



## **Full Length Research Article**

### **INTENTION TO WATCH TELEVISION: ANALYSIS OF ADVERTISING, SOCIAL MEDIA AND BANDWAGON EFFECT THROUGH BRAND EQUITY**

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#### **ABSTRACT**

TV stations must have many and loyal audience, so that advertisers are interested in placing their ads, the more ads are served the more income they can get. The amount of the intentions to watch a TV station could be used to Predict the number of Spectators that would be Obtained. This type of research is explanatory research with case studies of GlobalTV Indonesia. Respondents are students at the University of Mercu Buana Meruya West Jakarta, respondents were selected Because students are the primary target audience of GlobalTV Indonesia. This study used a sample of 160 people. The sampling technique was accidental sampling. Results from the study were 1) Advertising, Social Media and Bandwagon Effect Significantly influence the Brand Equity, 2) Advertising and Social Media does not Significantly influence Intention To Watch, 3) Bandwagon Effect and Brand Equity have significant effect on Intention To Watch, 4) Advertising and Social Media has indirect effect on Intention To Watch through Brand Equity, 5) Brand Equity does not have the role of intervening against Intention To Watch

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#### **INTRODUCTION**

Competition of TV industry in Indonesia is very tight, this requires marketing departments to constantly innovate and has to be precise in every marketing activity undertaken, because in addition to requiring large financing marketing activities also is spearheading the company in obtaining income, so that marketing activities should be targeted. Cultivating intentions to watch is one of them, because the intention is one step in the process of consumption decisions. According to Bansal and Taylor (2005), the intention is the probability or possibility to perform a particular action. Intention to watch is one of intentional behavior. Schiffman and Kanuk (2007) stated that the intention is related to the tendency of a person to commit an act or behave in certain ways. Mowen and Minor (2012) says that the intentional behavior associated with the desire of consumers to behave in a certain way in order to have, throw, and use the product. Additionally Horton (in Auda, 2012) says that in terms of intentions related to two different things are interconnected is the tendency to buy first and the second plan of the buying decision. Intention to Watch TV can be interpreted as a preference for a particular television station programs.

Intention to watch means the individual or group plan to watch, this plan is influenced by the behavior of the individual evaluation, other people's expectations for the behavior and the potential to realize his behavior. Therefore the intention to watch TV can be used as a predictor of Watching TV behavior. The Intention to Watch TV can be predicted by the theory of planned behavior (TOPB) of Ajzen and Fishbein (Hartmann, 2009). The theory of the behavior plan is an extension of the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen. TOPB which describes the behavior as an act of being able to observe (eg. watch) is defined by a specific situation (eg in the living room), associated with a specific target (eg, television) and limited to a certain time (eg, within the next 14 days) (Hartmann, 2009). According to the theory of planned behavior, there are three dimension that affect beliefs, Attitude Toward Behavior, Subjective Norm, and Perceived Behavioral Control. These three components interact and be the determinant for intentions which in turn will determine whether the behavior in question will be carried out or not (Hartmann, 2009). This study were only used attitude toward behavior and subjective normas the dimension of Intention to Watch and combined with the marketing activities undertaken the marketing department, Advertising, Social Media and Bandwagon Effectas variables that could increase Intention to Watch, this study also uses Brand Equity

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as intermediate variables to measure direct and indirect effect. Based on the description above, the formulation of the problem in this research are:

- How does Advertising, Social Media and Bandwagon Effect, partially effect on Brand Equity?
- How does Advertising, Social Media and Bandwagon Effect, simultaneously effect to Brand Equity?
- How does the Brand Equity partially effect on Intention to Watch?
- How does the direct effect of Advertising, Social Media Bandwagon Effect partially on Intention to Watch
- How is the indirect effect Advertising, Social Media and Bandwagon Effect partially on Intention Watching through Brand Equity?
- How does Advertising, Social Media and Bandwagon Effect simultaneously effect the Intention to Watch?
- How does Advertising, Social Media, Bandwagon Effect and Brand Equity simultaneously effect the Intention to Watch?

## LITERATURE REVIEW

### Advertising

Advertising is a commercial and non-personal communications about an organization and its products that are transmitted to target audience through a medium that is mass such as television, radio, newspapers, magazines, direct mail (post direct), billboards, outdoor space, or public transport. In the new global communication, advertising messages can be transmitted via the new media, especially the Internet. (Lee and Johnson, 2007: 3) According to Kotler and Armstrong (2008: 117), Advertising are all forms of paid non-personal presentation and promotion of ideas, goods, or services with a particular sponsor. In accordance with all of the above definition it can be concluded that the Advertising is one form of communication to convey the message of the Advertiser to the audience by using the mass media paid, is used in order to inform ideas, knowledge and aims to attract audiences to perform a desired intent and planned by the advertiser.

**Dimensional of Advertising:** AC Nielson, one of the leading marketing research company in the world has develop a EPIC model as one means of measuring the effectiveness of advertising with communication approach. EPIC model includes four critical dimensions, empathy, persuasion, impact, and communication. Fourth Epic models are:

- Empathy involves affection and consumer cognition, affect and cognition refers to two types of internal psychological, that responses consumers to environmental stimuli and events that took place. Four types of affective responses are emotion, a special feeling, mood and evaluation differ in the intensity and power of improvisation
- Persuasion is a change in beliefs, attitudes, and willingness to behave caused a promotional communications such as advertising, which may affect consumers with two cognitive processes, namely: "central line" and "peripheral pathway" toward persuasion.
- Impact indicates whether a brand can stand out compared to other brands in the same category and

whether an ad is capable of engaging consumers in a message delivered.

