

ANALYSIS OF MOBILE ADVERTISING EFFECT ON PURCHASE INTENTION WITH BRAND IMAGE AS THE INTERVENING VARIABLES (CASE STUDY: TELKOMSEL MOBILE COUPON)

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Abstract

This research was conducted with the aim to know and analyze the effect of mobile advertising to purchase intention with brand image as the intervening variable (Case Study: Telkomsel Mobile Coupon).

The type of research used in this research is descriptive quantitative research method with causality research approach. This study is intended to build a real depiction of a phenomenon that is in the research context. The population in this study is all Starbucks consumers in DKI Jakarta area. The sample used is Jakarta Starbucks customer of 180 people.

The results showed that Mobile Advertising (M-Coupon) directly has positive affect on the Brand Image. Mobile Advertising (M-Coupon) directly affects positively on Purchase Intention. Brand Image directly positively affects Purchase Intention. Brand Image can mediate the influence between Mobile Advertising (M-Coupon) and Purchase Intention. Mobile Advertising (M-Coupon) and Brand Image mutually influence positively on Purchase Intention.

Key Words: *Mobile Advertising, Brand Image, and Purchase Intention*

1. INTRODUCTION

One of today's growing marketing strategies is Mobile Marketing. According to Ene and Ozkaya (2015), along with technological developments, mobile devices have an effect on the company's commercial activities and add new dimensions that affect consumer-buying behavior. Communication technology using mobile devices is a highly innovative strategy in a competitive environment by generating larger scale but efficient in operational costs and not limited to place and time (Kocabas 2005)

Telkomsel as the largest mobile operator company in Indonesia is currently implementing customer-oriented strategy to influence the customer purchase intention. Buying interest or customer purchase intentions are important for the company to increase sales.

Consumers generally experience five stages in the buying process: recognition, information search problems, alternatives evaluation, purchase decisions, and post-purchase behavior.

The purchasing intention is at the stage before the formation of the purchase decision, where the consumer has conducted an alternative evaluation and has not decided to make a purchase. A strong purchase intention will lead to a purchase decision.

The solution presented by Telkomsel in influencing the buying interest (purchase intention) customers to the brand is through the mobile advertising implementation. This solution is expected to affect customers' interest in purchasing products from Starbucks that use the product services of Telkomsel Mobile Coupon.

Brand image presents associations that are activated in memory when thinking about a particular brand. This association can be conceptualized in terms of type, favorable, strength (strength), and uniqueness. Consumers develop these associations over time. Brand associations may be attributes (brand attributes) or brand benefits. Brand attributes are anything related to descriptive features that characterize a product or service.

For future business interests, Telkomsel must be able to convince the merchant that the services provided in the form of Mobile Coupon may affect the interest of the subscriber's purchase who get the Mobile Coupon. As for merchants, it takes an appropriate promotion form that can increase the number of customers so that increase sales. For this case, we need a further study that can answer it, so Telkomsel can improve Mobile Coupon service in the future and merchant can allocate their marketing budget and promotion appropriately.

2. LITERATURE REVIEW

2.1 MOBILE ADVERTISING

One of today's growing marketing strategies is Mobile Marketing. According to Ene and Ozkaya (2015), along with technological developments, mobile devices have an effect on the company's commercial activities and enlarge new dimensions that affect consumer-buying behavior. Communications technology using mobile devices is a highly innovative strategy in a competitive environment by generating larger scale, but efficient in operational costs and not limited to place and time (Kocabas, 2005)

Mobile communication technology becomes an indispensable factor in the lives of individuals, both individuals and companies performing individual transactions and other activities through mobile devices. As time matters nowadays, the functionality of mobile devices helps dramatically in the formation of active communication, enabling information flow and making good use of time (Barutçu, 2008).

Mobile advertising is the transmission of advertising messages through mobile devices such as mobile phones (Haghirian, 2005). According to Scharl et.al. (2005) defined that mobile marketing as an area where wireless consumers are driven against products, used freely from time and place. Mobile advertisement is an advertisement that is displayed in various forms, such as music, graphics, sound, or writing, via mobile telecommunication terminal (Frisca, 2011).

