SYNERGY OF ADVERTISING INFORMATIVENESS AND ADVERTISING PERSUASIVENESS ON BRAND AWARENESS AND PURCHASE DECISIONS FOR TOTO SANITARY PRODUCTS

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ABSTRACT

This study examines the impact of advertising informativeness, persuasiveness, product quality, price, and brand awareness on consumer purchase decisions for TOTO sanitary products. It also aims to explore brand awareness as a mediating factor influencing purchase decisions. Data were collected through an online survey via Google Forms, using a quantitative approach, with participants aged 18 to 60 years in the Jabodetabek area of Indonesia. The data were analysed using IBM SPSS Statistics version 27 and AMOS version 24, employing the Structural Equation Modelling (SEM) approach. The findings revealed that advertising informativeness, persuasiveness, product quality, and price significantly positively impact purchase decisions, supported by the mediating role of brand awareness. This study aims to enhance understanding of key marketing factors influencing purchase decisions and contribute valuable insights for future research.

Keywords: Advertising Informativeness, Advertising Persuasiveness, Product Quality, Price, Brand Awareness, Purchase Decision

1. INTRODUCTION

The sanitary industry is an example of a rapidly growing sector in Indonesia, driven by increasing urbanization and property development. According to Statista (2024), the growth of the sanitary market in Southeast Asia, particularly in Indonesia, is projected to increase significantly due to rising demand for residential and commercial properties. Indonesia's property sector, especially in Jabodetabek, has grown remarkably, with increasing urban housing projects requiring high-quality sanitary products (Delmendo Lalaine C., 2024).

TOTO, a leading brand in the sanitary industry, has maintained a strong market presence by emphasizing product quality and innovation. However, competition with other local and international brands, such as Kohler and Grohe, remains a significant challenge. Companies must adopt strategic marketing approaches to maintain their market position in this competitive landscape.

In today's digital era, promotional strategies have shifted from traditional methods to digital platforms. According to Kemp (2024), 47% of internet users in Indonesia spend substantial time on social media, making platforms like Instagram, TikTok, and Facebook crucial for marketing efforts. TOTO has leveraged these platforms by using influencers and digital ads to enhance brand awareness and drive customer engagement(Kemp Simon, 2024).

Social media marketing helps TOTO communicate with its customers and allows the brand to reach a broader audience. Using tools like Instagram and Facebook Ads, TOTO promotes its innovative sanitary products, creating awareness and influencing purchasing decisions among

tech-savvy consumers. The integration of advertising informativeness and persuasiveness in their marketing campaigns has been a key factor in TOTO's efforts to stay ahead in the competitive sanitary market.

2. LITERATURE REVIEW

2.1 Advertising Informativeness

According to Felice et al. (2020), Advertising Informativeness refers to the ability of advertisements to deliver detailed, relevant, and valuable information to consumers, helping them make informed purchasing decisions (Felice et al., 2020). This aligns with Noguti and Waller (2020), who argue that consumers tend to respond positively to advertisements that provide the information they seek, as it enhances their understanding of a product and reduces uncertainty (Noguti & Waller, 2020).

Yin Tan (2021) emphasizes that informative advertisements improve brand awareness and significantly influence consumers' purchase intentions. Informative ads are especially impactful in digital marketing, where clear and concise communication is essential for capturing consumers' attention in competitive environments (Tan et al., 2021).

Kapri et al. (2021) found that consumers are more likely to click on informative digital ads, leading to higher purchase intentions and increased electronic word-of-mouth (e-WOM) activity (Kapri et al., 2021). Similarly, Nasir et al. (2021) revealed that informativeness in advertisements plays a crucial role in shaping consumers' attitudes toward a brand, as well as influencing their purchase behavior(Nasir et al., 2021). Noguti and Waller (2020) identified several dimensions of advertising informativeness, including (Noguti & Waller, 2020):

a. Relevance: The extent to which the information in an ad aligns with consumers' needs.
b. Clarity: The degree to which the ad communicates its message effectively.
c. Credibility: How trustworthy and accurate the information in the advertisement appears to be.
d. Timeliness: The ability of the ad to provide up-to-date information that meets consumers' current interests.

