

Effectiveness of Service Provider Ads on Mobile internet Users

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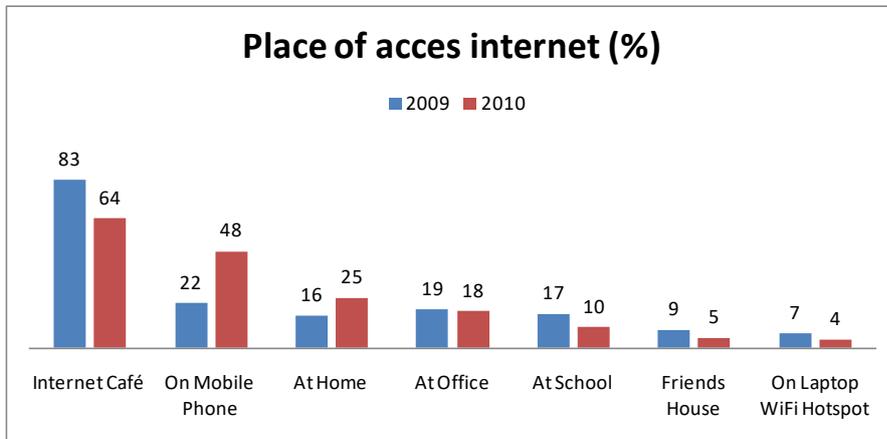
This study measures the effectiveness of advertising on mobile internet service providers in the city of Bandung. To find out the ad weaknesses of a number of service providers, consumer evaluation was obtained. This can identify the behavior and assessment of consumers in using broadband mobile internet services and establish the most effective promotional media for advertising broadband internet mobile services. Meanwhile, the variables relating to the effectiveness of broadband mobile internet services include: medium, medium and message appeal advertising and relative quality of advertisements. This study aims to determine which promotion media is the most effective in delivering information through hypothesis testing of the effectiveness of advertising in delivering messages on broadband mobile internet services. Furthermore, identifying consumer behavior in using broadband mobile internet services through mobile phones is a focus.

Key words: *EPIC Model, Advertising Effectiveness, and Consumer Behavior.*

Introduction

The development of internet networks is increasingly widespread both in terms of the number of users and the technology used. In Indonesia, the number of internet users in the last few years has increased significantly (Jatmikasari, 2009). Internet services such as: browsing, email, chatting, blogging, downloading and social networking provide many benefits to users, for example obtaining information as a means of communication and entertainment with an internet service system via mobile because it makes it easier for users to access the internet anywhere.

Figure 1. Development of Users of Internet Services Based on Location or Media Access in Indonesia (Yahoo & TNS, 2010)



In 2010 the number of mobile phone users ranked second, which amounted to (48%) after the use of internet services through an internet cafe or internet cafe. Internet users are dominant in Indonesia first among people aged (21-24) years, both ages (35-40) years, and the three (31-34) years old and aged (15-20) are in the next position with the least volume internet users in the age range (51 - 54) years (Conrad, 2011).

The escalation of mobile phone user numbers has led some cellular providers to develop the marketing of broadband internet services with attractive tariffs, quotas and capacities so that competition between GSM (Global System for Mobile communication) services is now no longer segmented but has been faced with tariffs offered by each type of service provider so that it is increasingly competitive. (Wiryanatha, 2008; Sanchita et al, 2017). The supply of tariffs, quotas, and capacity of cellular providers raises competition among cellular providers in obtaining as many customers as possible through attractive advertising strategies by highlighting the advantages of these services through television, radio and print media. This is evidenced by the significant increase in advertising spending in Indonesia in the first quarter of the year, up to (20%), where the increase in advertising spending was still dominated by television media and the percentage of advertisers reached (62%), followed by print and radio (38%) (Simangunsong, 2011). Likewise, advertising spending has been issued by XL providers to the total of (Rp.593 billion), Telkomsel (Rp.538 billion), and Indosat (Rp.320 billion) where XL providers have made the largest advertising expenditure compared to the two providers (Kompas, 2011)

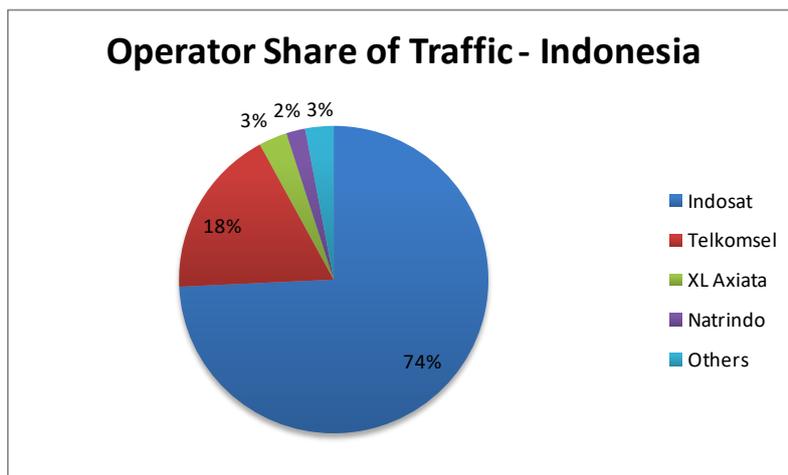
Figure 2. Number of Cellular Operator Customers



(<https://databoks.katadata.co.id>)

In 2016, XL, Telkomsel and Indosat cellular providers experienced a significant increase in the number of customers. In addition, the percentage of customers using broadband mobile internet services from several providers, namely XL, amounted to (3%) around (1.2 million) customers, Telkomsel amounted to (18%) around (14.7 million) customers, and Indosat amounted to (74 %) around (32.7 million) customers (In Mobi, 2009) where XL broadband internet users are still below the numbers of these two providers, indicating that XL customers who use broadband mobile internet are still few compared to the two providers.

