

Credibility in The Purchase Intention Mediated Advertising Attitude and Brand Attitude Acupuncture Healthy Clinic

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Abstract: The research problem a few employe use advertising two sides, in terms of two-sided advertising, ads that convey the positive side and the negative side is important to know the entrepreneur. Clinical research object healthy, with the services of acupuncture therapy, this therapy is not widely known to the public. Though this therapy is cheaper and faster cure diseases such as hernia, arities, spasme sophagus, gastritis, hepatitis. The purpose of this study to test the effect of advertising credibility two-sides toward purchase intent of acupuncture therapy, mediated attitude toward the ad and attitude toward the brand. Survey respondent amounted to 97 people, in the form of survey research data with SPSS analysis. The results showed that the two sides of the advertising credibility effect on attitudes toward the ad, attitude toward the brand and influence on purchase intentions. Managerial implications, two-sided persuasion advertising to promotion the proper use of acupuncture therapy, hopefully with two-sided advertising many people acupuncture therapy. Contributions theory that this research can increase knowledge in teaching marketing, especially advertising campaign using two-sided.

Key words: *Credibility, Purchase Intention, Acupuncture Healthy*

INTRODUCTION

The research problem is the few manufacturers in Indonesia use but advertising is very beneficial for the two sides explain the selection and decision-making. Because it has a positive side and a negative side [1]. The negative aspect of a product or service less in accordance with the norms, as if the products or services offered to consumers inadvertently revealed shortcomings albeit voluntarily. Early mention of the negative aspects of advertising messages the two sides as unnatural thing, it seems less reassure consumers [2]. Ads are two sides to this day extremely rarely used by manufacturers, while in developed countries is already commonly used by manufacturers to promote products and services. Advertising is a communication tool that is often used by marketers.

Rent is defined as a form of non-personal presentation and promotion of the idea of goods or services by a company to sponsor [3]. The purpose of advertising is to realize the existence of a product or service, remind, cajole, to distinguish products or services and is expected to change the behavior of consumers who previously did not believe it to be believed on the message conveyed. Lumsdaine and Janis, [4] describes (1) the advertising message one side with a positive

argument impressed not only please customers (2) the advertising message one side when submitted to excess, consumer attitudes toward advertising have a negative impact (3) but if the advertising message is informed to use the positive attributes and the negative consumer attitudes toward advertising had a positive impact. Empirically has been investigated by Ruswanti [5] that the two-sided advertising affect purchase intentions Eagle Air flight services mediated by attitudes toward the ad and attitude toward the brand. Tasks include marketing managers first identify new opportunities that are in the market. Second, evaluate the strengths and weaknesses of the current brand. Third, develop marketing strategies that can influence consumers to make purchases on the services offered [6]. Information on the factors that influence buying behavior is information needed by employers. Information credibility of the company, the consumer attitudes on the two side ad and brand attitudes towards purchase intention is very important to know the company. If the company knows consumers purchase intention can be used to determine the sheer number of employees. Persuasion impact on attitude change, opinions change and behavioral change through persuasion advertising stimulus two sides. Persuasion can use verbal messages to influence

consumer attitudes and behavior [7,8]. Communication changes began in the twentieth century with regard to baseline advertisement advertising one side versus the two sides, beginning when during the second world war [9,10].

LITERATURE REVIEW

Attribution Theory Attribution theory used in this study and is the theory that describes the process experienced by the individual as to the cause of an event. Attribution theory also called theory of nature by Jones and Davis [11]: Hunt, Domzal and Kernan [12]. Basic theory of attribution is to observe people who have a tendency to ask the question why it is mentioned by Burnkant [13]. This theory is used to present negative information that is information that is not based on norms. However, consumers may conclude that the ad information submitted is true, with the aim of credibility of the company in order to remain credible consumer although these messages inform a shortage of products or services offered [14]. Basically, the inclusion of negative information are important, because the recipient of a message can give the conclusion that the advertiser intends to convey the truth of their products [15]. This strengthens consumers' perception of the company's credibility, trust products advertised through advertising on both sides [16]. Some findings of the study states that the argument negative correlation with positive arguments [1]. Information from the negative arguments are very important attributes of a product tends to be an increase in the credibility of the source but causes a decrease in the purchase [17].

