



TELEVISION ADVERTISING EFFECTIVENESS IN MEDIATING ADVERTISING CREATIVITY AND ADVERTISING FREQUENCY INFLUENCE TOWARD CUSTOMER PURCHASE INTENTION

Yogi Saputro✉, Dorojatun Prihandono

Management Department, Faculty of Economics, Universitas Negeri Semarang, Semarang, Indonesia

Info Article

History Article:

Received March 2018

Approved May 2018

Published June 2018

Keywords:

Advertising Effectiveness;

E-Commerce; Advertising Fre-

quency; Advertising Creativity.

Abstract

The purpose of this study is to examine the direct and indirect influence of television advertising creativity and advertising frequency on purchase intention using advertising effectiveness as a mediation variable. Purchase intention influencing customers to purchase decision. Without any purchase intention, customer will not visit to e-commerce site. The respondents in this study were customer e-commerce JD.id in Semarang City. The sample in this study is intended as the representative of total population, 116 sample who were taken by purposive sampling technique. This research utilized path analysis method with SmartPLS 3.0 program. Based on the hypothesis test, the results show that the advertising creativity was significantly has positive effect on purchase intention, but advertising frequency has no significant effect on purchase intention. In addition, advertising effectiveness significantly have positive effect on purchase intention. Mediation test shows that advertising effectiveness mediates the effect of the advertising creativity and advertising frequency on customer purchase intention.

Abstrak

Tujuan penelitian ini untuk menganalisis pengaruh langsung dan tidak langsung kreativitas iklan dan frekuensi iklan televisi terhadap minat beli dengan menggunakan variabel efektivitas iklan sebagai variabel mediasi. Minat beli mendorong konsumen untuk menentukan keputusan pembelian. Tanpa adanya minat beli maka konsumen tidak akan melakukan kunjungan ke situs e-commerce. Responden dalam penelitian ini adalah konsumen e-commerce JD.id di Kota Semarang. Sampel dalam penelitian ini dimaksudkan sebagai wakil dari populasi yang akan diteliti, sebanyak 116 orang yang diambil berdasarkan teknik purposive sampling. Adapun alat analisis menggunakan metode path analysis dengan menggunakan program SmartPLS 3.0. Berdasarkan hasil uji hipotesis diperoleh hasil bahwa kreativitas iklan berpengaruh positif dan signifikan, namun frekuensi iklan tidak berpengaruh signifikan terhadap minat beli. Efektivitas iklan memiliki pengaruh positif signifikan terhadap minat beli. Uji mediasi menunjukkan bahwa efektivitas iklan memediasi pengaruh kreativitas iklan dan frekuensi iklan terhadap minat beli konsumen.

INTRODUCTION

Marketing is not only limited face-to-face, but marketing can be done by the online system via the internet or the so-called e-commerce (Farida et al., 2017). In e-commerce, online store websites are used to display products as well as offline stores (Shahnaz & Wahyono, 2017).

Indonesia an increasing number of internet users with the fourth position in the world (Prameswari et al., 2017). The number of Internet users who shop online reaches 24.74 million people, where users spend the US \$ 5.6 billion (Rp74.6 trillion) to shop on various e-commerce (id.techinasia.com, 2017). Moreover, 60.4 percent of users have a tendency to use e-commerce again (Adiwijaya et al., 2016).

The increasing use of e-commerce in Indonesia has influenced some factors among others are the benefits received, technological readiness, product owner innovation, owner's experience with technology and owner's capability using technology to develop e-commerce business (Rahayu & Day, 2015). Increased use of electronic devices and technology may also be due to changes in consumer behavior (Ismail, 2016). Based on the 2016 economic census data from the Badan Pusat Statistik (BPS) through the chairman of Indonesia E-commerce Association (IdEA) said, the industry e-commerce of Indonesia in the last ten years grew about seventeen percent with total efforts e-commerce reached 26.2 million units (Abdurrahman, 2017).

Implementation of business operations conducted via the Internet (e-commerce) trigger companies to actively develop their sector e-commerce especially for the condition of intense business competition (Farida et al., 2017). To deal with the competition, e-commerce companies need to know which aspects of use are essential to users and how related services e-commerce can be tailored to the environment (Haghirian et al., 2005). In addition, operational standards, brand recognition of quality consistency and advertising effectiveness are also a business challenge in business improvement and expansion (Prihandono, 2015).

Businesspeople need to pay attention to the business communication strategy because good communication will help small businesses and large businesses approach consumers (Sakitri et al., 2017). Advertising is often regarded as a significant marketing communication tool in terms of influencing consumer purchase decisions including at high levels of competition (Shaouf et al., 2016).

