"AN ANALYSIS OF ANTECEDENT FACTORS OF ATTITUDES TOWARDS BRANDS AND ITS EFFECT ON INTENTION TO BUY LUX, LIQUID SOAP PRODUCT"

(Case study in Semarang)

BACHELOR THESIS

Submitted to Faculty of Economics and Business

In partial fulfilment of the requirements

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by :

NIKEN ROSYIDA RAHMA

NIM. C2A008114

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BACHELOR THESIS LETTER OF AGREEMENT

Author : Niken Rosyida Rahma

Student Number : C2A008114

Faculty /Department : Economics and Business / Management

Title : **AN ANALYSIS OF ANTECEDENTS FACTORS OF ATTITUDE TOWARD BRANDS AND ITS EFFECT ON INTENTION TO BUY "LUX", A LIQUID SOAP PRODUCT (Case Study in Semarang)**

Bachelor Thesis Supervisor : Dr. Ibnu Widiyanto, MA. PhD

Semarang , March 29th 2012

Bachelor Thesis Supervisor

(Dr. Ibnu Widiyanto,MA,PhD)

NIP.19620603199001100

LETTER OF APPROVAL

Name : Niken Rosyida Rahma

Student Number : C2A008114

Faculty/Department : Economics and Business/Management

Title : **AN ANALYSIS OF ANTECEDENTS FACTORS OF ATTITUDE TOWARD BRANDS AND ITS EFFECT ON INTENTION TO BUY "LUX", LIQUID SOAP PRODUCT (Case study in Semarang)**

HAS BEEN PASSED THE EXAM ON April 27th 2012

The examiner :

1. Drs. Ibnu Widiyanto,MA,Ph.D   (..)

2. Drs. H. Mudiantono, M.Sc   (...)

3. H .Susilo Toto Rahardjo, SE., MT (...)

ORIGINALITY BACHELOR THESIS STATEMENT

I am Niken Rosyida Rahma,the author, states that my bachelor thesis entitled "AN ANALYSIS OF ANTECEDENTS FACTORS OF ATTITUDE TOWARD BRANDS AND ITS FACTORS ON INTENTION TO BUY "LUX", LIQUID SOAP PRODUCTS" is definitely my original. I truthfully state that in this thesis, there is no other author works being copied or rewrite without any permission or without presenting their credit.

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Semarang, March 28th 2012

Author

Niken Rosyida Rahma

NIM. C2A008114

MOTTO AND DEDICATION

" Allah tidak akan memberikan cobaan yang melebihi kemampuan hamba- NYA"

"Don`t hang your head, go with your shoulders strengthened out. What is it that you find ugly? It`s only dented

There`s no need to change the shape of the puzzle

You just haven` t found the right place..."(Starlight March – strawberry fields)

This bachelor thesis is dedicated to my beloved parents, my greatest Mother whom never gives up supporting all my dreams and giving her endless love to me. And also all my brothers, I will show you so that you will be proud of me.

To my Sonsaengnim, 감 사 합 니 다, 미 안 합 니 다 because I am too late. However, I will come to your country one day and promise to become a better person.

ABSTRACT

In these recent years, there has been competition between liquid soaps in Indonesia. However, they compete in the market even though they are manufactured by the same company. Lux is a beauty soap that made in 1924, and launched in 1954 in Indonesia. Yet, it tried to build its images with liquid soap in 2006 and then, became a market leader in the next years. However, Lux must provide advantages to the customers to stabilize its position.

The aim of this research is to analyze the influence of community effect, media usage, attractiveness of advertisement, and brand ambassadors popularity on attitude, and also from attitude towards the intention to buy Lux liquid soap product. This research involves 150 college students, senior high school students, employees, and freelancers as its respondents and accidental sampling method. The writer distributes questionnaire in order to collect all the data and then analyzes employing double- regression linier analysis by SPSS software.

Analysis data result shows that research model design is related and can be proved. The conclusion from this research related to community effect, media usage, attractiveness of advertisement and brand ambassador`s popularity is those are having various positive effects and significant on attitude. However, especially for media usage, the result is positive but it is not significant. Therefore, the attitude is significant toward the intention to buy.

Key words   : intention to buy, attitude, community effect , media usage,
*   attractiveness of advertisement and brand ambassadors popularity,*
*   Lux liquid soap.*

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Semarang, March 28th 2012

Author

Niken Rosyida Rahma

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CHAPTER 1

INTRODUCTION

1.1 Background of the Research

In order to support a product in the market fierce competition, companies must implement various efforts to build their products compete and gain large market share. The strategy developed by this company is intended to influence attitudes of the customers. Therefore, it influences the consumers to buy product offered. According to Hawkins, Mothersbaugh, and Best (2006:282) " information processing is a series of activities by the which stimuli are perceived, transformed into information and store".

Providing information to the customers is a major problem in promotion strategy in order to provide a product known by the consumers. When information has been disseminated, that information will transform into several elements that influence the consumers to purchase the products and consume it. All the information dispersed to consumers creates costumer's perception. Perception is a process that begins with consumer's exposure and attention to marketing stimuli and ends with consumer's interpretation. Perception will naturally create some elements that would be experienced by the consumers (Hawkins, Mothersbaugh, and Best (2006:282).

