



The Effect of Product Placement on Consumer Buying Interest with Brand Awareness as a Mediating Variable

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ABSTRACT

This study aims to determine whether there is a positive and significant influence between product placement on consumer buying interest. Does brand awareness have a positive and significant effect on consumer buying interest? Does brand awareness have a positive and significant effect on brand awareness? And can brand awareness bridge the influence of brand awareness on consumer buying interest in Cimory's healthy products? This type of research is quantitative research. The sampling technique uses a purposive technique. The data collection technique uses a questionnaire through Google Forms. Data analysis using SmartPLS 3.0 software. The results of this study indicate that Product Placement has a positive and significant effect on Consumer buying interest in Cimory products, Product Placement has a positive and significant effect on brand awareness of Cimory products, Brand awareness has a positive and significant effect on Consumer buying interest in Cimory products, Product Placement has a positive effect and significant impact on Consumer buying interest mediated by brand awareness

INTRODUCTION

The current Covid 19 pandemic is getting better and better than last year. Public awareness of health is also higher now than before the Covid 19 pandemic. Maintaining health and fitness is very important. This is because having a healthy and fit body can prevent the body from getting sick so that we can continue to carry out our daily activities. There are many ways you can do to maintain a healthy body, one of which is by maintaining healthy food and drink. One of the healthy product brands is Cimory Group. Cimory Group is a manufacturer of packaged protein-based food and beverage products in Indonesia, with a leading market share in premium yogurt and sausages. Founded in 1993, the Group currently produces processed meat, dairy products, and eggs under various brands, including Cimory, Kanzler, and Besto, which are sold through various channels including modern and traditional retailers, Food Service and the direct selling team (cimory.com).

The brands under study are included in the TOP BRAND INDEX PHASE 2 2022 for yogurt products in the online and offline categories the latest data can be accessed as follows:

Table 1. Top Brand Index Phase 2 2022

BRAND	TBI 2022	
Cimory	67.4%	TOP
Activia	7.8%	
Dutchmill	4.5%	
Freshtime	4.0%	
Elle & Vire	1.1%	

Source: <https://www.topbrand-award.com>

The brand under study is included in the TOP BRAND FOR KIDS INDEX 2022 for yogurt products in the Join category of mothers with children aged 5-12 years and the panel of children with the latest data that can be accessed as follows:

Table 2. Top Brand For Kids Index 2 2022

BRAND	TBI 2022	
Cimory	98.0%	TOP
Nutribost	0.8%	

Source: <https://www.topbrand-award.com>

One of Cimory's healthy products is producing yogurt. Yogurt is a dairy product that is known for its probiotic content. Probiotics are good for maintaining the health of the digestive system. However, not only probiotics, yogurt also has a variety of nutrients that are good for the health of the body. This food is also good for consumption by anyone, including children and pregnant women. There are several benefits of yogurt for body health that you can get, including: Maintaining digestive health, Maintaining bone strength, Boosting the immune system, and Losing and controlling weight. With these many benefits, it is considered important to have brand awareness, especially Cimory yogurt products.

With brand awareness, people are more aware of and familiar with the brand and the benefits they get when consuming Cimory yogurt products. To increase awareness of the Cimory yogurt brand, one of the things the Cimory company has done is to use a product placement marketing strategy. This can be seen from the many cimori products that appear on YouTube content. In this case, the observations were made on Nihongo steady youtube content. Product placement is a method used to increase promotion for a product or service by presenting the product with the impression that the existence of the product is part of the film's story (in Kristanto and Brahmana, 2016: 21)

This study aims to determine whether there is a positive and significant influence between product placement on consumer buying interest. Does brand awareness have a positive and significant effect on consumer buying interest? Does brand awareness have a positive and significant effect on brand awareness. And can brand awareness bridge the influence of brand awareness on consumer buying interest in Cimory's healthy products.

THEORETICAL FRAMEWORK

Product Placement

According to Blech & Blech, product placement is a method used to increase promotion for a product or service by displaying the product with the impression that the existence of the product is part of the film's story (in Kristanto and Brahmana, 2016: 21)

Product Placement has three types of main dimensions that are usually applied in using product placement, these three dimensions are called Tripartite Typology or three constructive dimensions (Kristanto & Brahmana, 2016). Russell (1998) himself notes that product placement has three dimensions, including:

1. Visuals or screen placements. A product is placed in the background of a scene, for example, a truck with the product's logo placed on the side.
2. Auditory or verbal nature of the placement. Brands may not be mentioned at all in story dialogue, may be mentioned several times, may be mentioned with emphasis, and so on.
3. Plot connections or congruent. The degree to which the placement is connected to the film's plot. At one level, a brand can be a brand that is seen in a movie scene and is not connected to the main part of the story. (Subianti & Hudrasyah, 2013).