Promoting through advertising is also very important in the business in e-commerce order to increase the frequency of consumers who cultivate and shop on e-commerce website (Serfani et al., 2013). The use of advertising is advantageous to stimulate consumers to be interested, want, find and even enjoy the advertised product (Samosir & Wartini, 2017). According to Wardi (2014) advertising can also be a branding media to get a strong market appeal, more trustworthy. Television advertisements are considered most influential because television is an essential source of information with penetration rates reaching 94 percent (Suryani, 2013).

Advertising effectiveness is used as a benchmark of advertising ability in influencing consumers (Dehghani & Tumer, 2015). Factors such as advertising creativity, advertising frequency, advertising duration are the supporting factors that affect the advertising effectiveness that affects purchase intention (Jeong et al., 2011; Chih-Chung et al., 2012; Zhu, 2013).

In the e-commerce business, purchase intention can be regarded as the final requirement of subscribers e-commerce who will then conduct purchase (Shaouf et al., 2016). Without interest, consumers will not be willing to access a site (Murwatiningsih & Yulianto, 2017). According to Mackay (2001) visits to e-commerce site are indicated as purchase intention because consumers who visit is not specific to make a purchase. Own purchase intentions can be influenced by consumer knowledge and advertising effectiveness (Dehghani & Tumer, 2015; Wulandari et al., 2015).

In addition, advertising creativity is widely recognized to be a significant component in the advertising industry (Till & Baack, 2005; Faizan, 2014). Some studies investigate the relationship between advertising creativity and purchase intention (Wang et al., 2013; Lehnert et al., 2013; Chen et al., 2016) that creativity supports consumer purchase intention. However, the results of Ahmad and Mahmood (2011), Shaouf et al. (2016) finds otherwise.

Advertising is closely related to the frequency with which messages are delivered (Haghirian et al., 2005). Jeong et al. (2011) finds that the advertising frequency is one of the critical factors affecting the advertising effectiveness. Schmidt & Eisend (2015) Lehnert et al. (2013), Park et al. (2008) got different findings in which the results found that the advertising frequency that too often makes the audience feel more saturated. The absence of influence of the advertising frequency is also shown through Rau et al. (2013)

who found that the advertising frequency did not have a significant impact on consumer purchase intention. This result proves that there is still an inconsistency of research results.

In addition, consumer purchase intention is evidently influenced by the advertising effectiveness significantly, thus developing an advertising strategy is considered necessary for the company (Dehghani & Tumer, 2015). Information conveyed through the promotion is able to provide knowledge about the products or services offered wherein the information aims to change attitude and behavior (Nindyakirana & Maf-tukhah, 2016).

Pass through from JD.id official site, JD.id is one of e-commerce B2C-based Indonesia. JD.id was formed in collaboration with JD.com which is the e-commerce most massive B2C in China. JD.id aims to be e-commerce the most popular and trusted company by continually striving to deliver services and products to all users and customers in Indonesia (Jd.id, 2017).

The diversity of e-commerce has an impact on the level of competition making promotions increase where companies showcase their various competitive advantages through advertising (Malkawi, 2007; Peter & Olson, 2016). Similarly, in Indonesia, e-commerce competition is strict JD.id make a variety of promotions one with an active television advertising that is campaigning the guarantee of authenticity of the product (Jd.id, 2017).

As stated by Syafaat (2018) JD.id television advertising has a high value of communication and creativity concept with tagline its concise, clear, and easy to remember and delivery of clear and humorous messages. The result, JD.id has creative advertising, unique as well as entertaining but the message up. Not only high creativity in the ads, through the data in Table 1 can be seen JD.id advertising activity data obtained from the monitoring site television advertising www.adsensity.com.

Based on Table 1, JD.id in the third place with the highest advertising costs after Tokopedia and Bukalapak.com a total cost of 215.61 billion above the average of the total cost of e-commerce worth 208.04 billion. In addition JD.id also in the first place based on the frequency of views and the amount of advertising duration of 13,199 times and 393,576 seconds.

But the high creativity, the amount of advertising expenditure, the frequency and duration made by JD.id above average does not give good impact to e-commerce competition in Indonesia. Based on the results summarized by *www.iprice.com* sourced from *www.smilarweb.com* that based on site visits quarterly, ranking popularity based on visits JD.id site fluctuations can be seen in Figure 1.