- Communication (Communication) provides information about the consumer's ability to recall the main message, understanding the consumer, as well as the strength of the impression left that message. (Peter and Olson, 2013)

### Social media

Kaplan and Haenlein (2010) defines social media as "a group of Internet-based applications that build on the ideological and Web 2.0 technologies, and that enable the creation and exchange of user-generated content". According to Marjorie Clayman (Clayman Advertising, Inc.), Social Media is a new marketing tool that allows you to know your customers and potential customers in ways previously not possible. Sam Decker (Mass Relevance) states that Social Media is the digital content and interactions made by and between people with each other. Social Media must have an element of interaction between people, whether between individuals, and individuals with the organization / company. Understanding Social Media can vary depending on what angle we view it. For example, for an artist, then Social Media is the place to interact and get closer to his fans, while for the TV station could interpret Social Media as a media to promote their television show.

**Dimensions of Social Media:** This study uses the dimensions of Social Media by Chris Heuer, founder of the Social Media Club and innovator of new media (Solis, 2010: 263), explaining that there are 4C in the use of Social Media, namely:

- **Context:** "How we frame our stories." how to create a message or story (information), such as the shape of a message itself, the use of language and the content of the message.
- **Communication:** "The practice of sharing our story as well as listening, responding, and growing." how to share stories or information that includes how to listen, respond, in various ways such as adding pictures or packaging of the message which makes the user feel comfortable and message conveyed well.
- **Collaboration:** "Working together to a make things better and more efficient and effective."; Cooperation between an account or a company with users in social media to make good things more effectively and efficiently.
- **Connection:** "The relationships we forge and maintain." the maintenance of relationships already established. Able to do something that is sustainable so that users feel closer to an account or company social media users.

### Bandwagon Effect

Bandwagon Effect is a part of the community, in the context of this study, a community is a group of people living together in the same location, so that they have evolved into a group lives bound by a common interests. The group can meet the interests of a key life. This means that there is a strong social relationship between them, in a certain geographical. According to Rohlif (2001), Bandwagon Effect is a effect that make consumers feels better when they do what everyone else is doing. Without knowing or thinking any longer. Many

people get caught up in the circle this bandwagon, it creates a cycle of perfect logical fallacy, *argumentum ad populum*, things become true, because many or almost everyone believes them, when in fact it could be wrong (Rohlf, 2001).

**Dimensions of Bandwagon Effect:** Two types of Bandwagon Effect are the network externalities and complementary. Network externalities can provide benefits when coming from users who are or were able to use the network to communicate with more than one person. Complementary Bandwagon effect associated with an increase in supply (provision) of complementary products when the user sets to expand the demand. Febri and Suharsono (2014) using information and popularity as an indicator of Bandwagon Effect, while Moe and Earl (2009) using the popularity and increase in the number of purchases as an indicator, more and more people buy more and more to attract people to come buy a product. In this study, the indicator used is the information and popularity.

### Brand Equity

Brand Equity is the power of brand. Brand is one of the most valuable asset for the company. The concept of brand equity began to be widely used by practitioners of advertising Barwise, Aaker, Srivastava and Shocker, Kapferer and Keller. However, the content and the meaning of brand equity that is universally accepted by consumers and how to size of the Brand Equity ratings are not conclude yet. (Lee and Leh. 2011). Aaker give a broader definition of the Brand Equity as "... a set of assets and brand liabilities related marks, names and symbols, which can increase or decrease the benefits provided by a product or service to companies or to the consumer." (Rangkuti, 2009).

**Dimensions of Brand Equity:** The method that often used in the analysis of Brand Equity is the fundamental building blocks of Brand Equity by Aaker (Rangkuti, 2009). Brand Equity has five attributes, namely:

- Brand Loyalty, is a measure of customer loyalty to a brand. Loyalty is the core of Brand Equity which became a central idea in the marketing (Rangkuti, 2009).
- Brand Awareness (Aaker, 2014) is the information regarding the level of consumers' ability to recognize and remember the presence of the brand in a product category
- Perceived Quality (Aaker, 2008) is the customers' perception of overall quality or superiority of a product or service or services associated with customer expectations
- Brand Associations (In addition to the image quality)
- Other Proprietary Brand Assets (such as patents, trademarks, channel, relationship and others)

This study only uses the dimensions of Brand Loyalty and Brand Awareness, Perceived Quality, since all three dimensions, is sufficient to represent.

### Definition intention Watching Television

Chaplin (2006) defines the intention as a struggle to achieve the goal, the intention is something deliberate or unconscious, has even started. While the term intentional, is "offensive intent, intention, or purpose; with a specific purpose; realized,

or of their own accord ". Intention together with the intention to perform an act. Intention connotes that in addition to the intended behavior is conscious and deliberate, that behavior will also be implemented. A more comprehensive understanding of the intentions given by Fishbein and Ajzen (Hartmann, 2009) which states: "*We have the intention defined as a person's location on a dimension of subjective probability involving a relation between himself and some action. A behavioral intention, therefore, Refers to a person's Subjective probability that the will perform some behavior.* "

Definition of watching television (TV) according Tebba (2007) is a person's activities to direct attention to the TV show or spend time watching TV so he can understand or enjoy the show aired. Deaf people can enjoy or understand the TV shows as they watch, categorized as a TV audience. TV is a system consisting of two subsystems, namely radio (broadcast) and movies (moving picture), radio auditory function that is "heard", whereas film and television audio-visual function, ie hear the sound and see the pictures.

