

CHAPTER I

INTRODUCTION

1.1 STATEMENT OF THE PROBLEM

1.1.1 Background of Problem

Advertising is one of marketing communication medias that are often used in economic activity in an effort to introduce the product to the consumer. The competitive market situation became not any business that can survive a long time without the support of the marketing communications mix such as advertising effective and efficient. Advertising as a means of marketing products or services should be able to appear attractive and persuasive (Jefkins, 1997: 15). When we look at the increasing amount of people so the people more high needs in everyday life. It became a consequence for producers who are present in an attempt to answer the needs of people see the presence of competition between the various companies concerned. One of the road taken by the company is the ability to manage and deliver information to consumers related products through advertising activity.

Thai Lion Air is a Lion Group subsidiary carrier which launched services from its Bangkok Don Mueang hub on 04-Dec-2013 with Boeing 737-900ER equipment. The carrier operates on several domestic routes and provides international services connecting to other Lion Group hubs in Kuala Lumpur and Jakarta. In the millennium century as now the company is required to compete (competitive rivalry) in terms of creating and maintaining a loyal customer (more specifically referred to the customer), and one of them is through the 'war' between brands. Companies are increasingly aware of the brand is an important factor in the competition and become a valuable corporate asset. The product is explain attributes as a commodity that is exchanged, while the brand explains the specifications of its customers. Entering the new millennium in the era

of globalization, manufacturers are faced with competition for domination brand.

The company's ability to deal with marketing issues, seeking and finding market opportunities will affect the survival of the company in competition. Under these circumstances the company is challenged to a more active role in distributing and introducing products to be sold or at least maintain its market share. Seeing the many products offered consumers will start seeing a brand that can meet their needs.

One way can be done company to increase consumer buying interest is an strengthen the attractiveness and strength in advertising because with the advertising the customers can know the quality of goods or services desired by the customer, so that the quality assurance a top priority for every company, which at this time especially used as a benchmark of excellence the company's competitiveness.

Modern marketing requires more than just developing a good product, offered at an attractive price, and make it easily get by targeted customers. Companies must also develop an effective communication program with its customers. One of the communication program is by way of promotion. Promotion is one of the elements of the marketing mix used by companies to market their products. Advertising is one of the most common promotional tool used by companies to inform, persuade, and remind target buyers or the public because of the presence of advertising can change consumer perceptions and to encourage consumers to act.

Media campaign in the form of advertising is television and the Internet. Television has a strong ability to influence, even the perception of the target audience and build consumer trust in the company and Internet has a wide range because there are many people who use the internet at the moment. Thus, in general it can be said that advertising can help boost sales. Advertising can be a representation of the building and the rent does not solely reflect the realities on the

benefits of the products offered, but often the representation of ideas buried beneath its creator.

Advertising on television also has unique advantages compared to advertising in print media. Advantage of television advertising had three meanings at once is the narration, sound and visual. The three acts to form a system that works to influence the audience. Of the three, the television advertising works effectively because it presents a message in the form of verbal and nonverbal as well. Advertising became representation building. Advertising is not solely reflect the realities on the benefits of the products offered, but often the representation of ideas buried beneath its creator. The issue of representation is the more interesting, because in the ad a sociocultural meaning is constructed (Burton, 2007).

Currently showing too many consumers were treated to commercials, and even can be said to be information on products and services that are acceptable to consumers is very varied and many. Various kinds of creative advertising concepts and presented them to steal consumers' awareness of a product or service, cultivate an attitude toward the advertising and brand. So much information is obtained, this is certainly not easy for consumers to remember a brand product or service that has been shown through advertising, so that the processing of information and the establishment of an ad consumer attitudes will not be separated from the learning process consumers.

Currently many leading airlines and greatest that provide services and facilities that can attract many customers. It is not easy for Thai Lion Air because it has many competitors let alone the airline is often become a talks by the public as the airline is always late with unusually long time and comfort are lacking, and full of events that should be anticipated airline. Even so the airline Thai Lion Air has a charm that captivate the public because Thai Lion Air provide services in and outside the country that offers the affordable price compared to other airlines which incidentally raised the price above the average and Thai

Lion Air also often offer some other promos. To reserve tickets, this time Thai Lion Air has provided a lot of options and more easily as the Internet booking by e-payment facilities and several insurance provided to customers.

With the exciting advertising it can alter one's perception of Thai Lion Air so that it can influence consumers to buy. Not only perception but also demographic factors influencing consumers to buy because perception someone growth when see advertising.

This research will be conducted in the Don Mueang Airport because many visitors. The visitors is one of the consumers have the interest and attention to the development of the airline Lion Air, both seen from the facilities or services provided by Lion Air. In addition, visitors are also customers who have a high level of purchasing power for the airline Thai Lion Air. Based on the above explanation, this research will discuss **“THE INFLUENCE OF ADVERTISING TO BUYING INTENTION IN THAI LION AIR”**.

1.1.2 Problem Formulation

Based on the background of the above, issue in this research is :

1. What there is the influence between media and perception to buying intention in Thai Lion Air ?
2. Which is more dominant influence between media and perception to buying intention in Thai Lion Air ?

1.2 THE RESEARCH OBJECTIVES

Based on the background and the formulation of the problem. The purpose of this research is:

1. To know what there is the influence between media and perception to buying intention in Thai Lion Air.
2. To know Which is more dominant influence between media and perception to buying intention in Thai Lion Air.

1.3 BENEFITS RESEARCH

The benefits of this research are :

a. For author

Can application of knowledge about marketing management when the author still in the college.

b. For companies

The results of this research can be used as information and considerations for the company in determining the strategy and policy in advertising.

c. For the Academic World

The results of this research will be used as inputs for the parties concerned to open the mindset in order to use the services of airline companies.

1.4 HYPOTHESES

According Arikunto (2010: 110) hypothesis is a temporary answer to the problems of research, until proven by the data collect. Based on the formulation of the problem, research objectives and the conceptual framework, the proposed research hypothesis as follows:

Ho₁ : Media not influence buying intention.

Ha₁ : Media influence buying intention.

Ho₂ : Perception not influence buying intention.

Ha₂ : Perception influence buying intention.