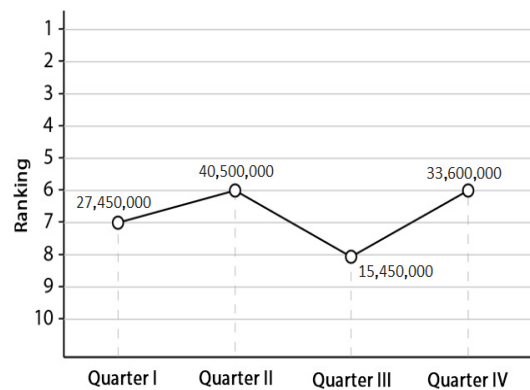


Figure 1. Traffic Site Ranking JD.id in Indonesia Year 2017

Based on data Figure 1, it can be seen that the traffic site ranking JD.id site every quarter fluctuated. In the second quarter, the ranking of JD.id traffic site increased from one position up 13.050.000 visits higher or 48% from the previous quarter. However, the decline in two positions in the third quarter from 40,500,000 to only 15,450,000 visits or decreased by 68% which me-

Table 1. Television Advertising Activities Data of E-commerce Sites in Indonesia Period 2017

No.	Site	Cost (Rp Bilion)	Frequency (Times)	Duration (Seconds)
1	Tokopedia	287.72	12.960	354.278
2	Bukalapak	249.17	12.840	321.080
3	JD.id	215.61	13.119	393.576
4	Shopee	205.85	8.173	178.959
5	Blibli.com	194.63	7.087	150.430
6	Lazada	96.25	3.067	88.345
Average		208.04	9.541	224.778

ans the percentage of decline is higher than the increase. It shows the JD.id site experienced problems with decreased visits and purchase intention despite high television advertising activities.

Based on the phenomenon that occurs, this study aims to examine the direct and indirect influence of television advertising creativity and advertising frequency on purchase intention using advertising effectiveness as a mediation variable.

Hypothesis Development

The Relationship between Advertising Creativity and Purchase Intention

Advertising creativity is one of the most triggering factors of advertising to make consumers interested and create purchase intention. Wang et al. (2013), Gunawan and Dharmayanti (2014) describes the effects of creative advertising will trigger appeal and then make consumers love the product and significantly affect the purchase intention of the product. Other studies have also revealed a similar thing if creative advertising has an impact on consumer behavior that has a more significant influence on attitudes and purchase intention compared with non-creative advertising (Lehnert et al., 2013; Chen et al., 2016).

In addition to having a positive impact on purchase intention, advertising creativity also successfully positively affects the advertising effectiveness (Chen et al., 2016). This makes the advertising creativity can have an effect directly or indirectly as referred from Pranata & Darmawanti (2013). Then hypothesis 1 and hypothesis 2 can be constructed as follows:

H1: There is a significant positive effect of advertising creativity on purchase intention.

H2: There is a significant positive effect of advertising creativity on purchase intention through advertising effectiveness.

The Relationship between Advertising Frequency and Interest Buy

Advertising has a close relationship with the number of frequencies advertising exposure. High advertising frequency allows consumers to see advertising more often and remember them. Many consumers agree that they have a definite interest after seeing the advertising and also respond well to the complete product information (Bakar & Bidin, 2014). Through the results of his research, Jeong et al. (2011). Nurmala (2011) conveyed a high frequency of advertisement effectively encouraging consumer purchase intention,

even the effect size of advertisement frequency is substantially stronger than the effect of other variables.

Chih-Chung et al. (2012) assume that the advertising frequency will have a good impact if the advertising frequency is delivered regularly to be effective. Jeong et al. (2011) also conveyed that the advertising frequency does not only directly affect purchase intention but the advertising effectiveness can be a mediated relations between the two. Then Hypothesis 3 and hypothesis 4 can be constructed as follows:

H3: There is a significant positive effect of the advertising frequency on purchase intention.

H4: There is a significant positive effect of the advertising frequency on purchase intention through advertising effectiveness.

The Relationship between Advertising Effectiveness and Purchase Intention

Advertising can be useful if which is exposed to the viewer has a good impact according to the purpose of an advertising campaign, one of which to increase consumer purchase intention. The advertising effectiveness is proven to improve consumer behavior especially positive attitude toward the brand and consumer purchase intention for the product or brand (Dehghani & Turner, 2015; Nulufi & Murwatiningsih, 2015). The statement is reiterated by Wibowo (2016), Zhu (2013) in the results of his research also concluded that high advertising effectiveness would ultimately change customer behavior. However, the results of Pranata & Darmawanti (2013) do not agree with the results of his research confirms if the advertising effectiveness has no direct positive effect on consumer purchase intention in the products advertised.

H5: There is a significant positive effect of advertising effectiveness on purchase intention.

Based on the development of the hypothesis described above it can be arranged in this research framework as shown in Figure 2. Advertising creativity is analyzed using three indicators (unique advertisement, smart advertisement, inviting curiosity), advertising frequency use three indicators (the intensity appears, the day portion, the television station section), the advertising effectiveness uses four indicators (empathy, persuasion, impact, communication) and purchase intention using three indicators (interest, desire, conviction).

