the public responds to public service advertisements regarding *Billboards* Prepp Studio, the influence of influencers from Arif Muhammad, and *Brand Awareness* from the Prepp Studio itself and how the impact of public buying interest on Prepp Studio products. Meanwhile, verification analysis is used to determine the effect of public service advertisements, the influence of *influencers* on Prepp Studio directly, and how the influence of these independent variables is with the existence of brand awareness variables as an intervening variable that has an impact on people's buying interest in Prepp Studio products. The research model used is multiple linear regression, and the hypothesis is tested to determine whether the hypothesis is accepted or rejected.

Sampling in this study using an iterative sampling technique, where the method must have a match between the analytical tools used in hypothesis testing. The iteration calculations performed in this study were two times and obtained a minimum sample of 30 respondents. The sampling technique uses purposive sampling, which means that the sample is someone who has the criteria for the information needed in this study. In this study, the minimum sample that will be used is 100 respondents with these criteria.

Results and Discussion

Based on data processing of the collected questionnaires, it is known that the descriptive research results are as follows:

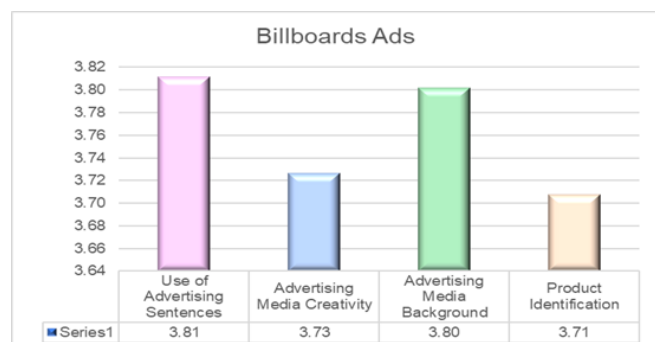


Figure 2. Billboard advertising recapitulation

The data processing results show that the recapitulation of the effect of billboards advertisements, where the highest indicator is assessed on billboards advertising variables, is the use of advertising sentences. It can be interpreted that the ruling "READY TO BE NUMBER 1", which was later discussed by the public, then became known to have changed to "READY TO BECOME THE NO 1 PRIA BRAND FASHION IN INDONESIA" very attractive to the public. This is also supported by the momentum of the campaign period coinciding with the advertisement. So the choice of sentences used in advertisements is one of the determinants of how billboard advertisements can positively impact.

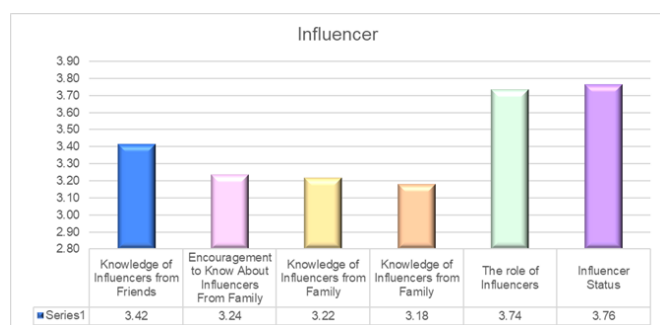


Figure 3. Recapitulation of influencers

Data processing results show that the recapitulation of influencer influences where the highest indicators assessed are status and roles. This can be interpreted that Arief Muhammad's position and role as an influencer with many followers can have a significant positive impact. In this digital era, social media helps disseminate

information, especially if the included figures are considered good and followed by many people.



Figure 4. Recapitulation of brand awareness

Data processing results show that the recapitulation of brand awareness where the highest indicator assessed is a purchase. This can be interpreted that when consumers want to look casual, Prepp Studio products are an alternative fashion choice to buy. Meanwhile, to find out how the previously formulated research hypothesis is accepted or rejected and assess how much influence billboards and influencer advertisements have on brand awareness, it can be seen as follows:



Figure 5. Recapitulation of purchase interest

Data processing results show that the recapitulation of buying interest is where the highest indicator is what was assessed was explorative interest. It can be interpreted that when Prepp Studios issue other types of products, potential customers have an interest in buying the products offered.

Meanwhile, to find out the influence of billboards and influencer advertisements on brand awareness, which has an impact on people's buying interest, two tests were conducted. The

first test was to see how much influence billboards and influencers had on buying part, which can be seen as follows:

**Table 2. Regression model 1
Model Summary**

Model	R		Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
	R	Square				F Change	df1	df2	
1	.607 ^a	.369	.356	.55815	.369	30.082	2	103	.000

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: SPSS Output

Based on the results of the first data processing, it is known that the magnitude of the relationship between billboard advertisements and influencers on consumer buying interest at Prepp Studio is 0.607, it indicates a strong enough connection. And to determine the magnitude of the effect seen based on the calculation of the coefficient of determination, the influence of all independent variables on the dependent variable is 36.9% and a

significance value of 0.000. It shows the low impact of billboards and influencer advertisements on consumer buying interest, and the research hypothesis is acceptable. To find out the magnitude of the impact of billboards and influencer advertisements on consumer buying interest, with the intervening variables, a second test is carried out as follows:

