



RESEARCH ARTICLE

Impact of Brand Advertising, Consumer Confidence, and Consumer Attitudes on Purchase of Honda Brand Vehicles in Banda Aceh City

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Abstract

The purpose of this study was to determine the impact of advertising, brand, consumer beliefs and consumer attitudes on purchasing Honda branded vehicles in Banda Aceh city. Advertisements, brands, consumer beliefs, and consumer attitudes are independent variables, and purchases are the dependent variables. This sample was conducted using an objective sampling method from 100 respondents using Honda brand vehicles, specifically vehicles produced up to 2019. The results showed moderate associations between advertising variables, brands, consumer beliefs, and consumer attitudes towards purchasing Honda vehicles in Banda Aceh City. Honda car purchases in Banda Aceh City are influenced by promotional variables, brands, consumer beliefs, and consumer attitudes, with the remaining 53.7% being influenced by other variables. Evidence for all independent variables in this study, partially using t-tests, shows that all independent variables in this study have a significant impact on Honda vehicle purchases in Banda Aceh City. On the other hand, the simultaneous validation using the F-test also showed that the variables advertising, brand, consumer beliefs, and consumer attitudes had a significant impact on the purchase of Honda brand vehicles in Banda Aceh city at the same time. Based on the results of multiple regression analysis, the hypotheses tested in this study are accepted.

Keywords

Advertisements, Brands, Beliefs, and Consumer Attitudes Toward Purchasing Honda Brand Cars.

1 | INTRODUCTION

Brands are a tool for creating and controlling consumer perceptions/responses regarding service products, in a world that is constantly changing with globalization, territorial boundaries are disappearing, markets are increasingly fragmented, products are increasingly parity, information is flooding, and so on brands are something vital and become a kind of short cut that consumers need to make decisions. Without it, imagine how people put together lists of preferences in their heads. Where the product is cured in the factory, but the brand is built in the mind. Thus, communication, including advertising. Being a very decisive spearhead in developing a brand, in this context means success in winning the competition to seize market share. Cars are basically luxury goods [1]. There are even some people who place this product as a product that creates image and prestige in their social environment. Because it has the function of a means of transportation which is the main symbol as a product that creates image and prestige in their social environment. The high desire of people to own a car is because cars can provide more benefits than two-wheeled vehicles, but when viewed from the price, of course cars are more expensive than two-wheeled vehicles [2]. Public interest in cars is also influenced by brand image and attributes [3,4], services and resale prices in the market, then in addition it can also be used for business activities and non-business matters such as traveling with family and so on.

The existence of a brand image owned by Honda cars can provide a separate image to consumers [5]. From the results of the experience that consumers have so far, it shows that this Honda car is attractive with its accessories so as to convince the public of the superiority that Honda cars have. This experience forms good beliefs and perceptions of this type of car. The positive image that is formed in the minds of consumers towards this product causes the decision to choose a Honda car to be higher. This is also in accordance with the statement put forward by Bitta (1994: 245) which states that the higher a person's image of the product, the decision to choose the product is relatively high [6]. Even they are difficult to leave the brand just like that. It can happen the other way around where a bad image of the brand of a product causes consumers to be reluctant to choose the product. Placing Honda car brands in the minds of consumers, both potential and actual consumers in the city of Banda Aceh. Continued to be carried out by the management through advertising. Even the launch of new series and models in the Honda Car brand continues to be carried out through this communication medium. So that these Honda car brands are always remembered by consumers.

2 | BACKGROUND THEORY

Definition of advertisement

Swastha (2000: 223) defines advertising as non-individual communication, with a number of costs through various media carried out by companies, non-profit institutions and individuals. According to Kasali (2002: 9) advertising is part of the promotion mix, namely part of the marketing mix, so it can simply be described as a message that offers a product aimed at the community through the media [7]. However, to distinguish it from ordinary announcements, advertising is more directed at persuading people to buy. Advertising is a form of communication that encourages the means of sending commercial messages without taking advantage of interaction with the recipient [8]. With the help of the internet advertising is in the limit of total re-creation, maybe even reborn (Marc Gobe, 2002: 231). From another perspective, the real objective of advertising is to communicate effectively (Swastha, 2000: 252). According to Kotler (2000: 271) the purpose of advertising can be grouped into three kinds, namely: to convey information, to persuade and remind [9].

