

**THE EFFECT OF ADVERTISING AND PRODUCT QUALITY  
ON PURCHASING MOTIVATION OF CONSUMER ON  
SHAMPOO PRODUCT IN SURABAYA**

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**ABSTRACT**

Advertising on shampoo products that exist today more interesting and motivate consumers to make a purchase. The "Dove" shampoo product now faces a very tough competition with other shampoo products, especially in terms of product quality. The purpose of this study was to examine the effect of advertising and product quality on consumer purchasing motivation on shampoo product (The "Dove" shampoo product). Respondents in this study are shampoo consumers who are domiciled in Surabaya. Respondents were selected using purposive sampling technique with criteria of buying and using "Dove" shampoo and having seen "Dove" shampoo advertising, each at least one times(1x) saw shampoo advertising. The sample size used in this study is 100 people. While the data collection technique using questionnaires spread. The results showed that advertising and product quality had a positive effect on purchasing motivation either partially or simultaneously.

*Keywords : Advertising, Product Quality and Purchase Motivation.*

**INTRODUCTION**

*Shampoo is one category of products with a very tight level of competition. In fact, this competition is expected to never end, considering that this product is what everyone needs. Moreover, penetration of this product is close to saturation point (100%), thus making the atmosphere of competition increasingly felt in this category. However, the category of shampoo still has tremendous appeal. Shampoo products are a product that everyone needs. In addition to its huge market size, this category is also considered profitable, because its gross profit can reach nearly 40%. Although the competition is very tight, this category is arguably only controlled by two players, namely PT Unilever Indonesia Tbk and PT P & G Indonesia. While the Wings Group through the brands Emeron and Zinc, PT Gondowangi with Natur brand, and some other players only small effect. Unilever and P & G control over*

*70% of shampoo market share. Unilever, the parent company of PT Unilever Indonesia Tbk, is facing competition with other companies. Shampoo products produced by Unilever include shampoo "Dove", Sunsilk, Clear, and Lifebuoy.*

*Each product has its own target market segment. According to Director of Personal Care & Marketing Service of PT Unilever Indonesia, the multibrands strategy applied in the shampoo category is aimed at closing all existing market segments. Initially, Unilever only used three brands for this category (Sunsilk, Clear, and Lifebuoy), all of which play the same segment, the middle segment. So, for the completeness of the brand portfolio, because the lifebuoy slightly down, then launched Dove for a more premium segment. "The already populist brand can be pulled down, so there must be a new brand to give the brand the freedom to get back up again." One of PT Unilever Indonesia Tbk's products includes*

"Dove" shampoo products facing tough competition (both in terms of quality products and advertisements) with shampoo products from other companies. Dove competes with Procter & Gamble (P & G) company with its products Herbal Essences shampoo, Pantene, Rejoice, and Head and Shoulders; PT Lion Wings Almost all brands offer variants that are not much different. "To get a good competitive advantage or win the competition or for the company still exist then it needs an effective marketing strategy for a product sold in the market and the demand by consumers. The marketing mix according to Kotler and Armstrong (2008) consists of product, price, place, promotion. Currently various companies compete in promoting each other through advertising. Advertising through the media today is a very effective medium in Indonesia especially in promoting shampoo products. Advertising through the media is considered effective because it has a great reach. Through consumer advertising will know, know, interested, and aware of a product. Through advertising also, consumers will be motivated to make purchases of products if consumers have a good opinion of the product.

Advertising on shampoo products that exist today more interesting and motivate consumers to make a purchase. Can be found in various ways in advertising this shampoo product. "Dove" shampoo ads, for example, advertise their products with a variety of media advertisement. Consumers today are increasingly selective in choosing which products to buy. The quality of the current product is very calculated by consumers, consumers are disappointed if the quality of products purchased was not in accordance with expectations. Information about what consumers really need and want for a product is important in deciding what kind of product a product should be produced by the company. The number of

shampoo products on the market with various brands and types and variants today make consumers move around in choosing and buying shampoo products. The more diverse shampoo products and the increasing number of offers through advertising also make the consumer purchase motivation changeable. Shampoo products are increasingly diverse in the market to make consumers more selective in choosing shampoo products. With a good introduction to the needs and desires of consumers then the company will be able to offer products in accordance with the required and desired consumer so that the company's products can be sold and can compete in the market. The "Dove" shampoo product now faces a very tough competition with other shampoo products, especially in terms of product quality. Dove offers various types of shampoo products including Dove Moisture Cream Moisturetherapy Shampoo (Dove Moisturetherapy), Dove Moisture Cream Shampoo Essential Care (Dove Essential Care), Dove Moisture Cream Delicate Care Shampoo (Dove Delicate Care), and Dove Anti-Dandruff Shampoo.

