

THE EFFECT OF TRICOMPONENT ATTITUDE MODEL AND INTEGRATED MARKETING COMMUNICATION ON THE PURCHASE DECISION OF ASUS LAPTOP WITH BRAND IMAGE AS INTERVENING VARIABLE

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ABSTRACT

This study examines and analyzes the effect of the tricomponent attitude model and integrated marketing communication on purchasing decisions for Asus laptops, with a brand image as an intervening variable. The study was conducted on Asus laptop users in Jakarta and surrounding areas using a Likert scale questionnaire, determining the sample using purposive sampling and obtaining 85 respondents. The collected data is processed using the SmartPLS version 3.0 application. The results show that based on the research, the Tricomponent Attitude Model does not significantly affect Brand Image, Integrated Marketing Communication significantly affects Brand Image, Tricomponent Attitude Model significantly affects Buying Decision, Integrated Marketing Communication significantly affects Buying Decision, Brand Image significantly affects Buying Decision, Brand Image has no effect as the intervening variable in the relationship or influence of the Tricomponent Attitude Model on the Purchase Decision, Brand Image has an effect as the intervening variable in the relationship or the result of Integrated Marketing Communication on the Purchase Decision

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1. INTRODUCTION

Laptops are increasingly needed by various groups, ranging from workers to students. Now there are many choices of Laptop brands in supporting activities. In determining the choice of laptops, consumers tend to choose laptops that have reliability [1]. Asus laptops have many advantages, including offering consumers lower prices than other brands with similar specifications. Asus provides a warranty for its laptop products for 2 years globally. It is not offered by other brands that, on average, only provide a one-year warranty. This indicates a good acceptance of Asus products. Even though consumers have many choices, consumer buying interest in Asus laptops continues to increase [2].

Sales of the products offered result from consumer decisions after considering many things. Decision-making is a process of various alternative actions that are chosen in the hope that it will produce the best decision [3]. The purchase decision is the stage in the buyer decision process where the consumer buys. The buying process that consumers will carry out will include several stages called the five-stage model decision-making process: problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior [4].

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Marketing activities offer a product following consumers' needs and desires [5]. Along with the times, technology, and changes in the lifestyle of modern humans, the types and levels of consumer needs and desires also develop dynamically from time to time [6]. This has a significant impact in the marketing world, where marketers always try to meet consumers' needs and desires. Even at a higher stage, a marketer can create consumer needs and wants through innovation or marketing education activities [7]. Marketing includes comprehensive meanings, covering the exchange process or market and a large part that includes trade organization in the broadest sense. All marketing activities are related to the delivery of goods from the hands of producers to consumers, but this marketing process begins long before the goods are produced.

Due to better policies or programs, purchasing decisions are crucial in developing sales effectively and efficiently. Purchasing decisions benefit the dynamics of the company's growth and the brand as a whole. Through this assessment, it can be seen that the actual condition of the ongoing sales conditions can be [8]. Purchasing decisions are the main supporting factors in carrying out sales strategies. To increase sales, it is necessary to research the variables that influence each other, among others, by analyzing the Tricomponent Attitude Model and Integrated Marketing Communication with Brand Image as an intervening variable.

The tricomponent Attitude Model is one of the tools or tools that can be used in understanding consumer behavior [9]. According to Hawkins and Mothersbaugh [10], attitudes have three components, namely: cognitive (belief), affective (feelings), and behavior (response tendencies). These three components of attitude tend to be consistent. Marketers are also interested in knowing consumer attitudes toward their products and formulating strategies to influence consumer attitudes toward a product [10].

Consumer attitudes influence consumer decisions because attitude is related to belief and behavior. Consumer attitudes towards a product are formed from three components, namely, beliefs (cognitive), emotions (affective), and behavioral intentions (conative), which are closely related to purchasing decisions [11].

Attitude is an expression of consumer feelings about an object in liking an object or can be a belief. Consumer's knowledge of an object, attribute or benefit where shared beliefs, attitudes, and behavior are related to product attributes [12]. Product attributes are the characteristics contained in a product. The existence of an attitude function is often used by producers in the marketing strategy of a product, namely the utilitarian function, the function of defending the ego, the value expression function, the knowledge function, the combination of several functions, associating the product with an event, solving the conflict of two opposing attitudes, changing the relative evaluation of attributes, changing brand trust and adding attributes to the product [13][14].