**Dimensions Intention Watch:** Theory of Planned Behavior (TopB) is a theoretical approach that is used to explain the intention in this study. The most appropriate theory to predict behavior and can also explain the dynamics of what happens to the consumer when it will make viewing behavior is closely related to the three determinants that affect the intention (Hartmann, 2009). TopB explain the behavior as an act of being able to observe (eg watch) is defined by a specific situation (eg in the living room), associated with a specific target (eg, a television) and limited to a certain time (eg, within the next 14 days).

Based on the theory of planned behavior, intentions reflects the desire of individuals to try to establish behavior. Furthermore, intentions are influenced by three factors, namely:

- Attitudes Toward Behavior, the belief that such behavior will lead to the desired result or undesirable.
- Subjective norm, the beliefs about what behaviors are normative (expected others) and motivation to act in accordance with the normative expectations shaping subjective norms in the individual.
- Perceived behavior control. the belief about the presence or absence of the factors that facilitate and hinder an individual's behavior.

According to the TopB, beliefs affect attitudes toward certain behavior, subjective norms, and behavior control are internalized. These three components interact and be a determinant for the intentions which in turn will determine whether the behavior in question will be carried out or not (Hartmann, 2009). This study were used attitude toward behavior and subjective norm subjective norm as a variable dimension intentions watch.

## METHODS

This research uses quantitative methods using questionnaires as a data collection tool, through exploratory approach that aims to describe a generalization of the sample population. Perspective research is correlational approach that explains the relationship, differences or the effect of one variable to another variable.

**Table 1. Mean Indicators and Variables**

Variable	mean Indicators	
X1 (Advertising)	Empathy	3.20
	Persuasion	3.11
	Impact	3.15
	Communication	3.36
	Variable Mean of Advertising	3.20
X2 (Social Media)	Connection	3.47
	Collaboration	3.50
	Context	3.49
	Variable Mean of Social Media	3.20
X3 (Bandwagon Effect)	Popularity	3.40
	Information	3.58
	Variable Mean of Bandwagon Effect	3.50
Y (Brand Equity)	Brand Awareness	3.87
	Perceived Quality	3.13
	Brand Loyalty	2.98
	Variable Mean of Brand Equity	3.33
Z (Intention to Watch)	Attitude Toward Behavior	2.95
	Subjective Norm	3.20
	Variable Mean of Intention to Watch	3.08

Source: Primary Data Processed (2016)

**Table 2. Results of Hypothesis Testing**

Hypothesis	coefficient $\beta$	t		significance		Conclusion		
		Arithmetic	Table	Arithmetic	Table			
H1	0.380	5,029	>	1.97509	0,000	<	0.05	H1 Accepted
H2	0.208	2,835	>	1.97509	0,005	<	0.05	H2 Accepted
H3	0.261	4,070	>	1.97509	0,000	<	0.05	H3 Accepted
H5	0.183	2,074	>	1.97509	0.40	>	0.05	H5 Denied
H6	0.119	1,389	<	1.97509	0.167	>	0.05	H6 Denied
H7	.335	4,469	>	1.97509	0,000	<	0.05	H7 Accepted
H9	0,407	4,626	>	1.97509	0,000	<	0.05	H9 Accepted
	R Square	F <sub>Arithmetic</sub>		F <sub>table</sub>	Arithmetic		Table	
H4	0,455	43 446	>	2740	0000	<	0:05	H4 Accepted
H8	0.301	17,825	>	2740	0000	<	0:05	H8 Accepted
H10	0.344	20 467	>	2740	0000	<	0:05	H10 Accepted

Source: Primary Data Processed (2016)

The population in this study is MercuBuana University student, student age is the primary target audience of GlobalTV Indonesia. Respondents in this study were members of the population who watch television more than two hours a day. It is intended that the respondent actually understand about the object of research. Determination of the amount minimum representative sample according Hair *et.al* (2006) is dependent on the number of indicators multiplied by 5 to 10. The total sample for this study was 160 people. The sampling technique used was accidental sampling. The method of collecting data in this study using a survey method. Validity test is done by comparing the Pearson's product moment correlation index with a significance level of 5% critical value. Based on test validity is known that all the indicator variable has  $r_{count} > r_{table}$  (0.1305) and probability (sig) is less than 0.05 so it can be said that all of the indicators are valid. Reliability testing criteria used in this study is by calculating cronbach's alpha. Based on the validity of the test results is known that all the variables have a value of cronbach's alpha coefficients greater than 0.07 so it can be said that the statement of instruments used in this study is reliable. Analysis of the data in this experiment consisted of descriptive statistical analysis using data tabulation and inferential statistical analysis using path analysis.

## RESULTS AND DISCUSSION

### Descriptive analysis

Table 1 shows that the highest mean value for the independent variable is the variable of Bandwagon Effect with Information as indicator.

This also shows that the indicators that most affect Intention to Watch is Information about the programs of GlobalTV. For Brand Equity as the intervening variable, the indicator that has the highest mean value is Brand Awareness. This shows that the indicators that affect people's Intention to Watch GlobalTV is Brand Awareness.