Another shampoo product that is a competitor of Dove is Rejoice shampoo has a variety of variants including Rejoice Long, for long-haired consumers, Rejoice Rich for dry hair, and Rejoice Anti Dandruff. Pantene shampoo has a variety of variants on its shampoo products including Pantene Pro-v Amino Pro-v complex is smoother and silky as soft as Pantene Pro-v Anti Dandruff; shampoo Head & Shoulders anti dandruff shampoo soft silk; Zinc shampoo hair loss treatment; and so forth.

The quality of shampoo is one of the things that determine the amount of purchasing motivation made by consumers. Product quality is an important thing to be noticed by the company so that companies can compete with other companies and in order to win the competition. Product quality is also an important thing to

note for the company is able to offer quality that can motivate consumers in making a product purchase. (Firmansyah, 2018)

## **LITERATURE REVIEW**

### **Purchasing Motivation**

According to Minor and Mowen (2010) purchasing motivation is a state of being activated or driven in which a person directs behavior based on purpose. Pasaribu (2000), argues that purchasing motivation can be divided into two categories namely extrinsic motivation and intrinsic motivation. Intrinsic motivation is the driving force or power that comes from within the individual itself, whereas extrinsic motivation is the driving force that comes from outside of one's self. Meanwhile, according to Suryadibrata (2002): traditionally motivation is divided into two namely the motivation that arises from within a person (intrinsic motivation) and motivation that comes through stimulation or encouragement from the outside (extrinsic motivation). The advertising and product quality of Dove shampoo is part of extrinsic purchasing motivation.

### **Advertising**

According to Kotler and Armstrong (2008) advertising is all the paid form of nonpersonal presentation and promotion of ideas, goods, or services by a particular sponsor. "Meanwhile, according to Tjiptono (2006)" Advertising is a form of indirect communication, based on information about advantages or advantages a product, arranged in such a way that gives rise to a sense of fun that will change a person's mind to make a purchase. Advertising media such as television, magazines, newspapers, and so forth. Advertising is currently a very effective medium because it can reach consumers widely. (Keller, K. L. 2009). Advertising intended to influence consumer affection and cognition, evaluation, feelings, knowledge, meaning of trust, attitude, and image related to

products and brands, (Peter & Olson 2000)

### **Product Quality**

Quality is the overall trait and nature of a product or service that affects its ability to satisfy the stated or implied needs "(Kotler 2000). Factors that are often used in evaluating the satisfaction of a manufactured product in his book Tjiptono (2006) include:

- 1) Performance, core operating characteristics of the core product purchased, such as speed, fuel consumption, the number of passengers that can be transported, ease and comfort in driving, and so on.
- 2) Additional features or features, ie secondary or complementary characteristics, such as interior and exterior furnishings such as dash board, air conditioner, sound system, door lock system, power steering, and so on.
- 3) Reliability, which is likely to be damaged or failed to use, such as cars are not often used crash / jam / fuss / broken.
- 4) Compatibility to specification, the extent to which design and operation characteristics meet predetermined standards. For example, security standards and emissions are met, such as the size of the axle for the truck would have to be larger than the car.
- 5) Durability, related to how long the product can continue to be used. This dimension includes the technical age and economic life of car usage. Generally, the endurance of cars made in America or Europe is better than Japanese-made cars.
- 6) Serviceability, including speed of competence, convenience, easy to be repaired; and satisfactory complaints handling. The services provided are not limited only before the sale, but also during the

sales process to after sales, which includes repair service and availability of required components.

- 7) Aesthetics, namely the appeal of the product to the five senses, such as the physical form of an attractive car, the model / design artistic, color and so forth.
- 8) Perceived quality, ie the image and reputation of the product and the company's responsibility to it. Usually because of the lack of knowledge of the buyer will attribute or product characteristics to be purchased, then the buyer perceives quality from the aspect of price, brand name, advertising, reputation of the company, and the country maker.