Thus, advertising informativeness is key to building consumer trust and engagement, contributing significantly to brand awareness and purchase decisions.

2.2 Advertising Persuasiveness

According to Petty and Cacioppo (1986), Advertising Persuasiveness refers to an advertisement's ability to influence consumer attitudes and behaviors by appealing to their emotions, logic, or trust. It plays a critical role in convincing consumers about the benefits of a product or service, ultimately encouraging purchase decisions.

Kotler and Keller state that advertising persuasiveness can be measured using three dimensions (Philip, Kotler, Kevin, Lane, Keller, Alexander, 2021):

a. Emotional Appeal
Emotional appeal relates to how advertisements evoke feelings or emotions that connect with the target audience, such as happiness, excitement, or nostalgia.

b. Logical Appeal
Logical appeal involves presenting facts, data, or rational arguments in advertisements to convince consumers about the superiority or utility of a product.

c. Credibility of the Message
This dimension refers to the trustworthiness of the advertisement, which is influenced by the quality of the information, the source's reliability, and the message's clarity.

These dimensions were further analyzed by Chaiken and Eagly (1989), who highlighted the importance of using tailored advertising strategies to target specific consumer segments. For example, in industries such as sanitary products, advertisements often combine logical and emotional appeals to emphasize both the functional benefits (e.g., product quality) and the emotional satisfaction (e.g., luxury and comfort) the brand provides.

Research by Kim and Park (2021) demonstrated that persuasive advertisements significantly impact brand awareness and purchase intentions, particularly when credibility and emotional resonance are high. Thus, advertising persuasiveness is essential in shaping consumer perceptions and fostering loyalty in competitive markets (Hwang et al., 2021).

2.3 Product Quality

Product Quality is defined as a product's overall characteristics and features that meet consumer needs and provide satisfaction. It influences consumer preferences and loyalty and is a key differentiator in competitive markets. Garvin (1987) identified Product Quality as comprising eight dimensions:

a. Performance refers to how well a product functions and fulfils its primary purpose.
b. Feature, additional attributes, or functionalities that enhance the product's appeal.
c. Reliability, the consistency of a product's performance over time without failing.
d. Conformance, the degree to which a product meets established specifications or standards.
e. Durability, the lifespan of a product under normal usage conditions.
f. Serviceability, ease, and cost of maintaining or repairing the product when needed.
g. Aesthetics, the product's sensory attributes, such as appearance, feel, or taste.
h. Perceived Quality, the consumer's overall impression of the product, is often influenced by brand reputation.

These dimensions were elaborated further by Parasuraman et al. (2018), who emphasized the importance of perceived quality in industries like sanitary products, where consumers seek reliability, durability, and aesthetic appeal. Research by Zhang and Zhao (2021) found that Product Quality strongly influences Brand Awareness and Purchase Decision, particularly when consumers perceive a brand as consistently delivering superior performance and features. In the sanitary product industry, high-quality offerings such as durability and innovative features

contribute significantly to consumer loyalty and positive word-of-mouth, enhancing overall brand equity (Pan & Zhang, 2023).

2.4 Price

Price is the monetary value consumers are willing to pay in exchange for a product or service's benefits. It is a critical component of the marketing mix, directly influencing consumer purchasing behavior and brand perception.

Tjiptono (2019) identifies three essential dimensions of price:

a. Affordability
   This refers to how accessible the product price is for the target audience, ensuring that it aligns with their financial capabilities and expectations.
b. Perceived Value
   This dimension reflects the relationship between the price paid and the benefits received. Consumers are more likely to choose products they perceive as delivering value that justifies their cost.
c. Market Competitiveness
   This involves how the price compares with competitors' offerings. A competitive price can position the product favorably and attract price-sensitive consumers.