This mobile device will be used to collect personal information and all stakeholders will benefit from this type of communication, achieved through mobile devices. Another definition describes mobile

marketing as delivering various marketing activities, advertising-specific messages, sales offerings, special offers, sales, sweepstakes, contests, and more to consumers via mobile devices. The most important feature of mobile marketing activities conducted through mobile devices is the ability to assign voice, text and visual communication with consumers anywhere, anytime and the ability to store messages. In order for company to be successful in mobile marketing activities, they need to build active communication with consumers.

At this time many companies already using mobile advertising technology, so consumers who are accustomed to using mobile devices will soon know that the merchant brand product offerings are true. Consumers do not hesitate to take advantage of the offer even though previously there is no desire to make purchases of merchant brand products.

2.2 BRAND IMAGE

Brand gives added "value" so that the total value of "branded" good products becomes higher than the products that are considered purely objectively (non-"branded" products). Consumers are also known to have high awareness, acceptance, and preference for brands with a good reputation, so that reputable brands have become assets that can also be traded as well as other company assets (Aaker, 2010).

According to Kotler (2012), the brand image as a set of beliefs, ideas, and impressions that are owned by someone against a brand. Therefore, the attitude and actions of consumers towards a brand is determined by the brand image. Keller (2013) defines brand image as the perception and belief that is in the minds of consumers reflected on the association embedded in consumer memory.

Brand image presents the overall perception of the brand and is shaped from past experience information about the brand related to the attitude of belief and preference for a brand. Consumers with a positive image of the brand will be more likely to make a purchase. A positive image of a brand can be affected by a marketing program. Creating a positive brand image requires a marketing program that can connect a strong, profitable and unique brand association in the mind

According to Hasan (2013: 210), brand image is a set of tangible and intangible properties in nature, such as ideas, beliefs, values, interests, and features that make it unique. Brand is defined as a combination of a name, sign, symbol or design to identify goods and services of a business or business group developed into a trademark and differentiates itself from competitors, creates influence and generates value for the company.

Brand image is one of the two parts of brand knowledge in addition to brand awareness. Brand awareness is linked to the strength of a brand's node or brand memory that can be used to measure a consumer's ability to identify brands under different conditions. Brand image is an important concept in marketing that is defined as "consumer perception of a brand that is reflected by the brand linkage in the consumer's memory. This association has various forms and reflects the product characteristics t or other aspects of the product. These associations form a brand image in the consumers' minds (Keller, 2013).

Keller (2013) brand image is formed after brand awareness is established by increasing familiarity with the brand through repeatedly exposure and forming strong associations with appropriate product categories or other instructions consumers use to perform purchase or consumption. Once brand awareness is built, brand image can be established.

Establishing a positive brand image requires a marketing program that links strong, positive and unique association to the brand in the consumers' minds. This brand association can be on the characteristics or advantages that brands offer. Brand attributes (brand character) are descriptive features that are a product or service characteristics, while brand benefits are personal values and meanings attached by consumers to product or service characteristics (Keller, 2013: 77).

2.3 PURCHASE INTENTION

Consumer-purchasing behavior is often initiated and influenced by the number of stimuli from outside, both in the form of stimulus and the stimulus of the environment. The stimuli are then processed within themselves according to their personal characteristics, before a purchase decision is finally made. The personal characteristics of consumers used to process the stimuli are very complex, and one of them is the consumer's motivation to buy.

Understanding of consumer behavior will significantly influence the marketing process undertaken by a company, both for the development and implication of marketing strategies. Knowing the purchases motive made by consumers will help simplify a company in meeting the needs and desires of consumers.

Durianto (2013), states that buying interest is the desire to have a product, buying interest will arise if a consumer has been affected to the quality and quality of a product, information about the product, ex: price, how to buy and weaknesses and product advantages over other brands.

Schiffman and Kanuk (2010) say that interest is one of the psychological aspects that have a considerable influence on attitudes of behavior. Buying interest can be interpreted as a happy attitude towards an object that makes the individual trying to get the object by paying it with money or sacrifice. In addition, buying interest can also be interpreted as a form of real thought from the reflection of the buyer's plan to buy several units in a certain quantity of several brands available within a certain period of time (Schiffman and Kanuk, 2010). In the buying process, consumer-buying interest is closely related to the motive it has to use or buy certain products.