### Inferential analysis

Hypothesis Testing study aimed to test the hypothesis generally describe the characteristics of certain relationships or differences between groups or independence of a factor of two or more in a situation, (Hapzi Ali and Nandan L, 2013: 72)

#### H1: Advertising significantly influence the Brand Equity of GlobalTV

Table 2 shows that the  $\beta$  coefficient of Advertising is 0,380. This shows the influence of variables Advertising (X1) to Brand Equity (Y) is equal to 0,380 with a  $t_{value}$  of 5.029 and significance of 0.000 (<0.05) so that H0 Rejected. This means that the variable Advertising (X1) significantly influence the Brand Equity (Y). Marked positive of beta coefficient indicates the higher Advertising resulting the higher Brand Equity. With the acceptance of the hypothesis, it can be said that there is empirical evidence to accept the hypothesis 1.

#### H2: Social Media significantly influence the Brand Equity of GlobalTV

Table 2 shows that the  $\beta$  coefficient of Social Media is 0,208. This shows the influence of Social Media (X2) on Brand

Equity (Y) is equal to 0,208 with a  $t_{\text{value}}$  of 2.835 and a significance of 0.005 ( $<0.05$ ) so that  $H_0$  Rejected. It means that Social Media (X2) significantly influence the Brand Equity (Y). Marked positive of beta coefficient indicates the higher Social Media lead the higher the Brand Equity. With the acceptance of the hypothesis, it can be said that there is empirical evidence to accept the hypothesis 2.

### **H3: Bandwagon Effect significantly influence the Brand Equity of GlobalTV**

Table 2 shows that the  $\beta$  coefficient of Bandwagon Effect is 0,261. This shows the influence of Bandwagon Effect (X3) on Brand Equity (Y) is equal to 0,261 with a  $t_{\text{value}}$  of 4.070 and significance of 0.000 ( $<0.05$ ) so that  $H_0$  Rejected. This means that the Bandwagon Effect (X3) significantly influence the *Brand Equity* (Y). Marked positive of beta coefficient indicates the higher the Bandwagon Effect lead to higher the Brand Equity. With the acceptance of the hypothesis, it can be said that there is empirical evidence to accept the hypothesis 3.

### **H4: Advertising, Social Media and Bandwagon Effect simultaneously have significant effect on Brand Equity of GlobalTV**

Table 2 shows that the  $R^2$  value is 0.455. This shows the influence of variables Advertising(X1), Social Media (X2) and Bandwagon Effect (X3) together to Brand Equity (Y) was 45.5% with a F value of 43 446 and a significance of 0.000 ( $<0.05$ ) so that  $H_0$  Rejected. This means that Advertising (X1), Social Media (X2) and Bandwagon Effect (X3) simultaneously influence the Brand Equity (Y).  $R^2$  is positive, indicating the higher Advertising, Social Media and Bandwagon Effect lead to higher the Brand Equity. With the acceptance of the hypothesis, it can be said that there is empirical evidence to accept the hypothesis 4.

### **H5: Advertising significantly influence the Intention to Watch GlobalTV**

Table 2 shows that the  $\beta$  coefficient of Advertising on Intention to Watch is 0.183 with a  $t_{\text{value}}$  of 2.074 ( $> 1.97509$ ) and significance of 0.40 ( $> 0.05$ ) so that  $H_0$  is Accepted. This means that the Advertising (X1) had no significant effect on the Intention to Watch (Z). It can be said that there is not enough empirical evidence to accept the hypothesis 5. Although Advertising regression has no significant effect on Intention to Watch but in correlation, Advertising associated with Intention to Watch and the beta coefficient is positive.

### **H6: Social Media significantly influence the Intention to Watching GlobalTV**

Table 2 shows that the  $\beta$  coefficient of Social Media on Intention to Watch is 0.119 with a  $t_{\text{value}}$  of 1.389 and a significance of 0.167 ( $> 0.05$ ) so that  $H_0$  Accepted. It means that Social Media (X2) had no significant effect on the Intention to Watch (Z). It can be said that there is not enough empirical evidence to accept the hypothesis 6. Although regression of Social Media has no significant effect on Intention to Watch but in correlation, Social Media associated with Intention to Watch and the beta coefficient is positive.

### **H7: Bandwagon Effect significantly effect on Intention to Watch GlobalTV**

Table 2 shows that the  $\beta$  coefficient of Bandwagon Effect is 0.335. This shows the influence of Bandwagon Effect (X3) on Intention to Watch (Z) is equal to 0.335 with a  $t_{\text{value}}$  of 4,469 and significance of 0.000 ( $<0.05$ ) so that  $H_0$  Rejected. This means that the variable *Bandwagon Effect* (X3) significantly affects Intention Watch (Z). Marked positive beta coefficient indicates the higher the *Bandwagon Effect* lead to higher the intention Watch. With the acceptance of the hypothesis, it can be said that there is empirical evidence to accept the hypothesis 7.

### **H8: Advertising, Social Media and Bandwagon Effect simultaneously have significant effect on Intention to Watch GlobalTV**

Table 2 shows that the  $R^2$  value of 0.301. This shows the influence of variables Advertising (X1), Social Media (X2) and Bandwagon Effect (X3) simultaneously have significant effect on Intention to Watch (Z) was 25.5% with F value of 17,825 and significance of 0.000 ( $< 0.05$ ) so that  $H_0$  Rejected. This means that Advertising (X1), Social Media (X2) and Bandwagon Effect (X3) simultaneously influence the Intention to Watch (Z).  $R^2$  is positive, indicating the higher Advertising, Social Media and Bandwagon Effect lead to higher the Intention to Watch (Z). With the acceptance of the hypothesis, it can be said that there is empirical evidence to accept the hypothesis 8.

