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The Effect of Health Claims on Television Commercials toward Consumer's Decision Making in Food Product Buying (Case Study in Yogyakarta City)

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Abstract

Advertisement is a medium to declare claims based on product benefits. However, there are times where the claims are not supported by evidence, hence mislead and confuse consumers in buying the products. Health issues discussed in public sphere are used to show the product benefits compare to other competitors. The aims of this research were to study consumer's perception toward health claims on TV commercials and the effect of health claims on TV commercials (external factor) and internal factors toward consumer's decision making in food product buying. Path analysis was used to analyze the effect of external and internal factors. The result of this research shows that consumer's perception toward health claims on food product TV commercials is easy to understand, attractive, believable and suitable for the condition and the needs of consume, therefore its perception able to influence buying decision making (buying intensity). Food product includes in this category was food fiber which helped metabolism and natural diet. Consumers who attain the age of 21–50 years old, married, working and have good knowledge of nutrient are often do the buying activity.

Keywords: television commercials, health claims, decision making, food product

Introduction

TV medium is considered to be an effective advertising medium due to its advantages. Audio visual medium makes realistic image become more attractive through more detail product exposure. Further, TV reaches larger audience, hence enables community in various different places receive message that was conveyed at the simultaneous time.

The data from Media Scene mentioned that one among of many media which had been chosen by advertiser as a means of promotion is Television. Since 1994, television has been absorbing about 70 percent from the total advertising expenditure; the rest is distributed to another medium. While Nielsen Media Research noted the growth of television medium gain every year constantly increased (Cakram, 269/2008).

In 2007, it was estimated that TV commercial expenditure reached 21 quintillion rupiah. According to statistic data, for the last five years, television medium has been dominating advertising expenditure which has market share 60 percent in average per year. The competition in these industries was also very tight. Beside ten national private TV stations, there were 50 local TV stations, Central TVRI and Regional TVRI and 4 cable TV networks (Media Directory, 2007).

Marketers admit that television medium has been chosen for advertising due to its high effectiveness to influence consumer in product buying. Television medium is effective to reach larger audience in short time, although it has

weakness in binding consumer because television commercial has interruption quality. Despite the medium used, the most important thing is how an advertisement message able to convey product benefit and fill in consumer needs relevantly both function and emotional sides.

In addition to promotional tools, an advertisement is generally a communication form which responsible for conveying relevant messages to consumers. Through advertising, perception on products is formed in the consumer's mind. An advertisement must not mislead consumer, therefore an advertisement should give complete information about product, so consumer didn't feel that they were lied by an advertisement. Consumers deserve right information about product to be consumed. This information was made compulsory to help consumer decide product to buy.

An advertisement must present selling message that able to either persuade or remind target audience in order to prepare to do an action as suggested in the advertisement. A message delivery in advertisement can be done by various ways and styles in order to be able to be understood by target audience and having an effect as desired.

Many ways can be done to persuade, remind and convince consumer. Generally a basic approach that is used in advertisement message strategy are product centered approach which was used product attribute to develop selling message and prospect centered approach which was focused on consumer needs by offering benefits, promises, reason why, and unique selling propositions. An advertisement of food product in television medium often use claims about nutrient or vitamin content and healthy benefits that consumer gain after consume the product.

Television commercial presentation can cause certain impact toward audience's behaviour, both suitable or not by the purpose of message. Among attitude and behaviour of audience which can be exposed an impact of food product television commercials was taking consumer decision in buying the food product which consist of foods, drinks, supplement and

food material that was processed and packaged by using modern technology.

Impact of television broadcast toward behaviour change was influenced by frequency of presentation, repetition, consequences that will be appeared and desire of audience (Mc Quail, 1987). Rusadi (1991) added that another aspect which also influence namely individual differentiation (ability in personal organizing, ability in study, biological potency and the atmosphere of audience), social condition (background of education, religion, sex type, income) and the pattern of social relation.

Television medium, especially private, usually inserted advertisement between theirs program because private television station exactly depend on the advertisement. According to Hartono (1994) advertisement is able to cause psychological, social, economy and culture impacts to the audience. Specifically, the impact of television commercial consists of precipitation (accelerate decision making), persuasion (arouse emotion), reinforcement (reinforce user's conviction), and reminder (strengthen reinforcement impact). Gamble and Gamble (1986) said that in general people agree that advertisement is a promotion of product or idea which bring behaviour change and influence decision making.

