

# Does Tagline have an impact towards Purchase Intention?

Dexi Triadinda<sup>1</sup> Citra Savitri<sup>2</sup>, Abdul Rozak<sup>3</sup>

**Abstract---***JD.ID conducted a campaign with the tagline "Dijamin Ori" because they consider that there are still many e-commerce sites that sell non-original products. There are several types of products that are often falsified so as to encourage the JD, ID to use these strategies to attract consumer buying interest. In addition, JD.ID also markets its online business platform via the YouTube site which is one of the video-based marketing media.*

*This study aims to analyze the effectiveness of the "Dijamin Ori" Tagline and JD.ID Youtube Ads on consumer buying interest. This analysis uses independent variables namely the tagline "Dijamin Ori" and Youtube Ads. The dependent variable is Consumer Purchase Interest. This type of research used in this research is explanatory research, the research used to explain the causal relationship between variables through hypothesis testing that was formulated, with survey methods and the number of samples in this study were 110 respondents. The sampling technique was obtained using the Accidental Sampling method. Data sources using primary data and using secondary data, namely literature and from the internet. While the data analysis technique used in this study is a quantitative analysis using analysis through the help of the SPSS program, namely: Multiple Linear Regression Analysis.*

**Keywords---***E-Commerce, Tagline, Youtube Ads, Purchase Intention.*

---

## I. INTRODUCTION

Online shopping or e-commerce is a way to shop through electronic communication tools or social networks used in buying and selling transactions, where buyers do not need to go to the store to look and buy what they are looking for, only to see what they want. through the internet then order goods according to choice and transfer money and then the goods will be sent by the online store to the house (Syahrudin, 2019).

JD.ID is an online mall company operating in Jakarta, which is a subsidiary of JD.com. JD.com is one of the largest online B2C stores in China in terms of number of transactions, which is Alibaba's biggest rival. JD.ID started operating in Indonesia since October 2015. The "Dijamin Ori" campaign began on September 8, 2017 and JD.ID launched a marketing campaign with the tagline #DijaminOri, dedicated to all of its customers in Indonesia. This tagline was chosen departing from the condition of the e-commerce industry in Indonesia which generally offers the same thing, ranging from a variety of product choices, the lowest price, to free shipping. But this is not accompanied by the quality of service and authenticity of the products sold (JD.ID, 2017).

The next JD.ID marketing strategy is the YouTube application. YouTube has become the only video content-based social media platform with the largest number of users from all over the world. As a video-based search engine, YouTube

---

Universitas Buana Perjuangan Karawang<sup>1,2</sup>  
Widyatama University<sup>3</sup>  
[dexidinda@ubpkarawang.ac.id](mailto:dexidinda@ubpkarawang.ac.id)  
[citra.savitri@ubpkarawang.ac.id](mailto:citra.savitri@ubpkarawang.ac.id)

is very popular with the public as a fun information search engine. No wonder the current YouTube marketing strategy is becoming a trend among business people.

The condition of social media advertising in Indonesia has been growing. Every month there are creative and also very good advertisements popping up to foster consumer interest in buying products. Advertising users through the internet media in 2018 reached 53% of the total world population (Hasyim, 2019).

Advertising media has a broad reach and elements of entertainment that support in the process of forming brand awareness. The condition of YouTube advertising in Indonesia has been growing. Every month there are creative and also very good advertisements popping up to influence consumers not only in terms of buying but also fostering consumer interest in buying products.

Purchase Intention is part of the behavioral component in the consuming attitude. (Durianto, 2017) buying interest is part of the component of consumer behavior in the attitude to consume, the tendency of respondents to act before the buying decision is actually implemented.

The existence of this research is expected to provide an overview in determining product marketing strategies in market places and e-commerce so as to increase company sales with the right marketing strategy.

## **II. LITERATURE REVIEW**

### **Tagline**

The tagline is an important part of an advertisement, usually consisting of short, concise, and easy-to-remember sentences. According to Swartz, quoted from Rustan (2009) defines that the tagline is a concise wording, usually no more than 7 words, is placed alongside the logo and contains a strong brand message, and is aimed at specific audiences (Rustan, 2009). According to Knapp (2001) quoted from Chaidir (2018), the tagline is a sequence of expressive short words or syllables that are used to communicate and dramatize the functional and emotional benefits of the brand for customers and potential customers in an effort to influence consumer's feelings towards the brand.

### **Tagline Dimension**

According to Darno (2007), there are three dimensions in determining whether or not a tagline:

a Familiarity

A tagline that is easy for consumers to remember, and knows the tagline that is displayed and changes in the tagline if there is a change.

b Differentiation

Differences that characterize other competing products. The tagline of the ad product is in line with consumer expectations,

c Messenger of Value

The extent to which the effect of the advertising message delivered can attract attention, be understood, be understood, arouse emotions, and move the target to provide the desired response.