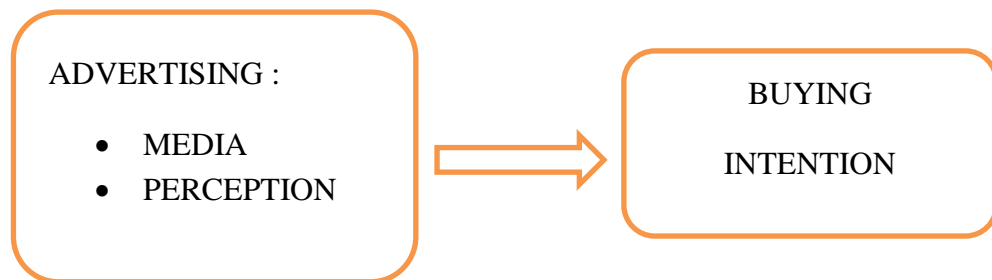
1.5 RESEACH FRAMEWORK

The results of a literature review provides an overview of the influence of advertising can change people's perception to buying intention. Media can influence to buying intention also. If the advertising messages to the audience received positively so this will have a positive influence on attitudes and purchase intention. Post purchase behavior may reflect consumer response to the product. When consumers feel that the performance of the product received in accordance with what they expected so it would appear satisfaction where this will encourage consumers to make repeat purchases of a product. Advertising presence may remind the existence of a product and

can confirm the decision taken by the consumers so that they become more confident to use a product.

Based on that idea, researcher can propose a conceptual framework for a guide and reflects the logic in this research.

Figure 1.1
Framework



1.6 LIMITATIONS OF THE STUDY

The researcher limits respondent around 400 subscribers of Thai Lion Air. That is enough for to know the influence of advertising to buying intention.

1.7 ORGANIZATION OF THE PAPER

In writing this study, systematic writing by chapters which will be described as follows:

CHAPTER I : INTRODUCTION

Contains a Background of the problem, the research objectives, benefits research and organization of the paper.

CHAPTER II : LITERATURE REVIEW

Contains a the theoretical basis on which the formulation of hypotheses and analysis in this research. After that described and conceptual framework of the research.

CHAPTER III : RESEARCH METHODOLOGY

Contains a study of the variables and operational definitions, determination of the population and samples, types and sources of data, data collection methods, frameworks and hypotheses and analytical methods used in analyzing the data have been obtained.

CHAPTER IV : RESULTS RESEARCH

Contains the description of the object of research, data analysis, and discussion.

CHAPTER V : CONCLUSION AND RECOMMENDATION

Contains the conclusions, limitations of the study, and suggestions.

CHAPTER II

LITERATURE REVIEW

2.1 ADVERTISING

2.1.1 Definition

According to Kotler (2006: 147), advertising is the main tool for employers to influence consumers. Advertising can reach so many buyers are scattered in various places with low running costs. By reading or see advertising that have been made it is expected that customers or potential customers will be affected and interested to buy the advertised product. Therefore, the advertising must be made in such a way so as to attract readers.

Durianto (2003: 2), advertising or advertising are all forms of non-personal presentation, promotion, and the idea of goods or services paid for by a sponsor. So according to Shimp (2003: 38) that identify advertising as a form of mass communication or direct to consumer communication that is non-personal and funded by business firms, nonprofit organizations, or individuals identified in various ways in the advertising message. The foreign donors wish to inform or persuade members of a particular audience.

From some sense and the theory can be concluded that advertising is a means to inform or communicate ideas about the goods or services with the intent of persuading and influencing consumer perceptions in order to follow the wishes of advertisers so that the consumer would use or purchase services or goods of the company.

2.1.2 Advertising Objective

Tight competition requires companies to set goals before starting any activity. Likewise, The purpose of advertising is created as a means of coordination, aid decision-making and evaluation tools of success. The purpose of advertising every company is different depending on the condition of internal and external company itself. Philip Kotler (in

Durianto, 2003: 3) states that the purpose of advertising associated with the company's goals are as follows:

1. Advertising to provide information

Advertising to inform the audience about a product. Usually the ads in a way this is done on a large scale in the early stages of launching a type of product in order to establish the initial request. In this case, the need for a product that was previously "hidden" or still a perception can be clarified through advertising. In general, advertising is informative used to brand life cycle is in the introduction stage.

2. Advertising to persuade

Advertising to persuade, performed in the competitive phase. The purpose is to form selective demand for certain products. In this case, the company did persuasion indirectly by providing information about the excess product that will change the minds of people to commit action of purchase. In general, advertising persuasive used to brand its life cycle in the growth stage.

3. Advertising to reminding

Advertising to reminding is used to refresh the information that is ever received by the community. This ad is very important for a product that has mapan. Bentuk this type of advertising is reinforcement advertising that aims to convince buyers now that they have done something right purchase. Generally, this type of advertising used in the phase of maturity of a brand.

4. Advertising to Reinforcement

Advertising is trying to convince consumers that they made the right choice. The aim is to encourage consumers to make repeat purchases. These ads usually provide education or education to consumers and customers.

2.1.3 Advertising function

According to Rot Zoill through Widyatama Renda (2007: 147) describes the function of advertising in the four functions. The four functions will be described as follows:

a) The function of Precipitation

Advertising to the change of a condition of the original can not take a decision because be able to take a decision. An example is the increasing demand, creating awareness and knowledge about a product.

b) Persuasive Function

Advertising to generate appropriate audience the advertised message. This includes emotional appeal, convey information about the characteristics of a product, and persuade consumers to buy.

c) Reinforcement function

Advertising able to confirm the decision taken by the audience.

d) Reminder function

Advertising able to remind and reinforce the product being advertised. Dendy (2010: 3) also revealed that there are five functions of advertising as follows:

1. Provide information on products
2. Persuading or influencing consumerism to consume the product.
3. Satisfy the desire
4. A tool consumption
5. Attract audiences

2.1.4 Type of Advertising

According to Jefkins (1996: 39) advertising can be classified into six categories:

1. Consumer Advertising.

There are two kinds of common items purchased by consumers, namely consumer goods and durable goods of all the goods advertised through the media in accordance with the social layer to be targeted.

2. Business Advertising .

The usefulness of this ad is to promote non-consumer goods and services, meaning they are equally firm.