From this perception, a product offered leads the consumers to believe its function naturally (Kotler & Armstrong, 2008:176). A strong belief in products will affect consumer's attitudes and encourage them to buy the

product. Building a positive image in consumer's mind through brand equity will be difficult because of having many competitors, especially for identical. Products, such as consumers' goods, undergo the greater pressures to consumer`s mind share, especially since they faced the consumers who constantly get various offers from various old products and new products (Kartajaya ,2006: 558).

Lux soap was first launched mass-marketed in 1924 in the United States. It has been around 80 years and was first marketed in the form of solid soap.

Lux is one of Unilever products in the beauty soap category. Lux`s goal is to provide women`s needs to make them look beautiful and confident everyday. In 2008, Unilever launched two new products in liquid soap category. Liquid soap product is brand extension strategy from Lux. Lux applied this strategy because their image as solid soap category is already strong. The strength of Lux liquid soap can be proved by increased position in the market share. Here is a list of liquid bath soap brand ranks.

Table 1.1

Top of Mind Advertising Soap Product 2007 - 2011

Merek	2007	2008	2009	2010	2011
Lux	45,7	39,9	47,0	48,6	48,2
Lifeboy	31,8	32,7	31,9	29,6	30,4
Biore	9,6	7,4	5,6	6,4	6,5
Dove	2,2	6,0	2,0	***	***
Dettol	1,1	2,8	***	***	2,8

Source: SWA16/XXIII/24 JULI-8 AGUSTUS; SWA16/XXIV/AGUSTUS- SEPTEMBER 2008;SWA 16/XXV/27 JULI -5 AGUSTUS2009; SWA 15/XXVI/15-28 JULI2010 ; SWA 15/XXVII/18-27 JULI 2011

Note: *** the data does not show in the magazine because the product
does not include in the big 5 products in that year.
The total of TOM ad is 100 %, and because of the magazine does not
show all products, the table does not in 100% of the total amount.

Tom ad shows the most remember brand position by the consumer via advertising media. In 2008, Lux is decreased in Tom ad, and it meant that the effectiveness and the attractiveness of the advertising began to decline, because consumers realized that advertising was showing their product claim more than their value. Yet, they increased in 2009.

This TOM ad calculates with surveys in 7 big cities in Indonesia, and SWA worked with 2.609 respondents. They applied two kinds of respondents which are personal respondents and company respondents. The formula to calculate TOM ad is brand which is remembered by the respondents and divided by total of respondent and then, times 100%.

SWA Magazine NO.18/XXIV/3 SEPTEMBER 2009 in terms of product knowledge, Lux has sought to provide information about the liquid soap through media advertising. Media advertising itself help consumers on where to buy the Lux liquid soap in the traditional markets, the retail stores, and the supermarkets. In terms of knowledge usage, Ad also provides knowledge about how to use Lux liquid soap correctly. In terms of knowledge of pricing, advertising provides information related to the price range of various sizes of liquid soap. Unilever also directly provides diligent direction by giving directions on how to use the correct liquid soap in shops; supermarkets or market as well as Lux liquid soap routinely gives the update starting from products range, and packaging up variants.

Table 1.2
Market share of liquid soap (in %) 2007-2010

Brands	2007	2008	2009	2010	2011
Lux	35,3	29,10	41,6	36,5	39,6
Lifeboy	32,9	30,71	26,3	33,6	34,9
Biore	12,5	18,9	11,5	10,2	12,0
Dove	3,4	2,88	1,8	2,2	***

Source: SWA16/XXIII/24 JULI-8 AGUSTUS; SWA16/XXIV/AGUSTUS- SEPTEMBER 2008; SWA 16/XXV/27 JULI -5 AGUSTUS2009; SWA 15/XXVI/15-28 JULI2010 ; SWA 15/XXVII/18-27 JULI 2011
Note: *** because the data does not include in the the top five products, it will not to be showed in the magazine.

Market share calculates with surveys in 7 big cities in Indonesia, and SWA worked with 2.609 respondents. They applied two kinds of respondents which are personal respondents and company respondents. The formula to calculate TOM ad is brand which is remembered by the respondents and divided by total of respondent and then, times 100%.

The existence of generalized image of the Lux brand is expected to make the same perception about Lux quality in Liquid soap product. The decision to use brand extension strategies has to equal with consideration of whether the consumer has the perception of positive qualities and knowledge that drive on purchasing decisions on Lux Soap.

SWA. 18/XXIV / 3 SEPTEMBER 2009 certifys that Lux has offered qualified product. It can be seen from the products offered, such as liquid soap, which not only offers such emotional benefits, but also provides functional benefits of practicality. Lux Liquid soap also produces more foam compared to other soaps. Thus, then, gives the impression of luxury in the bathroom. It is also considered consistent because the position does not change. Therefore, the customers believe that it is a good product because of its consistency. Moreover, the icons in the ad are well-known stars of Indonesia. Lux Liquid soap is developing a number of innovative products. For instance, this soap uses eco-friendly materials and the scents are chosen based on the customers' taste.

In Liriswati and Albari (2004) researches, attitude influences consumer in having intention on soap products. We can see the result in table 1.