### **H9: Brand Equity significantly effect on Intention to Watch GlobalTV**

Table 2 shows that the  $\beta$  coefficient of Brand Equity on Intention to Watch is 0.407. This shows the influence of Brand Equity (Y) on Intention to Watch (Z) is equal to 0,407 with  $t_{\text{value}}$  of 4626 and the significance of 0.000 ( $<0.05$ ) so that  $H_0$  Rejected. This mean that Brand Equity (Y) significantly affects Intention to Watch (Z). Marked positive of the beta coefficient indicates the higher Brand Equity lead the higher Intention to Watch. With the acceptance of the hypothesis, it can be said that there is empirical evidence to accept the hypothesis 9.

### **H10: Advertising, Social Media, Bandwagon Effect and Brand Equity simultaneously have significant effect on Intention to Watch GlobalTV**

Table 2 shows that the  $R^2$  value is 0.344. This shows the influence of variables Advertising (X1), Social Media (X2), Bandwagon Effect (X3) and Brand Equity (Y) simultaneously on Intention to Watch (Z) is equal to 34.4% with F value of 20 467 and significance of 0.000 ( $<0.05$ ) so that  $H_0$  Rejected. This means that Advertising (X1), Social Media (X2), Bandwagon Effect (X3) and Brand Equity (Y) together influence the Intention to Watch (Z).  $R^2$  is positive, indicating the higher *Advertising*, Social Media, Bandwagon Effect and Brand Equity lead the higher Intention to Watch (Z). With the acceptance of the hypothesis, it can be said that there is empirical evidence to accept the hypothesis 10.

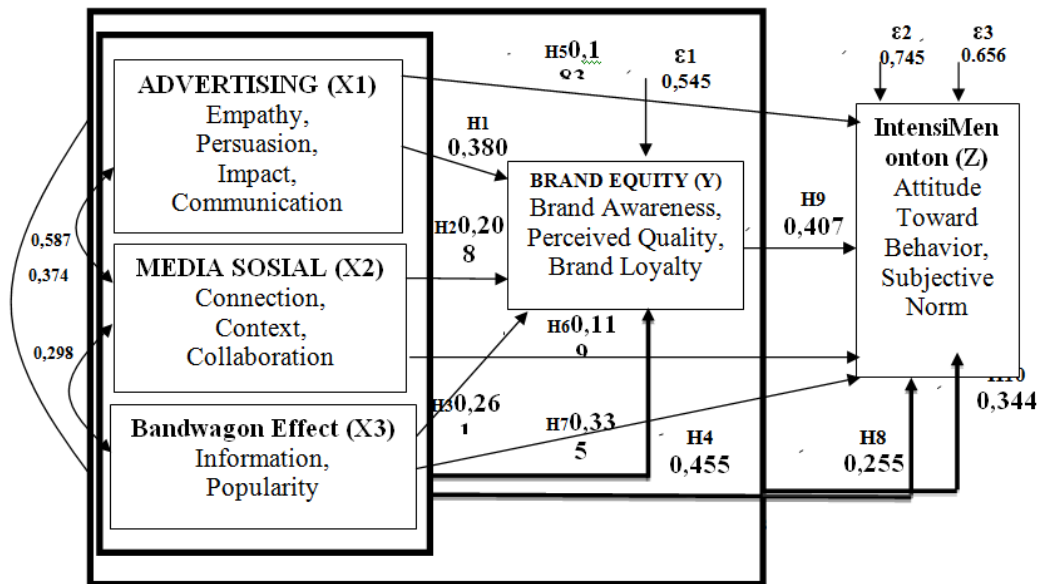


Table 3. Direct Effect, Indirect Effect and Total Effect

Trails Model	Hypo thesis	Effect of variable	influence of Causal		rest	Total
			Directly	Indirect Through(Y)		
1	H1	X1 → Y	0.380			.380
	H2	X2 → Y	0.208			.208
	H3	X3 → Y	0.261			0.261
	H4	X1, X2, X3 → Y	0.455		0.545	
2	H5	X1 → Z	(0.183) <sup>2</sup> = 0.1444	0.15466		0,299
	H6	X2 → Z	(0.119) <sup>2</sup> = 0.0141	0.08465		0,099
	H7	X3 → Z	(0.339) <sup>2</sup> = 0.1149	0.10622		0,221
	H9	Y → Z	(0.407) <sup>2</sup> = 0.1656			
	H8	X1, X2, X3 → Z	0.255		0,745	
	H10	X1, X2, X3, Y → Z	0.344		0,656	

Source: Primary Data Processed (2016)

Figure 1 is the result of regression among all variabel, it shows the value of relationship between the independent variabel, moderating variabel and dependent variabel. From this figure we can find out the value of effect between all variables partially and simultaneously. The indirect effect of Advertising (X1) to Intention to Watch (Z) through Brand Equity (Y) obtained from the product of direct effect of Advertising (X1) to Brand Equity (Y) and the direct effect of Brand Equity (Y) to Intention to Watch (Z) (0.380 x 0.407 = 0.15466). Because the direct effect of Advertising (X1) to Brand Equity (Y) and the direct effect of Brand Equity (Y) to Intention to Watch (Z) is significant, then the indirect effect of Advertising (X1) on Intention to Watch (Z) through Brand Equity (Y) is also significant.