**Table 3. Regression model 2
Model Summary**

Model	R		Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
	R	Square				F Change	df1	df2	
1	.801 ^a	.641	.631	.49993	.641	60,771	3	102	.000

a. Predictors: (Constant), Y, X1, X2

b. Dependent Variable: Z

Source: SPSS Output

Based on the second regression model, it is known that the magnitude of the relationship between billboards advertisements and influencers on consumer buying interest, with brand awareness as an intervening variable, is shown in a figure of 0.801; this indicates a strong relationship. And to determine the magnitude of the effect seen based on the results of the coefficient of determination, the influence of all independent variables on the dependent variable is 63.1% and a significance value of 0.000. It shows the great impact of billboards and influencer advertisements on consumer buying interest, with brand awareness as an intervening variable, and the research hypothesis can be accepted. These results indicate that billboards and influencer advertisements alone are not enough to influence the public to buy Prepp Studio products. Still, it requires high

brand awareness so that people have an interest in purchasing these products. And 35.9% is influenced by other variables that are not examined.

Based on the results of the above calculations, the following sub-structural research results are obtained:

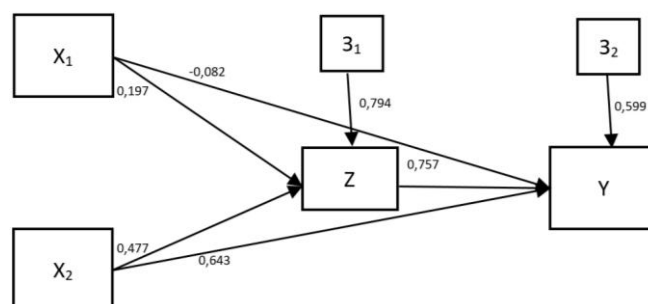


Figure 6. Sub-structural research

Conclusion

Conclusion

Based on the results of the discussion described above regarding how billboards and influencers' advertising influence brand awareness, which has an impact on buying interest, the following conclusions are obtained:

1. The results of research on billboard advertisements have been considered quite good by respondents by showing that each indicator's average value is at a value above 3.7. And the highest value is in the indicator where the highest indicator assessed is the use of ad sentences; this shows that the choice of sentences used is considered very attractive by the respondents.
2. The research results on influencers are considered quite good with the value obtained by each indicator above 3.1 with the results found. There are two highest indicators, namely a status indicator of 3.76 and a role indicator of 3.74. This shows that the status and role of Arief Muhammad as an influencer are both considered good and proven to attract respondents' attention.
3. The magnitude of the influence of billboards and influencer advertisements on Brand Awareness is known to influence 36.9%, meaning that billboards advertising variables and influencer variables simultaneously affect brand awareness by 36.9%. In comparison, 63.1% are influenced by other factors that were not tested in this study. Such as the role of social media and brand image.
4. The first regression model's research results showed that the relationship between billboards and influencers on consumer buying interest in Prepp Studio was 0.607, which indicates a strong relationship. And to determine the magnitude of the effect seen based on the calculation of the coefficient of determination, the influence of all independent variables on the dependent variable is 36.9%.
5. Based on the second regression model, it is known that the magnitude of the relationship between billboard advertisements and influencers on consumer buying interest, with brand awareness as an intervening variable, is shown in a figure of 0.801; this indicates a

strong relationship. And to find out the magnitude of an influence, it is seen based on the results of the calculation of the coefficient of determination and it is known that the impact of all independent variables on the dependent variable is 63.1%, while 35.9% is influenced by other factors that are not tested in this study such as the role of social media and brand image.

Suggestions

Based on the results of the research that has been done and carried out in the discussion above, the formulation of suggestions for this study is as follows:

1. The lowest value on billboards advertising variables is product identification. Where advertisements made by Prepp Studio have not been able to attract respondents' attention to the products offered. Therefore, Prepp Studio is advised to provide informative information so that respondents want to find out more about the products that Prepp Studio is offering.
2. The research results show that the lowest value in the Influencer variable is the encouragement of the family. There are still family members of respondents who do not know Arief Muhammad's figure as an influencer. Therefore, Prepp Studio is advised to endorse other influencers so that influencer marketing can reach more people.
3. In the brand awareness variable, the indicator that is considered the lowest is consumption. That means that Prepp Studio products cannot be remembered in most respondents' minds when using similar products from other brands. Prepp Studio can continue to do persuasive advertising that can claim that they are the number 1 men's fashion brand so that when consumers use similar products from other brands, these products indirectly remind them of Prepp Studio.
4. The lowest value on the purchase interest variable is presential interest. This interest explains whether consumers will decide to make Prepp Studio a top priority fashion brand. We recommend that Prepp Studios do further research on product quality, price, and

brand image so that people's loyalty to the Prepp Studio brand is getting higher.

5. The regression model research results indicate that the existence of brand awareness as an intervening variable will have an impact on increasing buying interest. Therefore, Prepp Studio must be able to focus more on how to raise awareness of the brand. It can be done by maximizing the influencer's role, namely Arief Muhammad, such as using social media compared to the use of advertisements through billboards, which have a higher cost.

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