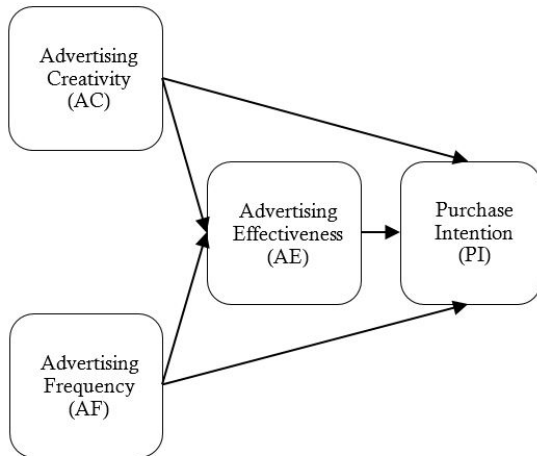


Figure 2. Research Model

METHOD

This research uses quantitative research methods where the population in this study is consumer e-commerce JD.id in Semarang City. This research uses non-probability sampling with the technique in this study purposive sampling. There are three criteria that are determined are: the first age of respondent minimum 18 years, both have to shop online through an e-commerce site and third ever know/watch JD.id television advertisement. Data collection method used in this research using the questionnaire method. The questionnaire is distributed to 116 respondents with 26 research instruments measured using Likert Scale. The collected data will be analyzed using path analysis with method Partial Least Square and calculated using SmartPLS 3.0 program

Partial Least Square testing includes outer model and inner model test. The Outer model shows how the manifest variable represents the latent variable being measured. The testing outer model consists of the test, convergent validity test discriminant validity, construct validity and reliability testing. Test inner model that test the influence of latent variables with constructive variables. The inner model test consists of R-Square test, Q-Square test and t-test. Variables used include advertising creativity (AC), advertising frequency (AF), advertising effectiveness (AE) and purchase intention (PI).

RESULTS AND DISCUSSION

A number of 116 seals willing to be respondents in this study spread from 16 sub-districts in Semarang City 33.62% of the male was 39, and 66.38% of the female were 77. Most of the

respondents were aged between 18-25 years of 86 people who were dominated as students and employees.

Analysis of Measurement Model (Outer Model)

The outer model test is used to show the validity and reliability of the study variables. Based on the output outer loading test indicates that the entire research construct has a value of 0.70. This indicates that all indicators meet the criterion of convergent validity. Based on the results of cross loading test can be seen that all correlation of the latent variable construct with the indicator is higher than the correlation with other latent variables. This suggests that latent constructs predict indicators on their blocks better than indicators in other blocks so that criteria are discriminant validity met. construct validity test results be based on the value AVE of each construct in Table 2.

Table 2. Construct Validity of Test Results

Variable	(AVE)
Advertising Effectiveness	.685
Advertising Frequency	.657
Advertising Creativity	.677
Purchase Intention	.792

Based on the construct validity test Table 2 shows that the construct of advertising creativity, advertising frequency, advertising effectiveness and purchase intention has an AVE (Average Variance Extracted) value higher than 0.50. This shows that all constructs in this study have met the criteria of construct validity. Furthermore, the reliability test constructs can also be seen in Table 3.

Table 3 Test Results Reliability Construct

Variable	Cronbach's Alpha	Composite Reliability
Advertising effectiveness	.931	.944
Advertising Frequency	.950	.960
Advertising Creativity	.956	.965
Purchase Intention	.947	.958

Based on the reliability test constructs in Table 3 shows that all constructs have good composite reliability and Cronbach alpha values above 0.70. This shows that all constructs have excellent reliability.

Analysis of Structural Model (Inner Model)

Analysis of structural model or inner model is done by looking at the R-Square value that shows the level of the goodness-fit model, Q-Square to predictive relevance and model significance test.

Table 4. Results of Test R-Square

Variable	R Square
Advertising Effectiveness	.600
Purchase Intention	.659

Based on R-Square test in Table 4 it can be seen that the value of R-Square construct the advertising effectiveness by 0.600, which means that the percentage of the amount of effectiveness the ads described by advertising creativity and advertising frequency are 60% and the other 40% are explained by other variables outside the model. Then the R-square value of the purchase intention of 0.659 indicates that the percentage of purchase intention that is explained by advertising creativity, advertising frequency, and advertising effectiveness of 66% and 34% is explained by variables outside the model. It shows that the R-Square value is considered moderate because it has a value above 0.33.test results Q-Square performed through the following calculation:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R1^2) (1 - R2^2) \\
 &= 1 - (1 - 0.600) (1 - 0.659) \\
 &= 0.259
 \end{aligned}$$

Based on calculation results of Q-Square known value of Q² amounted to 0.259 higher than 0 (zero). This shows that the research model has good predictive relevance.

The significance test can be done by using the t-test by looking at the p-value. The significance test can be seen in Table 5. Based on Table 5 it can be seen that the highest coefficient value is in the relationship of advertising effectiveness and purchase intention with a coefficient of 0.456. The lowest coefficient value is in the relation of frequency of advertisement to purchase intention is 0.092.