Table 1.3

Regression Model of Attitude

Minat Berperilaku (BI)	Lux			Biore			Lifebuoy		
	(A)	(SN)	r²/R²	(A)	(SN)	r²/R²	(A)	(SN)	r²/R²
1	0.0035*	-	0.001*	-0.0019*	-	0.000*	0.0145*	-	0.011*
2	-	0.051	0.042	-	0.027*	0.015*	-	0.0235*	0.009*
3	-0.0138*	0.058	0.050*	-0.0037*	0.0275*	0.016*	0.0132*	0.0209*	0.018*

Sumber: data primer diolah
*: Taraf siginifikan (p) > 5%
(A)   = sikap
1,2,3 = model regresi sikap (sederhana/ganda)
(SN) = norma subyektif
r²/R² = koef determinan sesuai model regresi

The consumer's knowledge is all the information which is held by the consumers on a wide range of products as well as other information related to its function as a consumer (Sumarwan,2003:119), "Marketers need to verify what is already known by the consumer, because this knowledge is the determinant key of consumer behaviour. What things which consumers buy, where they buy, and when they buy depend on the knowledge that is relevant to this decision. There are three general areas of the costumer's knowledges, namely: product knowledge (product knowledge, knowledge of usage (usage knowledge), knowledge of the price (Price knowledge)".

The problem appeared from the data is how to increase the intention to buy. Furthermore, the iintention to buy is affected by the

community effect, media usage, attractiveness of advertisement and brand ambassador popularity .

1.2 Research Problem

Even though the competition of soap products is really high, a product can survive by having several antecedent's elements. Lux liquid soap stays on the first position from 2007 to 2010 and it needs many factors to make it happened; one of those factors is the external factors. The external factors help Lux to become a market leader. Therefore, do the antecedent factors effect intention to buy Lux soap product ?

Based on the description above, the research questions are:

1. What is the effect of community on intention to buy?
2. What is the effect of media usage on intention to buy?
3. What is the effect of attractiveness of advertisement on intention to buy?
4. What is the effect of brand ambassador`s popularity on intention to buy?
5. What is the effect of attitude on intention to buy?

1.3 Objectives of the Research and Usability Research

1.3.1 Objective of the Research

Based from the background, this study aims to:

1. Analyze the effect of community effect on consumer attitudes and intention to buy.

2. Analyze the effect of promotion through media usage on consumer attitudes and intention to buy.

3. Analyze the effect of attractiveness of advertising on consumer attitudes and intention to buy.

4. Analyze the effect of brand ambassador`s popularity on consumer attitudes and intention to buy.

5. Analyze the effect of attitudes on intention to buy.

1.3.2 Method of the Research

This research is expected to provide the benefits to the parties concerned, namely:

1. For Practitioners

This study is expected to become a reference in enhancing business performance impact-indirect effect of products to enhance the purchase of soap products.

2. for further study

This research is expected to be references or input materials for research - further research related to the problem of the influence of the indirect effect of products that affects consumer attitudes related to the interest of buying a productt.

1.4 Organization of the Research

Giving a clear picture of the research conducted, it describes an systematic writing containing information about the matter and the things discussed in each chapter. The systematic of writing are as follows:

CHAPTER I INTRODUCTION

This chapter presents the background, formulation of the problem, research questions, objectives and usability studies, and also present a number of data.

CHAPTER II REVIEW REFERENCES

This chapter contains the concepts and the theories of consumer's behaviour, attitude, willingness to buy, marketing communications mix, promotion via media usage, group, aattractiveness of advertisement, and also brand popularity ambassador. The concept formulates the hypothesis that is the ultimately form of the theoretical research model.

CHAPTER III RESEARCH METHODOLOGY

This chapter describes the operational definition of the variables applied in the study, populations and samples, types and sources of data, data collection methods and data analysis techniques to achieve the research objectives.

CHAPTER IV RESULTS AND DISCUSSION

This chapter contains the results and discussion systematically, from the research which is conducted and analyzed by employing analysis techniques needed.

CHAPTER V CLOSING

This chapter contains the conclusions of the research results, and advice given related to the research results.

CHAPTER II

LITERATURE REVIEW

2.1 Underlying Theories

2.1.1 Attitude

Attitude is also known as the most specific concept and much needed in contemporary social psychological. This attitude is also one of the most important concepts used by the consumers(Setiadi :2003)

Definition put forward by All port implies that attitudes are learned tendency to respond to an object either liked or disliked consistently. (Yulistiano and Suryandari Engel: 2003) divide attitudes into three components as follows:

    a. Cognitive

Cognitive and knowledge are associated with the introduction of the object and its attributes. When the consumer receives an ad to stimulate internal psychological processes, it will work and associate with activated of senses.

    b. Affective

Affective provides feedback about their feelings towards the object and its attributes. The feelings will give the interpretation of an object or even in an advertisement concerning to a product or brand and the part of it.

c. Conative

In co native one has an interest and action in behaviour. When this stage is to work then the consumer has had a decision to vote.

Based on the theory, hypothesis development for the effect of attitude on intention to buy is

H_5: attitudes influences toward brand, the higher effect of attitudes toward brand makes higher influences intention to buy.

2.1.2 Community Effect

Kotler and Armstrong (2006: 164), someone`s behaviour is more influenced by the group. Groups that have a direct influence and a place where a person is a member called membership groups. People often influenced by the references in which they do not become the members. The group behaviour and lifestyle introduce something new to the others and affect a person's attitudes and self-concept, and then creating some pressure to assert the influence related to someone's choice of products and brands.