The Linkage Credibility, Advertising Attitude, Brand Attitude and Purchase Intention

Considering the inconsistent findings in the variable credibility by Crowley and Hoyer [16], there are two important things in connection with the company's credibility. First, whether the credibility of the company can effectively influence consumer attitudes toward advertising and have a positive attitude. Rent two sides informed shortage of a service, Are you still consumer trust and intend to buy if the shortage was announced in ads. As mentioned Volkswagen beetle car dressed are you still consumers intend to buy hearing negative statements. Second, whether the company's credibility indirectly affect attitude toward the brand in promoting services through advertising messages two sides. Effects credibility of the company indirectly affect the attitude of the brand, direct effect on attitude toward advertising [16]. The findings demonstrate the company's credibility significant positive effect on attitudes toward ads

found [18,5]. Consumers in the elaboration of cognition through two attitudes is the attitude toward the ad and attitude toward the brand is communicated using double-sided advertising persuasion. Credibility of the company is the trust and confidence of the company in ads that argue inform positive and negative that is displayed in the advertising messages [19]. Postulated company's credibility as a manufacturer that provides information to consumers with arguments include advantages and disadvantages of the products offered. The credibility of the company has a variety of terms, among others attitude toward the advertiser [20], corporate credibility [21,22]. Two sides of the advertising message significantly affect the company's credibility on the one hand found [23]. Consumers have two attitudes toward advertising stimulus two sides of the negative attitude and a positive attitude in a moment of stimulus ads. These conditions by Sawyer [24] is referred to as a heuristic conditions because consumers are not aware of the negative information as an information refusal. The arguments and the answers are the hallmark of the advertising messages of persuasion on both sides [25]. Credibility increased when the advertising message denying the superiority of attributes used in offering the product (Settle and Golden, 1974 [26]). Positive and negative arguments advertising messages expressed confidence the two sides increase. Effect advertising messages on the two sides of a positive attitude is mediated by the credibility of the company and formed on trust and confidence in advertising messages two sides. Credibility of the company is to lead to a person's perception of truth and honesty enterprise information in informing its products [27]. Credibility of the company is consumer confidence in the company and confidence in the advertising messages that have negative and positive attribute [19]. Edgar and Godwin [28] states that higher prices in the ads two sides lead to higher confidence and are often associated with quality. Advertising messages two sides have positive and negative arguments also be interpreted as an ad that has the nature of complexity or ads that appeal to consumers [29]. For consumers who believe in the credibility of the company and believe the advertising message two sides will establish a positive attitude. Consumer reaction if less confidence in the credibility of the company and are not convinced with the argument ad two sides then consumers will give a negative assessment of the advertising message on both sides [30] and vice versa if consumers believe the ads will give a positive assessment of. Message two sides lower than the one-sided message if a very important attribute is used as a negative argument [31]. Based the description above hypothesis. H1 Two-sided

advertising credibility significant effect on attitudes toward advertising.

Attitude is defined as a relatively sedentary organization of consumer feelings, beliefs and behavioral tendencies toward others, a group or a particular object [32]. Attitude toward advertising [33] is a person's overall feelings towards advertising messages positive and negative forms. Mehta [34] suggested that attitude toward advertising is a component of the dominant affective use feeling. Attitude toward advertising is a response to consumers associated with illustrations and music that accompanies the ad [35]. Attitude toward advertising is important factor that is helpful for building attitude toward the brand, and affect purchase intentions [36,37]. When ads generate a positive response then becomes a positive attitude toward the brand has consistently increased purchase intentions. Empirically study that attitudes toward advertising affect attitude toward the brand [38]. Brand used in this study has never been used by employers acupuncture therapist and unknown to consumers, it is helpful in maintaining the neutrality of the assessment questionnaire. The use of fictitious brand [39] is considered important as a means of controlling influence familiar the previous brand. Brands provide benefits to the buyers, the advantages include: (a) foreshadow the quality of products or services; (B) increase the efficiency (c) to convince the buyer used in making decisions, when faced with several options brand [40].

Definition of attitude toward the brand according to Burke and Edell [41] is the evaluation of how consumers feel about the brand directly or indirectly through the adjustment of the characteristics of advertising first. Objectives to be achieved advertisers are getting a positive response of consumers. Positive responses were helpful to change its attitude towards the brand in order to increase purchase intentions. Previous empirical studies mention that a positive attitude toward the brand significant in purchase intentions [5,42]. Advertising messages two sides increase purchase intentions [43]. Hastak and Park, [44] suggested that the two sides resulting message attitude toward the brand was higher than the message the message to one side. But the results of previous studies suggest that the relationship attitude toward the brand and purchase intention in general been found insignificant by Golden and Alpert [45]. Other researchers have found that two-sided message had lower purchase intentions [46]. Conative response has two components, namely the purchase or trial intention and purchase behavior [25]. Purchase intentions are as craving consumers looking for information on the services that attract attention, positive attention to the brand occur when the services required by customers [47]. Findings Eisend [48] mentions that the credibility of the

company improved attitudes toward the ad, attitude toward advertising improve attitudes toward the brand, attitude toward the brand increase purchase intentions. The purpose of this study to examine the causal relationship between credibility, attitudes toward the ad and brand attitude towards the purchase intention. Message two sides resulting in significant positive ad attitude and increase purchase intentions [44]. Based on the above description of the proposed research hypothesis.