- Information advertising at length describes the product at the pilot stage of a product to create basic demand for certain categories,
- Persuasion advertising (persuade) becomes important in competition, where the company's goal is to create selective demand for certain brands, mostly advertising compared to trying to create the superiority of one brand over other brands over the same product.
- Reminder advertising is very important in the maturity stage of a product to keep consumers reminded of the product.

Definition of Brand

A brand is a name, symbol, sign, design, or a combination of them to be used as an identity for an individual, organization or company for goods and services owned to differentiate it from other service products [10]. A strong brand is characterized by recognition of a brand in society, high brand associations with a product, positive perceptions of the market and high consumer loyalty to the brand. Simamora (2007: 542) states that a brand is anything that identifies the seller's goods or services and distinguishes them from other goods and services. A brand can be a word, letters, a group of words, a symbol, a design, or some combination of the above.

According to Alma (2004: 147) a mark or stamp is a sign or symbol that gives the identity of a particular good or service which can be in the form of words, pictures or a combination of both [11]. A brand is a company's unique design, or

trademark, that differentiates its offerings from other entry product categories, Shimp, (2003: 238). Kotler (2000: 63), says that a brand is a name, term, sign, design, or a combination of those things intended to define the goods or services of a person or group of sellers and to differentiate them from competing products [12]. So, the brand identifies the maker or seller of a product. A brand is a seller's promise to consistently deliver a specific set of features, benefits, and services to buyers. The best brand is a guarantee of quality [13].

According to Susanto and Himawan (2004: 12-13) in their book *Power Branding*, in general, brands can be grouped into three types, namely:

a. Functional Brands (Functional Brands)

Functional brands are mainly related to functional benefits so that they are related to interpretations associated with functional attributes. The pattern of consumer decision making for this type of brand is relatively low, without in-depth consideration and if the brand is not available, consumers easily switch to substitute brands.

b. Brand Image (Image Brands)

Brand image specially to provide benefits of self-expression (self-expression benefit). As a brand that aims to improve the image of the wearer, the brand must have the power to generate desire.

c. Experiential Brands (experiential Brands)

Experiential brands are primarily for providing emotional benefits. Experiential brands place great emphasis on their ability to provide a unique experience to customers, so that customers feel different from competitors. The determining factor is 2P namely, Place and People. The key to managing this brand is consistency and satisfaction.

The definition of belief

Confidence according to Mowen and Minor (2002: 312) is "all knowledge possessed by consumers and all about objects, attributes and benefits. Objects can be products, people, and companies. Attributes are characteristics or features that are owned or not owned by objects [14]. Benefits are positive results that are given by attributes to consumers. So, it can be said that the belief variable is a variable in service because satisfaction arises because of belief, in other words satisfaction arises as a result of belief, in other words satisfaction will not be achieved if there is still discrimination in product offerings both from objects, attributes and benefits provided to consumers. Satisfaction that has been felt by the consumer, becomes an experience in determining the attitude of trust. Belief according to Umar (2003: 13) is all the knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. Intrinsic attributes are everything related to the actual nature of the product, while extrinsic attributes are everything that is obtained from external aspects of the product such as the name. Brands and labels.