Table 5 also shows that all relations have a p-value < 0.05 except the relationship of the advertising frequency to purchase intention with p-value value 0.291 > 0.05 at 5% significance level. Based on the interest that has been done, the structural image of the full model line analysis in Figure 3.

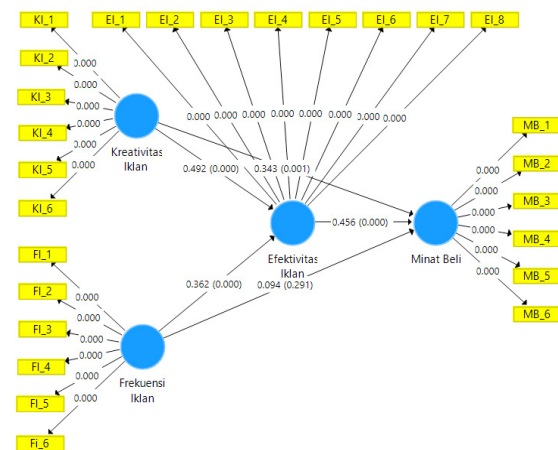


Figure 3. Image Full Model

Table 5. Path Coefficients and Indirect effects Mean, STDEV, T-Values, P-Values

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
AC -> PI	.343	.345	.102	3.370	.001
AC-> AE -> PI	.224	.225	.063	3.580	.000
AF -> PI	.094	.098	.089	1.058	.291
AF -> AE -> PI	.165	.162	.055	3.025	.003
AE -> PI	.456	.451	.106	4.283	.000

Note: AC (Advertising Creativity), AF (Advertising Frequency), AE (Advertising Effectiveness), PI (Purchase Intention)

Table 6. Hypothesis Testing

Hypothesis	P-Value	Sig.	Note
H1	.001	.05	Accepted
H2	.000	.05	Accepted
H3	.291	.05	Accepted
H4	.003	.05	Accepted
H5	.000	.05	Accepted

Based on Table 6 can show that H1 accepted, this proves that there is a significant positive effect of advertising creativity on purchase intention. Based on Table 6 shows that the obtained p-value value of independent variables advertising creativity of 0.001 is smaller than 0.05 with a significance level of 5%. Any increase in creativity in the delivery of advertising will be followed by an increase in consumer purchase intention.

This finding also supports previous findings by Wang et al. (2013) describes the effect of advertising on consumer purchase intention that advertising creativity will trigger appeal and then make consumers love the product and significantly affect the purchase intention of the product. In addition, Lehnert et al. (2013), Harhari (2014) also found a similar thing that creative advertising has an impact on consumer behavior that has a more significant influence on attitudes and purchase intention compared with non-creative advertising.

The acceptance of hypothesis 2 proves a significant positive effect of advertising creativity on purchase intention through the advertising effectiveness. The p-value value of the indirect effect of advertising creativity in Table 6 is $0.000 < 0.05$ with a significance level of 5%. This means that advertising effectiveness can mediate advertising creativity and purchase intention. That is, if the delivery of advertising is more creative it will increase the advertising effectiveness and then it is ultimately able to increase consumer purchase intention significantly.

These findings support the previous findings by Chen et al. (2016) that the advertising effectiveness can mediate the relationship between advertising creativity to purchase intention. Pranata & Darmawanti (2013) also explains that the advertising effectiveness that mediates the creativity of the fish against purchase intention can increase the likelihood of consumers to transact. In addition, Wibowo (2016) also found a similar

case that the advertising effectiveness mediation testing showed that advertising creativity influences consumer purchase intention

H3 shows that the advertising frequency has a positive but not significant effect. This means that hypothesis 4 is declared rejected. Table 6 shows that the p-value of the independent variable of the advertising frequency is $0.291 > 0.05$ with a significance level of 5%. These results show that the high frequency of impressions does not necessarily participate in and increase consumer purchase intention.

This is possible due to the uneven frequency of viewing where advertising serving is predominantly at a particular time which means that at certain times the advertising frequency serving is too low and at other times the frequency of views is too high. As Moorthy and Hawkins (2005) argue that advertising repetition has an inverted U-shaped curve effect which means that at some point the frequency of ads can have a negative impact or it could be said if repeated ads too often at one time causes consumers to saturate and even lower their purchase intention.

The absence of influence of the advertising frequency is also shown through Rau et al. (2013) who found that the advertising frequency did not have a significant impact on consumer purchase intention. In fact, according to Jeong et al. (2011), Nurmala (2011), high frequency of advertisement effectively encourages consumer purchase intention, even the size of advertising frequency effect is substantially stronger than other variable effects such as duration, year, product type and advertising diversity.