These dimensions are critical in industries like sanitary products, where quality and price play a significant role in consumer choice. As Zhang et al. (2021) state, pricing strategies must balance perceived quality and consumer affordability to drive purchase decisions effectively.

Research by Yoon and Kim (2022) highlights that a well-structured pricing strategy enhances consumer satisfaction, loyalty, and purchase intention. For premium brands like TOTO, maintaining a balance between quality and competitive pricing helps sustain customer trust while ensuring market relevance. This indicates that price is not just a cost factor but also a significant driver of brand loyalty and consumer decision-making.

2.5 Brand Awareness

According to Keller (2013), Brand Awareness is the ability of consumers to recognize and recall a brand in different situations. It is the foundation of brand equity, as consumers must first be aware of a brand before forming perceptions or attitudes toward it (Keller & Swaminathan, 2019).

Aaker (2011) outlines three key dimensions of brand awareness:

a. Brand Recall
   This refers to a consumer's ability to spontaneously remember a brand when prompted with a product category, indicating strong mental associations.
b. Brand Recognition
   This involves consumers' ability to identify a brand when they see or hear it, reflecting familiarity and exposure.
c. Top-of-Mind Awareness
   This is when a brand is the first recalled by consumers within a product category, often seen as the ultimate goal of brand awareness efforts.

Chaudhuri and Holbrook (2001) suggest that brand awareness is crucial because it creates trust, a key determinant of purchase decisions. Brand awareness ensures that consumers consider the brand during the decision-making process for brands in competitive industries like sanitary products, such as TOTO. Recent studies by Wang and Li (2020) found that brand awareness significantly affects purchase intentions, particularly in markets with high competition. The more familiar and recognizable a brand is, the higher the likelihood consumers will choose it over competitors. For TOTO, strengthening brand awareness through advertising and promotions is essential to maintaining its market position and driving customer loyalty (Li et al., 2020).

2.6 Purchase Decision

Kotler and Keller (2016) defined Purchase Decision as the stage in the consumer decision-making process where individuals select and buy a product or service based on their evaluation of available options. Purchase decisions are influenced by factors such as product quality, price, brand awareness, and personal preferences(Kotler et al., 2021).

Schiffman and Kanuk (2010) define a purchase decision as a complex process involving problem recognition, information search, alternative evaluation, purchase intention, and the final act of buying. This process reflects consumers' rational and emotional considerations before completing a transaction.

The dimensions of purchase decision, as explained by Ferdinand (2014), include the following indicators (Ferdiana Fasha et al., 2022):

a. Transactional Decision

This refers to the likelihood that an individual will finalize a purchase and complete a transaction for a particular product or service.

b. Preferential Decision

Preferential decisions highlight a consumer's preference for one product over others due to quality, price, or brand loyalty.

c. Explorative Decision

Explorative decisions occur when consumers seek additional information about a product before making a final purchase decision.

d. Referential Decision

This dimension involves consumers recommending the product to others, reflecting their satisfaction and trust.

According to Prasetyo and Pratama (2021), the purchase decision is a crucial outcome of effective marketing strategies. Understanding and influencing these dimensions for brands like TOTO ensures that consumers choose their products in a competitive market. Strengthening brand awareness, maintaining high product quality, and offering competitive pricing are vital in shaping positive purchase decisions.