In a group, there is someone who will be opinion leader. An opinion leader is someone who has a special skill, knowledge, personality or other characteristics that may affect others members, and usually use marketing buzz to create an opinion leader to discuss their products and brands.

Kotler and Armstrong (2006) who says that, "uses the power of a group of references to create an opinion leader who can deliver a strong influence someone to change an attitude or personality". Therefore, the customers may have a desire to buy or try the product by the presence of a person's group.

In addition, a group references can also do a marketing buzz which drive the members to buy the product. Beside marketing buzz, they also influence others by Word – of – Mouth, and give a major impact to promote a product.

Based on the theory, hypothesis development for the effect of community on attitude and intention to buy is

H_1: the community effect influences attitudes toward brand; the higher effect of community makes the higher influences attitudes related to the intention to buy.

2.1.3 Media Usage

Selection of advertising media is very important that the messages conveyed in advertising can effectively reach the target and acceptable to consumers. Kotler (2000: 588), one among the various categories of media planners must consider the following matters:

a) The media habits of target consumers, which saw demographic factors as well as media coverage of the target consumer.

b) Product, brand specific products tailored to the need for a product demonstration or just the audio, so it is reviewed whether a particular media can reach out and bring a pretty good impact.

c) messages, the messages conveyed in the ad is whether in the form of a notice or announcement of the medium of television can be used but contains a lot of technical data it requires media newspapers or magazines.

d) The cost, cost considerations are essential to assess the effectiveness of advertising in which a fee can achieve success.

Television is one of the effective advertising medium to deliver advertising messages to potential consumers. It is also the most effective media to convey the messages advertising products by positioning the ads in the sidelines of broadcast television programs. The viewers will have more times to see the ads. The form of television broadcasting depends on the various forms of broadcasting, whether it is part of a syndicate, local network, cable or any other forms. The forms of television advertising are: Sponsorship, participation, and announcements.

Television creates a strong effect to consume in terms of creating the flexibility by combining audio-visual. Therefore, the ads can be packaged in an attractive form. The advertisement of television media influence the consumer's attitudes and perceptions. Therefore, many potential customers will spend more times sitting in front of the television as one of the source of news and information.

Liriswati and Albari (2004) conduct a study on the analysis of the attitude related to the interest of buying after seeing television as the advestising media. The results of the research are positive but many manufacturers should provide more motivations when the message from an advertisement are delivered to the consumer.

Based on the theory, hypothesis of development realated to the effect of media usage on attitude and intention to buy is

H$_2$: media usage influences attitudes toward brand; the higher effect of media usage makes the higher influences attitudes toward intention to buy.

2.1.4 Attractiveness of Advertisement

Basically, promotion or advertising are forms of non-personal presentation to communicate ideas, products and services which are offered by manufacturers in order to influence and create intention to buy in consumers (Dun & Barban, 1982:7).

Wells, Burnett, and Moriarty (1995: 270), by advertising, people will have lots of pleasant or unpleasant to the product being advertised. Besides Wells, Burnett and Moriarty (1995: 278) also said the ads were able to create the attraction which makes the products that are advertised to be attractive to the consumers. They also said that the message in an advertisement can affect the impression of knowledge and favourite of person simultaneously. An ad has the following properties:

1. Public Presentation, it means that your ads will let everyone receives the same message about the product being advertised.

2. Pervasiveness, it means that the same advertising message can be repeated to establish the receipt of information.

3. Amplified expressiveness, it means that ads dramatize the company and its products through the pictures and sounds to inspire and influence the feelings of the audience.

4. Impersonality, it means that the audience is not forced to pay attention and respond to it, because it is a one-way communication.

Dwityanti (2008) has conducted a study on relationship attractiveness Buy advertising on consumer interest towards Internet Banking Services products independently. The results of this study note that the influence of advertising is to attract consumers' purchasing priorities and foster consumer purchase and repeat purchase consumer of these studies can be said advertisement`s appeal directly proportional to the buying interest of consumers.

Based on the theory, hypothesis development for the effect of attractiveness advertisement on attitude and intention to buy is

H_3: attractiveness advertisement influences attitudes toward brand; the higher effect of attractiveness advertisement makes the higher influences attitudes toward intention to buy.

2.1.5. Brand Ambassador`s Popularity

Shimp (2003:468), appeal does not mean the physically but also some attraction. It can be more important if it includes a number of characteristics supports which can be seen by the audience itself, those are: personality traits, lifestyle, athlete posture and so on. General concept of attraction consists of three related ideas: equality (similarity), recognition (familiarity), and like (liking).

Namely, proponents are considered to be attractive by the audience if they could share a sense of similarity or familiarity with it or even if they just liked the support, regardless of whether the two are similar in every respect. By selecting the artists as the speakers, advertising executives evaluate the different aspects that can be incorporated under the general designation of attraction. The attraction includes friendliness, fun, physical, and work as some of the important dimensions of the concept of magnetism.

Idiyanti (2010) has conducted a study on the effects of the use of Celebrity endorsement Ad Lux Soap Consumer perception. The results of this study note that the usage of endorsement artists has positive and significant impact on consumer perceptions of advertising Lux soap.