Brand Awareness

According to Aaker in Wasil (2017) brand awareness is the ability of a potential customer to recognize or recall that a brand is part of a certain product category.

Brand awareness is important in influencing consumer consumer buying interests, the purpose of brand awareness is to differentiate a product or brand from other products. So that a product can have a value that can later be considered by consumers when going to make the purchase process for a product, Suciningtyas in Widayanti (2019).

Consumers' ability to measure brand awareness is seen from the level of brand awareness measurement according to Aaker in Widayanti (2019) as follows:

- a) Top of Mind is a brand that is first remembered and most remembered by consumers.
- b) Brand Recall is a reminder back to the brand.
- c) Brand Recognition is brand recognition where the level of brand awareness by consumers is still very low, it still needs help by mentioning product characteristics to remember the product.
- d) Unaware of Brand, namely the lowest level because in the brand awareness pyramid, it is located at the very bottom, where consumers are not or have not been aware of the existence of a brand

Consumer Buying Interest

Consumer buying interest allows consumers to plan or decide to buy a product or service in the future. Increased buying interest can increase the possibility of purchasing (Kristyatmoko, 2015). Research conducted by Kristyatmoko (2015) uses consumer buying interest as an indicator in estimating consumer behavior. Kristyatmoko's research results show that if consumers have a positive consumer buying interest, it will encourage consumers to take actual purchase action, this is referred to as a positive commitment to consumer buying interest.

Consumer buying interest is the desire of individuals to buy certain brands that have been chosen for themselves after going through several evaluations (Laroche and Zhou, 1996). In the process of making a purchase, a consumer's consumer buying interest is closely related to his motives for using or buying certain products or services. The buying motives of each consumer are different. According to Asseal (2002) some factors influence consumer buying interest, namely the surrounding environment and marketing stimulus. Kotler (2016) explains several factors that can shape consumer buying interest, namely:

1. attitude of others

The extent to which other people's attitudes reduce a person's preferred alternative will depend on two things, namely the intensity of other people's negative attitudes toward the consumer's preferred choice and the consumer's motivation to obey others.

2. Unanticipated situational factors

This factor can change the attitude of consumers when they are about to make a purchase. This depends on the consumer's own thinking, whether he is confident in deciding to buy or not.

Lucas and Brit (2003) stated that there are several aspects contained in buying interest:

1. Attention

The existence of great attention of consumers to an item (product or service)

2. Interest

After the attention will arise a sense of interest in the goods (products or services)

3. Desire
 The feeling of wanting or possessing the object
4. Conviction
 Then the individual's self-confidence arises in a product, giving rise to a decision (final process) to obtain the item by buying it.

METHODOLOGY

The research method used in this study is quantitative. The sampling technique uses a purposive sampling technique, which is a sampling technique with certain considerations (Sugiyono, 2016), where the sample used is 112 respondents who have watched the Nihongo stable channel. The data collection technique uses a questionnaire through the Google form. Test the validity of the research instrument using convergent validity by looking at the value of each factor loading indicator on the questionnaire items. Reliability testing by looking at Cronbach's alpha value of at least 0.6 (Sekaran, 2013). Data analysis using SmartPLS 3.0 software.

RESULTS AND DISCUSSION (Convergent Validity)

Convergent validity aims to determine the validity of each relationship between the question items used and their latent variables. The test results if the loading factor value is above 0.7 are said to be ideal and valid. However, a loading factor value above 0.5 is still acceptable, but if the loading factor value is below 0.5 then the items used must be removed from the model. In this study, a critical value of 0.6 was used. From several indicators there are invalid question items, namely Z1.1, Z1.2, Z1.4, and Z1.6 whose loading factor value is below 0.5, it must be removed from the model and re-tested.