### **Youtube Ads**

According to Rot Zoill through Rendra Widyatama (2007: 147) describes the function of advertising in four functions that will be used as indicators in this study. The four functions will be described as follows:

a Precipitation Ad

function functions to accelerate the change of a condition from a state that was originally unable to make a decision to be able to make a decision. An example is increasing demand, creating awareness and knowledge about a product.

b The Persuasion Function of the ad

serves to arouse the audience according to the message being advertised. This includes emotional appeal, conveying information about the characteristics of a product, and persuading consumers to buy.

c Reinforcement function (affirming attitude)

Advertising is able to confirm the decisions that have been taken by the public.

d Ad Reminder function

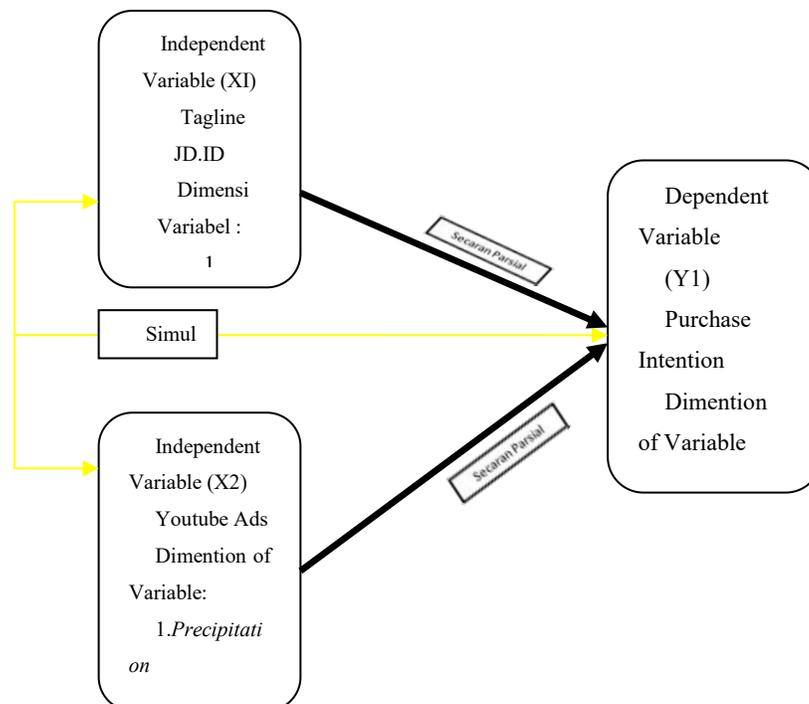
is able to remind and strengthen the advertised product.

### Purchase Intention

According to Ferdinand (2006), buying interest is identified through the following indicators:

- a Transactional interest, that is a person's tendency to buy products.
- b Referential interest, which is a person's tendency to refer products to other people.
- c Preferential interest, which is an interest that describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens with the product of his preference. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and is looking for information to support the positive qualities of the product.

Based on the phenomena and problems that exist, the research paradigm that can be made is as follows:



Based on the paradigm above, the research hypothesis is:

1. Tagline (X1) and Youtube Ads (X2) have a significant partial effect on purchase intention (Y).
2. Tagline (X1) and Youtube Ads (X2) simultaneously have a significant effect on purchase intention (Y).

### III. RESEARCH METHODOLOGY

The type of research used in this study is the type of explanatory research. Singarimbun and Effendi (2006: 4) explain explanatory research, namely research used to explain the causal relationship between variables through hypothesis testing, which is to analyze the causal relationship between the variable Tagline and Youtube Ads on Purchase Intention. The statistical method used to analyze the relationship between the variables studied is to test the effect of each variable partially. Besides this causality research is to test the effect simultaneously of the independent variable, namely (Independent) on the dependent variable (Dependent). This study is to examine the effect of the simultaneous influence of the Tagline and Ads on the Youtube site on buying interest. The locus of this research is the students of the University of Karawang Buana Struggle who are still active in lectures, with a total sample of 110 respondents using a Likert scale and techniques and methods of data collection Accidental Sampling.

### IV. RESULTS

#### Descriptive Analysis

Based on the validity test, it shows that the calculated r value per item statement is positive and more than 0.361, so it can be concluded that the questionnaire is proven valid, meaning that all items in the questionnaire can measure the research variables. The tagline variable is included in both criteria with an average score of 0.793. Advertising variable with an average score of 0.468 and the purchase intention variable included in the criteria both with an average score of 0.688 so that all variables included in the criteria well. Based on the results of reliability testing for instrument data shows that all variables produce Cronbach's Alpha values > 0.6.