Based on the theory, hypothesis development for the effect of brand ambassador`s popularity on attitude and intention to buy is

H$_4$: Brand ambassador's popularity influences attitudes toward brand, higher effect of brand ambassadors popularity makes higher influences attitudes toward intention to buy.

2.1.6   Intention To Buy

Intention to buy is part of the component of behaviour which influenced by attitudes. According to Kinnear and Taylor (1995: 306), intention to buy is the tendency stage of respondents to act before deciding to buy which is really implemented. Intention to buy (willingness to buy) can be defined as probability if the buyer is intended to purchase the product (Doods, Monroe and Grewal, (1991). A product is said as have been consumed if the customers have deciced to buy the products. The decision to purchase is influenced by the product being evaluated. When the perceived benefits outweigh the sacrifices to get it, then drive to afford the higher. Conversely, if the benefit is smaller than the sacrifice, then the buyer will refuse to buy and generally switch to evaluate other similar products.

Dwityanti (2008), the consumers' buying behaviour is often preceded and influenced by many stimuli (stimuli) from the outside; both are in the form of marketing stimuli and stimuli from the environment. Stimulation is then processed in accordance with his personal characteristics, before finally the decision to purchase is taken. Characteristics personal of the consumers which are used to

process these stimuli are very complex, and one of them motivate consumer to buy. According to Keller (1998), consumer interest is how likely consumers buy a brand or how likely consumers switch from one brand to another brand. While Mittal (1999) found that the function of the interest of the consumer interest is a function of quality of products and quality of service.Ferdinand (2002: 129), in Dwityanti (2008) buying interest can be identified through the following indicators:

1. Transactional interest, namely the tendency for someone to buy the product.

2. Referential interest, namely a person's tendency to refer the product to others.

3. Preferential interest, the interest that describes the behaviour of someone who has a major preference on these products. This preference can only change if anything happens to the product of preference.

4. Ask explorative, this interest can be described as the behaviour of someone which is always looking for information about products of interest and seek information to support the positive qualities of the product.

2.2 Theoretical Framework of Study and Hypotheses' Summary

Based on previous theory and research foundation that has been discussed previously, it can be arranged in the framework of this study as presented in the following figure

Figure 2.1

Theoretical model
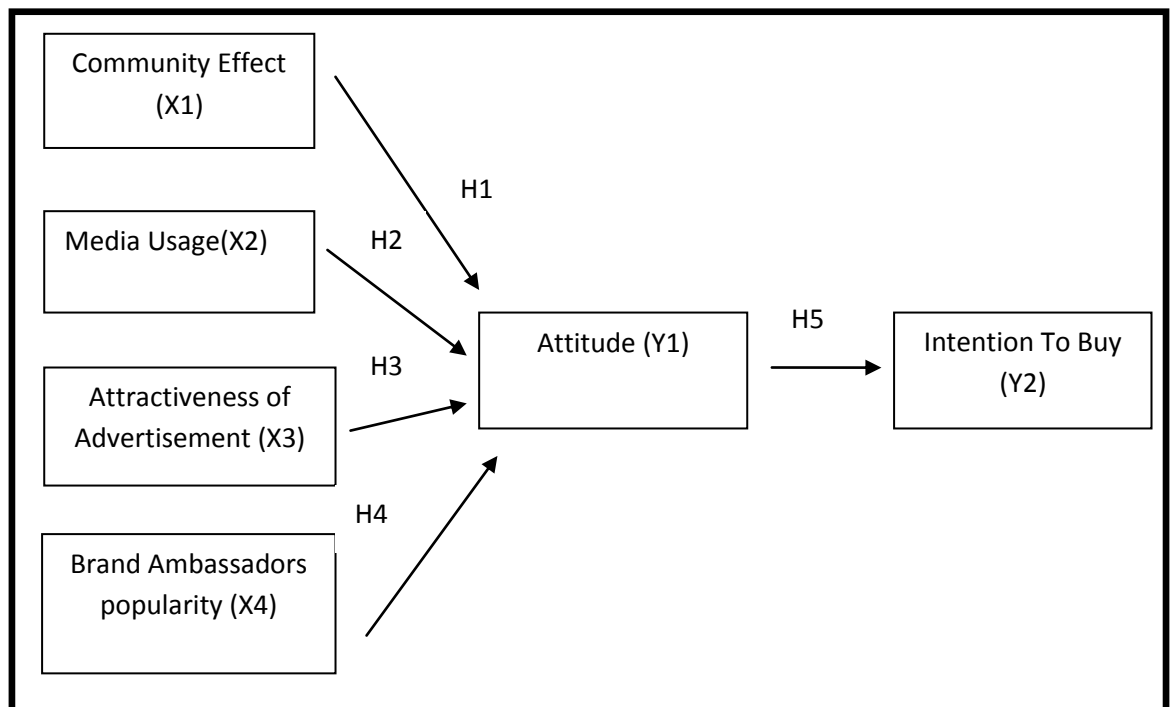
Source: Reviewed for the research

The relation between variable in this study have a number of hypothesis which can be identified as:

H_1: the community effect influences attitudes toward brand; the higher effect of community makes the higher influences attitudes toward brand.

$H_{2:}$ media usage influences attitudes toward brand; the higher effect of media usage makes higher influences attitudes toward intention to buy.

$H_{3:}$ attractiveness advertisement influences attitudes toward brand; the higher effect of attractiveness advertisement makes the higher influences attitudes toward intention to buy.