Furthermore, in the current era of integrated marketing communication, integrated marketing communication is needed to solve communication problems in marketing, especially to reach increasingly individualistic targets, which are no longer just segmented on the broader community [15]. Integrated Marketing Communication is a meeting or combination of all marketing tools, approaches, and resources within a company that maximizes the impact on consumers' minds and profits at the minimum possible cost [16].

Overall marketing starts from the marketing mix and involves internet marketing, sponsorship, direct marketing, database marketing, and public relations. Integrating all these promotional tools and other components of the marketing mix to gain an edge over competitors can be referred to as Integrated Marketing Communication [17]. With a focus on profoundly identifying consumers and developing the right strategy (combination of online and offline) to build solid brand-consumer relationships. Integrated Marketing Communication is centered on building and influencing consumers and consumer interest. This relationship orientation ties

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Integrated Marketing Communication to one-to-one marketing and customer relationship management and challenges managers to deal with the integration, exploration, measurement, and accountability of both traditional and new interactive marketing approaches [18].

Integrated Marketing Communication not only takes a more personalized strategy directly to consumers but also follows technological development trends and uses it as a form of approach to consumers, such as the internet and social media. Robert Lavidge and Gary Steiner developed a model for designing communication goals known as the Hierarchy of Effects Model. This model shows that consumers go through several stages in the communication process, starting from awareness of the product or service to the stage of purchase (action)[19][20].

That unified marketing communication can result in more substantial message consistency and help build brand equity and create more excellent impact sales. The power of integrated marketing communications management is to think about how customers relate to the company, how the company communicates its position, the relative importance of each facility, and timeliness issues [21]. Marketing communication is an effort to convey messages to the public, especially target consumers, regarding the existence of a product in the Indonesian market. This concept is often used to convey a message known as the promotional mix. A marketing communication or promotion mix is a concept with marketing communication techniques or other forms of business communication in marketing a product [22].

Furthermore, to survive and develop their products in a competitive economic system and with modern marketing, companies must carry out innovations and good marketing strategies by building a brand. According to Peter and Olson [23], the purchase decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. If consumers do not have experience with a product, they tend to trust a preferred or well-known brand [24]. This reason encourages companies to strengthen their brand position to create a positive brand image and stick firmly in the minds of consumers because, through brand image, consumers can recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from specific product differentiation.]. Brand image is the brand's perception, which reflects consumers' memory of their association with the brand [25].

The brand is an essential element that can help the process of marketing goods within the company so that companies are increasingly aware that the brand is the company's most valuable asset and becomes an important instrument. Brand image is one of the things that are remembered in the minds of consumers when they want to buy a specific brand product [21]. Brand image is the perception and belief held by consumers, as reflected by the associations embedded in the customer's memory, which are always remembered for the first time when they hear the slogan and are embedded in the minds of consumers [26].

2. METHOD

This research is quantitative. The research was carried out on consumers using Asus laptops in Jakarta and surrounding areas by using the purposive sampling technique. Collecting data using a Likert scale questionnaire and distributed google form and from the results of data collection obtained, 85 respondents were willing to fill out the questionnaire. The collected data is processed using the SmartPLS version 3.0 software.

3. RESULT AND DISCUSSION

a. Validity Test

Based on the results of data processing, the following are the results of the validity test in this study.