Through consumer advertising will know, know, interested, and aware of a product. Advertising is used by marketers not only to inform products but also to persuade consumers to buy products. Through the advertisement, consumers will be motivated to make a purchase of the product if the consumer believes that the advertised product can solve the problems that the consumer has (Hawkins & Mothersbaugh, 2010). Advertising has the ability to influence or motivate consumers to buy products offered. A consumer pays attention to product quality when buying a product. Consumers will tend to choose good quality products to meet their satisfaction. (Firmansyah, & Mahardhika, 2015). Quality products that match their expectations are likely to encourage or motivate consumers to purchase the product. Achieving the right level of quality is an important factor in the success and viability of the business.

Dependent variable in this research is motivation of purchase (Y), while independent variable in this research is Advertising (X1) and product Quality (X2).

#### *Statement Of The Problem*

Based on the background described, formulations of the problem are as follows:

1. Does advertising significantly affect purchasing motivation of Dove shampoo?
2. Does product quality significantly affect purchasing motivation of Dove shampoo?
3. Do advertising and product quality significantly affect purchasing motivation of Dove shampoo?

#### *Objective Of The Study*

Based on the background of the study and the formulation of the problem which has been described previously, the objectives to be achieved in this study are as follows:

1. To test and analyze the effect of advertising on purchasing motivation of Dove shampoo?
2. To test and analyze the effect of product quality on purchasing motivation of Dove shampoo?
3. To test and analyze the effect of advertising and product quality purchasing motivation of Dove shampoo?

#### *Hypotheses*

Based on the problem formulation proposed, theoretical foundation, framework of thinking process and the proposed conceptual framework, research hypotheses are formulated as follows:

H1: Advertising significantly affectson purchasing motivation of Dove shampoo.

H2: Product quality significantly affectson purchasing motivation of Dove shampoo.

H3: Advertising and product quality significantly affectson purchasing motivation of Dove shampoo

#### **RESEARCH METHOD**

This research is a type of survey research. According to the level of explanation this research is associative research / relationship. "Association research is a study that aims to

determine the relationship between two or more variables." (Sugiyono, 2004). This research uses quantitative data types. Quantitative data is data in the form of numbers, or qualitative data that is suspected (Sugiyono, 2004). The sample in this research is shampoo consumer who is domiciled in Surabaya. Respondents were selected using purposive sampling technique with criteria ever buy and use Dove shampoo and have seen Dove shampoo ad, each at least 1 X. Sample size used in this research is 100 people based on the following formula:

$$N = \frac{Z^2 P(1-P)}{E^2}$$

Information:

*N* = minimum sample size

*P* = population proportion

*Z* = Value in table

*E* = Error

Since the number of population to be investigated is not known, the maximum price of *P* (*1-P*) is 0.25. At 95% confidence level with error rate not more than 10% then sample size is:

$$N = \frac{1,96^2 \times 0,25}{0,1^2} = 96,04$$

In order to facilitate the sampling then the figure rounded to 100.

The object of this research is Dove shampoo with variant studied is Dove Moisture Cream Shampoo Delicate Care (Dove Delicate Care shampoo) Data collection techniques used in this study is to spread the questionnaire. Questionnaires are distributed directly by researchers to respondents who are in Surabaya and returned directly to the researcher.

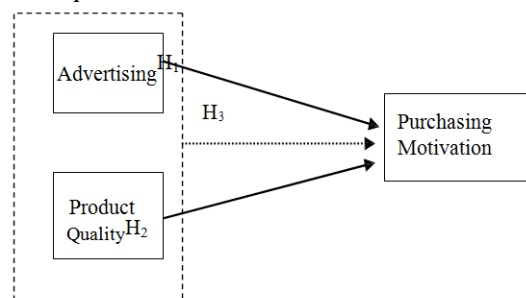
Instrument validity was tested using bivariate product moment correlation. Instrument items are considered valid if the correlation coefficient of total score is significant. Instrument reliability tested using

CronbachAlpha.Instruments are considered reliable if the Cronbach Alpha coefficient is greater than 0.6.

Normality test in this study using Kolmogorov-Smirnov test (*K-S* test). The rule used is a variable is said to be normally distributed if the value of *Asym. Sig. (2-tailed)* > alpha level of 5%. The research model does not experience multicollinearity problems if the correlation between independent variables is smaller than 0.8.