$H_{4:}$ Brand ambassador's popularity influences attitudes toward brand; the higher effect of brand ambassadors' popularity makes the higher influence attitudes toward intention to buy.

H_5: attitudes influences toward brand; the higher effect of attitudes toward brand makes the higher influences intention to buy.

2.3 Conceptual Variable Definitions

Conceptual variable definitions are explained as a variable which provides an action which needs to measure its variable. The conceptual variable definitions will be empirics indicator, they are:

Table 2. 2

Conceptual Variable Table

Research`s variables	Operational Definitions	Sources
Intention to buy	Intention to buy is the tendency stage of respondents to act before decide to buy which is really implemented.	Kinnear & Taylor (1995: 306)
Attitude	Attitude is a mental and neural connection with the readiness to respond which is organized through experience and have a direct influence on behaviour and dynamic.	Setiadi (2003), Yulistianto and Suryandari(2003)
Community effect	Community is two or more individuals who share a set of norms, values, or beliefs and have certain implicitly or explicitly defined relationships to one another in which their behaviour is interdependent.	Belch and Belch (135 : 2009); Olson and Peter (2000)
Media usage	Advertising media influences the consumer's attitudes and perceptions where many potential customers will spend more times sitting in front of the television as one of the source of news and information.	Shimp (2006)
Attractiveness of advertisement	Basically, promotion or advertising is forms of non-personal presentation to communicate ideas, products and services which are offered by the manufacturers in order to influence and create intention to buy to the consumers.	Dun & Barban (1982 : 7)

| Brand ambassador`s popularity | Appeal does not mean the physically but also some attraction. It can be more important if it includes a number of characteristics supports which can be seen by the audience, those are; personality traits, lifestyle, athlete posture and so on. The general concept of attraction consists of three related ideas: equality (similarity), recognition (familiarity), and like (liking). | Shrimp (2006) |

CHAPTER III

REASEARCH DESIGN AND METHODOLOGY

3.1 Research Variable and Operational Definition Variable

3.1.1 Research Variable

Research variable is an attribute or characteristic from objects or activities which have such variations that decided by the researcher to learned and make conclusions (Sugiyono: 2001).

Variable in this study have two type of variables, those are dependent variable or variable which depend on other variables, and independent variable or variable which does not depend on other variable. The variables that applied in this research are:

a) Dependent variable is intention to buy toward Lux liquid soap product (Y_2).

b) Intervening variable is attitude or consumers' attitude toward Lux liquid soap product (Y_1).

c) Independent variable is the consumers' reasons to have the intention to buy toward Lux liquid soap product, which includes 2 dimensions, those are :

1. $X_1 =$ Community Effect

2. $X_2 =$ media usage

3. X_3=attractiveness of advertisement

4. X_4=Brand ambassador`s popularity

3.1.2 Operational Definition Variable

This operational definition from each variable is developed in this research and need to be measured as the operational definition variable is explained in table 3.1

Table 3.1

Operational Definition of Research`s Variables

Research`s variables	Notation	Operational Definitions	Indicators	Instruments
Attitude	Y_1	Attitude is a mental and neural connection with the readiness to respond which is organized through experience and have a direct influence on behaviour and or dynamic	a. Cognitive b.Affective c.Conative	a. Consumers have knowledge about the product. b. Consumers have a respond about their feelings toward the brands. c. Consumers have an interest about the product and brands. And it means the consumers have an intention to buy.

Intention to buy	Y_2	Intention to buy is the tendency stage of respondents to act before decide to buy.	a. Explorative b. Preferential c. Transactional	a. Consumers always look for the information about the product. b. Consumers want the product than the others. c. Consumers want to buy the products

Community effect	X_1	Community is two or more individuals who share a set of norms, values, or beliefs and have a certain implicitly or explicitly defined relationships to one another that their behaviour is Interdependent.	a. Informational influence b.Utilitarian influence c.Value–expressive influence	a. Other members give information about the products to the others through their experience or demo product. b. They can control the group's member about the decision. Therefore, the other members will follow. c. It influences member`s lifestyle, such as: norms, value, ethnics, etc

Media usage	X₂	Advertising media influences consumer attitudes and perceptions where many potential customers will spend more times sitting in front of the television as one of the source of news and information	a. Electronic media b. Print media advertisement c. Outdoor publication media	a. Publication via electronic media, such as television, radio, etc b. Publications via magazines, newspaper, pamphlet, etc c. Advertisement in outdoor space, for instances, Baliho, Public Transportation, etc

Attractiveness of advertisement	X₃	Basically, promotion or advertising is forms of non-personal presentation to communicate ideas, products and services which are offered by manifactures in order to influence and create the customer's intention to buy.	a. Attractiveness b. Artists' endorsement are interesting c. The delivered message is interesting.	a. People who see the advertisement are being attracted. b. People like to see the advertisement because of the artists's endorsement. c. People like the message`s context.

Brand ambassador`s	X₄	Appeal does not mean the	a. Credibility of brand	a. It is about the ambassador`s

popularity		physically but also some attraction .It can be important if includes a number of characteristics support, that can be seen by the audience itself, they are; personality traits, lifestyle, athlete posture and so on.	ambassador b. Famous c. Brand ambassadors' characteristic	appeal. b. The brand ambassadors are famous peopleTherefor e, the people will recognize them. c. Ambassador' charm is important in order to make the people follow their life style.