According to Engel *et. al* (1995), a quantity and quality of claims which has made in one message was able to influence someone if the claims were relevant and critical. Based on objectivity, the claims consist of subjective and objective claim. The subjective claim is a claim which may cause different interpretation among individual. Whereas the objective claim focused on factual information which wasn't follow individual's interpretation.

The advertisement often has been a claim medium about something without proof. The claim that has no evidence will focus on consumer to buy a bad goods or same product quality but more expensive (Sumarwan, 1994). The claims that are presented on various food products, sometimes even confused consumer because of scientific image or it wasn't give clear information about the claims (Sударisman, 1997).

Price, taste and practicality are often become main factor how a product can be sold, whereas for producer of food product will use a good nutrient claim either on label or advertisement. Healthy issues which been trend in the community was used as a tool to show product superiority compare to competitor product. The used claims was natural dietary, non-cholesterol, low fat, low calorie, and natural fiber, contain omega 9, omega 3, omega 6, contain DHA etc, although it weren't clear what the claims based on.

Kotler (1997) proposed five steps in the process of taking consumer's decision buying, namely; (1) knowing the problem, (2) searching information, (3) evaluating alternatives, (4) buying decision, and (5) behaviour after buying. Consumer's decision to buy a product does not always follow the decision making steps as mentioned above. It may depend on what product to buy.

According to Kotler (1997), taking decision process was influenced by main factor, namely culture, social, individual and psychological. The culture factor consists of culture, sub culture and social group. The social factor consists of reference group, family, role and status. The individual factor consists of age, occupation, life style, personality and self concept. Meanwhile, the psychological factor includes motivation, perception, knowledge, conviction and stand.

Engel *et.al* (1995) said that taking decision process was influenced by three factors namely surroundings, individual differentiation and psychological process, adding one factor which is considered as an important thing namely changing information which can be stimulant in decision taking.

The demographic characteristic is one of part in individual differentiation which will influence consumer behaviour in the process of decision taking. The demographic often be used as a base for market segmentation because a group of people whose same demographic characteristic is possible has same buying behaviour (Engel *et.al*, 1995).

The purposes of this research were (1) to analyse the influence of the healthy claims in food product's presentation toward consumer's perception, (2) to analyse the influence of consumer's perception toward taking of buying decision, (3) to analyse the influence of individual characteristic toward consumer's decision taking in buying, and (4) to analyse the influence of healthy claim in food products toward taking of buying decision.

Research Method

This research was designed as a descriptive correlation survey research to watch the correlation intern variables in one population (Faisal, 1992). The independence variables to be measured were presentation of the food product's claim and individual characteristic of respondent, whereas the dependent variable was the intensity of buying.

This research was done in Yogyakarta province, which was taken a location in the chosen site housing that has different social economy status, namely *Palem Hijau* and *Timoho Baru* Housing complexes. The determination of them was purposively to facilitate researcher in taking sample of respondent.

Population in this research is inhabitant of *Palem Hijau* and *Timoho Baru* Housing complexes. Total sample in this research is 100 people, 50 from each of the housing. Meanwhile, the samples of advertisement's claim in this research include the advertisement's claim of food product which related to health which was presented by all television stations in June to July 2008.

The method of taking sample was used random sampling. Data in this research was analysed by using statistical procedure. Data analysis technique in this research uses two ways, namely: (1) descriptive analysis, and (2) Path analysis.

In this research, reliability test for measure instrument which had used is by using correlation technique Product moment. If the correlation numeral obtained was higher than critical numeral in the r table of value, the

correlation was significant. By means of measurer scale which was set was reliable. If the correlation's numeral got below critical numeral in the table, then the first and second measurement wasn't consistent. The measurement tool is considered unreliable (Singarimbun and Effendy, 1995).

Research Results

Characteristic of Respondents

The biggest frequency of all respondent's age is in the range of 31 up to 40 years old that is equal to 45 %. The ages of 21 to 30 years is

amounted to 27 % and the age of 41 – 50 years old reaches 25 %. While the age over than 50 years old is only 3 %. Among three respondents of more than 50 years old, two of them is male and female.

The number of female respondents which show 72 % are more than male which is equal to 28 %. The results showed that the percentage of respondents whom are married is 94 % that is much higher than 6 % of respondents whom are not. If it was investigated deeper, 6 people who are not married consisted of 5 females and 1 male whose aged is less than 30 years old and a widow whose aged is over 60 years old.

