THE EFFECT OF PRODUCT PLACEMENT ON "IKATAN CINTA" DRAMA ON PURCHASE INTENTION OF "LEMONILO" NOODLES

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Abstract

This study aims to determine and explain the effect of product placement on the purchase intention of Lemonilo noodle products moderated by consumer attitudes in the "Ikatan Cinta" drama. This study uses a quantitative approach. The research method used is verification, with explanatory research that aims to test hypotheses to explain the position between variables. The variables studied were product placement, consumer attitudes, and purchase intentions. Respondents were used as many as 100 people distributing questionnaires to people who had watched the "Ikatan Cinta" drama and knew product placement in the "Ikatan Cinta" drama. The test tool uses Moderated Regression Analysis (MRA) on the SPSS tool. Based on the analysis, it can be concluded that product placement influences purchase intention, and attitude does not moderate the relationship between product placement and purchase intention. The test results for the coefficient of determination show that the level of product placement contribution and attitude towards purchase Intention is 52.5%, and the remaining 47.5% is influenced by other factors not examined in this study.

Keywords: Product Placement, Consumer Attitude, Purchase Intention, Ikatan Cinta, Lemonilo

A. Introduction

Purchase intention can be interpreted as a form of real thought from the reflection of the buyer's plan to buy several units in a certain amount of several brands available within a certain period (Schiffman, L. G., & Kanuk, L. L. (2008). Every company wants to increase people's purchase intention towards its products or brands, including the manufacturer of Lemonilo noodles. Even though it is a new instant noodle brand, Lemonilo can create value and exciting product innovations. Mie Lemonilo is famous for its healthy noodles because it contains spinach starch essence as a natural colouring agent for the noodles and is fit for frequent consumption because it does not contain preservatives and Monosodium glutamate (MSG)

The crowds and people's interest in buying Lemonilo noodle products cannot be separated from the company's several marketing strategies. The selection of promotional media is essential, for example, in showing advertisements in a film on television. The film is a tool for conveying various messages to the public through stories. It can be interpreted as a medium of artistic expression for artists and filmmakers to share ideas and story ideas from artists (Riadi, M.,2018). Lemonilo noodle products also use film as advertisement placement. One of them is the "Ikatan Cinta" drama. To measure interest in buying Lemonilo noodle products in the advertisement for the drama "Ikatan Cinta", another variable is needed as an independent variable (antecedent). Therefore, this study uses interaction or moderator variables to explain the effect of the independent variables on the Intention to buy Lemonilo products. This study aims to determine and analyze

purchase intention as measured by product placement and moderated by consumer attitudes. The results of this study are expected to contribute to additional knowledge related to product placement. Marketers can input them to create more creative promotional programs using other media.

B. LITERATURE REVIEW
1. Purchase Intention

According to Schiffman, L. G., & Kanuk, L. L. (2008), purchase intention can be interpreted as a form of real thought from the reflection of the buyer's plan to buy several units in several brands available in a certain period. Purchase intention is something that arises after receiving stimulation from the product he sees; then activities appear to buy and own it (Kotler, P., & Amstrong, G., 2012)

The indicators used in this study according to Ferdinand (2006), that purchase intention is identified through the following indicators: 1) transactional interest, 2) referential interest, 3) preferential interest, and 4) explorative interest.

2. Product Placement

According to Belch, G., & Belch, M. (2007), product placement is a way to increase the promotion of a product or service by displaying the product as if the product's existence were part of a story or film. According to Allen, J. (2007), product placement is product or service placement on communication media; product placement is used as a substitute for traditional ways of marketing products or services to consumers because, conventionally, consumers have limited time to read or listen to advertisements. If product placement is done correctly and connected to the storyline or characters in movies, TV programs, music and others, there will be a great potential to build an emotional connection with consumers so that consumers can recognize a brand or product and choose the product over competitors

The indicators used in this study are according to Russel (2007) and W, J. K., & Rumambi, L. J. (2012), that product placement is classified into 3 dimensions as follows: 1) Visual; dimension (screen placement), 2) Auditory dimension (verbal placement), 3) Plot Connection Dimension (PCD).

3. Consumer Attitude

Attitude is a learned tendency to behave pleasantly or unpleasantly towards a particular object Schiffman, L. G., & Kanuk, L. L. (2008). Attitudes towards a brand or product often influence whether consumers will make purchases; a positive attitude towards certain brands allows consumers to make purchases of a brand Husni, A. (2010). The indicators used in this study are 1) Cognitive component, 2) Affective component, and 3) Conative component.

C. Research Methods

The design of this study is research that uses a type of verification research, according to Sugiyono. (2019), the verification method is research that tests theories by testing hypotheses, whether accepted or rejected, which is carried out using statistical calculations and is used to test the influence of variables X, Y, Z. The population used in this study is based on the general, those who have watched the "Ikatan Cinta" and know the placement of Lemonilo noodle products in the drama. The sample used was 100 respondents. The data collection method uses primary data from distributing

questionnaires or Google Foam to the intended respondents; this study also uses secondary data from articles on the internet, books and references or literature from previous research journals. For validity testing using Corrected Item Total Correlation, and reliability testing by looking at the Cronbach Alpha value. This study used a Likert scale measurement with data analysis techniques using the Moderated Regression Analysis (MRA) method and hypothesis testing using the t-test and the coefficient of determination test (R^2).