#### Verification Analysis

1 The partial effect of the Tagline on Purchase Intention is a value of 0.277 which supports the research conducted by (Ye et al., 2009).

2 The partial influence of Youtube Ads on interest in purchasing values is 0.323 supporting the research conducted by (Farki & Baihaqi, 2016).

3 Simultaneous Effect of Tagline and Youtube Ads on Purchase Intention, with sig test criteria.  $(0,000) < \alpha (0,05)$  and  $f_{\text{arithmetic}} (13,246) > f_{\text{table}} (3,08)$  then  $H_0$  is rejected. Total Tagline and Youtube Ads for Purchase Intention of 42.4%.

### V. CONCLUSIONS

This study supports the research conducted (Dominica, 2016), (Putri, S. D. 2017)., (Septiyanto, I. B., 2016), (Chaidir, M., 2018), where tagline and YouTube ads have an influence in increasing consumer purchase intention.

### VI. RECOMMENDATIONS

This research only focuses on the tagline and advertisements on buying interest in UBP Karawang students who have transacted at the JD.ID marketplace. It is hoped that in future studies it can develop a tagline model and e-advertisement for brand awareness.

## REFERENCES

- [1] Abiromo, B. (2014). Pengaruh Tagline Dan Brand Ambassador Terhadap Brand
- [2] Awareness Produk Kartu PerdanaSimpati (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Yogyakarta). Skripsi.
- [3] Bajaj, K. K., & Nag, D. (2005). E-Commerce: The Cutting Edge of Business. New Delhi: Tata McGraw-Hill Education.
- [4] Bangun, B. T. (2016). Pengaruh Advertising Terhadap Pembentukan Brand Awareness Pada Zalora Indonesia. e-Proceeding of Management : Vol.3, No.2 Agustus, 1.
- [5] Chaidir, M. (2018). Pengaruh Tagline Iklan Yamaha “Semakin Di Depan” terhadap Kesadaran Merek pada masyarakat Kecamatan Samarinda Ulu di kota Samarinda. eJournal Ilmu Komunikasi Volume 6 No 1, 391-402.
- [6] Darmawan, D. (2013). Metode Penelitian Kuantitatif. Bandung: PT. Remaja Rosdakarya.
- [7] Darno. (2007). Efektifitas Tagline dalam Meningkatkan Brand Awareness (Studi pada Mahasiswa Pengonsumsi Produk Rokok, Minuman Teh, dan Minuman Bersoda). Universitas Negeri Semarang.
- [8] Durianto, S. D. (2004). Brand Equity Ten- Strategi memimpin pasar. Jakarta: Gramedia Pustaka Utama.
- [9] Ferdinand, A. (2006). Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.
- [10] Ghozali, I. (2011). Aplikasi Analisis Multivariate dengan Program IBM SPSS 19. Semarang: Badan Penerbit Universitas Diponegoro.
- [11] Hofstede, G. (2001). Culture’s Consequences: Comparing Values. Edition. New Jersey: Pearson Higher Education.
- [12] Laudon, K. C. (2009). Management Information Systems: International Edition, 11/E.
- [13] In K. C. Laudon, Management Information Systems: International Edition, 11/E. Pearson Higher Education.
- [14] Matondang, Z. (2009). VALIDITAS DAN RELIABILITAS SUATU INSTRUMEN PENELITIAN. JURNAL TABULARASA PPS UNIMED Vol.6 No.1, 87-97.
- [15] Maulana, R.F (2018). Tren Perilaku Konsumen Belanja Online Indonesia Tahun 2018 Menurut iPrice. Retrieved from: id. techinasia.com: <https://id.techinasia.com/tren-perilakukonsumen-online-indonesia-menurutiprice>. Diakses pada tanggal 15 Januari 2020.
- [16] Putri, S. D. (2017). Pengaruh Online Marketing Campaign #Samyangchallenge terhadap Consumer Behaviour Digital Natives Pengguna Youtube di Indonesia.
- [17] John Wiley dan Sons. Septiyanto, I. B. (2016). Pengaruh Brand Ambassador, Tagline, Dan Jingle
- [18] Iklan Versi Iklan Televisi Terhadap Brand Awareness Studi Pada Pengguna Produk Yamaha Motor).
- [19] Setiawan, S.R.D (2014). Ketika Orang Indonesia Lebih Senang Belanja Online. Retrieved from kompas.com: <https://ekonomi.kompas.com/read/2014/10/13/084300126/Ketika.Orang.Indonesia.Lebih.Senang.Belanja.Online>. Diakses pada 15 Januari 2020
- [20] Widyatama, Rendra, Pengantar Periklanan. Pustaka Book Publisher, Yogyakarta, 2007.