



The Influence of Ad Creativity, Message Quality, and Viewing Frequency on Consumer Purchase Intention: Case Study on Students of Universitas Perjuangan Tasikmalaya

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Abstract

This research focuses on advertising effectiveness by considering three key variables, namely advertising creativity, message quality, and viewing frequency. The main objective of the study is to assess the influence of these advertising effectiveness variables, which include Advertising Creativity, Message Quality, and frequency views, on consumer purchase intention. In addition, this study also aims to identify which variables are dominant in influencing consumer purchase intentions.

This study uses the Multiple Linear Regression analysis method with the help of SPSS software version 22.0. The research population consists of students of Universitas Perjuangan who have watched Mi Indomie television advertisements at least 3 times. The research sample consisted of 170 respondents selected using non-probability sampling technique with accidental sampling method, namely by distributing questionnaires as a data collection tool.

The results showed that the variables of advertising creativity, message quality, and frequency of ad viewing have a positive and significant influence on consumer buying interest. The results of the analysis also indicate that the advertising creativity variable is the most dominant variable in influencing consumer buying interest. Thus, this study provides further understanding of how advertising effectiveness, especially through improving advertising creativity, message quality, and frequency of ad serving, can increase consumer purchase intention. These findings can be a valuable guide for advertising and marketing practitioners in designing more effective advertising campaigns.

Keywords: Advertising creativity; message quality; frequency impressions

1. Introduction

The current era of free trade and globalization has drastically changed the business landscape. Technological developments and global connectivity have enabled products and services to spread more widely than ever before. In this context, competition between companies has become increasingly intense, and companies must actively innovate and compete to maintain and capture a wide market share. One important tool in this endeavor is a marketing communication program, which often involves the use of advertising as a means to convey messages to consumers (Ferdous, 2008; Low, 2000; Ibrahim, 2011).

According to Wibowo (2016), advertising, especially multimedia advertising that combines sound, images, and animation, has proven to be a very effective tool in delivering messages to consumers. Advertising is able to influence consumer preferences and generate interest in certain products. Therefore, it is important for companies to design effective advertising programs to support their marketing strategies.

One example of a company that has been successful in using advertising as part of its marketing strategy is PT Indofood CBP, known as the manufacturer of Indomie Noodles. Since its launch in 2003, Mi Indomie has enlivened the instant noodle market in Indonesia. Through various product variations and innovative promotions, Mi Indomie has slowly been able to take market share from its competitors, even those that have been present in the market earlier such as Indomie, as well as other brands such as Sarimi and Supermie (Arbrianto and Rahadi 2023; Izzaty and Aslami 2021; Mardatillah et al., 2022).

However, it is important to remember that advertising effectiveness is not only related to increased product sales, but also to various psychological and cognitive aspects that influence consumer awareness and intentions. The study by Ramalingam et al. (2006) shows that factors such as ad creativity, message quality, and frequency of ad viewing have an important role in influencing consumer purchase intentions. Therefore, companies such as PT Indofood CBP

must pay attention not only to the content of their advertisements but also to how they are packaged and delivered to consumers.

In the context of increasingly fierce business competition, it is important for companies to continuously develop effective advertising strategies to maintain and increase their market share. By understanding the important role of advertising in influencing consumers, companies can design advertising campaigns that are more powerful and successful in capturing the hearts and minds of consumers.

2. Literature Review

2.1. Ad Creativity

Advertising creativity has an important role in influencing consumer purchase intentions. The concept of advertising creativity can be defined as the ability of advertising to differentiate itself from ordinary and mediocre mass advertisements. Creative advertising is able to attract consumer attention in an unusual and different way, so that it can break through the crowd of competitive advertisements (Saputro and Prihandono 2018; Lee and Hong 2016). In this context, creative advertising is also considered as advertising that is original, astonishing, unexpected, meaningful, and has the ability to affect the emotions of the audience. Creative ads are able to make the audience pay attention to every detail and detail of the message conveyed.

Another opinion that supports this concept states that creative advertising is advertising that can differentiate itself from ordinary advertisements, which are not just mediocre. This shows that the aspects of uniqueness and difference are very important in assessing advertising creativity. In the context of consumer purchase intention, intention to buy is a type of decision that is influenced by a number of factors, including the influence of advertising (Wulandari and Darma 2020; Hashim et al., 2018). Consumers who are attracted to creative ads tend to pay more attention to the message conveyed by the ad. As a result, they may be more likely to have the intention to purchase the advertised product.

Therefore, in the study you mentioned, there are two relevant hypotheses:

H1: It is suspected that the creativity of Mi Indomie television advertisements has a positive and significant influence on consumer purchase intention. This indicates that creative advertising can increase consumers' intention to buy Mi Indomie.

H4: It is suspected that the creativity of Mi Indomie television advertisements has a dominant effect on consumer purchase intention. This indicates that advertising creativity is considered the main factor influencing consumer purchase intentions related to Mi Indomie products.

Thus, this study will examine the extent to which advertising creativity in Mi Indomie television commercials affects consumers' purchase intentions and whether this factor has a dominant influence in their purchasing decisions.