3. Trade Advertising.

This advertising gives information on the distributor, wholesaler or small traders, agents and exporters / importers of goods available for resale. This advertising offers to book or ask for further information, as well as help the salesman pitch to contact the owners of stock items.

4. Retail Advertising.

These advertising are created and distributed by the supplier, the company or the manufacturer of the product, and these ads are usually placed at all locations that sell these products to consumers.

5. Financial Advertising.

Financial advertising include advertisements for banks, savings services, insurance and investment. The purpose financial advertising is to raise funds and capital in the form of insurance, the sale of shares, bonds, debentures or pension funds.

6. Recruitment Advertising.

This type of advertising aimed at recruiting prospective employees such as advertising that promises confidentiality ordinary applicants or advertising leaflets.

2.1.5 Advertising Budget

After deciding advertising purposes. The next step is to decide the advertising budget for each product. Kotler (1997: 237) there are five factors to consider when setting advertising budgets:

a. Stage in the product life cycle.

New products generally gets a large advertising budget to build awareness and make customers try the product. Brand already established often backed lower advertising budgets as a ratio of sales.

b. Market share and consumer base

Brands with high market share usually need less advertising costs as a percentage of sales to maintain market share. To increase market share by increasing the size of the market requires greater advertising expenditures.

c. Competition and Disorders

Market with many competitors and higher advertising expenditure. should be advertised massive noise to be heard in the middle of the market. Even a simple disruption of ads that do not compete directly with brands that have led to the need for a larger ad.

d. Advertising Frequency

The number of repetitions needed to address the consumer market also determines the advertising budget.

e. Possible Substitution Products

Brand in a class of commodities requires massive advertising to build a different image. This ad is also important if a brand can provide benefits or unique physical appearance.

2.1.6 Advertising Factors

1. Advertising Media

In advertising the term media refers to communication vehicles such as newspapers, magazines, radio, television, billboards, direct mail, and the Internet. Advertisers use media to convey commercial messages to their target audiences, and the media depend to different degrees on advertising revenues to cover the cost of their operations. While the media are valued for their informational and entertainment functions, they also provide an important business function as a vehicle for advertising. This is types of advertising :

a. Television advertising

Television advertising offers the benefit of reaching large numbers in a single exposure. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability

to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operating in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming (i.e., TV shows geared to specific interest groups) designed to appeal to selective audiences. However, television remains an option that is best for products that targeted to a broad market.

The geographic scope of television advertising ranges from advertising within a localized geographic area using fee-based services, such as cable and fiber optic services, to national coverage using broadcast programming.

Television advertising, once viewed as the pillar of advertising media outlets, is facing numerous challenges from alternative media (e.g., Internet) and the invasion of technology devices, such as digital video recorders (see more in the Advertising Trends section in the Advertising) tutorial, that have empowered customers to be more selective on the advertisements they view. Additionally, television lacks effective response tracking which has led many marketers to investigate other media that offer stronger tracking options.

b. Radio advertising

Promotion through radio has been a viable advertising option for over 80 years. Radio advertising is mostly local to the broadcast range of a radio station, however, at least three options exist that offer national and potentially international coverage. First, in many countries there are radio networks that use many geographically distinct stations to broadcast simultaneously. In the United States such networks as Disney (children's programming) and ESPN (sports programming) broadcast nationally either through a group of company-owned stations or through a syndication arrangement (i.e., business agreement) with partner stations. Second, within the last

few years the emergence of radio programming delivered via satellite has become an option for national advertising. Finally, the potential for national and international advertising may become more attractive as radio stations allow their signals to be broadcast over the Internet.

In many ways radio suffers the same problems as television, namely, a mass medium that is not highly targeted and offers little opportunity to track responses. But unlike television, radio presents the additional disadvantage of limiting advertisers to audio-only advertising. For some products advertising without visual support is not effective.

c. Print publications advertising

Print publications such as magazines, books, newspapers and Special Issue publications offer advertising opportunities at all geographic levels.

Magazines, especially those that target specific niche or specialized interest areas, are more narrowly targeted compared to broadcast media. Additionally, magazines offer the option of allowing marketers to present their message using high quality imagery (e.g., full color) and can also offer touch and scent experiences (e.g., perfume).

Newspapers have also incorporated color advertisements, though their main advantage rests with their ability to target local markets.

Special Issue publications can offer very selective targeting since these often focus on an extremely narrow topics (e.g., auto buying guide, tour guides, college and university ratings, etc.).

d. Internet advertising

The fastest growing media outlet for advertising is the Internet. Compared to spending in other media, the rate of spending for Internet advertising is experiencing tremendous growth and in the

U.S. trails only newspaper and television advertising in terms of total spending. Internet advertising's influence continues to expand and each year more major marketers shift a larger portion of their promotional budget to this medium. Two key reasons for this shift rest with the Internet's ability to: narrowly target an advertising message and track user response to the advertiser's message.

The Internet offers many advertising options with messages delivered through websites or by email.

Website Advertising- Advertising tied to a user's visit to a website accounts for the largest spending on Internet advertising. For marketers, website advertising offers many options in terms of:

- Creative Types
- Size
- Placement
- Delivery

Email Advertising – Using email to deliver an advertisement affords marketers the advantage of low distribution cost and potentially high reach. In situations where the marketer possesses a highly targeted list, response rates to email advertisements may be quite high. This is especially true if those on the list have agreed to receive email, a process known as “opt-in” marketing. Email advertisement can take the form of a regular email message or be presented within the context of more detailed content, such as an electronic newsletter. Delivery to a user's email address can be viewed as either plain text or can look more like a website using web coding (i.e., HTML). However, as most people are aware, there is significant downside to email advertising due to highly publicized issues related to abuse (i.e., spam).

e. Direct mail advertising

This method of advertising uses postal and other delivery services to ship advertising materials, including postcards, letters,

brochures, catalogs and flyers, to a physical address of targeted customers. Direct mail is most effective when it is designed in a way that makes it appear to be special to the customer.

For instance, a marketer using direct mail can personalize mailings by including a message recipient's name on the address label or by inserting their name within the content of marketer's message.