3.2 Populations and Sample

3.2.1 Population and Sample in the Study

The population is not only human but also others objects. It is not only object or subject that learned but also all of the characteristics that they have. The population in this study is the consumers who have ever used or tried Lux liquid soap.

Sample is a part of population research. It is also a part of population which take have to be analized. Sampling method is applied by draw on a purposive sampling. Purposive sampling is a sampling technique which the objects should match with the criteria that have been decided (Sugiyono: 2001).

Sample criteria in this research are everyone who has ever tried and used Lux liquid soap product.

Sample in this research are 150 respondents and they are consist of men and women, with range of age around 17- 23 years old.

3.3 Kinds and Source of the Data

3.3.1 Kinds of the Data

1. Qualitative Data

Qualitative data is a result from an act of monitoring in which the output can only be in a form of category (Santoso: 2003), for examples are sex, kinds of job, etc.

2. Secondary Data

Secondary data is a result from an act of monitoring from a kind object or something that can be said or wrote with a form of number (Santoso: 2005), for examples are age, wages, etc.

3.3.2 Source of the Data

1. Primary Data

Primary data is data that is collected by an individual or organization directly from the objects (Suprapto: 2003). Respondent data need to understand the consumer's intention to buy Lux liquid soap variations product. It can be seen from the community effect, media usage,

attractiveness of advertisement, and brand ambassador's popularity. In that case, it can be gathered by giving questionnaire or question list.

2. Secondary Data

Secondary data is data from publications which is collected by other organizations. The secondary data in this research are gathered from the magazines, book, and thesis.

3.4 Collection Data Method

In scientific research, the data collection is used to gather the materials that relevant, accurate and reliable (Supranto: 2003). The primary data is used questionnaire. Questionnaire is one of the methods to collect the data by giving question list to the respondent, and hopefully they will give some respond. In this research, the questionnaire employs close and open questions. The measurement variable employs Likert's scale which uses that method:

Very disagree									Very agree
1	2	3	4	5	6	7	8	9	10

Number 1 shows that respondents do not support the question given. Furthermore, number 10 shows that respondent supports the question given.

3.5 Analysis Data Method

The collected data have benefits if we can analyze the data first and then process it. Therefore, we can make the data as the basic data to create a decision. The purpose of analyzing data is to interpret and make a conclusion from some the collected data.

3.5.1 Qualitative Analysis Data

Qualitative analytical data is an analysis based on the data that have been said in essay. The data can only be measured by empolying two ways, directly or on the spot (Hadi: 2001). There are a number of the qualitative data' process, those are :

1.   Editing

Editing is a process of chosing or taking data needed and then, take out the unnecessarily data, so that it will be easier to calculate the hypothesis.

2.   Coding

Coding is a process by giving some code in some various answers in the same question category.

3.   Scoring

Questionnaire is creaed by employing Likert's scale, 10 stages with the biggest score is 10, and the respond is "very agree" and the smallest score is 1, with the respond "very disagree"

4. Tabulating

Tabulating is a kind of answer's grouping process carefully and systematically, and then the data will be calculated and summarized. This table can be use to make a relation with all variables.

3.5.2. Quantitative Analysis Data

Quantitative analytical data is a kind of analyzing process using number and then calculating by employing a statistical method, so that the data are classified in some categorize on the tables. In order to make it easier in analyzing, the writer uses SPSS (Statistical Package and Search Solution) program windows version 17.0. It is a n analyze tools that will be used is Validity test and reliability test.

3.5.3 Reliability and Validity Test

3.5.3.1 Reliability Test

Reliability is a tool to measure a questionnaire which is an indicator from variable or construction (Gozali: 2006). A questionnaire is reliable if someone`s answer is consistent from times to times. The process in order to make some reliable test in this research use Cronbach Alpha statistic test to measure the reliability. Understanding that questionnaire is reliable, it will be analyzed in reliable questionnaire test with SPSS. The criteria of reliability test are (Gozali: 2006) :

- If the coefficient Alpha result more than significant standard 70% or 0,7 ,so the questionnaire is reliable.

- If the coefficient Alpha result less than significant standard 70% or 0,7, so the questionnaire result is not reliable.

3.5.3.2 Validity Test

In order to support regression analyze, we do a number of validity and reliability tests. In this research, validity test is used to understand whether the questionnaire is valid or not. Validity shows how accurate and neatness a measurement tools do the function. A questionnaire is said to be valid if the question in the questionnaire can show object that will be measured by its questionnaire (Gozali:2006). If the result shows a significant value, so that, each indicator questions are valid. In this research validity test is done with SPSS program.

