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**THE EFFECT OF ONLINE ADVERTISING ON CONSUMER BUYING  
INTEREST IN ONLINE SELLING APPLICATIONS WITH CUSTOMER  
SATISFACTION AS AN INTERVENING VARIABLE  
(Case Study of Medical Doctor and Nurses in Chicago)**

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**Abstract**

*The results of this study show. (1) It can be seen that the value of the adjusted R square is 0.758 or 75.8%. This shows that consumer satisfaction (Y1) and advertising (X) can explain purchase intention (Y2) of 75.8%, the remaining 24.2% (100% - 75.8%) is explained by other variables outside the research model. This. Such as service, price and interest in buying. (2) The results of the (Partial) t test show that tcount (7.413) > ttable (1.685), likewise with a significance value of 0.00 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that the advertising variable (X) has an effect positive and significant to consumer satisfaction (Y1). (3) The results of the t test (Partial) can be seen that the value of tcount (3.059) > ttable (1.685), and the significance value is 0.00 < 0.05, it can be concluded that the second hypothesis is accepted, meaning that advertising (X) has a positive and significant effect on purchase intention (Y2). (4) The results of the path analysis test show that the direct effect of variable X on variable Y2 is 0.377. While the indirect effect through the Y1 variable is  $0.769 \times 0.554 = 0.426$ , the calculation results obtained show that the indirect effect through the Y1 variable is greater than the direct effect on the Y2 variable.*

**Keywords:** advertising, consumer satisfaction, and purchase intention

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**INTRODUCTION**

Consumer behavior in deciding to buy a product is a special study for every company before releasing its product to the market. The development of the digital age is increasingly inevitable that every company must adjust its marketing strategy by incorporating an online system to sell its products. Online shopping has become a habit for some people because of the convenience it provides, many people think that online shopping is a means to find the items they need. The research method used is to compare the results of research and journals that examine online shopping in Indonesia. Then review and review existing consumer behavior theories so that it can be concluded that consumer considerations for shopping online at an online store Shopping decisions usually require considerations that really support and can benefit buyers such as location and price factors. Buyers tend to choose to shop at supermarkets that have strategic locations.

Schnaars (Harbani Pasolong, 2010: 221) states that: The creation of customer or community satisfaction can provide benefits, including: the relationship between customers and agencies becomes harmonious, provides a good basis for repeat buyers (use), creates customer loyalty and forms recommendations word of mouth, all of which benefit the company. When reviewed further, the achievement of community satisfaction through service quality can be improved by several approaches.

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The definition of buying interest according to Kotler and Keller (2011), "Purchasing interest is a behavior that appears in response to objects that indicate a consumer's desire to make a purchase." Because every consumer has the right to comfort, security, correct and honest information and correct treatment or service for what is purchased, every company or producer is required to provide a form of excellent service to its consumers. This fact can be seen, that there are several things that can increase consumer buying interest, namely the total customer value consisting of product value, service value, personal value, image or image value, and total customer cost consisting of monetary costs, time costs, effort, and cost of thought. E-commerce product price comparison service provider, iPrice recently released the results of their study on consumer behavior when shopping online in the Southeast Asian region with a focus on Indonesia. The number of smartphone users that continues to increase from time to time seems to be in line with the increase in the number of online store access from web and applications. Some of the websites that are frequently visited by students are online shops such as Shopee, Lazada, Toko Pedia, Bli Bli.com.