Direct mail can be a very cost-effective method of advertising, especially if mailings contain printed material. This is due to cost advantages obtained by printing in high volume since the majority of printing costs are realized when a printing machine is initially set up to run a print job and not the because of the quantity of material printed. Consequently, the total cost of printing 50,000 postcards is only slightly higher than printing 20,000 postcards but when the total cost is divided by the number of cards printed the cost per-card drops dramatically as more pieces are printed. Obviously there are other costs involved in direct mail, primarily postage expense.

While direct mail can be seen as offering the benefit of a low cost-per-contact, the actual cost-per-impression can be quite high as large numbers of customers may discard the mailing before reading. This has led many to refer to direct mail as "junk mail" and due to the name some marketers view the approach as ineffective. However, direct mail, when well-targeted, can be an extremely effective promotional tool.

f. Signage and billboard advertising

The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas. Outdoor billboards come in many sizes, though the most well-known are large structures located near transportation points intending to attract the interest of people traveling on roads or public

transportation. Indoor billboards are often smaller than outdoor billboards and are designed to attract the attention of foot traffic (i.e., those moving past the sign). For example, smaller signage in airports, train terminals and large commercial office space fit this category.

While billboards are the most obvious example of signage advertising, there are many other forms of signage advertising include:

Sky writing where airplanes use special chemicals to form words
Plane banners where large signs are pulled behind an airplane
Mobile billboards where signs are placed on vehicles, such as buses and cars, or even carried by people
Plastic bags used to protect newspapers delivered to homes
Advertisements attached to grocery carts.

g. Product placement advertising

Product placement is an advertising approach that intentionally inserts products into entertainment programs such as movies, TV programs and video games.

Placement can take several forms including : visual imagery in which the product appears within the entertainment program
actual product use by an actor in the program
words spoken by an actor that include the product name.

Product placement is gaining acceptance among a growing number of marketers for two main reasons. First, in most cases the placement is subtle so as not to divert significant attention from the main content of the program or media outlet. This approach may lead the audience to believe the product was selected for inclusion by program producers and not by the marketer. This may heighten the credibility of the product in the minds of the audience since their perception, whether accurate or not, is that product was selected by an unbiased third-party.

Second, entertainment programming, such as television, is converging with other media, particularly the Internet. In the future a viewer of a television program may be able to easily request information for products that appear in a program by simply pointing to the product on the screen. With the information they may get the option to purchase the product. As this technology emerges it is expected that product placement opportunities will become a powerful promotional option for many marketers.

h. Mobile device advertising

Handheld devices, such as cellphones, smartphones, portable computers and other wireless devices, make up the growing mobile device market. Such devices allow customers to stay informed, gather information and communicate with others without being tied to a physical location. While the mobile device market is only beginning to become a viable advertising medium, it may soon offer significant opportunity for marketers to reach customers at any time and anywhere.

Also, with geographic positioning features included in newer mobile devices, the medium has the potential to provide marketers with the ability to target customers based on their geographic location. Currently, the most popular advertising delivery method to mobile devices is through plain text messaging, however, over the next few years multimedia advertisements are expected to become the dominant message format.

i. Sponsorship advertising

A subtle method of advertising is an approach in which marketers pay, or offer resources and services, for the purpose of being seen as a supporter of an organization's event, program or product offering (e.g., section of a website). Sponsorships are intended not to be viewed a blatant advertisement and in this way may be appealing for marketers looking to establish credibility with

a particular target market. However, many sponsorship options lack the ability to tie spending directly to customer response. Additionally, the visibility of the sponsorship may be limited to relatively small mentions especially if the marketer is sharing sponsorship with many other organizations.

2. Advertising Perception

Perceptions of advertising focused on the ad itself. When view the advertising many consumers not attention to the product claims and or messages directly but induce a feeling of affective reactions to advertisements. This perception includes reaction to advertising factors such as creative picture effects, color and tone of voice.

Perceptions of advertising can like good or bad responses. This is important because the effect on attitudes toward advertising and brand directly. In addition to the size like it or not, The reaction of costumers to advertising especially on television commercials can be measured with a statement to the style, ideas, production, manufacture of an audio advertising. This reaction can influence buying intention.

Consumer feelings about advertising as important as their attitude towards the brand in advertising ratings. The importance of affective reactions and feelings are undefin in advertising depends on several factors including the nature of advertising and the type of information processing by consumers.

So with the ad interesting it can be to change public perception of the company. The public will know the advantages and disadvantages of a good or service that is shown to us by the manufacturer so that people can decide to use or purchase goods or services. With seeing or hearing an advertising will encourage buying intention.

2.1.7 Communication Process

Communication may be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organisation to achieve mutual harmony. The communication process is dynamic in nature rather than a static phenomenon.

Communication process as such must be considered a continuous and dynamic inter-action, both affecting and being affected by many variables.

(1) Sender:

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

(2) Ideas:

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

(3) Encoding:

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

(4) Communication Channel:

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

(5) Receiver:

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

(6) Decoding:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

(7) Feedback:

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

2.1.8 Advertising Communication

Advertising is a communication process that aims to persuade people to take action that is beneficial to the ad builder intended to influence the feelings, knowledge, meanings, belief, attitude, opinions, ideas and consumer image that relates to a product or brand, so the ads must be made in such a way in order to attract audiences, original, and has certain characteristics and persuasion of the consumer or audience voluntarily compelled to do something action in accordance with the desired advertiser.

Based Lasswell paradigm based on Effendy (2000: 10) communication is a process of delivering a message by the communicator to communicant through media that cause certain effects. Paradigm Lasswell indicates that communication includes five , namely:

1. Communicators is the advertisers and producers who want to advertise their products to consumers marketnya or the intended target.
2. The message is the message to be deliver to the communicant are packaged in the form of advertising and made very attractive so can attract consumers.
3. Channel is a channel of communication where by messages from the communicator to the communicant, In this case could be the print media or electronic media.

4. The communicant is a communicant who receives the message from consumers. In their ads are targeted consumer advertising by manufacturers.
5. Feedback is a set of reactions or responses communicant after receiving a message from the communicator.

2.1.9 Advertising Influence

Widyatama (2007: 156) argument that so much advertising that is present in our daily lives, so it is not impossible that a little more advertising will make an impact to the audience. The effect obtain is very diverse from the individual, the family to the community. Some of effects include:

1. Economic Effects

One of the real impact of the advertising is visible in the economic sector. In this aspect, the advertising must be seen as an economic activity. In doing advertising, the business transaction occurs between the sponsor and the advertising media installed.