This study also supports the role of advertising effectiveness as a mediation of the frequency variables of advertising on purchase intention. This is indicated by the p-value value of the indirect effect of the advertising frequency of 0.000 less than 0.05 with a significance level of 5%. Thus H4 can be accepted. If the advertising frequency impressions increases then it will increase the advertising effectiveness and ultimately have an impact on increasing consumer purchase intention significantly.

This finding is in line with research conducted by Jeong et al. (2011) which also concludes that the advertising effectiveness is able to mediate the advertising frequency against purchase intention. Chih-Chung et al. (2012) claim that the number of times an advertisement affects the effectiveness of an advertisement whereby the better the audience's understanding and the audience's impression on the brand will make them have a purchase intention.

Table 6 shows that the p-value of advertising effectiveness variables is 0.000 smaller than 0.05 with a significance level of 5%. Hypothesis 5 testing in this study was conducted to determine the significant positive effect of advertising effectiveness on purchase intention. The results show that hypothesis 5 is accepted. Any increase in advertising effectiveness will be followed by an increase in consumer purchase intention and vice versa.

Dehghani and Tumer (2015) also found that the advertising effectiveness can affect consumer behavior, especially improving the brand's positive attitude, and purchase intention. Zhu (2013) also found the same thing that concluded that high advertising effectiveness would ultimately change consumer behavior in purchase intention. Haerani and Mudiantoro (2015) have also found that respondents have more purchase intention after obtaining effective advertising communications.

CONCLUSION AND RECOMMENDATION

Based on the analysis of the influence of television advertising on consumer purchase intention e-commerce in JD.id in Semarang, the conclusion of this research is advertising creativity has a positive and significant effect on purchase intention, but the advertising frequency has no significant effect on purchase intention. The advertising effectiveness has a significant positive effect on purchase intention. The mediation test shows that advertising effectiveness mediates the effect of advertising creativity and frequency of television advertising on consumer purchase intention e-commerce in JD.id in Semarang City.

Based on the results of this study which suggests that advertising creativity has a direct and indirect effect that is positive and significant it is expected that management can maintain and enhance creativity by developing a more creative advertising strategy by applying consumer involvement in the manufacture and delivery of advertising. Increase originality of ads also need to be improved considering that based on the results of research, the indicator of originality of JD.id television advertising has a value of influence is still low compared to other advertising creativity indicators.

Through the results of this study also found that the frequency of JD.id television advertising that has been done does not have a significant influence on purchase intention it is expected that management can upgrade the frequency of better advertising ranging from broadcast hour, broad-

casting day and television stations selection effective and ultimately able to increase purchase intention more optimally. The company may also replace other display media such as through internet media in order to achieve increasing consumer purchase intention.

The results of this study provide information that most dependent variables have a positive influence on purchase intention so that the popularity of e-commerce JD.id that still cannot compete can also be caused by other variables that have not been studied. Therefore, management is expected to be able to prepare a more attractive bid strategy in order to increase consumer purchase intention.

This research has some limitations such as research only apply two independent variable considering based on the result of R2 it can be seen that purchase intention is only influenced by 65% from the model. Then in this study also only refers to the advertising activity of television advertising media although it is known that advertising activities did not only based on television advertising.

Based on the results and limitations of this study, the authors recommend to further researchers to be able to add new variables and/or indicators or expand the advertising media used such as print advertising, radio, internet and others to enrich the model or answer the problems that occur in the study. Thus, the results of the next research are expected to be more perfect to answer the problem of this research.

REFERENCES

- Abdurrahman, M. S. 2017. *Pertumbuhan e-Commerce Indonesia Tertinggi di Dunia*. <http://tekno.liputan6.com/read/2957050/pertumbuhan-e-commerce-indonesia-tertinggi-di-dunia>. (Accessed date: 28 January 2018, at 14.35 WIB).
- Adiwijaya, M., Kaihatu, T. S., Nugroho, A & Kartika, E. W. 2016. The Descriptive Analysis of Aesthetic Appeal, Layout and Functionality and Financial Security: Case Study for The Indonesian E-Commerce. *Proceeding*. International Conference on Internet Studies at Osaka Japan.
- Adensity. 2017. *Lazada vs. Bukalapak.com vs. Tokopedia vs. Shoppe vs. Blibli.com vs. JD.id*. <http://www.adstensity.com/service/compare>. (Downloaded date: 27 January 2017, at 11.15 WIB).
- Ahmad, W & Mahmood, Z. 2011. An Empirical Investigation of the Association between Creative Advertising and Advertising Effectiveness in Pakistan. *International Journal of Marketing Studies*. 3(2): 32-52.
- Bakar, M. S. A & Bidin, R. 2014. Technology Acceptance and Purchase Intention towards Movie