Consumer buying interest is a consumer behavior in which the consumer has a desire in buying or choosing a product, based on experience in choosing, using and consuming or even wanting a product (Kotler and Keller, 2012). Buying interest is basically customer behavior in which the customer responds positively to the quality and satisfaction in getting the consumer from the company where it will make the consumer to conduct activities visit or consume the company's products. The creation of consumer satisfaction can provide several benefits, such as the relationship of the company and its customers become harmonious and will form a recommendation for consumers who can benefit the company.

Simamora (2011), states that buying interest (purchase intentions) of a product arise because of the basis of confidence in the product that is accompanied by the ability to buy the product. In addition, the purchase intentions of a product can also occur with the influence of others who are trusted by prospective customers. Buying intentions can also arise if a consumer is very interested in the various information about the product obtained through advertising, experience of a person who has used it, and the urgent need for a product.

Buying interest is derived from a learning process and thought processes that form a perception (Mowen, 2010). This consumer-buying interest creates a motivation that is constantly recorded in her-his mind and becomes a very strong desire that in the end when a consumer has to fulfill his need to actualize what is in his mind.

2.4 FRAMEWORK

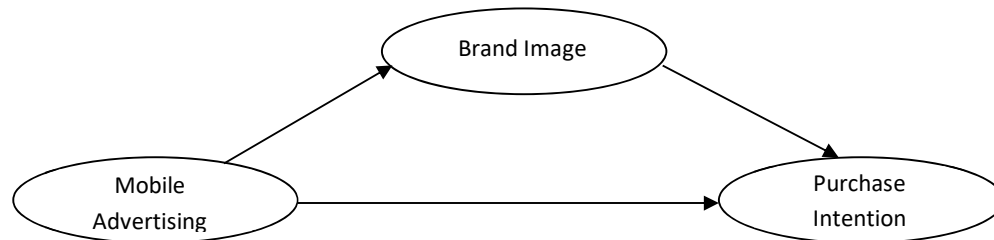


Figure 1. Framework

2.5 RESEARCH HYPOTHESIS

Based on the previous framework, research and discussion in the previous chapters can be put forward the following research hypothesis:

- H₁ There is a positive influence of Mobile Advertising (M-Coupon) directly to Brand Image.
- H₂ There is a positive effect of Mobile Advertising (M-Coupon) directly to Purchase Intention.
- H₃ There is a positive influence of Brand Image directly on Purchase Intention.
- H₄ There is a positive effect of Mobile Advertising (M-Coupon) on Purchase Intention mediated by Brand Image.
- H₅ There is a positive effect of Mobile Advertising (M-Coupon) and Brand Image together against Purchase Intention.

3. METHODOLOGY

3.1 PARTICIPANTS

The Variables used in this study consisted of independent variable, mediation variable, and dependent variable described as follows:

1. Mobile Advertising Variables (M-Coupon) (X) is the transmission of advertising messages through mobile devices such as mobile phones. Indicators used are: information, entertainment, interactivity and personalization.
2. Variable Brand Image (M) is a perception and trust is in the mind of consumers reflected on the association embedded in the consumer memory. The indicators used are: Strength of Brand Association, Favorability of Brand Association and Uniqueness of Brand Association.

3. The Purchase Intention (Y) variable is a concrete thought form of reflection of the buyer's plan to purchase several units in a certain quantity from several brands available within a certain period of time. The indicators used are: interest, desire and conviction.

The populations of this study are all Starbucks consumers in Jakarta area who use and utilize mobile coupon of Telkomsel. Sampling technique using purposive sampling method is a sampling method based on certain criteria or considerations. In this case the sample is selected based on Starbucks customers using mobile coupon service from Telkomsel.

Referring to Hair et al (2010) found that the appropriate sample size is 100 to 200. It is also explained that the minimum sample size is 5 observations for each estimated parameter and a maximum of 10 observations of each estimated parameter. In this study, the number of research indicators as much as 18 so that the minimum sample size is 10 times the estimated number of indicators or as much as $10 \times 18 = 180$. The number of samples used more that is 190, so that if there is a biased data or invalid then it does not reduce the number of respondents below the minimum sample recommended by Hair et al, (2010).