Table 1. Distribution of Respondents Based on Marital Status and Number of Family's Member

Number	Characteristics	Level of Characteristics	%	Total
1	Marital Status	a. Married	94	100
		b. Unmarried	6	
2	Number of family's member	a. Small families (2-4 people)	56	100
		b. Large families (more than 4 people)	44	

Source: Adapted from tabulating the results of a study on responses to questionnaires from the respondents, 2009.

Table 2. Distribution of Respondents By Education Level

Education	Number / Percentage
Elementary School	2
Junior High School	5
Senior High School	31
Diploma	24
Bachelor	31
Master	7
Total	100

Source: Adapted from tabulating the results of a study on responses to questionnaires from the respondents, 2009.

Table 3. Distribution of Respondents by Type of Work

Type of Work	Number / Percentage
Civil Servants	31
Private Employees	21
Entrepreneur	18
Others	31
Total	100

Source: Adapted from tabulating the results of a study on responses to questionnaires from the respondents

Table 4. Distribution of Respondents by Level of Consumption

Level of Consumption	Number / Percentage
< Rp. 300.000	5
Rp. 300.000 - Rp. 500.000	5
Rp. 500.000 - Rp. 1000.000	31
Rp. 1000.000 - Rp.1.500.000	18
Rp. 1.500.000 - Rp. 2.000.000	15
> Rp. 2.000.000	26
Total	100

Source: Adapted from tabulating the results of a study on responses to questionnaires from the respondents

Table 5. Distribution of Respondents by the Knowledge Level of Nutrition

Knowledge Level of Nutrition	Number / Percentage
a. Poor	17
b. Medium	35
c. Good	48
Number	100

Source: Adapted from tabulating the results of a study on responses to questionnaires from the respondents

Presentation of Food Products Claims Ads on Television

Promotion through advertising used a lot of claims, including nutrition and health. This research presents data exposure of TV commercial claims to the respondents including: the duration of exposing television programs on average each day during a week, the frequency of watching advertising claims, and the frequency of advertising claims.

Frequency of Watching Television Respondents

According to the data presented in Table 7, it shows that in general respondents often

watch food products advertisement with nutrition and health claims. These ads are always intersperse television programs, especially the most popular programs that was fond of by spectators.

Perceptions of Respondents toward Claims of Food Products Ads

Perceptions of the respondents toward Food Products Claim Ads, including the perception of ease to understand the message (content claim), the perception of attractiveness of a claim, the belief in advertising claims, and the conditions or the requirements.

Table 6. Data Average Duration of Respondents Television Watching per Day Based on Sex Type

No.	Duration Of Watching	Total	Sex Type	
			Male	Female
1	Low : 0 - 2 hours per day	26	7	19
2	Medium : 2 - 4 hours per day	50	18	32
3	High : > 4 hours per day	24	3	21
	Total	100	28	72

Source: Adapted from tabulating the results of a study on responses to questionnaires from the respondents

Table 7. Exposure of TV Commercial Claims to Respondent

No.	Claims of Food Products in TV Commercial	Frequency of Watching (%)			Frequency of Presentation (%)		
		1	2	3	1	2	3
1	Foods fiber can expedite defecate and natural diet	2	23	75	1	36	63
2	Non cholesterol can prevent heart disease	11	37	52	12	45	43
3	Foods that contain Omega 9 can lower the blood cholesterol	21	29	50	28	43	29
4	Foods low in calories / fat can lose weight	15	33	52	18	42	40
5	High calcium beverage can prevent osteoporosis	10	25	65	9	33	58
6	DHA helps brain development and intelligence of the child	4	20	76	9	24	67
7	EFA Linoleic and linolenic acid may help the brain development	9	19	72	13	29	58
8	Prebio-1 increased naturally body immunity of children	13	21	66	13	30	57
9	Omega 3 and Omega 6 helps maintain heart health	19	38	43	22	43	35
10	Vitamin E, as anti-oxidants and maintain skin cell damage	13	37	50	13	41	46

Explanation : 1 = never, 2 = seldom, 3 = often

Table 8. Perception toward Ease of Understanding Message

Ease of Understanding Claims	Frequency of Watching			Total
	Never	Rarely	Often	
a. Very Difficult	2	1	-	3
b. Difficult	6	7	3	16
c. Easy	6	20	41	67
d. Very Easy	-	5	9	14
Total	14	33	53	100

Table 9. The Attraction of Health Claims On Food Products Television Commercials By Frequency of Presentation

Attractiveness	Frequency of Presentation			Total
	Never	Rarely	Often	
a. Not Very Interesting	1	-	-	1
b. Not Interesting	7	10	10	27
c. Interesting	1	14	39	54
d. Very Interesting	-	4	14	18
Total	9	28	63	100