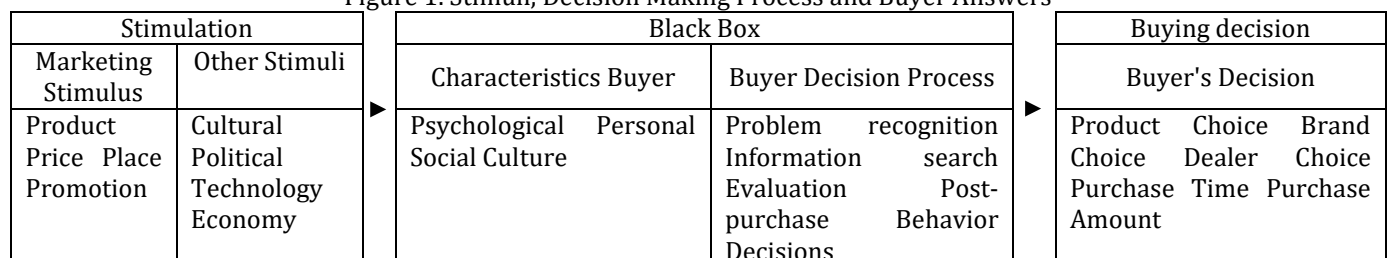
Attitude Understanding

In essence, perception will relate to a person's behaviour in making decisions about what is desired. One way to find out consumer behaviour is to analyse consumer perceptions of products [15]. With consumer perception, we can find out what things are strengths, weaknesses, opportunities, or threats for our products; besides perception, a person's attitude will appear in assessing an object that will be of interest and to be owned. Attitude is a favourable or unfavourable evaluation of emotions and inclinations of a person towards some object to be interested in and to have. Simamora (2002: 14) states that in attitude there are three components, namely 1) Cognitive component: consumer confidence and knowledge about objects. What is meant by the object is the product attribute, the more positive the belief in a brand of a product, the overall cognitive component will support the overall attitude. 2) Affective component: emotional which reflects feelings towards an object, whether the object is desired or liked. 3) behavioural component: reflects the tendency and actual behaviour towards an object, in which this component shows a tendency to perform an action.

Consumer Purchases

Mowen (2000: 5) defines consumer behaviour as the study of buying units and exchange processes involved in acquiring, consuming, and disposing of goods, services and experiences and ideas. According to Kotler (2005: 177), the core of consumer behaviour is how consumers respond or make decisions to various marketing stimuli that can be managed by companies [16]. Advertising appeals and others will gain more profit than its competitors. The relationship between marketing stimuli:

Figure 1. Stimuli, Decision Making Process and Buyer Answers



3 | METHOD

Population and Sampling

In this study, the population is consumers who use Honda Brand Cars, especially car output over 2019 in Banda Aceh City, which currently number 1021 units in Banda Aceh City (Banda Aceh Traffic Directorate, 2021). Sampling was carried out using the "purposive sampling" method for 100 respondents who used Honda All New CRV cars in Banda Aceh using the following formula (Sulisyanto, 2006: 100)

$$n = \frac{N}{1 + N(e^2)}$$

Information:

n = Sample

N = Population

E = Degree of freedom

$$n = \frac{1021}{1 + 1021(0,09^2)}$$
$$n = 100$$

Data analysis tools

To determine the effect of advertising, brand, consumer confidence and consumer attitudes towards purchasing a Honda brand car in Banda Aceh City, it will be analyzed using a multiple linear regression measuring instrument. Mathematically, the multiple linear regression measuring instrument is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information:

Y = purchase

a = Constant

b₁ = Ad Regression Coefficient

b₂ = Brand Regression Coefficient

b₃ = Consumer Confidence Regression Coefficient

b₄ = Consumer Attitude Regression Coefficient

X₁ = Advertisement

X₂ = Brand

X₃ = Consumer Confidence

X₄ = Consumer Attitude

e = Error term

Hypothesis test

Ho1: Advertising variables, brands, consumer beliefs and consumer attitudes have no significant effect on the purchase of Honda Brand Cars in Banda Aceh City.

Ha1: Advertising variables, brands, consumer beliefs and consumer attitudes have no significant effect on the purchase of Honda Brand Cars in Banda Aceh City.

To test the hypothesis in this purchase the authors use the F test (F test) and t test (t test) that is by comparing the significance of F_{-count} and F_{-table} and significant t_{-count} with t_{-table}. The confidence level (95 percent confidence interval) or the error rate (alpha) α is 5 percent.