H2: Credibility two sides have a significant effect toward attitude toward the brand

H3: There is a positive influence on attitudes toward advertising are two side persuasion of the attitude toward the brand

H4: There is a positive influence on attitudes toward advertising are two-sided persuasion to the purchase intentions

H5: There is a positive attitude toward the brand influence on purchase intention.

RESEARCH METHOD

This study will examine the effect of double-sided ad credibility to the purchasing intentions mediated ad attitude and brand attitude. Total population of 780, the sample amounted to 198 respondents. The analysis, regression with SPSS, previously tested questionnaire reliability and validity using factor analysis. Measuring tool constructs differential scale semantic attitude is an attitude measurement method using bipolar grading scale with seven points. Seven items were stated verbally two poles with extreme votes, the two polar extremes such as good-bad. Construct an abstraction of a phenomenon that can be an event, process, attributes, or specific objects. Research instrument consists of four parts, all the questions in the first section to section using the four closed questions. Closed questions can facilitate the respondents to answer questions and useful to maintain consistency. Questioner design study was conducted using seven point scale [49]. Definition of the questionnaire is to be in the nature of multidimensional space called semantic. Come only used in the evaluation to determine consumer attitudes, attitudes toward advertising persuasion the two sides, with instructions as follows: Please you answer the following questions by choosing a number 1 to 7. Scale with 1-7 numbers that indicate how close your answer to both alternative answers provided. Rate differential semantic advertising message appears on the characteristics of being treated as a summary of positive and negative evaluations [50]. The credibility of the statement indicated whether the ad is informed by (1) To tell the truth-not the truth, (2) Trustworthiness-untrustworthy, and (3) conclusive-inconclusive. The company's credibility significant positive affect on attitudes toward advertising

empirical results have been found by [51,16]. Credibility companies also affected the attitude toward advertising the two sides and purchase intentions [18,5]. The second variable is the evaluation of attitudes toward advertising preferences or lack of someone's favorite on the ad [41,38]. Variable attitude toward advertising is defined as the tendency of the consumer or viewer to feel the ads that are served with the assessment of positive or negative, a positive response if the ads that serve an ad that pleasant, persuasive or advertising that entices, positive and nice [31,51]. Empirical evidence suggests that attitudes toward advertising when consumers have a positive effect on high-involvement [44]. Attitudes toward advertising is measured using deferensial Seven-point semantic scale with four of the questions was developed by (Jacoby and Hoyer, 1989 [52];[51,42]. Item studies attitudes toward advertising persuasion-not persuasive, informative-not informative, good-bad, positive-negative. Statement attitudes toward advertising the following two sides give you ratings on ad 1) Persuasive-not persuasive, 2) no informative-informative, 3) good-bad 4) positive-negative. The third variable attitude toward the brand is defined as a person's tendency to evaluate brand advertising with ad serving responded with a statement of great, fun, prominent brand, trusted [31]. Attitude toward the brand a significant effect on purchase intention [5,48,37]. Attitude toward the brand is measured using seven-point semantic deferensial scala with a three-point declaration was developed by [31,51]. Item studies attitudes toward the brand is attractive-unattractive, unpleasant-not pleasant, good-bad, stand-does not stand out. Statement attitude toward the brand, give your vote to the brand Acupuncture Therapy Clinic (1) Interest-unappealing, (2) Fun-not unpleasant, (3) Good-bad, and (4) The stand out-not obtrusive. The fourth variable is the tendency of purchasing intention of personal actions related to the brand [53]: Ostrom, 1959 [54]. Intension of serving one's motivation on his conscious plan in carrying out efforts to establish a behavior [55]. Variable intention is

defined as the probability of the consumer trends have searched brand on the sales agent and intends to purchase the services of acupuncture therapy in the future. Expression of intention of purchase is possible buy-may not purchase, intends to buy-not intend to buy, will buy-not going to buy [47]. Respondents will buy and look for the advertised brand [31]. Purchase intentions derived from conative response can be measured using seven-point semantic deferensial scala with a two-point declaration developed by Petty and Cacioppo [47]. The research item purchase intentions are probably buying-impossible to buy, intends to buy-not intend to buy, and will buy-not going to buy. Statement of purchase intention is give your vote on ads if you intend to buy the services of acupuncture therapy (1) may not be possible to buy-buy (2) intends to buy-not intend to purchase, and (3) will buy-not going to buy. Further research questionnaire will be prepared based on the research instruments.