Table 10. Trust In Food Product TV Commercials

Education	Trust				Total
	VNB	NB	B	SB	
a. Elementary School	-	-	-	2	2
b. Junior High School	-	1	4	-	5
c. Senior High School	1	6	24	-	31
d. Diploma	-	7	14	3	24
e. Bachelor	1	10	17	3	31
f. Master	-	3	3	1	7
Total	2	27	62	9	100

Explanation VNB = Very Not Believe, NB = Not Believe, B = Believe SB = Strongly Believe

Table 11. Perception of Respondents to Suitability of Conditions or Requirements

Marital Status	Suitability				Total
	VNA	NA	M	VM	
a. Unmarried	-	2	4	-	6
b. Married	3	33	50	8	94
Total	3	35	54	8	100

Explanation VNA=Very Not Available, NA=Not Available, M=Match,
VM=Very Match

Buying Behavior

Only 26% of respondents who have never bought because they are affected by health claims in advertising, while the remaining of 74% making purchases that goes into three categories: rarely 33%, often 31%, and often 10%.

Discussion

The Relationship Factors which influences Purchase Decision Making

This study examined how far the influence of variables which consist of health claims exposure in food products TV commercials (long exposure, frequency of watching, frequency of exposure), the perception of respondents (ease of understanding the message, a claim appeal, confidence and fitness) and the respondent characteristics (age, sex, marital status, family size, education, occupation, level of consumption, and nutrition knowledge) to the purchasing decision

is. Variables were analysed using path analysis, and multiple regression analysis was used to support path analysis.

One of the requirements that must be met for multiple regression analysis is the lack of correlation between the predictor variable. To evaluate collinearity between these variables it can be seen in the value of the VIF (factors variance inflation). The variables with VIF values more than 10 were considered having high collinearity, then these variables must be combined or one of them is eliminated from regression model. Based on data resulted from regression analysis in table 12, there's no predictor variables which have VIF value more than 10. This shows that among the predictor variables do not occur multi-collinearity. Thus, all variables are suitable and entered into the model.

Table 12. Multiple Regression Analysis of Factors Influencing Purchase Decision Taking

Predictor Variables	B	Beta	On line Real	VIF
Constant Level	-0,5660			
Age (X ₁)	0,0223	-0,178	0,100*	1,544
Sex Type (X ₂)	0,0430	-0,021	0,823	1,148
Marital Status (X ₃)	0,9070	0,231	0,021**	1,294
Number of family members (X ₄)	0,0261	0,112	0,255	1,290
Education (X ₅)	0,0846	0,088	0,399	1,453
Occupation (X ₆)	-0,4720	-0,232	0,021**	1,311
Consumption Rate (X ₇)	0,0372	-0,041	0,683	1,362
Nutrition Science Knowledge (X ₈)	0,1740	0,163	0,082*	1,161
Duration of Exposure (X ₉)	0,0190	-0,040	0,666	1,179
Frequency of Watching (X ₁₀)	-0,2680	-0,248	0,054**	2,165
Frequency of Presentation (X ₁₁)	0,3640	0,322	0,012**	2,111
Ease of Message Understanding (X ₁₂)	0,0550	0,062	0,596	1,807
Perception (Attractiveness) (X ₁₃)	0,0355	-0,034	0,781	2,062
Perception (Trust) (X ₁₄)	0,0658	0,035	0,771	1,895
Perception (Conformity) (X ₁₅)	0,4140	0,399	0,002***	2,054
Dependent Variable : Purchase Decision Taking (Intensity of Buying) (Y)	R ² = 0,378			

Explanation

- *** significant on level α 0,01
 ** significant on level α 0,05
 * significant on level α 0,10
 B = regression coefficient
 Beta = Path coefficient (standardized regression coefficient)
 VIF = Variance Inflation Factors
 R2 = determination coefficient

The coefficient of determination (R2) is a value to measure the contribution of predictor variables on the dependent variable rise and fall. Based on its coefficient of determination, it can also be seen the accuracy of the regression model. This means that the higher the coefficient of determination, the greater the role of advertising claims and impressions of individual characteristics in influencing purchase decisions making (buying intensity), and the smaller the role of other factors that influence buying behaviour.

In Table 12 shows that the age variable (X1) and nutrition knowledge (X8) are significant at the a level of 0.10 (90% confidence) towards the purchase intensity (Y). Marriage status variable (X3), occupation (X6), frequency of watching (X10), and the frequency of impressions (X11) affect the intensity of the purchase (Y) on the real a level of 0.05 (95% confidence level). Suitability variable conditions or needs (X15) affect the intensity of the purchase (Y) at the a level of 0.01 (99% confidence level).