2. The Psychological Effect

The psychological impact caused by advertising is very diverse aspects of cognitive and affective, in individually and in masse. Psychological effects that occurred in the area of cognitive can grow public attention to something higher than products that do not do advertising. That phenomenon illustrates that attention and consumer perception to some extent influenced by advertising.

3. Effect of Social Culture

Psychological effect produced by advertising can crystallize and collectively became behavior of society in general. People's behavior more common in turn form a system of values, lifestyles, and certain cultural standard.

2.1.10 How To Prepare advertising

The essence of advertising is a message delivered to the audience, the goal is to make the consumer response. Delivery of messages

should refer to the main characteristic that should be high as well as the elements or attributes are used to convey the message. Message in an ad need to provide added value to the product. In general, consumers rarely providing quite a long time to pay attention to an ad. Usually they see ads, hear or watch ads passing.

Effective communication is always determined by a mix of images and words. Words have always been so impressed by the unique and alluring, so it can be forced to stop for a moment and understand its meaning. Basically the overall marketing strategy should determine what the message should be delivered.

Kotler (2002: 63) says that an effective message should attract attention ,maintaining interest, desire and moving the action . The two opinions above, it can be described that in formulating the message ideally require a solution to the four issues, namely:

1. What would be said (Message contents)

In determining the best message content, management seeking charm, themes, ideas, or suggestions unique sales. According to Kotler (2002: 633), there are three types of appeal:

a. Rational Appeal.

Rational appeal show a person's interest, Show that the product will result benefits as he said.

b. Emotional Appeal.

Emotional appeal trying to evoke positive or negative emotions, which will motivate purchase. Communicators have used the appeal of the negative such as fear, guilt, and shame that people do certain things. Communicators also use positive emotional appeals such as humor, love, pride, and happiness.

c. Moral Appeal.

Moral attraction directed at the audience a feeling of what is right and proper. Moral attraction is often used to encourage people to support issues of social issue.

2. How told logical (Structure Message)

The effectiveness of a message depends on the structure and content of the message. Hovlan research at Yale University see the content of the message and relationship with the conclusion, the argument unilateral (one-sided argument) versus argument of two sides (two-sided arguments) and the order of presentation. Kotler (2003: 635) says that: "The argument unilateral only presents the advantages of the products of a company , advertisers make conclusions for the audience, while the argument the two sides present the advantages and disadvantages of a company's products so the audience make conclusions and decisions own. In the structure of the message is most important is how told logical. "

According Mowen (2001: 425) "message structure refers to how the contents of the message are prepare, one of the main issues in this field is to place important information and the number of times an important part of the information that should be repeated" . The description is as follows:

a. Main influence and reviewer.

This aspect refers to the relative impact of the information placed at the beginning or end of the message. The primary effect occurs when the material is very influential at the beginning of the message, while the reviewer influence occurs when the material is very influential at the end of the message.

b. Repetition influence.

To many repetition can increase negative attitudes of consumers towards the message. This influence is known as ad obsolescence. But the two-factor theory states that two different psychological processes that occur as people receive repetitive messages. In one process, repetition of messages can reduce uncertainty and improve the learning process of stimulation which then generates a positive response.

In another process bored will increase every time the reps and it will make the recipients react negatively to advertising. Two-factor theory states that in order to avoid boredom consumers, communicators must make a variety of ads on each repetition.

3. How told Symbolic (Message Format)

Communicators must be develop message format. In a printed advertising, The communicator must decide the title, words, illustrations and color. In a radio advertising, The communicator must carefully choose the words and sound quality, and vocalizations. Meanwhile, in TV so all the early elements and body language (non-verbal cues) must be plan in advance. If the explain through a product or its packaging, the communicator must attention to color, texture, aroma, size, and shape.

Kotler (2003: 635) "elements such as size, color, and illustrations result a difference of the impact advertising and the cost. The little for design so advertising can increase buying intention.

4. Who should for told (Source Book)

The message source is an individual or a character that conveys the message. The message explain by the well-known source of excitement or be more interesting and memorable. That is why advertisers often use famous people as a spokesman. If a person has a positive attitude towards the source of the message, or a negative attitude towards the source of the message, then there was a congruent state (state of kongruity) attitude change will occur in line with the increasing number of conformity.

According to Kotler (2003: 664) "choose the haracter is very important. The figures should be know, has a positive influence, namely: The effect positive emotional to target and very appropriate to the product. "

2.1.11 Advertising Message

Advertising are held to inform and persuade. The contents of advertising communication is the core of what to do by these advestising. This aspect is often called the "creative", the message or the content of advertising called "creative work". Advertising include writing exercises and design in words and pictures, as well verbal skills and ability to attract . The difference between advertising to another advertising often lies in the message itself that is the meaning of communication. According Fabey (1997: 7) the essence of the creative communication process as follows:

a) Agree Brifing

Creative brifing will be help in formulating what is need in the communication message. The creative Briefings will determine the elements needed major and will act as a guideline for subsequent creative work.

b) Creative Strategy Formulation

After Brifing are approved, then formulated a strategy that will determine the general direction of these advertising overall plan, or product attributes that will be presented and the type of promises or inducements that will be created.

c) Preparation of Concept

The core is the idea of an advertising that was behind it, what will be said in public. The main idea that summarizes the whole. The theme of the message namely the concept of advertising it is points advertising. The advertising campaign will continue or cancel, success or fail, it all depends on the strength or weakness of basic concepts.

2.2 BUYING INTENTION

Buying intention is the stage tendency of respondents to act before a buying decision is actually implemented. There are differences between actual purchases and intention in the purchase. If the actual purchase is a purchase that really made by consumers so the interest in the purchase is the intention to make a purchase on a future occasion. Although it is a purchase that is not necessarily going to do in the future but the measure of the interest in the purchase is generally done in order to maximize the prediction against the actual purchase itself (Kinnear and Taylor, 1995 in Lindawati, 2003: 57).

According Doods, Monroe and Grewal (1991) in Fidelis, I (2006: 251) is as the possibility of buying interest for the consumer interested in purchasing a product or service. If someone wants a product or service and is interested to have a product or service they are trying to buy products or services. The intensity of the search information to make people are always looking for information about a product it is a sign that the person has a high buying intention.