Marketing is one of the main activities that needs to be carried out by a company, be it a goods or service company, in an effort to maintain the viability of its business. This is because marketing is one of the company's activities, which directly relates to consumers. then marketing activities can be interpreted as human activities that take place in relation to the market, marketing also has an important activity in analyzing and evaluating all the needs and wants of consumers which also includes all activities within the company. One of them is about advertising how to create a new space for the product itself. According to Keegan and Green in Rahman, (2012:21) advertising is as messages that are elements of art, text/writing, titles, photographs, tagelines, other elements that have been developed for their suitability. A good advertisement must be able to convey the contents of the message clearly. Focused on the segment, attractive and in accordance with advertising ethics. A good advertising strategy will contribute to the value of competition in the world of marketing which has led to wars between brands. This is because brands can influence consumer evaluation in the purchasing decision-making process. Therefore it is very important for a brand to have a competitive advantage that can differentiate a brand from other brands. One way to build differentiation is to create personality for the brand attractive and in accordance with advertising ethics. A good advertising strategy will contribute to the value of competition in the world of marketing which has led to wars between brands. This is because brands can influence consumer evaluation in the purchasing decision-making process. Therefore it is very important for a brand to have a competitive advantage that can differentiate a brand from other brands. One way to build differentiation is to create personality for the brand attractive and in accordance with advertising ethics. A good advertising strategy will contribute to the value of competition in the world of marketing which has led to wars between brands. This is because brands can influence consumer evaluation in the purchasing decision-making process. Therefore it is very important for a brand to have a competitive advantage that can differentiate a brand

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from other brands. One way to build differentiation is to create personality for the brand. Therefore it is very important for a brand to have a competitive advantage that can differentiate a brand from other brands. One way to build differentiation is to create personality for the brand. Therefore it is very important for a brand to have a competitive advantage that can differentiate a brand from other brands. One way to build differentiation is to create personality for the brand.

Online advertising is an online marketing effort by displaying a website in search engine search results in a paid way. Online advertising can also be described as the activity of placing advertisements to offer products or services via cyberspace, the purpose of which is none other than to make a profit from sales activities. The advantage of online advertising is that it can target consumers based on consumer interests or also according to the targets the company wants to achieve. In fact, payment for online advertising is only paid for those that are successful or in other words the company can pay according to the total clicks from those that enter the website. Because every consumer has the right to comfort, security, correct and honest information and correct treatment or service for what is purchased,

This fact can be seen, that there are several things that can increase consumer buying interest, namely the total customer value consisting of product value, service value, personal value, image or image value, and total customer cost consisting of monetary costs, time costs, effort, and cost of thought. At this time the use of e-commerce in the student environment is said to be quite rapid in its use and development.

## LITERATURE REVIEWS

### **Marketing Management**

The definition of Marketing Management according to Sofjan Assauri (2013: 12), is "Marketing management is an activity of analyzing, planning, implementing, and controlling programs that are made to form, build, and maintain profits from exchanges through target markets in order to achieve organizational (company) goals in long-term".

### **Advertisement**

According to Keegan and Green in Rahman, (2012: 21) advertising is messages that contain elements of art, text/writing, titles, photographs, tagelines, other elements that have been developed for their suitability. A good advertisement must be able to convey the contents of the message clearly. Focused on the segment, attractive and in accordance with advertising ethics. A good advertising strategy will contribute to the value of competition in the world of marketing which has led to wars between brands.

### **Purchase Interest**

Durianto (2013: 58), reveals that "Buying interest is the desire to own a product, buying interest will arise if a consumer has been affected by the quality and quality of a product, information about the product, ex: price, how to buy and the weaknesses and advantages of the product compared to other brands. Buying intention is the selection of two or more alternative choices, which means that a person can make a decision, there

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must be a variety of alternative choices. The decision to buy can affect how the decision-making process is carried out.

### Customer satisfaction

Schnaars (Harbani Pasolong, 2010: 221) states that: The creation of customer satisfaction can provide benefits, including: the relationship between customers and agencies becomes harmonious, provides a good basis for repeat buyers (use), creates customer loyalty and forms word of mouth recommendations word of mouth, all of which benefit the company. Based on this understanding of customer satisfaction, it can be concluded that customer satisfaction is the level of one's feelings after consuming a product or service towards the needs, wants, and expectations he wants.