Figure 3. Percentage of Traffic of Broadband Mobile Internet Services to Several Operators in Indonesia (In Mobi, 2009)



Meanwhile, consumer valuation is needed to find out how much consumers are interested in advertising that has been issued by XL, Telkomsel, and Indosat providers in offering broadband internet mobile services. Thus, this research was conducted on service provider users with broadband mobile internet services to find out the interest of cellular customers in advertisements that are delivered and communicated through internet, print and radio media. In determining the effectiveness of advertisements delivered, a hypothesis is needed to test the effect of advertising effectiveness on medium, medium and message appeal advertising variables and relative quality of advertisement.

Literature Review

The marketing mix is a tactical marketing tool that is integrated to produce the right response to the target market. The marketing mix is something that companies can use to influence their service requests. (Kotler & Armstrong, 2008). The integrated Marketing Mix consists of 4 control factors below which include:

1. Products. One form of company offering aimed at achieving company goals through the needs and desires of customers.
2. Pricing. Strategic policies, such as: price level, discount structure, payment terms, and the level of price discrimination among several customer groups.
3. Promotion. Various methods of communicating product benefits to potential and actual customers include: advertising, public relations, direct marketing, sales promotion and personal selling.
4. Place. Ease of access to services for potential customers, including: physical location

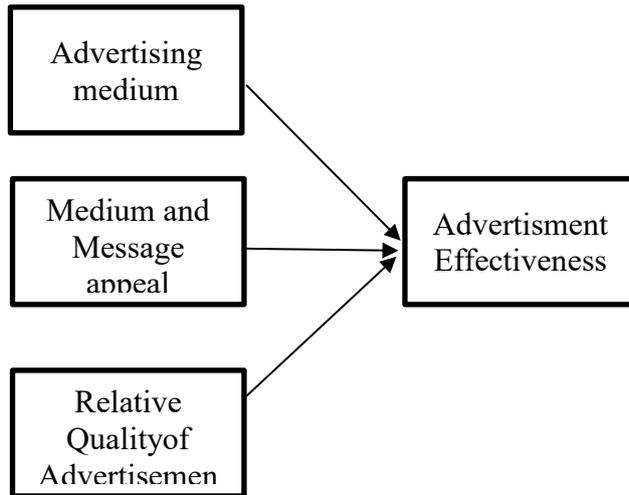
Marketing communication is a means to inform, persuade, and remind consumers directly or indirectly about the services and brands offered. Although advertising is an element of a marketing communication program, it is usually not the only or even most important in terms of building brand equity. Marketing Communication mix consists of five main communication modes (Kotler & Keller, 2007), as follows:

1. Advertisements. Each form of presentation is in the form of promotion of ideas, goods, or services by a determined sponsor.
2. Sales Promotion (sales promotion). Various types of short-term incentives to encourage consumers to buy services or services.
3. Special events and experiences. Activities and programs designed to create interactions of each heart or interactions related to the brand.
4. Public relations (public relations). Programs designed to promote or protect the company's image or each of its services.

5. Personal sales (personal selling). Face-to-face interaction with one or several prospective buyers with the intention of making presentations, answering questions, and obtaining reservations

Theoretical Framework and Hypothesis Development

Figure 4. Theoretical Framework (Nysveen etc, 2005)



The main factor in supporting the influence of media in advertising is the opportunity provided by the media for recipients to process information presented in advertisements (Wright 1974). Meanwhile, different media offer different levels of control to recipients in processing information offered by advertisements. Control refers to the ability of the recipient to select certain parts of the ad content, as well as determining the amount of time spent processing information, the frequency and length of ad exposure and the order of presentation. The media has a variety of potentials in mediating different types of message appeal to consumers so that for a range of persuasive effect. Informative media are typically based on factual information about product attributes that are presented directly in that emotional attraction is usually intended to create positive emotions (Davies 1993; Stafford & Day 1995).

H1: Ads with internet media are more effective than print media, while Ads through print media are more effective than advertising through radio.

H2: Ads with internet media are more rational than print media, whereas Ads through print media are more rational than radio advertising.

H3: Ads with internet media are more emotionally attractive than print media, while Ads via radio are more emotionally attractive than ads through print media.



Method

This research was conducted to measure the effectiveness of different media, including: internet, print and radio media. The unit of analysis in this study is consumers who have used broadband mobile internet services on XL, Indosat, and Telkomsel service providers. Furthermore, the study population planning was 300 people and samples were taken 151 people who were service provider users.

Discussion and Conclusion

Implementation of Broadband mobile internet service advertisements on XL, Telkomsel and Indosat providers is carried out through TV, print and radio media and advertising spending from these media is carried out at the highest by XL providers of (Rp.593 billion), followed by Telkomsel (Rp. 538 billion), and Indosat amounting to (Rp. 320 billion). Therefore, further research will be necessary to test hypotheses related to advertising effectiveness through medium, medium and message appeal advertising, as well as relative quality of advertisements.

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