

# Analysis of Commercial Advertising on Purchase Decisions With Influencer as An Intervening Variable at PT. Nutrifood Indonesia Using a Qualitative Research Approach

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**Abstract** - *This study aims to determine the influence of commercial advertising, brand engagement, and influencer credibility on consumer purchase decisions at PT. Nutrifood Indonesia. The rise of digital marketing has increased the importance of advertising media and influencers in shaping consumer perceptions and decisions. This research employs a qualitative approach using survey methods, where data was collected through questionnaires distributed to Nutrifood consumers. The data analysis technique used is qualitative research analysis. The results show that both partially and simultaneously, commercial advertising and influencers have a positive and significant effect on purchase decisions. Attractive advertisements, consumer engagement with the brand, and trust in influencers have been proven to be important factors in encouraging purchase intentions and decisions for Nutrifood products. These findings provide strategic implications for companies in designing more effective marketing communications.*

**Keywords**-commercial advertising, brand engagement, influencer credibility, purchase decision, Nutrifood.

## I. INTRODUCTION

Technological developments and digitalization have brought significant changes to the world of marketing. Companies no longer rely solely on conventional marketing strategies but also utilize digital media to reach consumers more broadly and personally. One of the industrial sectors that has been significantly affected by these changes is the food and beverage industry, including PT. Nutrifood Indonesia, known for its healthy products such as Tropicana Slim, Nutrisari, HiLo, and L-Men.

In an effort to build closer relationships with consumers, companies increasingly use engaging commercial advertisements and collaborate with influencers to enhance brand exposure and strengthen the credibility of marketing messages. Creative and communicative commercial advertisements have great potential to attract attention and build positive consumer perceptions of products. On the other hand, highly credible influencers can shape public opinion and influence purchase decisions through recommendations perceived as more authentic than traditional advertising.

PT. Nutrifood Indonesia, as a company actively utilizing digital marketing strategies, faces the challenge of continuously understanding increasingly dynamic consumer behavior. This study aims to analyze the influence of commercial advertising and influencers on the purchase decisions of Nutrifood products. By understanding the influence of these two variables, the company is expected to

develop more targeted marketing communication strategies and enhance market competitiveness.

## II. LITERATURE REVIEW

### A. Commercial Advertising

Commercial advertising is a form of marketing communication aimed at promoting products or services to consumers through mass media such as television, radio, the internet, or social media. According to Kotler & Keller (2016), advertising should be able to attract attention, generate interest, create desire, and encourage action (AIDA model). The quality of an advertisement is measured by the clarity of the message, visual appeal, information clarity, and suitability for the target market.

Advertising is a communication tool used by companies to introduce products and build brand image in the minds of consumers. Effective advertising conveys messages clearly, grabs attention, sparks interest, and drives action. Visual, audio, and narrative elements in advertising significantly affect consumer perception and attitudes toward the product.

#### 1) Indicators of commercial advertising:

- Advertising appeal
- Message clarity
- Creativity of the advertisement
- Advertisement memorability
- Perceptions and attitudes toward the brand

#### 2) Previous research

Putra and Anggraeni (2020) showed that commercial advertisements have a positive and significant impact on consumer purchase decisions, especially when the ads are persuasive and relevant to consumer needs.

#### 3) Influencer

Influencer refers to the extent to which a person is perceived as trustworthy, competent, and attractive by their followers. Ohanian (1990) identifies three main dimensions of credibility: trustworthiness, expertise, and attractiveness. Credible influencers can shape consumer opinion and influence purchasing behavior through authentic and convincing content.

Influencer credibility is the consumer's perception of the expertise, trust, and personal appeal of the influencer. According to Ohanian (1990), this credibility determines the extent to which the influencer's message is accepted by the audience. Credible influencers can increase trust in the brand and influence purchase decisions.



Influencer indicators:

- Engagement rate
- Number and quality of followers
- Reach and impression
- Credibility and reputation
- Content and presentation quality

Amalia and Hartono (2022) state that influencers significantly affect purchase decisions. The higher the trust in the influencer, the more likely consumers are to follow their recommendations.