From the several theories can be concluded that buying intention is the desire that drives someone to do purchases of goods or service have attracted them to enjoy the product of an item by looking at the advantages and benefits of goods or services and may be are consumers will make repeat purchases if satisfied with the goods or services.

Super and Crites (Lidyawatie, 1998) explains that there are several factors that affect intention, namely:

1. Differences in employment, meaning that with the difference in a person's job can be estimated interest rate of work you want to accomplish, activities undertaken, the use of spare time, and others.
2. the social economic differences, meaning someone who has a high socioeconomic would be easier to achieve what he wants rather than having a low socioeconomic.
3. The difference hobby or avocation, meaning how a person uses his spare time.

4. The difference gender, meaning that the interest of women will differ from the interests of men, for example in shopping patterns.
5. The difference in age, which means that the age of children, adolescents, adults and parents will be different for a good interest, activity someone.

According Ferdinand (2002, 129), buying interest may be identified through the following indicators:

- a. Transactional intention is the tendency of a person to buy a product.
- b. Referrals intention is a person's tendency to refer products to others.
- c. Preferential intention is the intention which describes the behavior of someone who has a primary preference in the product. These preferences can only be replaced if something goes wrong with the product .
- d. Explorative intention, this intention describes the behavior of someone who is always looking for information about the product they're interested in and look for information to support the positive properties of the product

2.3 THE RELATIONSHIP BETWEEN ADVERTISING AND BUYING INTENTION

Advertising is able to promote a product with coverage wider and can make a good image of the product in order to continue to survive and known to the customer. Message in the advertising also make and persuade consumers that raises an interest in buying the consumer. The impact of an advertisement heavily dependent on the information to be conveyed in these advertising.

Advertising as one of four types promotions used by marketers to direct communication which aims to reassure consumers and potential consumers. The advertising used marketers to generate interest in buying the product produced advertisers.

CHAPTER III

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This research explains the relationship between the variables through hypothesis testing or research explanation (Tjiptono, 2004: 56). This research was conducted with the aim to determine the influence of advertising to buying intention in PT Thai Lion Air. The advertising variables consists of perception and demographic to the buying intention in Thai Lion Air area of Bangkok, Thailand.

This research use quantitative research method. Quantitative research, according to Robert Donmoyer (in Given, 2008: 713) is approaches against empirical research to gather, analyze, and display data in numeric form rather than narrative. And data collection technique use kousioner. According Arikunto, (2006: 28). the questionnaire is "a list of questions that must be filled by the person to be measured (respondent)", with this questionnaire can be known about the state / data themselves, experience, knowledge, attitudes or opinions, and others. The purpose of questionnaires is to find complete information about a problem of respondents without worrying if the respondents gave answers that do not correspond to reality in filling out the questionnaire. the questionnaire used in the form enclosed questionnaire and respondents were asked to choose one answer that suits him (the question is closed). Data used in this study are primary data and secondary data, while an analysis tool used is multiple linear regression analysis.

3.2 POPULATION AND SAMPLE

3.2.1 Population

According Sugiyono (2010: 117) population is generalization region consisting of the objects / subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions. So the population is not only people but also objects and natural objects to another.

The population in this study is a group of people who use the services of Thai Lion Air.

3.2.2 Sample

According Sugiyono (2010: 118) sample is part of the amount and characteristics possessed by this population.

The sample in this study are some of the consumers who have purchased services of Thai Lion Air. The sample size used in this study were 100 respondents, as it is considered sufficiently representative number of respondents that can be encountered in the field and willing to fill out questionnaires.

According to Roscoe (in sekaran, 2006: 150) says that the rules for sample size of more than 30 and less than 500 is proper for research. Refers to the minimum of samples should be taken that the study used a sample of 100 respondents.

3.3 GEOGRAFIC LOCATION

This research will do in Don Mueang International Airport, 222 Vibhavadi Rangsit Road, Sanambin Sub-District, Don Mueang District, Bangkok 10210, Thailand, because at Airport have many consumers and people will go to anywhere with using service of Thai Lion Air so this research very efficient and effective.

3.4 DATA GATHERING

The data source is anything that can provide information about the data. Based on the source, the data can be divided into two is the primary data and secondary data.

1. Primary data

Primary data is the source of the data obtained directly from the original source or the first party. Primary data specifically collected by researchers to answer the research questions or research. Primary data can be the subject of the opinion research (person) either individually or in groups, the observation of an object (physical), events or activities,

and test results. The main benefit of the primary data is the elements lies closed the source of the phenomenon. Therefore, the primary data better reflect the truth.

2. Secondary data

Secondary data is the source of the data obtained by researchers indirectly through an intermediary medium. Secondary data in general form of evidence, records or historical reports that have been arranged in the archives, both published and unpublished. Benefits of secondary data is further minimize the costs and time, classifies problems, creating a benchmark to evaluate the primary data, and meet the gaps of information. Another benefit of secondary data is that the researchers were able to obtain other information in addition to the main information.

3.5 RESEARCH INSTRUMENTATION

The operational definition of the research is the research element associated with the variables contained in the title of the study or were contained by the research paradigm in accordance with the results of the formulation of the problem. This theory used as a basis or reason why concerned indeed can affect the dependent variable or one of the causes (J. Supranto, 2003). The research variables can be divided into two, namely:

3.5.1 Independent Variables

Independent variables: variables that affect other variables investigated influence. The variables in this research is : Advertising (X1) is The information provide to customer. The indicators advertising is:

- a. Media
- b. Perception

3.5.2 Dependent Variables

The dependent variable is a variable that is affected or which become due, because of the independent variables. These variables are variables that will be measured in this research. The dependent variable

in this research is the consumer buying intention in PT Thai Lion Air. The indicators buying intention is :

- a. Interest to using service
- b. The channel to buy a ticket
- c. The place to see the advertisement

The variables used in this questionnaire using a Likert scale, in a way describes the variables to be measured to be an indicator variable. Answer from each instrument has the level of the most positive and most negative. Rankings used are:

- a. Strongly agree = Score 5
- b. Agree = Score 4
- c. Neutral = Score 3
- d. Disagree = Score 2
- e. Strongly disagree = Score 1

3.6 MEASUREMENT

3.6.1 Validity Test

Validity is a measure that indicates the levels validity something of instrument. According Arikunto, (2010: 211), is an instrument that is valid to have high validity. Otherwise, the less valid instrument means having a low validity.