2.2. Ad Message Quality

The quality of advertising messages is an important factor in influencing consumer purchase intentions. Messages that are packaged attractively can be more effective in influencing purchasing decisions. When the viewer's attention is focused on an attractive advertisement, the advertising message can be conveyed well to the viewer. Messages that are conveyed clearly and attractively can help consumers understand the products offered and respond well to the advertisement. This is in accordance with the AIDA (Attention, Interest, Desire, Action) theory, which states that advertising messages should get attention, attract interest, arouse desire, and cause action from consumers. Therefore, it is hypothesized that the quality of advertising messages has a positive and significant effect on consumer purchase intention (H2).

2.3. Ad Serving Frequency

Ad serving frequency also plays an important role in influencing consumer purchase intentions. Frequency refers to the number of times an ad is shown to an audience within a certain period. High frequency can increase the exposure of advertising messages to audiences, so they receive advertising information more often. This can influence consumer purchase intention, especially if the advertising message is delivered at the right time during the purchase period. Therefore, it is hypothesized that the frequency of ad serving has a positive and significant effect on consumer purchase intention (H3).

2.4. Purchase Intention

Purchase intention is the stage of consumer tendency to act before actually making a purchase. This includes the possibility of using the product, trying the product, and buying the product. Purchase intention is an important indicator in understanding how advertising and other factors influence consumer behavior. In the context of this study, purchase intention refers to the consumer's desire to buy the advertised product after receiving the advertising message. Therefore, purchase intention is the key variable measured in this study.

In conclusion, factors such as the quality of advertising messages, frequency of ad viewing, and purchase intention are interrelated and can influence consumer purchasing decisions. The hypotheses proposed in this study will test the extent to which these factors contribute to consumers' purchase intention related to Mi Indomie products advertised through television commercials.

3. Research method

The research method you describe has several important components that will help you in testing the hypothesis proposed in your research. Here are some important points related to the method you describe:

3.1. Independent Variable (X)

Ad Creativity (X1): This is a variable that includes elements of creativity in advertising, such as uniqueness, ability to attract attention, memorability, meaning contained in it, and distinctiveness of the advertised product. These indicators of advertising creativity will be used in the analysis.

Message Quality (X2): This variable includes the intent, purpose, and information to be conveyed in the advertising message. Indicators of message quality include the ability to invite attention, maintain interest, arouse desire, and obtain action.

Frequency of Viewing (X3): This variable includes the number of times an advertisement is aired and related factors such as airing intensity, airing time, and broadcasting stations. These indicators will be used to measure the frequency of ad views.

3.2. Dependent Variable (Y)

Purchase Intention (Y): This is the main variable in your research, which reflects the consumer's desire to use, try, or buy the product after seeing the advertisement.

3.3. Population and Sample

The research population is students at Universitas Perjuangan who have watched Mi Indomie advertisements at least three times. The sample will consist of 170 respondents selected using the Accidental Sampling technique.

3.4. Data Collection Method

Data will be collected through questionnaires given to respondents. Respondents will provide scores using a Likert scale.

3.5. Data Analysis Method:

You will use multiple linear regression analysis to examine the relationship between the independent variables (ad creativity, message quality, viewing frequency) and the dependent variable (purchase intention). Multiple linear regression equations are used for this analysis.

3.6. Hypothesis Testing

Hypothesis testing will involve the use of various statistical techniques, such as correlation coefficient (R) test, determination test (R²), t-test, and model fit test (F-test). This will help you test whether the independent variables have a significant influence on the dependent variable and to answer the hypotheses proposed in your research.

By using this method, you can analyze the effect of advertising creativity, message quality, and frequency of viewing on consumer purchase intention regarding Mi Indomie products. Hopefully your research goes well.

4. Results and discussion

Table 1. Gender Distribution of Respondents

Gender	Number	Percentage
Male	72	42.4%
Female	98	57.6%
Total	170	100%

The table above illustrates the gender distribution of respondents in the study. There are two gender categories, namely "Male" and "Female." The total number of respondents who participated in this study was 170. In the table, it can be seen that the number of female respondents (98 people) is higher than the number of male respondents (72 people). Thus, more than half of the total respondents were female, at 57.6%. Meanwhile, men accounted for about 42.4% of the total respondents.

Table 2. Distribution of Respondents by Age Group

Age Group	Quantity	Percentage
17 – 21	110	64.7%
22 – 26	60	35.3%
27 – 31	0	0%
> 31	0	0%
Total	170	100%

Table 3. Distribution of Respondents Based on Major

Major	Quantity	Percentage
Akuntansi	54	31.8%
Administrasi Bisnis	60	35.3%
Kemaritiman	4	2.4%
Pariwisata	7	4.1%
Teknologi Informasi	22	12.9%
Teknik Kimia	1	0.6%
Teknik Sipil	10	5.9%
Teknik Elektro	4	2.4%
Teknik Mesin	8	4.7%
Total	170	100%

5. Instrument Test Results and Data Analysis

5.1. Validity Test Results

The validity test is one of the important steps in research to ensure that the instrument used, in this case a questionnaire, has an adequate level of validity or validity. In this test, we find out to what extent the questions in the questionnaire can be considered valid or valid in measuring the variables we want to examine.