2.7 Research Framework

This study will analyze several variables that can affect Purchase Decision. The variables that can influence it are Advertising Informativeness (X1), Advertising Persuasiveness (X2), Product Quality (X3), Price (X4), Brand Awareness (X5), and Purchase Decision (Y). The following is a framework proposed for this research:

3. RESEARCH MODEL

This research is a quantitative descriptive study using a survey method. It investigates four independent variables (X): Advertising Informativeness (X1), Advertising Persuasiveness (X2), Product Quality (X3), and Price (X4). Brand Awareness (X5) is an intervening variable, and Purchase Decision (Y) is the dependent variable.
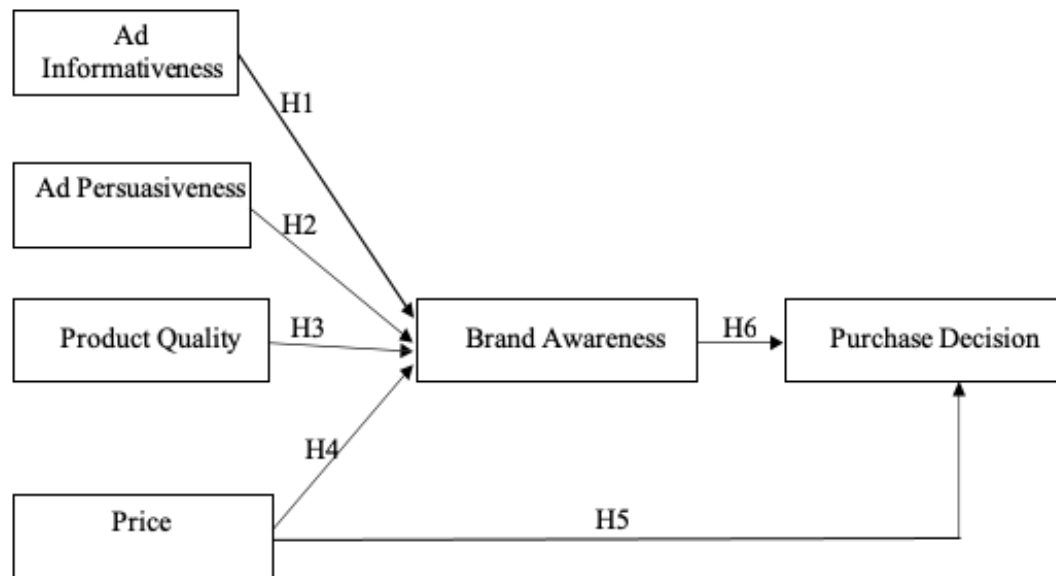

Fig. 1. Research Model

This research's population consists of customers who have purchased and used TOTO sanitary products in the Jabodetabek area, with a sample size of 300 respondents. The research uses a Likert scale to measure responses. Data analysis uses Structural Equation Modelling (SEM) to test the hypotheses and examine the relationships among variables. This study answers the proposed hypothesis using SEM-AMOS software.