Table 3. Outer Loadings (Mean, STDEV, t-Values)

Indicator	Loading Factor Value			Information
	pp	BA	MBK	
X1.1	0.730			Valid
X1.2	0.753			Valid
X1.3	0.666			Valid
X1.4	0.716			Valid
X1.5	0.757			Valid
X1.6	0.606			Valid
X1.7	0.727			Valid
X1.8	0.675			Valid
X1.9	0.728			Valid
X1.10	0.718			Valid
X1.11	0.741			Valid
X1.12	0.732			Valid
X1.13	0.746			Valid
X1.14	0.765			Valid
X1.15	0.653			Valid

X1.16	0.702			Valid
Z1.3		0.783		Valid
Z1.5		0.670		Valid
Z1.7		0.727		Valid
Z1.8		0.741		Valid
Z1.9		0.724		Valid
Z1.10		0.639		Valid
Z1.11		0.845		Valid
Z1.12		0.774		Valid
Z1.13		0.714		Valid
Z1.14		0.823		Valid
Z1.15		0.784		Valid
Y1.1			0.666	Valid
Y1.2			0.775	Valid
Y1.3			0.757	Valid
Y1.4			0.717	Valid
Y1.5			0.710	Valid
Y1.6			0.723	Valid
Y1.7			0.729	Valid

From this table, it is known that from the second test, all loading factor values from the Product Placement (X), and Brand Awareness (Y), and Consumer buying interest (Z) indicators are greater than 0.60. This shows that the indicators are valid.

Discriminant Validity

Discriminant Validity is to prove that the latent construct predicts the size of the constituent variables better than the size of the other variables. The discriminant validity of the measurement model with reflexive indicators is assessed based on the cross-loading of measurements with the construct.

Table 4. Cross Loading Value

Indicator	Cross Loading Value		
	pp	BA	MBK
X1.1	0.654	0.485	0.478
X1.2	0.753	0.550	0.560
X1.3	0.666	0.442	0.445
X1.4	0.716	0.417	0.423
X1.5	0.757	0.533	0.481
X1.6	0.606	0.382	0.520
X1.7	0.727	0.464	0.447
X1.8	0.675	0.465	0.521
X1.9	0.728	0.534	0.516
X1.10	0.718	0.601	0.549
X1.11	0.741	0.479	0.537
X1.12	0.732	0.641	0.564
X1.13	0.746	0.720	0.521

X1.14	0.765	0.574	0.561
X1.15	0.653	0.476	0.531
X1.16	0.702	0.557	0.549
Z1.3	0.608	0.783	0.558
Z1.5	0.448	0.670	0.509
Z1.7	0.448	0.727	0.464
Z1.8	0.541	0.741	0.513
Z1.9	0.554	0.724	0.461
Z1.10	0.612	0.639	0.478
Z1.11	0.581	0.845	0.546
Z1.12	0.538	0.774	0.469
Z1.13	0.543	0.714	0.460
Z1.14	0.620	0.823	0.600
Z1.15	0.562	0.784	0.582
Y1.1	0.459	0.409	0.666
Y1.2	0.529	0.404	0.775
Y1.3	0.541	0.497	0.757
Y1.4	0.546	0.540	0.717
Y1.5	0.438	0.535	0.710
Y1.6	0.472	0.505	0.723
Y1.7	0.444	0.387	0.729
Y1.8	0.670	0.626	0.705

Based on the cross-loading values, it can be seen that all the indicators that make up each variable in this study (values in bold) have met discriminant validity because they have the largest outer loading values for the variables they form and not for other variables. Thus all indicators in each variable in this study have fulfilled discriminant validity.

Model Evaluation

Evaluation of the measurement model with the square root of average variance extracted is to compare the AVE root value with the correlation between constructs. If the AVE root value is higher than the correlation value between the constructs, then good discriminant validity is achieved. In addition, an AVE value greater than 0.5 is highly recommended. The construct is declared reliable if the composite reliability value or Cronbach alpha value is above 0.70.

Table. 5 Model Evaluation

Construct	AVE	Composite Reliability	Cronbach's Alpha
X	0.511	0.941	0.936
Z	0.562	0.934	0.921
Y	0.523	0.898	0.870

The AVE value for the three constructs is greater than 0.5 so it can be concluded that the evaluation of model measurements has good discriminant

validity. In addition to the construct validity test, a construct reliability test was also carried out which was measured by the criteria test, namely composite reliability and Cronbach alpha from the indicator block that measures the construct. A construct that is declared reliable if the value of composite reliability or Cronbach alpha is above 0.70. So it can be concluded that the construct has good reliability.

Evaluation of the Structural Model (Inner Model)

Testing of the inner model or structural model is carried out to see the relationship between the significance value construct and the R-square of the research model. The structural model was evaluated using the R-square for the dependent construct t-test and the significance of the structural path parameter coefficients.