Cross coefficient (Beta) age variable (X1) towards the purchase intensity (Y) is marked negative. This means that an increase in the age of someone is influential to the decrease intensity of purchase. This corresponds well to the reality on the ground that only three respondents whose age are over 50 years. Given the largest percentage of respondents are public servants and private employees who will retire on average of age 55 years or 60 years thus affecting the amount of income followed by a decrease in the intensity of the purchase.

In addition to the age variable (X1), the influence coefficient of the frequency of watching variable (X10) is also indicated negative. It means that less watch television claims advertising

assign lower purchases. It is approved that passive learning by watching ads unintentionally affect on rare purchasing food products.

Cross coefficient (effect) variables of marital status (X3), nutrition knowledge (X8), frequency of exposure (X11), and suitability of the conditions or needs (X15) were marked positive. This shows that marital status, nutrition knowledge, frequency of presentation, and suitability or condition affect the intensity of the purchase. Therefore, people whom get married, having good knowledge about nutrition, ad exposure repeatedly and conditions or needs of a person will more often make people to purchase.

In Table 12, it can also be seen that of all independent variables (15 variables) which are included in the model, eight variables showed no significant effect on the intensity of the purchase. The Eight variables are Sex type (X2), the number of family members (X4), the education (X5), the level of consumption (X7), the duration of exposure (X9), the ease of understanding the message (X12), the attractiveness of claims (X13), and the trust (X14).

Based on *Trimming Theory* in path analysis, it needs to be done trimming to the variables that affects it significantly. The trimming is repeating the regression calculation by eliminating the variable or roads that are not meaningful to know how big the influence of independent variables in this research are. The independent variables included are age (X1), marital status (X3), jobs (X6), nutrition knowledge (X8), frequency of watching (X10), frequency of exposure (X11), and the suitability of the conditions or needs (X15) which significantly affects the dependent variable (purchase intensity (Y)). Path that are removed are: X2 - Y, X4 - Y, X5 - Y, X7 - Y, Y - X9, X12 -

Y, Y-X13, X14 - Y. While, the calculation result of the effects of the six independent variables (X1 = age, X3 = marital status, X6 = Occupation, X8 = knowledge of nutrition, X10 = frequency watch, X11 = frequency of presentation, and X15 = suitability of the conditions or needs) toward the dependent variable (Y = intensity of purchase) are presented in Table 13.

by factors such as age, marital status and occupation. Factors on nutrition knowledge, frequency and frequency of watching the show have less impact than the previous one. Based on the above analysis, the variables relationship model can be represented in the path diagram in Figure 1. The level of influence of each independent variable (X1 = age, X3 = marital

Table 13. Influence of Age, Marital Status, Work, Nutrition Knowledge, watching Frequency, Frequency Presentation and Conformity Condition / Need to Intensity of Purchases

Independent Variables	B	Beta	Taraf Nyata
Constanta	0,266		
Age (X ₁)	0,022	-0,177	0,053**
Marital Status (X ₃)	0,719	0,183	0,036**
Work (X ₆)	-0,396	-0,194	0,032**
Nutrition Knowledge (X ₈)	0,179	0,168	0,060**
Frequency of Watching (X ₁₀)	-0,209	-0,194	0,094*
Frequency of Presentation (X ₁₁)	0,334	0,296	0,007**
Suitability to the conditions and needs (X ₁₅)	0,416	0,401	0,000***
Dependent Variabel : Decisions of Purchase Taking (intensity of purchase)	R ² = 0,356		

Explanation

*** Significant on the level α 0,01

** Significant on the level α 0,05

* Significant on the level α 0,10

B = Coefficient Regression

Beta = Coefficient Cross (standardized regression coefficient)

R² = Coefficient of Determination

Based on Table 13, cross coefficient (Beta) independent variables (X15) to the dependent variable (Y) is significant at the level of 0.01 (99% significant), while the cross coefficient (Beta) independent variables (X1, X3, X6) for dependent variable (Y) is significant at the a level of 0.05 (95% significant), while the cross coefficient (Beta) independent variable (X8, X10, X11) to the dependent variable (Y) is significant at a level of 0.10 (90 % significant level). This result shows that the suitability condition or consumer needs have important role in determining intensity of the purchase, followed

status, X6 = work, X8 = nutrition knowledge, X10 = frequency of watching, X11 = frequency of Presentation, and X15 = suitability of the conditions or needs) in determining the dependent variable (Y = intensity of purchase) can be calculated through Pearson correlation coefficients between the independent variables (X1, X3, X6, X8, X10, X11, and X15) in Figure 1, and is known that each coefficient of influence (path) between the independent variables (X 1, X 3, X 6, X 8, X 10, X 11, X 15 and) to the dependent variable (Y).