The indirect effect of Social Media (X2) to Intention to Watch (Z) through Brand Equity (Y) obtained from the product of direct effect of Social Media (X2) to Brand Equity (Y) and the direct effect of Brand Equity (Y) to Intention to Watch (Z) (0.208 x 0.407 = 0.084656). Because the direct effect of Social Media (X2) to Brand Equity (Y) and the direct effect of Brand Equity (Y) to Intention to Watch (Z) is significant, then the indirect effect of Social Media (X2) to Intention to Watch (Z) through Brand Equity (Y) is also significant. The indirect effect of Bandwagon Effect (X3) to Intention to Watch (Z) through Brand Equity (Y) obtained from the product of direct effect of Bandwagon Effect (X3) to Brand Equity (Y) and the direct effect of Brand Equity (Y) to Intention to Watch (Z) (0.261 x 0.407 = 0.106227).

Because the direct effect of Bandwagon Effect (X3) to Brand Equity (Y) and the direct effect of Brand Equity (Y) to Intention to Watch (Z) is significant, then the indirect effect of Bandwagon. Effect (X3) to Intention to Watch (Z) through Brand Equity (Y) is also significant. Based on Table 3, The total effect of Advertising (X1) to Intention to Watch (Z) is obtained from the sum of direct effect of Advertising (X1) to Intention to Watch (Z) with the indirect effect of Advertising (X1) to Intention to Watch (Z) through Brand Equity (Y). Due to the direct effect of Advertising (X1) to Intention to Watch (Z) are not significant then the total effect, gain only from the indirect effect that is equal to 0.15466. The total effect of Social Media (X2) to Intention to Watch (Z) is obtained from the sum of direct effect of Social Media (X2) to Intention to Watch (Z) with the indirect effect of Social Media (X2) to Intention to Watch (Z) through Brand Equity (Y), because of the direct effect of Social Media (X2) to Intention to Watch (Z) are not significant then the total effect are only from the indirect effect that is equal to 0.084656. The total effect of Bandwagon Effect (X3) to Intention to Watch (Z) is obtained from the sum of direct effect of Bandwagon Effect (X3) to Intention to Watch (Z) with indirect effect of Bandwagon Effect (X3) to Intention to Watch (Z) through Brand Equity (Y) (0.261 + 0.106227 = 0.367227).

**DISCUSSION OF RESULTS TEST HYPOTHESES**

**Advertisingsignificantly affect Brand Equity**

Based on the results of hypothesis testing showed that the Advertising significantly effect on Brand Equity. The



correlation is positive which further increase the value of Advertising carried by GlobalTV, it will lead to further increase of GlobalTV 's Brand Equity anyway.

**Table 4. Matrix Correlation Between Dimensions**

Variable	Brand Equity			
	Dimension	Brand Awareness	Perceived Quality	Brand Loyalty
Advertising	Empathy	0.190	0.330	0.294
	Persuasion	0.272	0.387	0.459
	Impact	0.221	0.302	0.399
Social Media	Communication	0.332	0.325	0.321
	Context	0.151	0.354	0.275
Bandwagon Effect	Collaboration	0.284	0.346	0.372
	Connection	0.261	0.344	0.359
Variable	Information	0.297	0.300	0.297
	Popularity	0.243	0.350	0.355
Variable	dimension	Intention to Watch		
		Attitude Toward Behavior	Subjective Norm	
Advertising	Empathy	0.262	0.202	
	persuasive	0.363	0.185	
	Impact	0.216	0.245	
Social Media	Communication	0.190	0.173	
	Context	0.247	0.112	
Bandwagon Effect	Collaboration	0.238	0.260	
	Connection	0.323	0.179	
Brand Equity	Information	0.229	0.411	
	Popularity	0.160	0.449	
Brand Equity	Brand Awareness	0.098	0.161	
	Perceived Quality	0.506	0.406	
	Brand Loyalty	0.546	0.302	

Source: Primary Data Processed (2016)

The results showed that Empathy, Persuasion, Impact and Communications as a constituent variables of Advertising can support their Brand Awareness, impression of the quality of the brand and brand loyalty as forming Brand Equity. Based on Table 4, the Persuasion as an indicator of Advertising has the highest correlation to the Brand Loyalty as an indicator of Brand Equity with a value of 0.459. Advertising significantly and directly effect Brand Equity of GlobalTV by 38%. The higher the level of empathy, persuasion, impact and communication of GlobalTV sads, the higher the Brand Equity of GlobalTV. These results are consistent with studies of Fachrian (2010) and Danibrata (2011) with the results that the implementation of Advertising, positively affect on Brand Equity.

#### **Social Media significantly affect Brand Equity**

Based on the hypothesis testing results showed that the Social Media significantly affect Brand Equity. The results showed that the Context, Collaboration and Connection as a constituent variables of Social Media can support their brand awareness, impression of the quality of the brand and brand loyalty as forming Brand Equity. Based on Table 4, Collaboration as the indicator of Social Media has the highest correlation to the Brand Loyalty as the indicator of Brand Equity with a value of 0.372. Social Media significantly and directly affecting 20.8% of GlobalTV's Brand Equity The higher the degree of context with the suitability of the content and the activities of cooperation (collaboration and connection) of GlobalTV's Social Media, the higher GlobalTV's Brand Equity. These results are consistent with studies on the role of Social Media to Brand Equity by Schinvinski and Dariusz (2013) that the research was able to explain more about the brand communication through facebook as parts to build Brand Equity. While Katja *et al* (2013) in their study explains

that Social Media is actively positively influences Brand Equity, with case studies MINI brand cars and facebook.