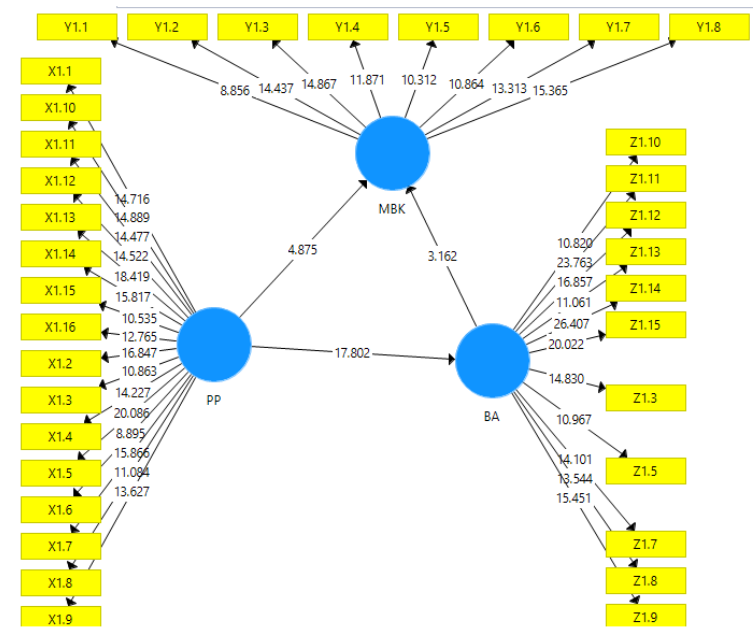


Figure 1. Structural Model (Inner Model)

Coefficient of Determination (R²)

Testing of the structural model is carried out by looking at the R-square value which is a goodness-fit model test.

Table 6. R-Square Value

Variable	R-Square
Z	0.546
Y	0.573

The table above shows the R-square value for the Brand Awareness variable obtained at 0.546. The R-square value indicates that 54.6% of the Brand Awareness (Z) variable can be influenced by the Product Placement (X) variable, while the remaining 45.4% is influenced by other variables outside those studied. The table above shows the R-square Consumer buying interest value of 0.573 indicating that the Consumer buying interest (Y) variable is influenced by the Product Placement (X) and Brand Awareness (Z) variables of 57.3% while the remaining 43.7% is influenced by other variables in outside the research.

Predictive Relevance (Q2)

The goodness of fit of the model is measured using the R-square of the dependent latent variable with the same interpretation as the regression, while the Q-Square predictive relevance for structural models, predictive relevance is used to measure how good the conservation value is produced by the model and also its parameter estimates. The Q2 quantity has a value with a range of $0 < Q2 < 1$, where the closer to 1 means the better the model. This Q2 quantity is equivalent to the total coefficient of determination in path analysis. then the calculation of predictive relevance is as follows. 0.1939

$$Q2 \text{ value} = 1 - (1 - R2) \times (1 - R2)$$

$$Q2 \text{ value} = 1 - (1 - 0.546) \times (1 - 0.573) = 0.8061$$

The Q2 value is 0.8061, meaning that the large diversity of data from research that can be explained by the designed structural model is 80.61%, while the remaining 19.39% is explained by other factors outside the model. Based on these results, it can be said that the structural model in this study is quite good because it is closer to the value of 1.

Research Hypothesis Testing

Table 7. Hypothesis Testing Results

Variable relationship	Estimation Coefficient	Standard Deviation	T count	p-values
PP → BA	0.739	0.042	17,802	0.000
PP → MBK	0.470	0.096	4,875	0.000
BA → MBK	0.340	0.108	3.162	0.002

The structural equation obtained is:

$$Z = 0.739 X$$

$$Y = 0.470 X + 0.340 Z$$

Hypothesis testing can be done by comparing the t-count with the t-table. The t-table value is 1,981. However, if you use a p-value, the comparison value used is the error rate (α) of 5%. The results of testing the research hypothesis are as follows:

a) Hypothesis 1

H1: Product Placement has a direct and significant influence on Consumer buying interest.

The results of testing the hypothesis obtained a path coefficient of 0.470 and t count of 4.875. Because the value of t count (4.875) \geq t table (1.981) or p-value (0.000) \leq 0.05. So it can be concluded that H0 is rejected and H1 is accepted, so that Product Placement has a direct and significant influence on Consumer buying interest. The results of this hypothesis test are in line with research conducted by Amelia (2020), Fatmasari (2020), Rahmawatir (2020) Setiawan (2020) Razati (2020) Pancaningrum (2020), and Millenia (2021).

b) Hypothesis 2

H1: Product Placement has a direct and significant influence on Brand Awareness.