4. RESULTS AND DISCUSSION

Respondents in this study were consumers in the Jabodetabek area who had purchased and used TOTO sanitary products. The age range of the respondents varied from 18 to 60 years and above. This study utilized an electronic questionnaire, created using Google Forms, which was distributed via several social media platforms such as WhatsApp, Instagram, and Facebook, with a total of 300 online respondents. Limitations faced by the researchers included challenges in reaching respondents directly due to time constraints and the preference for online data collection methods to ensure convenience.
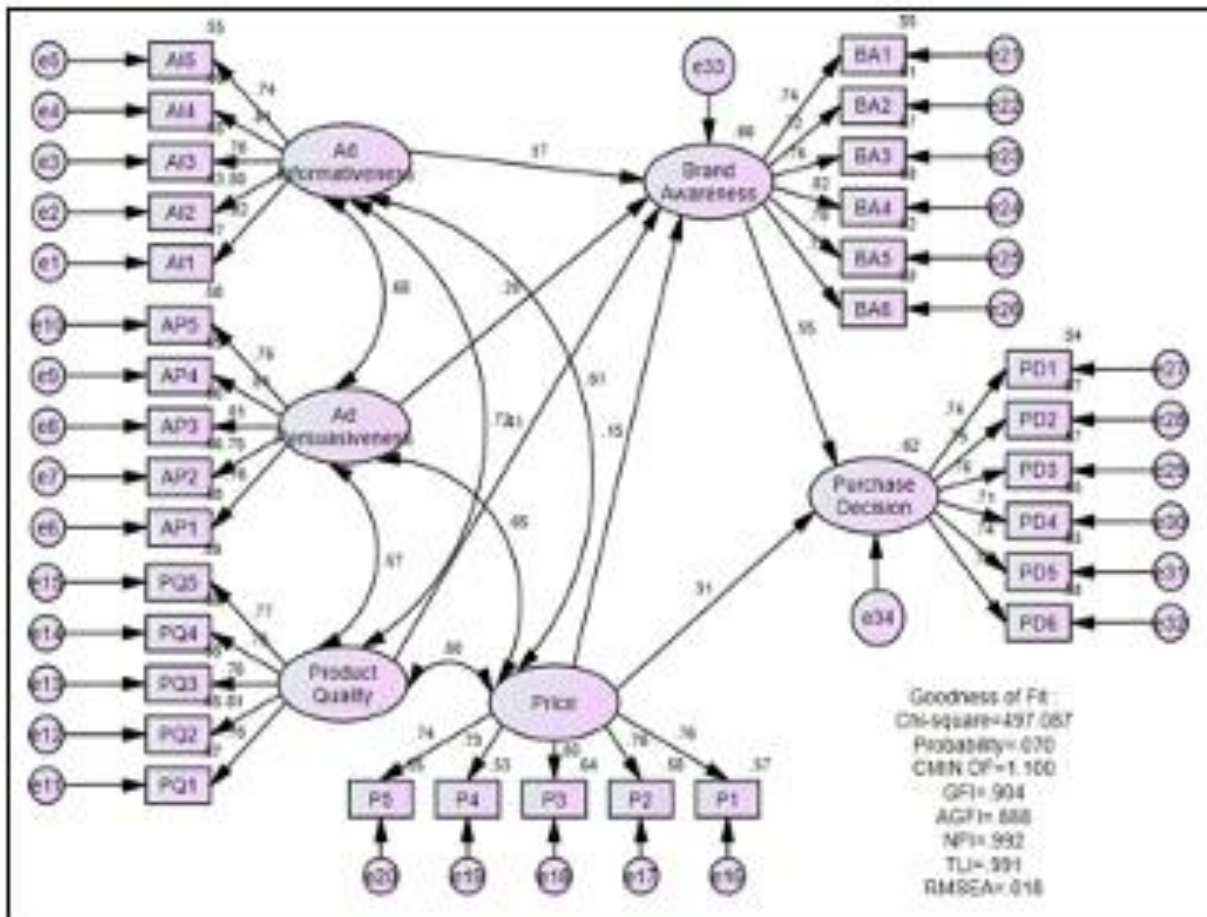
Figure 2: Testing Results

Goodness of fit is a criterion that is the main objective in structural equations. The Goodness of fit is carried out with the aim of seeing whether the model used is good or not and to see the suitability of the hypothesis with the sample data(Ghozali Prof.H.Imam, 2018).

Table 4.1 Goodness of Fit results

Index Model Fit	Indikator *Good Fit*	Nilai	Keterangan
Probability	> 0.05	0.070	*Good Fit*
GFI	≥ 0.90	0.904	*Good Fit*
AGFI	≥ 0.90	0.888	*Marginal Fit*
RMSEA	< 0.08	0.018	*Good Fit*
TLI	≥ 0.90	0.991	*Good Fit*
NFI	≥ 0.90	0.992	*Good Fit*

Table 4.1 shows the cut-off value of each different Model Fit Index. According to Hair et al. (2019) in their book entitled "Multivariate Data Analysis", the above Model Fit Index does not have to be fulfilled in all cases, and the Model Fit Index is only one way to assess the quality of the model. If some of the model Fit indices are fulfilled, then the model can be said to be feasible. In conducting SEM analysis, it is necessary to achieve the fit model of several parameters as depicted in the table. The definition of Chi-Square is a test to measure how expectations compare with the data. Based on the results presented in Table 4.1, the Goodness of Fit assessment indicates that the research model meets the fit criteria. The GFI (Goodness of Fit Index) value is 0.904, which exceeds the minimum value of 0.90 and is acceptable as a good fit model. The RMSEA (Root Mean Square Error of Approximation), suitable for models with large datasets, shows a value of 0.018. This value falls within the recommended range of 0.05 to 0.08, indicating that the model fits well and can be categorized as a good fit.