- If the t_{-count} statistics > t_{-table} statistics, then Ha is accepted
- If the t_{-count} statistics < t_{-table} statistics, then Ha is rejected
- If the F_{-count} statistics > f_{-table} statistics, then Ha is accepted
- If the F_{-count} statistics < f_{-table} statistics, then Ha is rejected

Reliability Test

The instrument used in this study was a questionnaire filled in by selected respondents. To see the reliability of the questionnaire, it will first determine the reliability and validity values of the data in certain numbers. The reliability test was used to determine whether the data collection tool demonstrated the level of certainty, accuracy, or consistency of the tool in revealing certain symptoms from a group of individuals, even though it was carried out at

different times. According to Malhotra (2005), acceptable alpha coefficient is above 0.06. If the Cronbach's alpha is greater and is 0.60, the instrument in this study is reliable.

Validity test

The validity of research data is determined by an accurate measurement process, the assessment of validity is accuracy. A measurement instrument is said to be valid if the instrument measures what it is supposed to measure (Indrianto, 1999: 182). In this study, the measurement of validity was measured using the product moment correlation. Determination of validity is based on a comparison of the correlation value obtained between the question item scores and the total question item scores, by comparing the critical value obtained with the r-table value. If the calculated correlation value (r-count) is greater than the r-table value at the 95 percent confidence level, it can be interpreted that the question items are valid.

4 | RESULT

Consumer knowledge of the company and the products offered is very dependent on the effectiveness of the information conveyed by the company through television advertising activities. Thus, the large number of goods and services that are similar or have the same function produced by producers will result in intense competition in marketing these goods and services. So that consumers know about the state of the products and services produced to the target audience. To overcome this problem through television advertising media which is carried out aims to disseminate information about the company and about the products it produces.

Table 1. Respondents' Responses to Advertising Variables

No	Variable	Average
1	Advertising is important as a container in conveying information	3,8100
2	Honda Brand Car Ads can provide valuable information through advertisements	3,6900
3	Honda Brand Car Ads persuade people to make a Purchase	3,4000
4	Honda brand car advertisements tell the various advantages that Honda has	3,3700
Average		3,5675

Source: primary data (processed), 2023

Table 2. Respondents' Responses to Brand Variables

No	Variable	Average
1	Likes to introduce the advantages of the Honda brand to friends	3,8200
2	The reliability of the Honda Brand has been known for a long time	4,4300
3	Public knowledge about the Honda brand is relatively perfect	4,6400
4	The Honda brand has a brand that is consistent with its quality	3,2400
Average		4,0325

Source: primary data (processed), 2023

Table 3. Respondents' Responses to Consumer Confidence Variables

No	Variable	Average
1	Confidence in Honda brand cars is greater than any other brand	3,4000
2	The Honda company has never cheated on a customer	3,3700
3	Honda brand car company's attention to customers is very large	3,8200
4	Customer confidence in Honda brand products is no longer in doubt	4,4300
Average		3,7750

Source: primary data (processed), 2023

Table 4. Respondents' Responses to Consumer Attitude Variables

No	Variable	Average
1	You have a positive assessment of Honda brand cars	4,6400
2	You also feel benefited in using a Honda brand car	3,2400
3	The use of Honda products is more satisfying	3,8200
4	You have the attitude to use a Honda brand car much better than others	4,4300
Average		4,0325

Source: primary data (processed), 2023

Table 5. Respondents' Responses to Purchasing Variables

No	Variable	Average
1	You buy a Honda brand car because this product choice has good quality and is economical in fuel consumption	3,8100
2	Honda Brand Cars are very well known and proven to be able to provide satisfactory results	3,2200
3	You really believe Honda brand cars have more superiority than the others.	4,4100
4	Honda brand cars are able to provide comfort in their use	4,4300
Average		3,9675

Source: primary data (processed), 2023

Table 6. Results of Multiple Linear Regression Analysis Recapitulation

Research variable	Label	Regression Coefficient	t-count	Significant
A	Constant	1,113	3,332	0,001
X ₁	Brand	0,951	3,492	0,001
X ₂	Advertisement	0,282	2,996	0,003
X ₃	Consumer confidence	0,309	2,418	0,002
X ₄	consumer attitude	0,786	3,295	0,001
R squared: 0,463		F Ratio: 20,459		
R correlation: 0,640		Significant: 0,000		