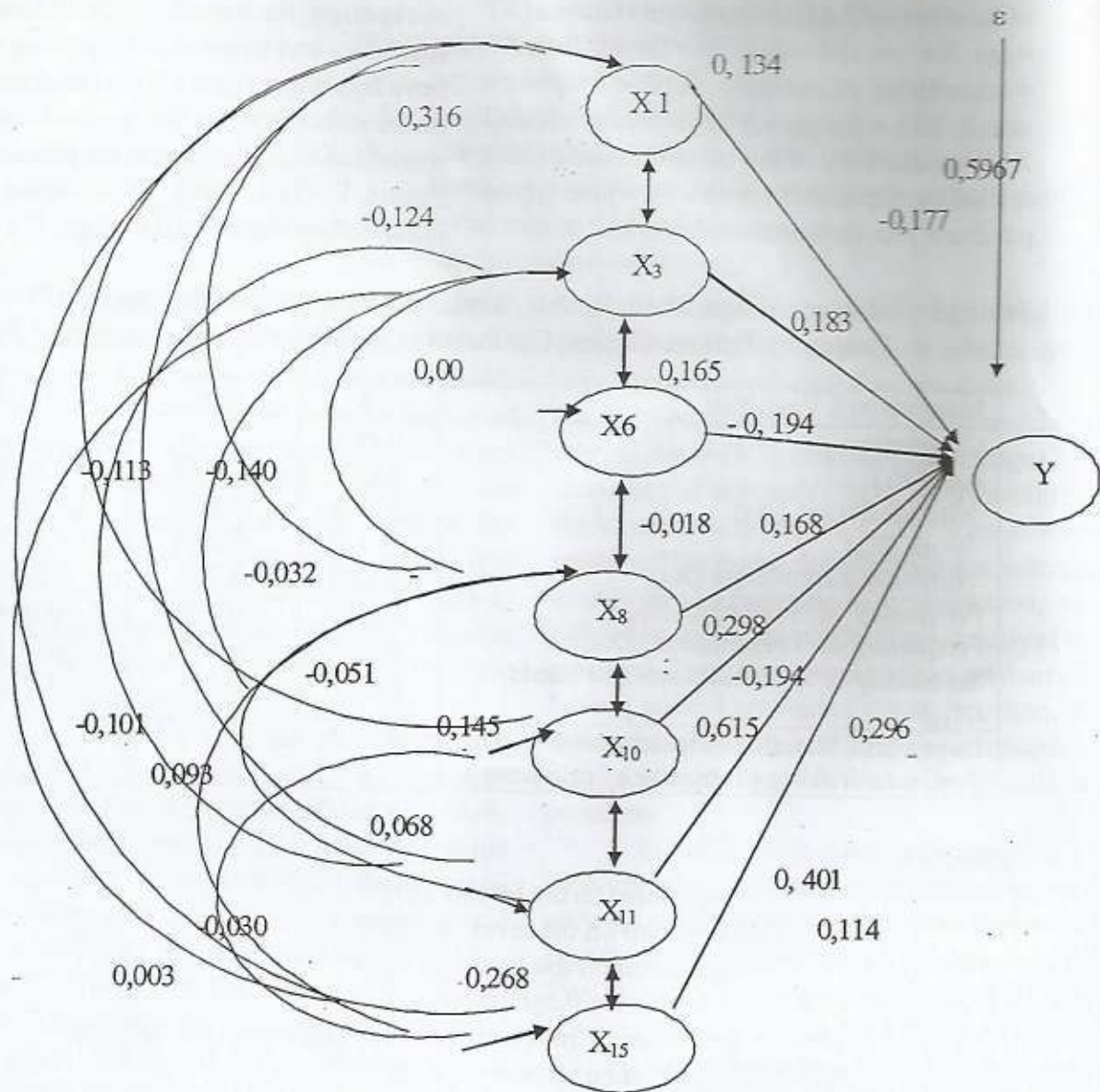


Figure 1. Cross Variables Diagram

Figure Explanation

- X_1 = Age
- X_3 = Marital Status
- X_{10} = Frequency of Watching
- X_{15} = Suitability
- Y = Intensity of Purchase
- ϵ = Variable is not examined
- α = Coefficient Cross (Beta)
- β = correlation coefficient
- X_6 = Occupation
- X_8 = Nutrition Knowledge
- X_{11} = Frequency of Presentation

In Figure 1 and table 13, it is clearly seen how variables such as age, marital status, occupation, knowledge of nutrition, the frequency of watching, the frequency of presentation and the suitability of the conditions or requirements affect the intensity of the purchase.