The TLI (Tucker-Lewis Index) value is 0.991, higher than the minimum criterion of 0.90, indicating that the research model is a good fit. Furthermore, the NFI (Normed Fit Index) value is 0.992, which exceeds the recommended minimum value of 0.90, confirming that the model is a good fit. However, the AGFI (Adjusted Goodness of Fit Index) value of 0.888 falls into the marginal fit category but is still acceptable for model analysis. Additionally, the probability value of 0.070, greater than 0.05, supports the conclusion that the model is significant and appropriate for use. Overall, the SEM AMOS structural model in this research can be considered a good fit, as supported by the Goodness of Fit results obtained. (Ghozali Prof.H.Imam, 2018).

Table 4.2 Hypothesis Testing Results

	Hipotesis	Estimate	C.R.	P-*Value*	Keterangan
H1	Advertising Informativeness has a positive influence on Brand Awareness	0.177	2.162	0.031	Significant
H2	Advertising Persuasiveness has a positive influence on Brand Awareness	0.190	2.802	0.005	Significant
H3	Product Quality has a positive influence on Brand Awareness	0.496	5.281	0.000	Significant
H4	Price has a positive influence on Brand Awareness	0.167	2.256	0.024	Significant
H5	Price has a positive influence on Purchase Decision	0.315	4.483	0.000	Significant
H6	Brand Awareness has a positive influence on Purchase Decision	0.522	7.252	0.000	Significant

The table shows the conclusions of the hypotheses test based on the results of CR and P. By referring to these results, it can be concluded that H1 (there is a positive effect on social media marketing on buying interest) is accepted, H2 (there is a positive effect on brand image

on buying interest) is rejected and H3 (there is a positive influence on motivation towards buying interest) is accepted.

Advertising Informativeness has a significant positive effect on Brand Awareness (P-Value = 0.031, coefficient = 0.177). A one-unit increase in Advertising Informativeness enhances Brand Awareness by 0.177 units. This aligns with Tan et al. (Tan et al., 2021), who found that informative ads directly increase brand awareness and purchase intention, with company ads being more effective than influencer promotions.

Advertising Persuasiveness positively impacts Brand Awareness (P-Value = 0.005, coefficient = 0.190). A one-unit increase in Advertising Persuasiveness improves Brand Awareness by 0.190 units. This is consistent with (Cuong, 2020), who highlighted that credible and relevant advertising boosts brand awareness more effectively than aesthetic-focused ads.

Product Quality strongly affects Brand Awareness (P-Value = 0.000, coefficient = 0.496). A one-unit increase in Product Quality increases Brand Awareness by 0.496 units. This finding aligns with (Cuong, 2020) who emphasized that superior product quality significantly influences purchase decisions and strengthens brand awareness.

Price has a significant positive effect on Brand Awareness (P-Value = 0.024, coefficient = 0.167). A one-unit increase in Price enhances Brand Awareness by 0.167 units. This supports Zhang (2020b), who found that competitive pricing attracts more consumers, improving brand visibility, while higher pricing creates an exclusive perception of the brand.

Price significantly and positively influences Purchase Decision (P-Value = 0.000, coefficient = 0.315). A one-unit increase in Price improves Purchase Decision by 0.315 units. This finding aligns with (Surapati & Mahsyar, 2020) and Li et al. (2020), who noted that discounts and clear price communication positively impact purchase decisions.