#### 4) Purchase Decision

The purchase decision is the process that consumers go through from need recognition to post-purchase behavior. According to Kotler and Keller (2016), this process includes five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This decision is influenced by internal factors (e.g., motivation, perception) and external factors (e.g., advertising, influencer recommendations).

According to Schiffman & Kanuk (2010), the purchase decision occurs when consumers evaluate product alternatives and choose the product that best fits their needs and preferences.

Indicators of purchase decision:

- Price and value
- Product quality
- Recommendations and reviews
- Ease of access and availability
- Brand

Nugroho and Lestari (2020) proved that purchase decisions are influenced by marketing stimuli, including engaging advertisements, strong brand engagement, and social influence from trusted figures.

### III. RESEARCH OBJECTIVES

This study aims to:

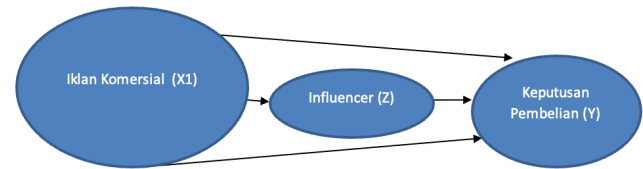
1. Analyze how commercial advertising influences consumer purchase decisions.
2. Explore the role of influencers as an intervening variable in this relationship.

#### B. THEORETICAL FRAMEWORK

In today's modern marketing landscape, media and communication have a significant influence on consumer behavior. Commercial advertising not only introduces a product but also helps build brand image and drive purchases. Furthermore, the emergence of influencer marketing has become a highly effective phenomenon in reaching target markets. Consumers tend to trust recommendations from influencers they consider credible more than conventional advertising messages. Therefore, influencer credibility becomes an important variable that can influence purchase intentions and decisions.

These two variables—commercial advertising and influencer credibility—have the potential to affect purchase decisions both individually and collectively. In the context of PT. Nutrifood Indonesia, understanding this relationship is crucial in determining effective marketing strategies.

#### C. CONCEPTUAL FRAMEWORK



(Diagram reference: Conceptual Framework Figure 1.1)

Commercial advertising (X1) → Purchase Decision (Y) → Influencer (Z)

#### D. RESEARCH HYPOTHESES

Based on the above theoretical framework, the hypotheses of this study are:

- H1: Commercial advertising has a positive and significant effect on purchase decisions at PT. Nutrifood Indonesia.
- H2: Commercial advertising has a positive and significant effect on influencers at PT. Nutrifood Indonesia.
- H3: Influencers have a positive and significant effect on purchase decisions at PT. Nutrifood Indonesia.
- H4: Commercial advertising has a positive and significant effect on influencers and subsequently has a positive effect on purchase decisions at PT. Nutrifood Indonesia.

#### E. RESEARCH METHODOLOGY

This research uses a descriptive qualitative approach. Data collection techniques were carried out through in-depth interviews with five informants who are active consumers of Nutrifood products and followers of influencers involved in promoting those products.

Informants were selected using purposive sampling with the following criteria:

- Have seen commercial advertisements for Nutrifood products on social media
- Follow influencers involved in those advertisements
- Have made a purchase after seeing the advertisement or influencer content

Data were analyzed using thematic analysis by grouping the interview data based on emerging patterns, themes, and meanings.

#### F. DATA COLLECTION TECHNIQUE

Data was collected through in-depth interviews with active consumers of Nutrifood products as research samples. Consumers were also asked to provide ratings as part of the data. The interview material was based on the variables that serve as references for this study: the influence of commercial advertising, influencers, and purchase decisions. The interview questions were designed by the researchers.

Here are several interview questions presented to consumers:

- Advertising appeal: In your opinion, does the Nutrisari advertisement have an eye-catching visual



lifestyle, and alignment with the values and image of the Nutrifood brand.

- The company is advised to strengthen its brand engagement strategy through interactive digital content, social campaigns, or consumer communities to build a strong emotional bond between consumers and the brand.
- Future research is expected to include additional variables such as price, product quality, or consumer reviews, and broaden the respondent base to produce more nationally representative results.

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