3.2 MEASUREMENTS

The type of research used in this research is descriptive quantitative research method with causality research approach. The data used in this study is primary data is data obtained directly through the survey by distributing questionnaires to respondents and collecting the results of questionnaires that have been obtained. In the measurement used Likert scale, which is a format that can be used to know or determine the value of the three variables. Applications used of the instrument are: 1) Strongly Agree, 2) Agree, 3) Less Agree, 4) Disagree and 5) Strongly Disagree. Then determine the relative importance values of the five answers that can affect the perception of respondents are: Strongly Agree (5), Agree (4), Less Agree (3), Disagree (2), Strongly Disagree (1).

For more details can be presented operational variables and measurement scale in the following table.

Table 1. Operational Variabel and Measurement Scale

Variable	Indicator	Item	Measurement
<i>Mobile Advertising (M-Coupon)</i> (X)	<i>Information</i>	1	Likert Scale
		2	
	<i>Entertainment</i>	3	
		4	
	<i>Interactivity</i>	5	
		6	
	<i>Personalization</i> (Chang, 2016)	7	
		8	
<i>Brand Image</i> (M)	<i>Strength of Brand Association</i>	1	Likert Scale
		2	
	<i>Favorability of Brand Associaion</i>	3	
		4	
	<i>Uniqueness of Brand Association</i> (Keller, 2013)	5	
		6	

Purchase Intention (Y)	Interest	1	Likert Scale
		2	
	Desire	3	
		4	
	Conviction (Schiffman & Kanuk, 2010)	5	
		6	

3.3 DATA ANALYSIS

This study is intended to build a real picture of a phenomenon that is in the context of his research. With this descriptive research will be collected various information in order to answer questions about mobile advertising (m-coupon), brand image and purchase intention.

Validity test is a measure to assess whether the measuring instrument used is really capable of providing the variable value to be measured. Testing the validity of each item is used item analysis to correlate the score of each item with a total score, which is the number of scores per item. When the value obtained $r\text{-count} > r_{\text{table}}$ then the statement item is declared as valid. The data validity test was performed using SPSS program Version 21.

Reliability test is a measure to assess whether the measuring instrument used is able to provide consistent measurement values. Inconsistent measuring tools will yield dubious data. The way used to measure reliability is to use the Alpha coefficient (Cronbach Alpha) which is the average of all the coefficients obtained from the division of many items into different groups.

Stages of Path Analysis

According to Widardjono (2010) the first step in path analysis is to make the specification of path analysis model based on existing concepts and theories. The model can also be expressed in terms of equations so as to form a system of equations. This system of equations is called the system of simultaneous equations or there is also a mention of structural models. The model was developed to answer the research problems of research and based on theory and concept, hence called hypothetical model, can be presented in the following picture.

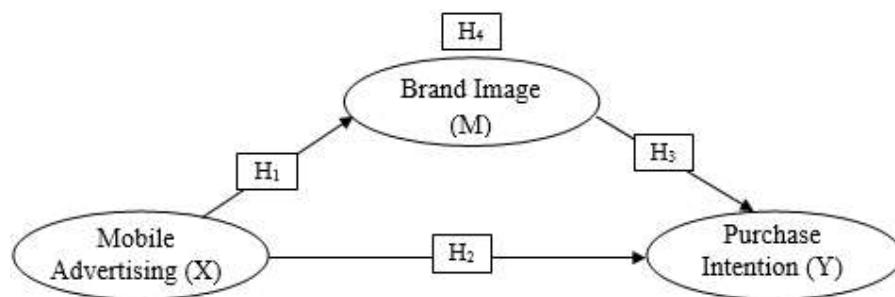


Figure 2. Path Analysis

Based on Figure 2 can be made the structural equation, where X, is exogent variable and M as well as Y is Endogen variable. The structural equation can be seen as follow: (Sarwono, 2007)

1. $M = \alpha + \beta X + \varepsilon_1$ (Substructural 1)

$$2. Y = \alpha + \beta X + \beta M + \varepsilon_2 \dots\dots\dots(\text{Substructural 2})$$

Remarks:

X = *Mobile Advertising (M-Coupon)*

M = *Brand Image*

Y = *Purchase Intention*

ε_{12} = *Error*

4. RESULT AND DISCUSSION

4.1 CHARACTERISTIC OF RESPONDENTS

In this study, respondents used as samples are Starbucks customers using mobile coupon services from Telkomsel. Methods of data collection using questionnaires to obtain mobile advertising data, brand image and purchase intention. Questionnaires distributed to the respondents and obtained as many as 180 people with the characteristics presented in the following table:

Table 2. Respondents Characteristics

Characteristics	Categories	Freq.	Percentage
Sex	Male	97	54%
	Female	83	46%
	Amount	180	100%
Age	20 – 30 years	37	21%
	31 – 40 years	43	24%
	41 – 50 years	65	36%
	More than 50 years	35	19%
	Amount	180	
Occupation	Employee	46	26%
	State Employee	42	24%
	Entrepreneur	59	33%
	Student	33	17%
	Amount	180	100%
Education	High School/Equalized	17	9%
	Diploma III	34	19%
	Scholar S1	63	35%
	Scholar S2	45	25%
	Scholar S3	21	12%
	Amount	180	100%

4.2 REGRESSION ANALYSIS SUBSTRUCTURE 1

Table 3. Output Result of SPSS "Ttes" Substructure 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.420	1.201		3.680	.000
	Mobile Advertising	.610	.041	.747	14.991	.000

a. Dependent Variable: Brand Image

4.3 REGRESSION ANALYSIS SUBSTRUCTURE 2

Table 4. Output Result of SPSS "T_{Test}" Substructure 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.500	1.201		1.249	.213
	Mobile Advertising	.443	.059	.507	7.513	.000
	Brand Image	.374	.072	.349	5.170	.000

a. Dependent Variable: Purchase Intention

Tabel 5. F Test Result

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1848.202	2	924.101	159.747	.000 ^a
	Residual	1023.909	177	5.785		
	Total	2872.111	179			

a. Predictors: (Constant), Brand Image, Mobile Advertising

b. Dependent Variable: Purchase Intention

4.4 DIRECT EFFECT, INDIRECT AND TOTAL EFFECT CALCULATIONS

1. Direct Effect

Effect of *Mobile advertising* variable on *purchase intention*

$$X \rightarrow M = 0,747$$

Effect of *Mobile advertising* variable on *purchase intention*

$$X \rightarrow Y = 0,507$$

Effect of *purchase intention* variable on *purchase intention*

$$M \rightarrow Y = 0,349$$

2. Indirect Effect

Effect of mobile advertising effect on purchase intention through purchase intention.

$$X \rightarrow M \rightarrow Y = (0,747 \times 0,349) = 0,261$$

3. Total Effect

Effect of mobile advertising variabel on purchase intention through brand image.

$$X \rightarrow M \rightarrow Y = (0,747 + 0,349) = 1,095$$

From the calculation, all coefficients inter variable can be depicted in path diagram as follows:

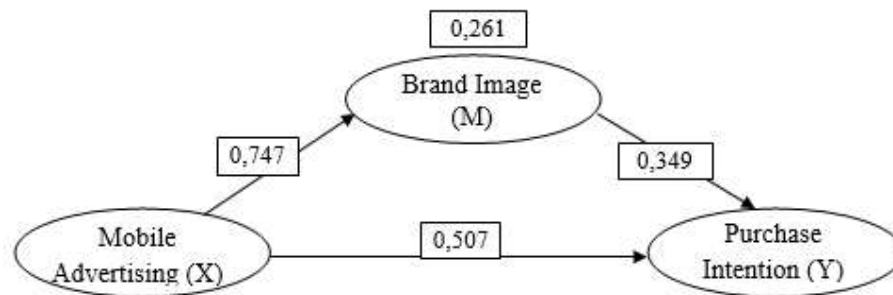


Figure 2. Result of Path Analysis Calculation

Structural Equation

$$\text{Substructure 1 : } M = 0,747X + e$$

$$\text{Substructure 2 : } Y = 0,507X + 0,349M + e$$

4.5 DISCUSSION OF RESEARCH RESULTS

The effect of mobile advertising on brand image

Based on the test results obtained mobile advertising of 0.747 with a significant value of $0.000 < 0.05$ which indicates that mobile advertising has a significant positive effect on brand image.

Mobile advertising (m-coupon) is transmission of advertising messages through mobile devices such as mobile phones. Brand Image is a perception and trust that is in the minds of consumers reflected on the association embedded in the consumer memory.

Starbucks using mobile advertising services with M-Coupon through Telkomsel services can send messages to potential customers. Telkomsel Mobile Coupon is a service of Telkomsel Digital Advertising that allows customers to get free discount coupon SMS from merchants located in the vicinity. The customer can redeem this discount coupon at the intended merchant in this case is Starbucks.