D. Results and Discussion
1. Descriptive Analysis

From the descriptive analysis of the effects of the Respondents' Assessment of the Purchase Intention Variable, an overall average mark of 3.62 was obtained, included in the excellent or high category. It means that consumer buying interest in a product is high or good. The average of each statement item has a range of values ranging from 3.52−3.79, indicating that each item's statement is included in the excellent or high category. It means that consumers are interested and want to try Lemonilo products.

From the descriptive analysis of the Respondents' Assessment of the Product Placement Variable, an overall average result of 3.57 included in the excellent or high criteria shows that the product placement used is appropriate and appropriate. The middle statement item has a range of values ranging from 3.43−3.68, indicating that each item's statement is in the excellent or high category. It means that the product placement is appropriate and appropriate.

From the descriptive analysis of the Respondents' Assessment of the Product Placement Variable results, an overall average mark of 3.84, included in the excellent category, shows consumers have a positive attitude toward Lemonilo products. The highest average score is 4.05 for item Z3, with the statement that people are interested in buying Lemonilo after seeing the product placement in the drama. The data is included in the very good or very high criteria, which means that people are interested in buying the product after seeing the advertisement on the soap opera. Whereas the statement items in Z1 and Z2 are still classified as excellent or high criteria with a score of 3.72−3.83.

2. Regression Analysis Results with Moderated Regression Analysis (MRA)

Table 1: Moderated Regression Analysis (MRA) Analysis

Variable	Regression coefficient	T-count	P- value	Significance
Product Placement	0,660	9,219	0,000	Significant
Consumer Attitude	0,176	2,434	0,017	Significant
Moderation	- 0,097	- 1,381	0,170	Not Significant
Constant	: 3,685	F count	: 35,373	
R	: 0,725[a]	Sig.	: 0,000[b]	
R Square	: 0,525			

Based on table 1 (one), the calculation results of Moderated Regression Analysis (MRA) are obtained, so the equation can be arranged as follows:

$$Y = 3,685 + 0,660X + 0,174 Z – 0,097 (X\text{-}Z)$$

Based on this formula, the product placement variable (X) affects purchase intention(Y), meaning that the better the product placement, the more purchase intention will increase. Meanwhile, the attitude variable does not moderate between product placement and buying interest.

2. Hypothesis Testing Results
a. The Effect of Product Placement on Purchase Intention (H$_1$)
It can be seen that the t-count value of the product placement variable is 9.219 with a significance level of 0.000 (<0.05). It means that the product placement variable positively and significantly affects purchase intention, so hypothesis-1 is supported. It means that the better the product placement, the stronger the purchase intention.

b. The Effect of Product Placement on Purchase intention moderated Consumer Attitude (H$_2$)
It can be seen that the t-count value of the moderating variable is -0.097 with a significance level of 0.170 (> 0.05). It means that the attitude variable does not moderate the relationship between product placement and purchase intention, so hypothesis 2 is unsupported. The meaning is that someone buys not because of a strengthening attitude in this product placement.

3. Coefficient of Determination (R2)
Table 1 (one) shows that the coefficient of determination (R2) is 0.525, which means that 52.5% contributes to product placement and attitudes toward buying interest. In comparison, the remaining 47.5% is influenced by other variables not examined in this study.

4. Discussion
a. The Effect of Product Placement on Purchase Intention
The study results show that product placement can increase a person's buying interest. It means a unidirectional relationship between the product placement contribution and buying interest. Based on the results of the tests carried out above, if it is getting better and following the product placement that was carried out on "Ikatan Cinta", an increase will follow in interest in buying Lemonilo noodles. The public can see the advertised product if the placement is done from an appropriate angle. By making an exciting storyline and placing the right product, the public will be interested in paying attention to the development and be able to understand the existence of the product brand so that brand awareness can later generate interest in buying a product.

Similar research results have also been carried out by Razati, G., Safitri, N. G., & Dirgantara, P. D. (2020), in which the research results prove the existence of a product placement contribution to the Intention to use services or purchase intention. Any increase in product placement quality will increase interest in using the service or buying stake, taking into account other product placement factors by improving the quality of product placement to increase interest in using Grab's online transportation services.

b. Consumer Attitudes as Moderating the Effect of Product Placement on Purchase Intentions

Based on the results of the tests that show that consumer attitudes do not moderate the relationship between product placement and purchase intention, consumer attitudes cannot strengthen their contribution to product placement on purchase intention. It shows that by placing products on soap operas that have high ratings, the public will be more interested in paying attention to the storyline of the soap opera so that the advertisements that appear in the soap opera "Ikatan Cinta" are not paid too much attention by the public. It cannot lead to an attitude or response to Lemonilo products. However, it can create an attitude towards the soap opera that it cannot increase interest in buying Lemonilo products.

The results of other similar studies have been carried out by Gultom, T. M., & Nan, A. K. (2016), showing that the attitude variable does not moderate the effect of product placement on purchase intention. Consumer attitudes towards brands in advergames cannot strengthen or weaken the influence resulting from product placement and ad suitability on purchase intention. The displayed product is deemed not to follow the context of PES 2016 games on mobile games, so consumers do not pay much attention to the advertised product. When consumer attitudes towards brands in advergames are positive or negative, they still have no impact on the effect of product placement and ad suitability on interest.

E. Conclusion

Product placement in TV shows as promotional media can increase interest in Lemonilo noodle products. Therefore, if the product placement is used properly and correctly, it can increase interest in buying Lemonilo noodles. Consumer attitudes cannot moderate the relationship between product placement and interest in buying Lemonilo noodles.

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