Table 1. Validity Test

Outer Loadings

	Brand Image	Buying Decision	Integrated Marketing Communication	Tricomponent Attitude Model
Brand_1	0.796			
Brand_2	0.794			
Brand_4	0.750			
Brand_5	0.714			
Buying_3		0.884		
Buying_9		0.850		
IMC_11			0.744	
IMC_2			0.795	
IMC_3			0.736	
IMC_7			0.840	
TAM_3				0.781
TAM_7				0.857
TAM_8				0.847

Source: data processed with SmartPLS 3.0

Based on the results of the validity test, all statements were declared valid, so further testing was carried out.

b. Reliability Test

To see the reliability results, it can be seen that the Average Variance Extract (AVE) value must be above 0.5 and the Composite Reliability must be above 0.7

Table 2. Reliability Test

Construct Reliability and Validity

	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.849	0.584
Buying Decision	0.858	0.752
Integrated Marketing Communication	0.861	0.608
Tricomponent Attitude Model	0.868	0.687

Source: data processed with SmartPLS 3.0

Based on table 2, it is known that the AVE value is above 0.5 and the Composite Reliability value is above 0.7, so all variables meet the reliability requirements.

c. Evaluation of Measurement Model (Outer Model)

Outer Model or measurement model aims to specify the relationship between latent variables and their indicators, also known as discriminant validity test which can be measured by cross loading method.

Table 3. Discriminant Validity

Cross Loadings

	Brand Image	Buying Decision	Integrated Marketing Communication	Tricomponent Attitude Model
Brand_1	0.796	0.574	0.795	0.428
Brand_2	0.794	0.475	0.750	0.318
Brand_4	0.750	0.515	0.565	0.337
Brand_5	0.714	0.400	0.502	0.224
Buying_3	0.573	0.884	0.767	0.599
Buying_9	0.553	0.850	0.700	0.520
IMC_11	0.507	0.700	0.744	0.399
IMC_2	0.796	0.574	0.795	0.428
IMC_3	0.774	0.457	0.736	0.311
IMC_7	0.648	0.880	0.840	0.493
TAM_3	0.382	0.434	0.422	0.781
TAM_7	0.375	0.481	0.435	0.857
TAM_8	0.342	0.664	0.455	0.847

Source: data processed with SmartPLS 3.0

Based on Table 3, it can be concluded that each latent variable is able to predict the size of each block better than other block sizes, so that the evaluation of the measurement model (outer model) with discriminant validity is valid.

d. Structural Model Evaluation (Inner Model)

The structural model is evaluated using R-Square (coefficient of determination) for the independent variable,

Table 4. Evaluation of the Structural Model (Inner Model)

R Square

	R Square	R Square Adjusted
Brand Image	0.764	0.758
Buying Decision	0.803	0.796

f Square

	Brand Image	Buying Decision	Integrated Marketing Communication	Tricomponent Attitude Model
Brand Image		0.153		
Buying Decision				
Integrated Marketing Communication	2.418	1.112		
Tricomponent Attitude Model	0.003	0.258		

Source: data processed with SmartPLS 3.0

Based on table 4, from R Square Adjusted it can be concluded that 79.6%, purchasing decisions can be explained in this model.

e. Hypothesis Test

Table 5. Hypothesis Test

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Buying Decision	-0.357	-0.358	0.105	3.396	0.001
Integrated Marketing Communication -> Brand Image	0.890	0.890	0.042	21.408	0.000
Integrated Marketing Communication -> Buying Decision	1.019	1.037	0.113	9.045	0.000
Tricomponent Attitude Model -> Brand Image	-0.031	-0.030	0.065	0.484	0.629
Tricomponent Attitude Model -> Buying Decision	0.266	0.247	0.096	2.761	0.006

Source: data processed with SmartPLS 3.0

Based on the results of statistical tests in Table 5, it can be described as follows.