#### **Bandwagon Effect significantly Affect Brand Equity**

Based on the results of hypothesis testing showed that the Bandwagon Effect significantly Affect Brand Equity. The results showed that the popularity and information as a constituent of Bandwagon Effect can support their Brand Awareness, impression of the quality of the brand and Brand Loyalty as forming Brand Equity. Based on Table 4, popularity as the indicator of Bandwagon Effect has the highest correlation to Brand Loyalty as the indicator of Brand Equity with a value of 0.355. Bandwagon Effect 26.1% significantly and directly affect GlobalTV's Brand Equity. The higher the level of information provided and the higher the popularity of the GlobalTV's programs, the higher GlobalTV's Brand Equity. The result value is not too high, but the correlation between Bandwagon Effect and Brand Equity prove that the *Bandwagon Effect* could be one way to build Brand Equity.

#### **Advertising, Social Media and Bandwagon Effect simultaneously and significantly affect Brand Equity**

Based on the results of hypothesis testing showed that the Advertising, Social Media and Bandwagon Effect significantly affect Brand Equity. The correlation between them is positive, the better Advertising, Social Media and Bandwagon Effect posed by GlobalTV, will lead to better the GlobalTV's Brand Equity. The results showed that Empathy, Persuasion, Impact and Communications as a constituent of Advertising, Context, Collaboration and Connectivity as a constituent variables of Social Media as well as the popularity and information as a constituent variables Bandwagon Effect can support their Brand Awareness, Impression of the quality of the brand and Brand Loyalty as a shaper of Brand equity. Advertising (X1), Social Media (X2) and Bandwagon Effect (X3) Contributions on Brand Equity (Y) is 45.5%, which means that there is a linear correlation between Advertising, Social Media and Bandwagon Effect simultaneously to Brand Equity and still there is 54.5% of other factors which was not examined in this study. The results of simultaneous significance test (F test) showed that the Advertising, Social Media and Bandwagon Effect and influence simultaneously toward Brand Equity of GlobalTV.

#### **Advertising significantly does not affect Intention to Watch**

Advertising affect to Intention to Watch GlobalTV values 18.3%, but its significance is 0.751, so the effect is not significant and there is no regression. Although previous studies such as that conducted by Hema Malini and Kurup (2014), Khuong and Nguyen (2015), Guenneman (2014), Lai-man and Wai-yee (2014) has conducted research showing that Advertising positively affects Behavioral Intention. But in this study Advertising did not significantly affect the variable Intention to Watch. The results showed that Empathy, Persuasion, Impact and Communication as a constituent of Advertising not significant effect on Attitude toward behavior and Subjective Norm as forming the variable Intention to Watch, however if Advertising accompanied with Brand Awareness, Perceived Quality and Brand Loyalty as forming the Brand Equity then Advertising will have a significant indirect effect on Intention to Watch.

### **Social media significantly does not Affect Intention to Watch**

Social Media affect Intention to Watch GlobalTV is 11.9% but the significance is 0.678, which means no significant effect. Although there are some studies such as research of Fuel *et.al* (2014), which examines the influence of Social Media on the Intention to Watch movies on youtube, Lee & Lee (2011) studied the effect of Social Interaction that is one factor that positively affects Intention to Watch the online video Advertising. However, in this study the variables of Social Media it did not affect the variable Intention to Watch. The results showed that the Context, Collaboration and Connection as a constituent variables of Social Media have no significant effect on Attitude toward behavior and Subjective Norm as forming variable Intention to Watch, however if Social Media is accompanied by the Brand Awareness, Perceived Quality and Brand Loyalty as forming the Brand Equity then Social media will have significant indirect effect on Intention to Watch.

### **Bandwagon Effect intention significantly to Watch**

Based on the hypothesis testing results showed that the Bandwagon Effect significantly affect on the Intention to Watch. The results showed that the popularity and informasion as constituent variables of Bandwagon Effect can support Attitude Toward Behavior and Subjective Norm as forming variable Intention to Watch. Based on Table 4, popularity as the indicator of Bandwagon Effect has the highest correlation to Subjective Norm as the indicator of Intention to Watch which value 0.449. Bandwagon Effect directly affect to GlobalTV's Intention to Watch by 33.5%, a significant level means the higher level of information provided and the higher popularity of GlobalTV's programs the higher Intention to Watch Global TV. These results are consistent with studies of Mardiasika (2011), which examines the role of Bandwagon Effect on the interest of watching movies. There is not many scientific studies that discuss the correlation of Bandwagon Effect on Intention to Watch, but this results in accordance with the Theory of Planned Behavior by Ajzen which explaining that Subjective Norm can be formed by Bandwagon Effect that able to influence intention, in this case the Intention to Watch Television.