3.5.4 Regression Test

Analyze data method which is used in this research is a quantitative analyze method. The purpose is to analyze the influence of attitude, the community effect, media usage, attractiveness of advertisement, and brand ambassador`s popularity related to the intention to buy by employing some multiple regression analyses. This analysis, despite off to measure the relation of each variable, also to show the relation between dependent variable and independent directly (Gizali:2006). This research employs SPSS 17.0 version to process the

data. From this program, we can get the output that is a result process from the collected data. The data will be interpret and analyzed by employing some process. From the analysis, we can make a conclusion as a result from the result. This research can be explained with a linear model:

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

$$Y_2 = \beta_1 Y_1$$

Explanation :

Y_1 = attitudes (dependent variable)

Y_2 = intention to buy (dependent variable)

X_1 = community effect

X_2 = media usage

X_3 = attractiveness advertisement

X_4 = brand ambassador`s popularity

β_1 = coefficient of community effect

β_2 = coefficient of media usage

β_3 = coefficient of attractiveness advertisement

β_4 = coefficient of brand ambassador`s popularity

Doubled regression is applied to understand how far the independent variable influences intervening variable and dependent variable. A dependent variable, a intervening variable and more than one independent variable can be found in the doubled regression. This research, there is the dependent variable which shows the attitude's influence

towards Lux liquiud soap product. Intervening dependent is the intention to buy Lux liquid soap product. And the independent variables are the community effect, media usage, attractiveness of advertisement and brand ambassador` popularity.

3.5.5 Normality Data Test

Normality data is used to analyzed in regression model and residual variable have distribution normal (Gozali : 2006). We can use this method to analyze the data which are collected whether they have normal distribution or not:

a) **Graphic Method**

Reliable graphic method is how to see the normal probability plot which is compared with cumulative distribution from normal distribution (Gozali :2006). Normal distribution shapes one diagonal line. And plotting residual data will be compared with diagonal line. If the data spread around diagonal line, the regression model completes normality assumption. If the data spread far away from the diagonal or follow diagonal line, the regression model is not complete normality assumption.

b) **Statistic Method**

Simple statistic test is usually used to analyze normality is an analysis test from Kolmogorov Smirnov. This test is done by looking at the significant value variables. If significant more than alpha 5%, it means that data distribution is normal.

3.5.6 Assumption Classic test

Besides of validity test and reliability, we can also employ deviation assumption classic tests, those are :

1. **Multi co-linearity test**

   This test aims to analyze whether the regression model finds correlation between the independent variables (independent) or not. Regression model should not have happened with a good correlation between the independent variables. If the independent variables are correlated, these variables are not orthogonal (orthogonal variable is the independent variable which has the correlation between the members of the independent variables equal to zero). The presence or absence multicollinierity in the regression model can be seen from the value of tolerance and his opponent VIF (Variations Inflation Factor). Both of these measurements show that each independent variable is explained by other independent variables. The tolerance measures the variability of selected independent variables that cannot be explained by other independent variables. Therefore, a low tolerance value as high as to the value of VIF. Cutoff's values are commonly used to indicate the presence of multicollinearity with tolerance values ≤ 0.10 or equal to the value of VIF ≥ 10 (Ghozali, 2007: 96).

2. **Heteroskedastisitas Test**

   Heteroskedastisitas test aims to analyze whether in a regression model happen different variations from residual from one monitoring to others

(Gozali : 2006). If one of variations from one residue or from one monitoring to other monitoring is stable, it called *homokedastisitas.* And if the variations are different, therefore it will be called *heterokesdesitas*. A good regression model is *Homokesdesitas* not *Heterokedesitas (* Gozali : 2006). One way to detect a heterodesitas is by seeing plot graphic between prediction value dependent variable which is ZPRED and the residue value is SRESID.

3.6 Hypothesis Test

I would like to use two kinds of test to build the hypothesis, those are partial test and simultaneous test. Partial test will be done with the t test employing F test.

- t Test (Significant Test in Partial)

t test used to test the significant relation between X variable and Y variable, do $X_1, X_2, X_3, X_4,$ variables influence variable $Y_1,$ and Y_1 influence $Y_2.$ To show how each independent variable influences dependent variable, the hypothesis formula is

H1 = independent variables significant influence dependent variable, while test criteria are

1. if calculation t > table t , so H_0 reject, H_1 accept.

2. If calculation t < table t , so H_0 accept ,H_1 reject

Or

1. If probability calculation t > 0,05 H_0 accept and H_1 reject

2. If probability calculation t < 0,05 H_0 reject and H_1 accept

- F Test (significant test in simultaneous)

  F test show all independent variables in the model which having influence gathering toward dependent variables (Gozali : 2006). In this research, hypothesis test simultaneously aims to measure the community effect , media usage, attractiveness of advertisement and brand ambassador's popularity which are influence the attitudes related to the intention to buy. Hypothesis that can be used in this research is "

Based on Gozali (2006) the decision will be:

1. With compare F value calculation with table F

If table F > F calculation , so H_0 reject and H_1 accept.

If table F > F calculation , so H_0 accept and H_1 reject

2. Use significant probability Number

If significant probability > 0,05 so H_0 accept and H_1 reject.

If significant probability < 0,05 so H_0 reject and H_1 accept.

3.7 Analysis of Determination Coefficient (R^2)

The main purpose of determination coefficient is to measure how far the model ability explaining the dependent variable variations (Gozali :2006). Determinant coefficient (R^2) has an aims to know the best accurate level in regression analysis; it shows from determination coefficients range between 0 (zero) and 1 (one). If the determination coefficient value is zero (0), the independent variable does not influence

the dependent variable. If the determination coefficient is almost one (1);
it means that the independent variable influences the dependent variable.
Meanwhile, determination coefficient is used to know how the dependent
variable is changed (Y) which is caused by independent variable (X).