- 1) Effect of Tricomponent Attitude Model on Brand Image
From the results of statistical tests, the value of the t statistic is 0.484 with a significant level of 0.629. This means that $t \text{ count} < t \text{ table}$ ($0.484 < 1.96$) and significant level > 0.05 ($0.629 > 0.05$). The Tricomponent Attitude Model does not significantly affect the Brand Image.
- 2) Influence of Integrated Marketing Communication on Brand Image
From the results of statistical tests, the t-statistical value is 21,408 with a significant level of 0.000. This means that $t \text{ count} > t \text{ table}$ ($21.408 > 1.96$) and significant level < 0.05 ($0.000 < 0.05$). This means that Integrated Marketing Communication significantly affects Brand Image.
- 3) Effect of Tricomponent Attitude Model on Buying Decision
From the results of statistical tests, the t-statistical value is 2.761, with a significant level of 0.006. This means that $t \text{ count} > t \text{ table}$ ($2.761 > 1.96$) and significant level < 0.05 ($0.006 < 0.05$). This means that the Tricomponent Attitude Model significantly influences the Buying Decision.
- 4) Effect of Integrated Marketing Communication on Buying Decision
From the results of statistical tests, the t-statistical value is 9.045 with a significant level of 0.000. This means that $t \text{ count} > t \text{ table}$ ($9.045 > 1.96$) and significant level < 0.05 ($0.000 < 0.05$). This means that Integrated Marketing Communication significantly influences Buying Decisions.
- 5) Effect of Brand Image on Buying Decision
From the results of statistical tests, the t-statistical value is 3.396, with a significant level of 0.001. This means that $t \text{ count} > t \text{ table}$ ($3.396 > 1.96$) and significant level < 0.05 ($0.001 < 0.05$). This means that Brand Image significantly influences Buying Decisions.

Specific Indirect Effect is used to show the strength of the effect or indirect effect of the independent variable on the dependent variable through the intervening variable. Specific Indirect Effects will give the value of the influence of the intervening variable, namely brand image. The hypothesis can be accepted if the T-Statistic > 1.96 or the P-Values < 0.005 .

Table 6. Specific Indirect Effects

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Integrated Marketing Communication -> Brand Image -> Buying Decision	-0.317	-0.318	0.093	3.396	0.001
Tricomponent Attitude Model -> Brand Image -> Buying Decision	0.011	0.010	0.024	0.471	0.638

Specific Indirect Effect the influence of the Tricomponent Attitude Model variable on Purchase Decisions through brand image is 0.471 less than the T-Statistic value ($0.471 < 1.96$), and the P-Values value is $0.638 > 0.05$, so it can be concluded that Brand Image has no effect as an intervening variable. In the relationship or influence of the Tricomponent Attitude Model on Purchase Decisions.

Specific Indirect Effect the influence of the Integrated Marketing Communication variable on Purchase Decisions through brand image is worth 3.396, which is greater than the T-Statistic value ($3.396 > 1.96$), and the P-Values value is $0.001 < 0.05$, so it can be concluded that Brand Image has an effect as an intervening variable in the relationship or influence of Integrated Marketing Communication on Purchase Decisions.

f. Discussion

Asus laptop manufacturers and distributors are always expected to try to improve the Brand Image by Asus manufacturers by carrying out promotions that raise the image of Asus laptops and trying to influence the attitudes of potential consumers. Consumer attitudes are formed from the tendency of consumers to take action on an object. The consumer's action is to assess an object he is interested in. Attitude is a comprehensive evaluation and allows a person to respond favorably or unfavorably to the object being assessed. Consumers who already have a positive attitude towards a product or brand will generate buying interest in the product or brand.

Based on research, the brand image of Asus laptops is good enough but not yet attractive to make potential consumers decide to buy it, so it is necessary to use integrated marketing communication that stimulates potential consumers to know and be interested in buying because if the stimulus is solid and positive, it will encourage consumers and increase their buying interest, on the contrary, if the stimulation or encouragement that is carried out is weak and does not affect the feelings of consumers, their buying interest is also weak. If the stimulus or encouragement exceeds expectations, consumers will be able to receive positive or pleasant feelings so that they have a more substantial buying interest, and the impact will appear as a decision to buy compared to if buying interest is weak. Consumers will choose other alternatives before making a purchase decision.

4. CONCLUSION

Based on the results of the study, it can be concluded that the Tricomponent Attitude Model does not significantly affect Brand Image, Integrated Marketing Communication significantly affects Brand Image, Tricomponent Attitude Model significantly affects Buying Decision, Integrated Marketing Communication significantly affects Buying Decision, Brand Image significantly affects Buying Decision, Brand Image has no effect as an intervening variable in the relationship or influence of the Tricomponent Attitude Model on Purchase Decisions, Brand Image has an effect as an intervening variable in the relationship or influence of Integrated Marketing Communication on Purchase Decisions.

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