- Mobile Advertising among Youth in Malaysia. *Procedia-Social and Behavioral Sciences*. 130: 558-567.
- Chen, J., Yang, X & Smith, R. E. 2016. The Effects of Creativity on Advertising Wear-In and Wear-Out. *Journal of the Academy of Marketing Science*. 44(3): 334-349.
- Chih-Chung, C., Chang, C., Lin, L. W.-C & Yau-Nang, 2012. The Effect of Advertisement Frequency on the Advertisement Attitude-the controlled Effects of Brand Image and Spokesperson's Credibility. *Procedia-Social and Behavioral Sciences*. 57: 352-359.
- Dehghani, M & Tumer, M. 2015. Research on the Effectiveness of Facebook Advertising on Enhancing Purchase Intention of Consumers. *Computers in Human Behavior*. 49: 597-600.
- Faizan, A. 2014. Pengaruh Kreativitas Iklan dan Endorser terhadap Proses Keputusan Pembelian Konsumen Mie Sedaap. *Management Analysis Journal*. 3(2): 1-8.
- Farida, N., Naryoso, A & Yuniawan, A. 2017. Model of Relationship Marketing and E-Commerce in Improving Marketing Performance of Batik SMEs. *Jurnal Dinamika Manajemen*. 8(1): 20-29.
- Gunawan, F. A & Dharmayanti, D. 2014. Analisis Pengaruh Iklan Televisi dan Endorser terhadap Purchase Intention Pond's Men dengan Brand Awareness sebagai Variabel Intervening. *Jurnal Manajemen Pemasaran Petra*. 2(1): 1-14.
- Haerani, Y & Mudiantoro. 2015. Pengaruh Efektivitas Iklan terhadap Citra Merek serta Dampaknya pada Minat Beli Sampo Pantene. *Diponegoro Journal of Management*. 4(2): 1-11.
- Haghirian, P., Madlberger, M & Tanuskova, A. 2005. Increasing Advertising Value of Mobile Marketing-an Empirical Study of Antecedents. *Proceeding*. Hawaii International Conference.
- Harhari, B. 2014. Pengaruh Kreativitas Iklan dan Atribut Produk terhadap Minat Beli AC Merek X di Jakarta Barat. *Jurnal Ilmiah Manajemen MIX*. 4(2): 187-194.
- Id.techinasia.com. 2017. *Perkembangan Pengguna Internet di Indonesia Tahun 2016 Terbesar di Dunia*. <https://id.techinasia.com/pertumbuhan-pengguna-internet-di-indonesia-tahun-2016>. (Accessed date: 27 January 2017, at 11.20 WIB).
- Iprice. 2017. *Peta E-Commerce Indonesia*. <https://iprice.co.id/insights/mapofecommerce/>. (Downloaded date: 27 January 2017, at 11.33 WIB).
- Ismail, H. A. 2016. Intention to Use Smartphone through Perceived Compatibility, Perceived Usefulness and Perceived Ease Of Use. *Jurnal Dinamika Manajemen*. 7(16): 1-10.
- Jd.id. 2017. *Profil Perusahaan*. <https://www.jd.id/help/question-22.html>. (Downloaded date: 27 January 2017, at 11.40 WIB).
- Jeong, Y., Sanders, M & Zhao, X. 2011. Bridging the gap between Time and Space: Examining the Impact of Commercial Length and Frequency of Advertising Effectiveness. *Journal of Marketing Communications*. 17(4): 263-279.
- Lehnert, K., Till, B. D & Carlson, B. D. 2013. Advertising Creativity and Repetition Recall, Wear Out and Weapon Effects. *International Journal of Advertising*. 32(2): 211-231.
- Mackay, M. M. 2001. Evaluation of Brand Equity Measures: Further Empirical Results. *Journal of Product & Brand Management*. 10(1): 38-51.
- Malkawi, B. H. 2007. E-commerce in Light of International Trade Agreements: the WTO and the United States-Jordan Free Trade Agreement. *International Journal of Law and Information Technology*. 15(2): 153-169.
- Moorthy, S & Hawkins, S. A. 2005. Advertising Repetition and Quality Perception. *Journal of Business Research*. 58(3): 354-360.
- Murwatiningsih & Yulianto, A. 2017. The Use of Technology of Acceptance Model (TAM) to Recognize the Graduate Students' Behaviours in Using Sistem Akademik Terpadu (The Integrated Academic System/ Sikadu). *International Journal of Electronic Research*. 14(12): 415-422.
- Nindyakirana, R. H & Maftukhah, I. 2016. Membangun Emosi Positif melalui Promosi Penjualan dan Lingkungan Toko Dampaknya terhadap Impulse Buying. *Management Analysis Journal*. 5(4): 375-388.
- Nulufi, K & Murwatiningsih, M. 2015. Minat Beli Sebagai Mediasi Pengaruh Brand Image dan Sikap Konsumen terhadap Keputusan Pembelian Batik di Pekalongan. *Management Analysis Journal*. 4(2): 129-141.
- Nurmala. 2011. Pengaruh Iklan Televisi terhadap Minat Beli Sabun Mandi pada Mahasiswa Fakultas Ekonomi Universitas Malikussaleh. *Jurnal Aplikasi Manajemen*. 9(1).
- Park, T., Shenoy, R & Salvendy, G. 2008. Behaviour & Information Technology Effective Advertising on Mobile Phones: a Literature Review and Presentation of Results from 53 Case Studies. *Behaviour & Information Technology*. 27(5): 355-373.
- Peter, J. P & Olson, J. C. 2016. *Perilaku Konsumen dan Strategi Pemasaran Jilid 2* (Edisi 9). Jakarta: Salemba Empat.
- Prameswari, N. S., Suharto, M & Afatara, N. 2017. Developing E-Commerce for Micro Small Medium Enterprise (MSME) to Cope with Cultural Transformation of Online Shopping. *Jurnal Dinamika Manajemen*. 8(2): 188-198.
- Pranata, A & Darmawanti, A. 2013. Pengaruh Kreativitas Iklan terhadap Minat Beli yang Dimediasi Efektivitas Iklan. *Jurnal Bisnis Indonesia*. 2(5).
- Prihandono, D. 2015. Enhancing Survivability in Indonesian Franchise Businesses in the Restaurant and Retail Sectors. *Doctoral dissertation*. University of Gloucestershire.
- Rahayu, R & Day, J. 2015. Determinant Factors of E-commerce Adoption by SMEs in Developing Country: Evidence from Indonesia. *Procedia - Social and Behavioral Sciences*. 195: 142-150.
- Rau, P. P., Zhou, J., Chen, D & Lu, T. 2013. Author's personal copy Telematics and Informat-