### **Advertising, Social Media and Bandwagon Effect significantly affect to Intention to Watch**

Based on the results of hypothesis testing showed that the Advertising, Social Media and Bandwagon Effect significantly affect to Intention to Watch. The positive correlation value of Advertising, Social Media and Bandwagon Effect of GlobalTV will lead to better the Intention to Watch GlobalTV. The results showed that the popularity and information as a constituent variable of Bandwagon Effect can support the emergence of Attitude Toward Behavior and Subjective Norm as forming variable Intention to Watch. Contributions Advertising (X1), Social Media (X2) and Bandwagon Effect (X3) on Intention to Watch (Z) simultaneously was 25.5%, meaning that all independent variables together accounted for 25.5 % of Intention to Watch while the remaining 74.5% is influenced by other variables that not examined in this study.

### **Brand Equity significantly affect Intention to Watch**

Based on the results of hypothesis testing results obtained Brand Equity significant effect on Intention to Watch. The

correlation between them is positive means the better Brand Equity generated by GlobalTV it will lead to better the Intention to Watch GlobalTV. The results showed that Brand Awareness, Perceived Quality of the brand and Brand Loyalty as a constituent variables of Brand Equity can support Attitude Toward Behavior and Subjective Norm as forming variable Intention to Watch. Table 4, Brand Loyalty as the indicator of Brand Equity has the highest correlation to Attitude Toward Behavior as an indicator of Intention to Watch with a value of 0.546. The effect of variable Brand Equity to variable Intention to Watch GlobalTV directly is 54.8%, a significant level of effect and direction of the higher level of Brand Awareness, Perceived Quality and Brand Loyalty of GlobalTV's programs, the higher Intention to Watch GlobalTV. These results are consistent with the studies of Pilus, *et al.* (2010) the research shows that loyalty as part of the Brand Equity is the most influential factor to the satisfaction of watching and influencing the intention to watch another match of Malaysia Cup Football, as well as Huang, *et.al* (2014) who studied the effect of Brand Equity that has positive effects on Repurchase Intention of the creative and cultural industries in Taiwan. Research by Kaouther and Chokri (2013) explains that there is a relationship between the variables of Brand Equity, Purchase Intentions and Loyalty (*fidelity*).

The intention of watching television is identical to the decision to choose the TV or the same concept with Decision buying. Buying decisions dipengaruhi by Banyau Factors other than Advertising, Social Media and Brand Equity. Other factors that influence the purchase adalah Produk Decision, Pricing and Distribution Channels positive and significant impact on the purchase decision either partially or simultaneously on Mandiri e-Cash, (Hapzi Ali, *et al.*, 2017).

### **Research limitations**

A number of findings have been obtained from this study, but in the implementation, there are limitations that can be enhanced by further researcher. This research was conducted by the case study of GlobalTV Indonesia with MercuBuana University student respondents certainly have a less extensive scope so hopefully the next researcher can choose a broader location and object of other research.

### **Conclusion**

Based on the analysis of research, it can be concluded from the results of descriptive analysis, that GlobalTV Indonesia use Advertising, Social Media and Bandwagon Effect well in creating Brand Equity. However GlobalTV Indonesia still not up to implement the Advertising and Social Media that do not significantly affect the Intention to Watching GlobalTV Indonesia. Advertising, Social Media and Bandwagon Effect significantly affect Brand Equity with positive influence. The better Advertising, Social Media and Bandwagon Effect will result in better Brand Equity of GlobalTV Indonesia. From this study, constituent indicators that have biggest effect are persuasion, collaboration and popularity. Advertising and Social Media does not significantly affect Intention to Watch GlobalTV Indonesia. But if Advertising and Social Media along with Brand Equity (Brand Awareness, Perceived Quality and Brand Loyalty), the Advertising and Social Media have a significant indirect effect on Intention to Watch GlobalTV Indonesia. The results showed that GlobalTV Indonesia has



done Advertising and Social Media, but it has not affected Attitude Toward Behavior and Subjective Norm to have the Intention to Watch GlobalTV Indonesia. Bandwagon Effect significantly affect Intention to Watch GlobalTV Indonesia. Correlation are positive so the better Bandwagon Effect will increase Intention to Watch. The results also show that if through Brand Awareness, Perceived Quality and Brand Loyalty as a constituent variables Brand Equity, can not support the creation of Attitude Toward Behavior and Subjective Norm as forming Intention to Watch GlobalTV Indonesia. Brand Equity is the variable with the most influence on Intention to Watch, but Brand Equity does not act as an intervening for Bandwagon Effect. Brand Equity can not add to the magnitude of Bandwagon Effect on Intention to Watch. However Advertising and Social Media through Brand Equity will have a significant effect on Intention to Watch.

### Suggestion

Advice given researchers to study further expand the research objects and locations are not limited to GlobalTV Indonesia. We recommend for further research using several universities with different city locations. Further research is also expected to widen the category of respondents which in this study only category of college students while the target audience of GlobalTV Indonesia include children, teenagers, adults to the elderly. GlobalTV Indonesia should pay more attention to how to Advertise and manage Social Media that can cause Intention to Watch by adding the power of the brand in all marketing activities undertaken. GlobalTV Indonesia also should pay attention to and take advantage of Bandwagon Effect that has been demonstrated in this study have an influence on Intention to Watch. The Brand Equity must be maintained and enhanced as it is also one of the factors that could cause Intention to Watch. Marketing and promotion departments should work together in order to create an effective marketing activities, targeted and efficient as well as keeping the audience to be loyal, because loyalty is one of the factors that can foster Intention to Watch.

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