The data were analyzed using regression with the help of SPSS software to test the hypothesis. The hypothesis is supported if the significance value of *t* arithmetic is less than 0.05, or the significance of *F* count is less than 0.05. Hypothesis testing uses one-sided test because the direction of its influence is known, ie the direction is positive.

#### Conceptual Framework



Source: Data that has been processed

## RESULTS

Normality test results, the three variables have a coefficient Kolmogorof Smirnov is not significant. This shows the data distribution of the three variables are normal. While the results of correlation estimation between independent variables give a value of 0.06 is below 0.8 which shows no multicollinearity among independent variables.

The results of the ad validity test show that of the 13 question items, there are 2 items of questions that fall because the value of *r* count is less than 0.361. So the 2 items of question are not included in taking data for

research. This means 11 questions (from ads) can be used to measure variables and data collection. While on the validity test of product quality and on the validity test of purchase motivation, it can be seen that all item of statement is valid.

This means that 23 questions of product quality and purchasing motivation can be used to measure variables and data collection.

All three variables have Cronbach Alpha coefficient greater

than 0,6, that is advertisement with alpha coefficient equal to 0,828, product quality with alpha coefficient equal to 0,899, and purchasing motivation with alpha coefficient equal to 0,901. Thus the three instruments have been reliable.

The first hypothesis in this study is the ads have a positive effect on the motivation of purchasing Dove shampoo. The results obtained from the regression estimation X1 to Y can be seen in the following table:

Table 1. Regression Estimation Results Coefficient<sup>4</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,467	2,786		,168	,867
H 1	,175	,075	,158	2,346	,021
H 2	,588	,055	,714	10,612	,000

(Source: Data that has been processed)

From the table can be seen that the value of t count of 2.346, with a significance coefficient of 0.021. The significance value of 0.021 is less than 0.05, it can be concluded the first hypothesis in this study is accepted, or in other words, proven advertising on television positively affects the purchasing motivation of Dove shampoo. While the effect is 0.158.

The second hypothesis in this study is the product quality has a positive effect on the purchasing motivation of Dove shampoo. The results obtained from the X2 regression estimate of Y can be seen in Table 1 above. From the table it can be seen that the tcount of 10,612, with a significance

coefficient of 0.000. The significance value of 0.000 is smaller than 0.05, it can be concluded the second hypothesis in this study is accepted. Thus, proven product quality positively affects the the purchasing motivation of Dove shampoo. While the effect is 0.714.

The third hypothesis in this study is advertising and product quality have a positive effect on the the purchasing motivation of Dove shampoo. The proof of this hypothesis is based on the significance of F obtained in this study. If the significance of F arithmetic <0.05 then the hypothesis is accepted. The results obtained from the regression analysis of X1 and X2 to Y can be seen in the following table:

Table 2. Summary of Regression Analysis Results X1 and X2 on Y

Hypothesis	R	R <sup>2</sup>	Fcount	Significance
H 3	0,759	0,576	65,972	0,000

(Source: Data that has been processed)

From the table it can be seen that the value of Fcount of 65.972, significance F of 0,000, R value of 0.759 and R2 of 0.576. The significance value of 0.000 is less than 0.05 then it can be

concluded the third hypothesis in this study is accepted. Thus, television advertising and product quality have a positive and significant impact on the the purchasing motivation of Dove

shampoo. While  $R^2$  value of 0,576 shows that variation on advertisement on television and product quality explain variation that happened at motivation of purchase equal to 57,6% while the rest 42,4% explained by other variable beside advertisement in television and product quality.

## CONCLUSION

Based on the results of data analysis research, it can be concluded as follows:

1. The first hypothesis in this study is the ads have a positive effect on the motivation of purchasing Dove shampoo. The results showed that the first hypothesis in this study accepted, the ads have a positive effect on purchasing motivation of Dove shampoo in Surabaya.
2. The second hypothesis in this study is the quality of the product has a positive effect on the motivation of purchasing Dove shampoo. The results showed that the second hypothesis in this study is accepted, ie product quality has a positive effect on purchasing motivation Dove shampoo in Surabaya.
3. The third hypothesis in this study is advertising and product quality have a positive effect on the the purchasing motivation of Dove shampoo. The results showed that the third hypothesis in this study accepted, that the advertisement and product quality had a positive effect on the purchasing motivation of Dove shampoo in Surabaya.
4. The effect of product quality on purchasing motivation is greater than advertising.

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