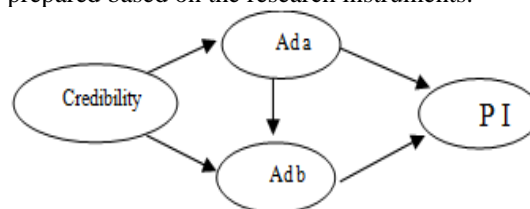


Figure 1 Research Model

RESULTS AND DISCUSSION

Result of the work and discussions are presented here. Hypothesis Testing Research and Discussion Responden amounted to 97 made up of 47 men and 49 women aged 19-24 years. After testing the validity and reliability of the questionnaire by factor analysis of all the indicators of validity and reliability then continued regression analysis with SPSS. Testing the hypothesis with regard t value and significance level of p resulting from the analysis. Based on multiple regression analysis all hypothesis accepted view (Table 1).

Tabel 1. Results of Regression Calculation

	Model	Unstandardized coefficients		Standardized Coefficients	t	sig
		B	st er	Beta		
1	C → Ad a	,508	,081	,541	6,270	0,000
2	C → Ad b	,592	,113	,473	5,228	0,000
3	Ad a → Ad b	,653	,120	,489	5,463	0,000
4	Ad a → P I	,690	,078	,670	8,802	0,000
5	Ad b → P I	,485	,061	,630	7,897	0,000

Rent two sides were used as research is "Acupuncture needle was sick and very fast cure

arthritis of the elbow joint, spasm of the esophagus, gastritis, hernia, hepatitis came to the clinic

healthy" negative side needling was sick, the positive rapid cure arthritis of the elbow joint, spasm esophagus, gastritis, hernia, hepatitis. Result of regression calculation shows that, Hypothesis 1 credibility effect on attitudes toward advertising. During acupuncture has not been widely known by the public in terms of acupuncture therapy can be felt patients. These results support the findings [5] Hypothesis 2, that if the respondent has high credibility the more known brands clinic healthy society. These results support the findings [51]. Although the contents of the message are the negative side of the respondents considered that the mark quite easily memorized clinic and nice it is influenced by advertising credibility two sides. Hypothesis 3, attitude toward advertising are two sides of a positive attitude toward the brand increases. This means that if a patient has a positive attitude toward advertising are two sides of the attitude toward the brand clinic increased. These results support the findings Eisend [51] Hypothesis 4, attitudes toward advertising affect the intent of acupuncture therapy. If respondents have a positive attitude toward advertising two-sides increased the intent of acupuncture therapy. Hypothesis 5, that a good attitude toward the brand affects the intent of acupuncture therapy in the clinic healthy. These findings are supported [45].

CONCLUSION

Hypothesis 1 and 2: credibility advertisements two-sided effect on attitudes toward the ad and attitude toward the brand, hypotheses 1 and 2 are supported. Hypothesis 3, attitudes toward advertising effect on attitude toward the brand,

Hypothesis 3 is supported. Hypothesis 4 and 5, the attitude toward the ad and attitude toward the brand affects purchase intention acupuncture therapy services, hypothesis 4 and 5 are supported.

Contribution Theory

Advertisement two sides gives insight to the process of the working of the advertis. That the two-side enhance the credibility of advertising consumer positive attitude and attitude toward the brand Positive attitude toward the ad and brand increasing intent of acupuncture therapy. These findings are the findings in testing the ads two sides and was in accordance with the recommended Eisend [51]. The study's findings have contributed to the theory that if consumers have a positive attitude toward the advertising message two sides, consumers tended

to have a positive attitude toward the brand. A positive attitude toward the brand affects intention to acupuncture.

Managerial Implication

The findings of this study can be used as a strategy to advertise for employers services acupuncture clinic experience especially when negative publicity, advertising two sides can clear the air. Two-sided ad is an advertisement that consumers need and a variety of advertising. Although ad two sides have not been so familiar as advertising one side, but the two sides are advertising persuasion complete ad that have tended rarely used by hospitals and clinics. Negativ attribute or attributes of deficiency and excess positive attribute or attributes beneficial for consumers, when consumers make purchases of services or products with very limited time facilitate decision-making. In general, consumer knowledge affecting the assessment and selection of the information. Constructs have been tested can be used by practitioners in understanding the workings of the credibility of two-sided ad. This study also provides information to the clinic healthy that the credibility of the ad two-sided affects purchase intention mediated by attitudes toward the ad and attitude toward the brand. If there are clinics that have negative news can be used as a tool to clear the air.

Limitation Research

Limitation of this study is the number of respondents bit, for future research will be extended, in order to be generalizable. In order for acupuncture treatment known to the public then used two-sided advertising persuasion.

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