- ics The influence of repetition and time pressure on the effectiveness of mobile advertising messages. *Telematics and Informatics*. 31(1): 463-476.
- Sakitri, W., Arief, S., Maftukhah, I & Tusyanah. 2017. Strategies Used by Indonesia Businessmen for Communication via Email in Global Trade Era. *Asian EFL Journal*. 102(2): 29-57.
- Samosir, B. A & Wartini, S. 2017. Pengaruh Iklan pada Keputusan Pembelian Melalui Sikap Konsumen. *Management Analysis Journal*. 6(3): 254-161.
- Schmidt, S & Eisend, M. 2015. Advertising Repetition: a Meta-Analysis on Effective Frequency in Advertising. *Journal of Advertising*. 44(4): 415-428.
- Serfani, C. Y., Purnomo, S. D & Iswi, H. 2013. *Buku Pintar Bisnis Online & Transaksi Elektronik*. Jakarta: PT Gramedia Pustaka Utama.
- Shahnaz, N. B. F & Wahyono, W. 2017. Faktor yang Mempengaruhi Minat Beli Konsumen di Toko Online. *Management Analysis Journal*. 5(4): 389-399.
- Shaouf, A., Lü, K & Li, X. 2016. The Effect of Web Advertising Visual Design on Online Purchase Intention: an Examination Across Gender. *Computers in Human Behavior*. 60: 622-634.
- Suryani, T. 2013. *Perilaku Konsumen di Era Internet*. Yogyakarta: Graha Ilmu.
- Syafaat, Y. 2018. *Advertising Review TVC JD.id*. <http://mix.co.id/review/advertising-review/tvc-JD-id>. (Downloaded date: 17 April 2018, at 10.45 WIB).
- Till, B. D & Baack, D. W. 2005. Recall and Persuasion: Does Creative Advertising Matter?. *Journal of Advertising*. 34(3): 47-57.
- Wang, J. S., Cheng, Y. F & Chu, Y. L. 2013. Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators. *Human Factors and Ergonomics in Manufacturing & Service Industries*. 23(5): 357-367.
- Wardi, Y. 2014. Membangun Personal Branding melalui Iklan. *Jurnal Dinamika Manajemen*. 5(1): 94-102.
- Wibowo, S. B. 2016. Pengaruh Kreativitas dalam Iklan, Reputasi Bintang Iklan dan Waktu Penayangan Iklan terhadap Efektivitas Iklan serta Dampaknya terhadap Minat Pembelian Konsumen. *Jurnal Bisnis Teori & Implementasi*. 7(1): 221-238.
- Wulandari, A. S. A., Rahyuda, I. K & Yasa, N. N. K. 2015. The Role of Customer Attitude in Mediating Knowledge Influence towards the Purchase Intention of Green Product. *Jurnal Dinamika Manajemen*. 6(2): 124-135.
- Zhu, B. 2013. The Impact of Green Advertising on Consumer Purchase Intention of Green Products. In *World Review of Business Research*. 3: 72-80.