The results of testing the hypothesis obtained a path coefficient of 0.739 and t count of 17.802. Because the calculated t value (17,802) \geq t table (1,981) or p-value (0.000) \leq 0.05. So it can be concluded that H0 is rejected and H1 is accepted, so that Product Placement has a direct and significant influence on Brand Awareness. The results of this hypothesis test are in line with research conducted by Yasmin (2019), Widayanti (2019), Arbani (2020), and Pancaningrum (2020).

c) Hypothesis 3

H1: Brand Awareness has a direct and significant influence on Consumer buying interest.

The results of testing the hypothesis obtained a path coefficient of 0.340 and t count of 3.162. Because the value of t count (3.162) \geq t table (1.981) or p-value (0.028) \leq 0.05. So it can be concluded that H0 is rejected and H1 is accepted, so that Product Placement has a direct and significant influence on Consumer buying interest. The results of this hypothesis test are in line with research conducted by Herdaningtyas (2017), Priraprianti (2018) Irvanto (2020) Saputra (2020), and Razak (2021)

d) Testing Brand Awareness as an Intervening Variable in the Product Placement Relationship to Consumer buying interest

H1: Product Placement influences Consumer buying interest through Brand Awareness.

Structural equation:

$$Y = PYX + (PYX \times PYZ)$$

Direct Effect (direct effect) Product Placement on Consumer Purchase Requests of 0.470

$$\begin{aligned} \text{Indirect Effect (IE)} &= PZX \times PYZ \\ &= 0.739 \times 0.340 = 0.2513 \end{aligned}$$

$$\begin{aligned} \text{Total Effect (TE)} &= PYX + (PZX \times PYZ) \\ &= 0.470 + 0.2513 = 0.7213 \end{aligned}$$

The effect of the indirect effect, and the total influence of the relationship between variables using the Sobel formula has been presented in a summary of the results below.

Table 8. Indirect Influence Recapitulation

Variabel	Koefisien Langsung		Standart error		Koefisien Tidak Langsung	Se Sobel	T Hitung	p-Value
X,Z,Y	0.739	0.340	0.042	0.108	0.2513	2,8078	2,8078	0.000

The magnitude of the indirect standard error or standard error uses the calculation of the Sobel formula, so that it is obtained as follows:

$$Sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

$$Sab = \sqrt{(0.739)^2 \cdot (0.108)^2 + (0.340)^2 \cdot (0.042)^2 + (0.042)^2 \cdot (0.108)^2}$$

$$Sat = 0.0895$$

Thus the value of the t-test is obtained as follows:

$$t = \frac{ab}{sab}$$

$$t = \frac{0.2513}{0,0895} = 2,8078$$

Based on the table above, the following indirect effects can be obtained:

e) Hypothesis 4

H1: Brand Awareness mediates the relationship between Product Placement and Consumer buying interest.

The results of testing the fourth hypothesis show that the relationship between the Product Placement variable and Consumer buying interest (Y) through Brand Awareness shows an indirect path coefficient value of 0.2513 with a statistical t value of 2.8078. Count t value (2.8078) \geq t table (1.981) or p-value (0.000) $<$ 0.05. This result means that Brand Awareness has a significant influence in bridging Product Placement on Consumer buying interest. The results of this hypothesis test are in line with research conducted by Priatni (2019), Pancaningrum (2020), Permatasari (2021) Razak (2021), Ghadani (2022), and Muhamad (2022)

Based on the explanation regarding the indirect effect on Consumer buying interest, it is found that Product Placement has a direct influence on Consumer buying interest. Besides that, Product Placement also has an indirect influence on Consumer buying interest through Brand Awareness.

CONCLUSIONS

- a) Product Placement has a positive and significant effect on Consumer buying interest in Cimory products in YouTube content. This means that product inserts in the content such as visuals, audio, and linkages to the storyline have a positive impact on Consumer buying interest for Cimory products.
- b) Product Placement has a positive and significant effect on brand awareness of cimory products. This means that advertising or product insertion in content is directly proportional to the formation of positive brand awareness or awareness in the eyes of consumers.
- c) Brand awareness has a positive and significant effect on Consumer buying interest in Cimory products. This means that brand awareness will generate

consumer buying interest in Cimory products and will later be expected to influence consumer decisions in making purchases.

- d) Product Placement has a positive and significant effect on Consumer buying interest which is mediated by brand awareness. This means that brand awareness can take control as a mediation between product placement and consumer buying interest. Consumers who have good brand awareness of Cimory products can provide references, reviews, and share their positive experiences, thereby forming Consumer buying interests for other parties.

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