Total level of direct and indirect influence of variable X_1 (age) X_3 (marital status) X_6 (Occupation), X_8 (nutrition knowledge), X_{10} (frequency of watching) X_{11} (frequency of Presentation) and X_{15} (suitability of the conditions or needs) to intensity of purchase can be seen in Table 14.

Tabel 14. Effect of Independent Variables in Determining Dependent Variable (Intensity Purchase)

Variables	Level of Influences
X₁ (Age)	
- Direct	-0,1770
- Indirect	0,0139
- Through X ₃	-0,0043
- Through X ₆	0,0108
- Through X ₈	0,0037
- Through X ₁₀	-0,0048
- Through X ₁₁	0,0013
- Through X ₁₅	0,0072
Total Influences (Direct and Indirect)	-0,1631
X₃ (Marital status)	
- Direct	0,1830
- Indirect	-0,0223
- Through X ₁	-0,0043
- Through X ₆	-0,0058
- Through X ₈	0,000
- Through X ₁₀	0,0011
- Through X ₁₁	-0,0059
- Through X ₁₅	-0,0074
Total Influences (Direct and Indirect)	0,1607
X₆ (Occupation))	
- Direct	-0,194
- Indirect	-0,0014
- Through X ₁	0,0108
- Through X ₃	-0,0058
- Through X ₈	0,0006
- Through X ₁₀	0,0019
- Through X ₁₁	0,0039
- Through X ₁₅	0,0023
Total Influences (Direct and Indirect)	-0,180

Totally of X₁ (age) determines Y change (intensity of purchase) in the amount of 0,1631 or -16,31 %. It means that 1 % rising of buyer's age causes the decreasing of purchase intensity in the amount of 16,31 %. The older someone's age the more rare he purchases. Total influences of total variable X₃ (marital status) to Y (purchase intensity) is 0,161 or 16,1 %, meaning that marital status of respondents (married) is influenced in the amount of 16,1 % to the increase of purchase intensity.

Level of direct influence variable X₆ (occupation) to the change of Y (purchase intensity) is -0,194, while level of indirect

influence in which through the relation of X₁ (age), X₃ (marital status), X₈ (nutrition knowledge), X₁₀ (frequency of watching) X₁₁ (frequency of presentation) and X₁₅ (suitability of the conditions or needs) is in the amount of 0,014. Thus totally X₆ (occupation) determines the changing of Y (purchase intensity) in the amount of -0,180 (-18%). This shows that decreasing of purchase intensity in the amount of 18 % is as a result of the increasing in job.

The strength of variable X₈ (nutrition knowledge) which influences directly to the changing of Y (purchase intensity) is 0,168 (16,8 %), while which through the relation

Variables	Level of Influences
X₈ (Nutrition knowledge)	
- Direct	0,1680
- Indirect	0,0079
- Through X ₁	0,0037
- Through X ₃	0
- Through X ₆	0,0006
- Through X ₁₀	-0,0097
- Through X ₁₁	0,0072
- Through X ₁₅	0,0062
Total Influences (Direct and Indirect)	0,1760
X₁₀ (Frequency of watching)	
- Direct	-0,1940
- Indirect	-0,0676
- Through X ₁	-0,0048
- Through X ₃	0,0011
- Through X ₆	0,0019
- Through X ₈	-0,0097
- Through i X ₁₁	-0,0353
- Through X ₁₅	-0,0208
Total Influences (Direct and Indirect)	-0,2616
X₁₁ (Frequency of Presentation)	
- Direct	0,2960
- Indirect	-0,0497
- Through X ₁	0,0013
- Through i X ₃	-0,0059
- Through X ₆	0,0039
- Through X ₈	0,0072
- Through X ₁₀	-0,0353
- Through X ₁₅	0,0135
Total Influences (Direct and Indirect)	0,2810
X₁₅ (Suitability of the conditions or needs)	
- Direct	0,4010
- Indirect	0,0010
- Through X ₁	0,0072
- Through X ₃	-0,0074
- Through X ₆	0,0023
- Through X ₈	0,0062
- Through X ₁₀	-0,0208
- Through X ₁₁	-0,0135
Total Influences (Direct and Indirect)	0,4020
X₁, X₃, X₆, X₈, X₁₀, X₁₁, and X₁₅ all together	0,4213