Analysis instrument used to measure the level of validity data is the correlation coefficient with using SPSS version 20. Validity test is intended to determine the truth of a questionnaire or questionnaires studied. Truth in question is a questionnaire and questionnaires represent what will be studied in accordance with the purpose of research

3.6.2 Reliability Test

Reliability means the extent to which the measurement results can be trusted (Anwar, 1997: 4). Reliability test is used to measure a questionnaire which is an indicator of variables or constructs. One questioner said to be reliable or reliable if someone answers to questions are consistent or stable over time. To measure the reliability

using statistical test Cronbach alpha (α). A construct or variable said to be reliable if the value is more than 0.60 Cronbach alpha ($\alpha > 0.60$).

3.7 ANALYSIS METHOD

3.7.1 Multiple Linear Regression Analysis

The data used for analysis this research is using multiple linear regression analysis. The data obtained will be processed by SPSS program using multiple linear regression analysis. The formula is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

Y	= Buying intention
A	= Constant
b1	= Standard media regression coefficient
b2	= Standard perception regression coefficient
X1	= Media
X2	= Perception
E	= Error terms

While To be able to know the hypothesis is accepted or rejected so the method used is partial statistical t-test and F test simultaneously. The stages in the management of the data is as follows:

- a. Preparing for the collection as well as the completeness of the questionnaire and check whether the questionnaires are correct or not and then the results of the questionnaire were compiled and assessed according to the scoring system used.
- b. Processing data using SPSS for Windows to obtain quantitative results on the questionnaire.
- c. Seeing how much influence caused by the independent variable on the dependent variable with using the regression equation.

d. Using the t test (t-test) with a significant level (alpha) of 5% and $df = n - k$, and F test using $DF1 = k - 1$ and $DF2 = n - k$. k is the number of independent variables and n is the number of respondents.

Testing criteria are:

If t / F is equal to or greater than the value of t / F , the null hypothesis (H_0) is rejected so the hypothesis submitted is (H_a). However, if the value of t / F is smaller than t / F , The null hypothesis (H_0) is accepted so the hypothesis submitted (H_a) is rejected.

CHAPTER IV

RESEARCH RESULT

4.1 RESPONDENT CHARACTERISTIC

4.1.1 Gender

The gender difference can be the difference someone for make purchases services of Thai Lion Air, because generally a person chooses a convenient airline and in accordance with they wishes.

Table 4.0
Result Frequency of Gender

Gender	Frequency	Percent
Male	159	39.7
Female	241	60.3
Total	400	100.0

Based on Table 4.0 it can be seen that most respondents in Thai Lion Air is Female equal 241 respondents by 60.3% and Male equal 159 respondents by 39.8% .

4.1.2 Age

Individual conditions such as age differences can often provide differences in buying behavior of a person. This was done to determine the group age is more potential in the purchase in Thai Lion Air.

Table 4.1
Result Frequency of Age

Age	Frequency	Percent
< 17 years old	6	1.5
17 – 25 years old	149	37.2
25 – 35 years old	161	40.3
>35 years old	84	21.0
Total	400	100.0

Based on Table 4.1 it can be seen that the age of the respondents most in Thai Lion Air is 25 -35 years old equal to 161 respondents by 40.3% following age 17-25 years old equal to 149 respondents by 37.2%, then age > 35 years old equal to 84 respondents by 21.0% and the last age < 17 years old equal to 6 respondents by 1.5%.

4.1.3 Occupation

Occupation will also show the social status that would affect someone in decision making. This is data about the respondents occupation in the purchase in Thai Lion Air.

Table 4.2
Result Frequency of Occupation

Occupation	Frequency	Percent
Employee	263	65.7
Entrepreneur	85	21.3
Student	52	13.0
Total	400	100.0

Based on Table 4.2 it can be seen that most is employee equal to 263 respondents by 65.7% following entrepreneur equal to 85 respondents by 21.3% and the last is student equal to 52 respondents by 13.0%.

4.1.4 Income

Income can affect someone makes a purchase in Thai Lion Air.

This is data about income respondents Thai Lion Air :

Table 4.3

Result Frequency of Income

Income	Frequency	Percent
< 10,000 THB	47	11.7
10,000 – 25,000 THB	103	25.8
25,000 – 35,000 THB	109	27.3
> 35,000 THB	141	35.2
Total	400	100.0

Based on Table 4.3 it can be seen that most higher respondents income is > 35,000 THB equal to 141 respondents by 35.2% following 25.000 - 35.000 THB equal to 109 respondents by 27.3%, then 10,000 – 25,000 THB equal to 103 respondents by 25.8% and the last < 10,000 THB equal to 47 by 11.7%.

4.2 VARIABLE DESCRIPTIONS

4.2.1 Descriptions of Media Variable

Table 4.4
Result of Media

No	Statement	Min	Max	Mean	S.D
1	The advertising using Quality media	1	5	3.64	0.865
2	The television advertising is clearly	1	5	3.53	0.906
3	Online advertising is update	1	5	3.84	0.887
4	The online advertising design is interesting	1	5	3.76	0.934
5	Advertising has proper time in radio media	1	5	2.98	1.046
6	Advertising position proper in newspaper media	1	5	3.21	0.963
7	Newspaper picture is interesting	1	5	3.28	0.995

Based on table 4.4 show that media advertising can influence buying intention. We can see in this table that the first rank is “Online advertising is update” with the mean equal to 3.84 and S.D. equal to 0.887. The second rank is “The online advertising design is interesting” with the mean equal to 3.76 and S.D. equal to 0.934. The third rank is “The advertising using quality media” with the mean equal to 3.64 and S.D equal to 0.865. The fourth rank is “The television advertising is clearly” with the mean equal to 3.53 and S.D equal to 0.906. The fifth rank is “Newspaper picture is interesting” with the mean equal to 3.28 and S.D. equal to 0.995. The sixth rank is “Advertising position poper in newspaper media” with the mean equal to 3.21 and S.D. equal to 0.963. The last rank is “Advertising has proper time in radio media” with the mean equal to 2.98 and S.D. equal to 1.046.