Source: primary data (processed) 2023

From the research results, the final estimator equation can be obtained as follows:

$$Y = 1,113 + 0,951 X_1 + 0,282 X_2 + 0,309 X_3 + 0,768 X_4.$$

The above equation implies that:

- A constant of 1.113 means that if the variables of advertising, brand, consumer confidence, consumer attitudes are considered constant then the purchase of a Honda brand car is only 1.113 percent.
- If the X₁ variable (advertising) changes by 1 percent, it will affect the purchase of Honda brand cars by 0.951 percent, assuming that the brand variables, consumer beliefs and consumer attitudes are considered constant.
- If the X₂ variable (brand variable) changes by 1 percent, it will affect the purchase of Honda brand cars by 0.951 percent, assuming that the brand variables, consumer beliefs and consumer attitudes are considered constant.
- If the X₃ variable (consumer belief variable) changes by 1 percent, it will affect the purchase of Honda brand cars by 0.951 percent, assuming that the brand variables, consumer beliefs and consumer attitudes are considered constant.
- If the X₄ variable (consumer attitude variable) changes by 1 percent, it will affect the purchase of Honda brand cars by 0.951 percent, assuming that the brand variables, consumer beliefs and consumer attitudes are considered constant.

The determinant coefficient (R²) is 46.3 percent indicating that the variable advertising, brand, consumer confidence and consumer attitudes can influence the purchase of the Honda brand by 46.3 percent and the remaining 53.7 percent is influenced by other variables outside this research model. The correlation coefficient (R) of 68 percent illustrates that the variables of advertising, brands, consumer beliefs, and consumer attitudes have a close relationship with the purchase of a Honda brand car by 68 percent.

Proof of Hypothesis

To prove that the variable level of advertising, brand, consumer confidence and consumer attitudes has a significant effect on the variable of purchasing a Honda brand car, a separate partial test is carried out with a t test at the level of trust (Internal Confidence 95 percent), namely:

- For the t-hit advertising variable, it is 3.492, which is greater than the t-table, which is 1.9852. This partially shows that the advertising variable has a significant effect on the purchase of a Honda brand car.
- Their variable with a t-hit of 2.996 is greater than the t-table of 1.9852. This shows that partially the brand variable has a significant effect on the purchase of a Honda brand car.
- For the consumer confidence variable, a t-hit of 2.095 is greater than the t-table of 1.9852. This shows that partially the consumer confidence variable has a significant effect on purchasing a Honda brand car.
- For the consumer attitude variable, it has a t-hit of 5.354 which is greater than the t-table of 1.9852. This shows that partially the consumer attitude variable has a significant effect on the purchase of a Honda brand car.

Proof of the accuracy of the four independent variables on the purchase of a Honda brand car by using the F-test. The F-hit in this equation is 20.459 with the F-table of 2.467. This illustrates that the variables of advertising, brand, consumer confidence and consumer attitudes simultaneously have a significant effect on purchasing Honda brand cars in Banda Aceh

5 | CONCLUSIONS AND FUTURE WORK

From the results of the research that has been done, it can be concluded that:

- a. The results showed that there was a moderate relationship between the variables of advertising, brands, consumer beliefs and consumer attitudes toward purchasing Honda cars in Banda Aceh City.
- b. Advertising variables, brands, consumer beliefs and consumer attitudes influence the purchase of Honda cars in Banda Aceh City and the remaining 53.7 percent are influenced by other variables.
- c. Proving all the independent variables in this study partially by using the t-test shows that all the independent variables in this study have a significant effect on purchasing Honda cars in Banda Aceh City.
- d. While the verification is carried out simultaneously using the F test also shows the variables of advertising, brands, consumer beliefs and consumer attitudes, simultaneously have a significant effect on the purchase of Honda brand cars in Banda Aceh City.
- e. Based on the results of multiple linear regression analysis, the hypothesis tested in this study is H_a accepted.

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