Brand Awareness significantly positively affects Purchase Decision (P-Value = 0.000, coefficient = 0.522). A one-unit increase in Brand Awareness raises Purchase Decision by 0.522 units. This aligns with (Almaqousi et al., 2021) and Ewe & Tjiptono (2023), who found that higher brand awareness significantly influences consumer preferences and purchase decisions.

All six hypotheses (H1–H6) are supported, highlighting the importance of Advertising Informativeness, Advertising Persuasiveness, Product Quality, Price, and Brand Awareness in influencing Brand Awareness and Purchase Decision. These results emphasize the need for strategic advertising, competitive pricing, and high product quality to drive brand performance and consumer decisions.

5. CONCLUSION

Based on the results of the analysis and discussion, the conclusions that can be drawn from this overall study are:

1. The results of testing hypothesis 1 indicate that Advertising Informativeness has a positive and significant effect on Brand Awareness, with a t-value (C.R.) of 2.782 ≥ 1.96 and a p-value of 0.031, smaller than alpha ≤ 0.05. Thus, H1 is accepted, and it can be concluded that the Advertising Informativeness variable positively influences Brand Awareness.
2. The results of testing hypothesis 2 indicate that Advertising Persuasiveness has a positive and significant effect on Brand Awareness, with a t-value (C.R.) of 2.874 ≥ 1.96 and a p-

value of 0.005, smaller than alpha ≤ 0.05. Thus, H2 is accepted, and it can be concluded that the Advertising Persuasiveness variable positively influences Brand Awareness.

3. The results of testing hypothesis 3 indicate that Product Quality has a positive and significant effect on Brand Awareness, with a t-value (C.R.) of 4.210 ≥ 1.96 and a p-value of 0.000, smaller than alpha ≤ 0.05. Thus, H3 is accepted, and it can be concluded that the Product Quality variable positively influences Brand Awareness.

4. The results of testing hypothesis 4 indicate that Price has a positive and significant effect on Brand Awareness, with a t-value (C.R.) of 2.264 ≥ 1.96 and a p-value of 0.024, smaller than alpha ≤ 0.05. Thus, H4 is accepted, and it can be concluded that the Price variable positively influences Brand Awareness.

5. The results of testing hypothesis 5 indicate that Price has a positive and significant effect on Purchase Decision, with a t-value (C.R.) of 4.702 ≥ 1.96 and a p-value of 0.000, smaller than alpha ≤ 0.05. Thus, H5 is accepted, and it can be concluded that the Price variable positively influences the Purchase Decision.

6. The results of testing hypothesis 6 indicate that Brand Awareness has a positive and significant effect on Purchase Decision, with a t-value (C.R.) of 5.910 ≥ 1.96 and a p-value of 0.000, smaller than alpha ≤ 0.05. Thus, H6 is accepted, and it can be concluded that the Brand Awareness variable positively influences Purchase Decision.

5.1 Research Limitation

With all the limitations, this research is not without its shortcomings. The study is limited by time, geographical scope, sample size, and age range. Additionally, the research focuses on only a few variables, with four independent variables: Advertising Informativeness, Advertising Persuasiveness, Product Quality, and Price and Brand Awareness as an intervening variable, and dependent variables Purchase Decision. These constraints may influence the generalizability of the findings.

5.2 Research Suggestions

The limitations of this research lead the authors to hope that future studies can broaden the scope by adding more variables or expanding the sample coverage to open up more research opportunities. The authors also hope that this research will contribute positively to academic knowledge. The suggestions can be summarized into three points, namely:

1. Future researchers can increase the number of respondents and expand the geographical scope beyond the Jabodetabek area.

2. Future researchers can incorporate additional variables, such as consumer behavior or purchase intention, alongside the existing variables of Advertising Informativeness, Advertising Persuasiveness, Product Quality, and Price.

3. Future research could explore different industries to assess whether the findings apply to other sectors besides sanitary products.

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