With SMS messages that customers receive from Starbucks via M-Coupon, then customers are reminded of the Starbucks brand and will respond well to anything related to Starbucks brand image. It can be said that mobile advertising has an effect on brand image.

The results of this study support research conducted by Sallam and Algammash (2016), which shows that mobile advertising has an effect on brand image.

The effect of mobile advertising on purchase intention

Based on the test results obtained mobile advertising of 0,507 with a significant value of 0,000 <0.05 which indicates that mobile advertising has a significant effect on purchase intention.

Purchase intention is a real form of thought of reflection of the buyer's plan to buy several units in a certain quantity of several brands available within a certain period of time.

As previously mentioned that with SMS messages obtained from Starbucks customers via M-Coupon, customers will respond and make a decision whether to make a purchase or not with the SMS messages obtained. It can be said that advertising cars have an effect on purchase intention.

The results of this study support research conducted by Chang (2016), Hashim and Zolkepli (2014), Wang and Tsai (2014), which show that mobile advertising has an effect on purchase intention.

The effect of brand image on purchase intention

Based on the test results obtained purchase intention of 0.349 with a significant value of 0.000 <0.05 indicating that the brand image of customers have a significant effect on purchase intention.

Consumer confidence on the Starbucks brand embedded in its memory will make it easier for consumers to make decisions on Starbucks brand purchases. A well-formed brand image or brand image of Starbucks will be easy to remember what the advantages and benefits of the products it derives from Starbucks, whether it's product quality, product benefits, product pricing, service quality and so on. It can be said that brand image has an effect on purchase intention.

The results of this study support the research conducted by Shah et al, (2012), Wang and Tsai (2014), which show that brand image has an effect on purchase intention.

The effect of mobile advertising on purchase intention is mediated by brand image

Based on the test results obtained by mobile advertising directly to the brand image of 0.747 and brand image to purchase intention of 0.349, so obtained value of $0.747 \times 0.349 = 0.261$ this means that brand image can mediate the influence between mobile advertising with purchase intention.

SMS messages obtained by customers from the Starbucks brand through Mobile Coupon indirectly can remind consumers' memory about Starbucks and its various attributes. This can indirectly affect consumer decisions in purchasing Starbucks products. Can be said that brand image can mediate influence between mobile advertising with purchase intention.

The results of this study support the research conducted by Huda (2013) and Salam & Fahad (2016), which states that mobile advertising indirectly mediated by this brand to purchase intention.

The effect of mobile advertising and brand image jointly on purchase intention

Based on the results of F test calculation obtained value of 159.747 with sig 0,000 <0.05, this means mobile advertising and brand image mutually affect the purchase intention.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

Based on the results obtained research it can be put forward some conclusions as follows:

1. There is a positive effect of Mobile Advertising (M-Coupon) directly on Brand Image.
2. There is a positive effect of Mobile Advertising (M-Coupon) directly to Purchase Intention.
3. There is a positive effect of Brand Image directly to Purchase Intention.
4. There is a positive effect of Mobile Advertising (M-Coupon) on Purchase Intention mediated by Brand Image.
5. There is a positive effect of Mobile Advertising (M-Coupon) and Brand Image mutually towards Purchase Intention.

5.2 RECOMMENDATIONS

Based on the results of research and discussion in the previous chapters can be put forward some recommendations that are expected to be useful for various parties who need the following:

6. Mobile Advertising (M-Coupon) directly affect the Brand Image. It is therefore advisable for Starbucks merchants of keeping to maintain and further enhance the use of mobile advertising to its customers by further increasing the number of SMS messages to potential customers so that customers can still remember well the Starbucks brand.
7. Mobile Advertising (M-Coupon) directly affects Purchase Intention. For this reason, Starbucks merchants are recommended to increase the use of mobile advertising so that more customers make purchases of Starbucks products.
8. Brand Image directly affects the Purchase Intention. For the reason, it is suggested to the Starbucks merchant to better maintain product quality, service quality, product prices and so forth so that brand image Starbucks remain firmly embedded in the minds of consumers.

For other researchers are expected to expand the research object and add other variables that can affect brand image and purchase intention.

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