### METHODS

In this study, the population was Medical Doctor and Nurses in Chicago, namely 40 people. Because the target population is less than 100, the sampling technique used is the census method, where the entire population, totaling 40 students of Medical Doctor and Nurses in Chicago will be used as the research sample.

Data analysis is a desire to classify, make a sequence, manipulate and abbreviate data so that it is easy to read and understand. In other words, data analysis activities are raw data that has been collected needs to be categorized or divided into several categories or groups, abbreviated in such a way that the data can answer problems according to research objectives and can test hypotheses (Silaen and Widiyono, 2013).

### RESULTS AND DISCUSSION

#### Multiple Linear Regression Testing

##### Multiple Linear Regression Results

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
		B	std. Error	Betas				
1	(Constant)	.612	1,491		.410	.684		
	Ad_X	.426	.139	.377	3,059	.004	.409	2,446
	Satisfaction_Consumer_Z	.531	.118	.554	4,492	.000	.409	2,446

a. Dependent Variable: Mlnat\_Buy\_Y

Based on these results, the multiple linear regression equation has the formulation:  $Y = a + b1X + b2Z + \epsilon$ , so the equation is obtained:

$$Y = 0.612 + 0.426X + 0.531Z + \epsilon$$

The description of the multiple linear regression equation above is as follows:

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- a. The constant value (a) of 0.612 indicates the amount of buying interest (Y) if advertising (X) and consumer satisfaction (Z) are equal to zero.
- b. The value of the advertising regression coefficient (X) (b1) of 0.426 indicates the large role of advertising (X) on purchase intention (Y) assuming the variable consumer satisfaction (Z) is constant. This means that if the advertising factor (X) increases by 1 value unit, it is predicted that buying interest (Y) will increase by 0.426 value units assuming constant customer satisfaction (Z).
- c. The value of the regression coefficient of consumer satisfaction (Z) (b2) of 0.531 indicates the large role of consumer satisfaction (Z) on purchase intention (Y) assuming the advertising variable (X) is constant. This means that if the consumer satisfaction factor (Z) increases by 1 unit value, it is predicted that buying interest (Y) will increase by 0.531 value units assuming advertising (X) is constant.

**t test (Partial)**

Partial Test (t) Equation 1

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
		B	std. Error	Betas				
1	(Constant)	2041	2019		1011	.318		
	Ad_X	.906	.122	.769	7,413	.000	1,000	1,000

a. Dependent Variable: Satisfaction\_Customer\_Z

**Hypothesis test the effect of advertising variable (X) on consumer satisfaction variable (Z).**

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1. Accept H0 If  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or  $Sig. > 0.05$
2. Reject H0 If  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or  $Sig. < 0.05$

From the table above, a  $t_{count}$  value of 7.413 is obtained. With  $\alpha = 5\%$ ,  $t_{table}$  (5%;  $n_k = 38$ ) a  $t_{table}$  value of 2.024 is obtained.  $0.00 < 0.05$ , it can be concluded that the first hypothesis is accepted, meaning that the advertising variable (X) has a positive and significant effect on consumer satisfaction (Z). This research is in accordance with hammad Aqsa 2014 Muhammadiyah College of Economics Palopo THE INFLUENCE OF ONLINE ADVERTISING ON ATTITUDE AND INTEREST TO BUY CONSUMER ONLINE IN PALOPO CITY (Survey of Internet Users in Palopo City) consumers buy online after viewing online advertisements

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Partial Test (t) Equation 2

Model	Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	std. Error	Betas				tolerance	VIF
1 (Constant)	.612	1,491			.410	.684		
Ad_X	.426	.139	.377		3,059	.004	.409	2,446
Satisfaction_Consumer_Z	.531	.118	.554		4,492	.000	.409	2,446

a. Dependent Variable: Mlnat\_Buy\_Y

**Hypothesis test of the influence of advertising (X) on buying interest (Y)**

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1. Accept H0 If  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or Sig.  $> 0.05$
2. Reject H0 If  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or Sig.  $< 0.05$