Table 4. Validity Test

Indicator	Rhitung	Rtable	sig.	Description
X1.1	0.44	0.1506	0	Valid
X1.2	0.642	0.1506	0	Valid
X1.3	0.892	0.1506	0	Valid
X1.4	0.892	0.1506	0	Valid
X1.5	0.892	0.1506	0	Valid
X1.6	0.488	0.1506	0	Valid
X2.1	0.892	0.1506	0	Valid
X2.2	0.603	0.1506	0	Valid
X2.3	0.892	0.1506	0	Valid
X2.4	0.6	0.1506	0	Valid
X3.1	0.759	0.1506	0	Valid
X3.2	0.72	0.1506	0	Valid
X3.3	0.575	0.1506	0	Valid
Y1.1	0.73	0.1506	0	Valid
Y1.2	0.94	0.1506	0	Valid
Y1.3	0.94	0.1506	0	Valid

The results of this validity test are the basis for trust in the data we will collect. The validity test process is carried out by comparing the Fcount value with the ftabel value at a certain level of significance, in this case at the 0.05 (two-tailed) significance level. In this study, the number of respondents was 170, so the degree of freedom (df) was 168, with an rtabel value of 0.1506.

The calculation results show that the correlation value (rcount) for each question item is greater than the rtabel value, which is 0.1506. These results indicate that all question items in the questionnaire are considered valid. In other words, these questions have sufficient ability to measure the purchase intention variable accurately and reliably.

Thus, the results of this validity test provide confidence that the instruments used in this study have proven to be valid or valid, and the data to be obtained from the questionnaire can be relied upon for further analysis. This validity provides a strong basis for confidence in the interpretation of the research results and the findings that will be generated.

5.2. Reliability Test

To ensure the reliability of the data that has been collected, a reliability test is carried out. Data is considered reliable if the Cronbach Alpha value is > 0.6 . Reliability testing was carried out using SPSS 22 software.

Table 5. Reliability Test

Variable	Cronbach Alpha	Criteria	Description
Advertising Creativity	0.772	> 0.6	Reliable
Message Quality	0.799	> 0.6	Reliable
Advertising Frequency	0.762	> 0.6	Reliable
Purchase Intention	0.853	> 0.6	Reliable

The results are as follows:

- Ad Creativity has a Cronbach Alpha value of 0.722.
- Ad Message Quality has a Cronbach Alpha value of 0.799.
- Frequency of Viewing has a Cronbach Alpha value of 0.762.
- Purchase Intention has a Cronbach Alpha value of 0.853.

Based on the reliability test results listed in the table, it can be concluded that all variables have a Cronbach Alpha value > 0.6 . Therefore, it can be concluded that all variables in this study can be considered reliable. This means that the data used in this study can be relied upon for further analysis.

Table 7. Correlation Coefficient Test Results (R) and Determination Coefficient Test (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.956	0.914	0.913	0.55281

Partial Test Results (t Test):

In this study, a t table with a significance level of $\alpha/2$ is used, where α is the significance level which is usually set at 0.05. Furthermore, to calculate the t table value, we use the formula $t \text{ table} = (\alpha/2; n-k)$, where n is the number of samples and k is the number of variables in the model.

So, in this study:

- $\alpha/2 = 0.05/2 = 0.025$
- $n - k = 170 - 4 = 166$

Thus, the resulting t table value is 1.97436. This is used in the t test to measure the significance of the regression coefficient on each variable in the model. If the calculated t value exceeds the t table, it can be said that the regression coefficient is statistically significant.

6. Conclusions

Based on the results of the research conducted, the following conclusions can be drawn:

- 1) The variables of advertising creativity, message quality, and frequency of ad serving have a positive and significant influence on consumer purchase intentions. This means that if advertising creativity increases, the quality of advertising messages increases, and the frequency of ad views increases, consumer purchase intentions also tend to increase. Conversely, if these three variables decrease, consumer purchase intentions also tend to decrease.
- 2) The results of the correlation analysis indicate a very strong relationship between the independent variables (advertising creativity, message quality, and frequency of viewing) and consumer purchase intention.

- 3) The variable of advertising creativity (X1) partially has a positive and significant effect on consumer purchase intention, which confirms the first hypothesis (H1).
- 4) The variable quality of advertising messages (X2) also partially has a positive and significant effect on consumer purchase intentions, which confirms the second hypothesis (H2).
- 5) The variable frequency of ad serving (X3) partially has a positive and significant effect on consumer purchase intention, which confirms the third hypothesis (H3).
- 6) The results of the analysis show that advertising creativity (X1) has a dominant influence on consumer purchase intention compared to other variables, in accordance with the fourth hypothesis (H4).

Thus, the overall results of the analysis indicate that advertising creativity, message quality, and frequency of ad viewing are important factors that partially influence consumer purchase intentions. The implication is that companies or marketers need to pay attention to and improve these aspects in the planning and execution of their advertising campaigns to achieve higher consumer purchase intentions.

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