with X_1 (age), X_3 (marital status), X_6 (occupation), X_{10} (frequency of watching), X_{11} (frequency of reputation) and X_{15} (suitability of the conditions or needs) is in the amount of 0,00798 (7,98 %). Thus totally X_8 (nutrition knowledge) determines the changing of Y (purchase intensity) in the amount of 0,176 (17,6 %). It shows that the growth of 1 % nutrition knowledge causes the increase of purchase intensity in the amount of 17,6 %. Consumers who have good nutrition knowledge will more understand about health claims from TV commercials so it influences purchase behaviour.

Totally, -26,16 % of Y change (purchase intensity) is influence of variable X_{10} (frequency of watching), which is broken down to -0,194 is direct influence and to -0,0676 is indirect influence, namely through the relation with X_1 (age), X_3 (marital status), X_6 (occupation), X_8 (nutrition knowledge), X_{11} (frequency of presentation) and X_{15} (suitability of the conditions or needs). The result shows us that the increasing of 1 % respondents frequency of watching has effect -26,16 % to the decreasing of purchase intensity. It was estimated these occur because people watch advertisement unintentionally. It means that advertisement unintentionally is watched because it is put in between the favourite TV programs. According to Sutisna (2001), this fact correlates with passive learning theory.

Based on the data above, we can conclude that the changes in the intensity of the purchase is not only influenced by age, marital status, occupation, nutrition knowledge, frequency of watching, the frequency of presentations and suitability of the conditions or needs, but also is influenced by the relationship between variables (indirect effects). When it is viewed from the large of total influence, then the suitability of conditions or requirements is the biggest influence on the intensity of the purchase, comparing to age, marital status, occupation, nutrition knowledge, frequency of watching, and frequency of presentations. It shows for consumers that the suitability of condition or needs, have a greater

level of importance compared to other variables in relation to the intensity of the purchase. Based on the large of total influence, then, the total of each variable successively is in the following, the suitability of the conditions or needs (40.2%), frequency of presentations (28.10%), frequency of watching (26,16%), occupation (-18 %), nutrition knowledge (17,6 %), age (-16,31%), and marital status (16,07%). Thus, needs shows the most prominent factor.

Meanwhile, the X_1 (age), X_3 (marital status), X_6 (occupation), X_8 (nutrition knowledge), X_{10} (frequency of watching), X_{11} (frequency of presentations), and X_{15} (the suitability of conditions or requirements) all together affect Y (intensity of the purchase) which is equal to $= 0.356$ (R^2), while the remaining of 0.644 influenced by other variables does not examined in this study, the large of the coefficient of influence of other variables which are expressed by P_{ye} is 0.5967

Conclusions and Suggestions

Conclusions

Based on the results of research conducted in the city of Yogyakarta that analyzes the influence of health claims in food products advertisement can be summarized as follows:

1. Consumers perception of health claims on food products advertisement in general shows that claims besides are easily understood, also are interesting, reliable and suitable to the condition or requirement.
2. Consumers perception of health claims on food product ads have positive influence, meaning that it can accelerate the purchasing decision of consumers in purchase food products or increase the intensity of the purchase of food products.
3. Consumers aged between 21 years to 50 years old, married and have a good knowledge of nutrition, tend to purchase more frequently than the above age, unmarried and low nutrition knowledge.
4. Health claims on advertisement can influence consumer's decision-making in buying food products. This is proven by

consumers' buying behaviour that in the majority they are categorized as high involvement consumer type. Health claims that are most easily understood, interesting, and trustworthy are dietary fibre which can accelerate defecate and natural diet, so it implies to intensity of purchase.

Suggestions

Based on this research, health claims on food product advertisement affect consumer decision making in buying food products (the intensity of the purchase). Therefore, the advertisers are expected to produce the ad by using simple languages or terms in order to make ads are easily understood, interested in and can be trusted by consumers from various age groups, marital status, and different nutrition knowledge due to differences in education levels. In addition, to being watched by many audiences, the commercials were suggested to be presented on prime time, between 7 – 9 pm, because at that time the consumers were relaxing with other family members while watching the favourite show. Considering the high cost for set ads on prime time, then it was suggested to use the print media such as newspapers and magazines.

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