From table 4.17, a tcount value of 3.059 is obtained. With  $\alpha = 5\%$ ,  $t_{table}$  (5%; nk = 38) a  $t_{table}$  value of 2.024 is obtained. From this description it can be seen that  $t_{count}$  (3.059)  $> t_{table}$  (2.024), and its significance value is  $0.004 < 0.05$ , it can be concluded that the second hypothesis is accepted, meaning that advertising (X) has a positive and significant effect on buying interest (Y). This research is in accordance with hammad Aqsa 2014 Muhammadiyah College of Economics Palopo THE INFLUENCE OF ONLINE ADVERTISING ON ATTITUDE AND INTEREST TO BUY CONSUMER ONLINE IN PALOPO CITY (Survey of Internet Users in Palopo City) consumers buy online after viewing online advertisements.

**Hypothesis Test the effect of consumer satisfaction (Z) on purchase intention (Y)**

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1. Accept H0 If  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or Sig.  $> 0.05$
2. Reject H0 If  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or Sig.  $< 0.05$

From table 4.17, a tcount value of 4.492 is obtained. With  $\alpha = 5\%$ ,  $t_{table}$  (5%; nk = 38) a  $t_{table}$  value of 2.024 is obtained. From this description it can be seen that  $t_{count}$  (4.492)  $> t_{table}$  (2.024), and its significance value is  $0.00 < 0.05$ , it can be concluded that the third hypothesis is accepted, meaning that consumer satisfaction (Z) has a positive and significant effect on purchase intention (Y). This research is not in accordance with hammad Aqsa 2014 Muhammadiyah High School of Economics Palopo THE INFLUENCE OF ONLINE ADVERTISING ON ATTITUDE AND INTEREST TO BUY CONSUMER ONLINE IN PALOPO CITY (Survey of Internet Users in Palopo City) This research is an empirical study on internet users in Palopo city how attitudes and consumer buying interest online after viewing online advertisements.

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Direct and Indirect Relations

No	Variable	Direct	Indirects	Total	Criteria	Conclusion
1	Advertisement (X)	0.377	0.769	-	Significant	As Independent Variable
2	Consumer Satisfaction (Z)	0.554	-	0.426	Significant	As an Intervening Variable

In the path analysis test it can be seen that the direct effect of advertising (X) on buying interest (Y) is greater than the indirect effect through advertising variable (X), on buying interest (Y) through consumer satisfaction (Z). This means that advertising is the independent variable on the relationship between consumer satisfaction and purchase intention. And consumer satisfaction is an intervening variable on the relationship between the influence of advertising and purchase intention.

**CLOSING**

**Conclusion**

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. Based on the results of the research, the researcher concludes that advertisements are descriptively in the high classification or in the good category. It can be seen from the advertising variable (X) that has a significant effect on consumer satisfaction (Y). In theory, advertising can increase good consumer satisfaction, with advertising having a big influence on buying interest.
2. Based on the results of the study, the researchers concluded that descriptive advertising is in a high classification or has a positive effect on purchase intention. Where advertising (X2) has a significant effect on buying interest (Y). Improving advertising can be done by paying attention to and meeting consumer needs properly so that it can significantly influence advertising on buying interest.
3. Based on the results of the study, the researchers concluded that descriptively consumer satisfaction is in the high classification or has a positive effect on purchase intention. Where consumer satisfaction (X3) has a significant effect on purchase intention (Y). Consumer satisfaction can be done by paying attention to and fulfilling consumer needs properly so that it can significantly influence buying interest.
4. Path analysis shows the direct effect of variable X on variable Y of 0.377. While the indirect effect through the Z variable is  $0.769 \times 0.554 = 0.426$ , the results of the calculations show that the indirect effect through the Z variable is greater than the direct effect on the Y variable.

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