4.2.2 Description of Perception Variable

Perception in advertising relates to a consumer's impression of a particular product or service that may not be rooted in truth. This perception through advertising works to encourage more demand for the product. This is respondents result about perception :

Table 4.5

Result of Perception

No	Statement	Min	Max	Mean	S.D
1	Advertising is proper time	1	5	3.32	0.949
2	Advertising brand ambassador is populer	1	5	3.60	1.048
3	The advertising spread in another website	1	5	3.09	1.109
4	The information is understanding	1	5	3.66	0.804
5	Advertising language is interesting	1	5	3.64	0.873
6	Advertising message is simple	1	5	3.79	0.892
7	Advertising message is clearly	1	5	3.94	0.878

Based on table 4.5 show that the first order is “Advertising message is clearly” with the mean equal to 3.94 and S.D. equal to 0.878. The second order is “Advertising message is simple” with the mean equal to 3.79 and S.D. equal to 0.892. The third order is “The information is understanding” with the mean equal to 3.66 and S.D equal to 0.804. The fourth orde is “Advertising language is interesting” with the mean equal to 3.64 and S.D equal to 0.873. The fifth order is “Advertising brand ambassador is populer” with the mean equal to 3.60 and S.D. equal to 1.048. The sixth is “Advertising is proper time” with the mean equal to 3.32 and S.D. equal to 0.949. The

last is “The advertising spread in another website” with the mean equal to 3.09 and S.D. equal to 1.109.

4.2.3 Descriptions of Buying Intention Variable

1. Interesting

This is respondents result about “ What is make you interest in using Thai Lion Air”.

Table 4.6

Result Frequency of Interesting

	Frequency	Percentage
Price	235	58.8
Quality	48	12.0
Service	90	22.5
Facility	27	6.7
Total	400	100.0

Based on table 4.6 can be seen that make respondents using Thai Lion Air is price. From 400 respondents, The highest is price equal to 235 respondents by 58.8% , following service equal to 90 respondents by 22.5%, then quality equal to 48 respondents by 58.8% and the last is facility equal to 27 respondents by 6.7%.

2. Channel

This is respondents result about “Which channel do you prefer to buy Thai Lion Air ticket”.

Table 4.7
Result Frequency of Channel

	Frequency	Percentage
Online	249	62.3
Ticket agent	81	20.2
Sales counter	70	17.5
Total	400	100.0

Based on table 4.7 can be seen that respondents often buy a ticket Thai Lion Air by online. From 400 respondents, The highest is online equal to 249 respondents by 62.3%, following is ticket agent equal to 81 respondents by 20.2% and the last is sales counter equal to 70 respondents by 17.5%.

3. See

This is respondents result about “Where are you see first time Thai Lion advertisement”.

Table 4.8
Result Frequency of See

	Frequency	Percentage
Television	39	9.8
Radio	30	7.5
Internet	248	62.0
Billboard	83	20.7
Total	400	100

Based on table 4.8 can we know that respondents first time see Thai Lion Air advertising in Internet. From 400 respondents, The highest is internet equal to 248 respondents by 62.0%, following Billboard equal to 83 respondents by 20.7%, then television equal to 39

respondents by 9.8%, and the last radio equal to 30 respondents by 7.5%.

4.3 DATA ANALYSIS

4.3.1 Validity Test

Validity test used to measure valid or invalid questionnaire. A questionnaire said to be valid if it able to reveal something will be measured by the questionnaire. the validity test using the formula correlation product moment . r count obtained from the output result, the value is then compared with the value of r table of statistics book.

Table 4.9
Result Validity Testing

No	Indicators	r count	r table	Status
1		Media		
	- Statement 1	0.754	0.098	Valid
	- Statement 2	0.717	0.098	Valid
	- Statement 3	0.668	0.098	Valid
	- Statement 4	0.625	0.098	Valid
	- Statement 5	0.659	0.098	Valid
	- Statement 6	0.688	0.098	Valid
	- Statement 7	0.655	0.098	Valid
2		Perception		
	- Statement 1	0.665	0.098	Valid
	- Statement 2	0.654	0.098	Valid
	- Statement 3	0.561	0.098	Valid
	- Statement 4	0.557	0.098	Valid
	- Statement 5	0.641	0.098	Valid
	- Statement 6	0.573	0.098	Valid
	- Statement 7	0.627	0.098	Valid
3		Buying intention		
	- Question 1	0.605	0.098	Valid
	- Question 2	0.543	0.098	Valid
	- Question 3	0.321	0.098	Valid
	- Question 4	0.468	0.098	Valid
	- Question 5	0.530	0.098	Valid
	- Question 6	0.409	0.098	Valid

Table 4.9 shows that all the indicators used to measure the variables used in this research has a correlation coefficient greater than r_{table} . For sample as many as 400 respondents is 0.098. r count value in table 4.18 shows that all the indicators is valid.

4.3.2 Reliability test

Reliability is a tool to measure a questionnaire in indicator of the variables. Reliability testing in This research is using Cronbach Alpha formula.

Table 4.10
Result Reliability Testing

Variable	Alpha	Status
Media	0.835	Reliable
Perception	0.763	Reliable

Table 4.10 The reliability test results show that all the variables Alpha coefficients have sizeable more than 0.60 so that it can call that all the concept of measuring each variable from the questionnaire is Reliable, means that the questionnaire used in this research is a reliable questionnaire.

4.3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to know the influence of media and perception to buying intention in Thai Lion Air.

Table 4.11
Result Multiple Linear Regression Analysis of Interesting

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.214	.306		3.970	.000
	mean_x1	.199	.130	.131	1.527	.128
	mean_x2	-.037	.144	-.022	-.254	.800

Based on 4.11 we can know that independent variable the most influence is media with coefficient 0.131. Media variable influence to buying intention for “What is make you interest in using Thai Lion “ indicator. From this indicator the most influence is price.

Table 4.12
Result Multiple Linear Regression Analysis of Channel

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.163	.233		4.988	.000
	mean_x1	.132	.099	.114	1.330	.184
	mean_x2	-.019	.110	-.015	-.172	.863

a. Dependent Variable: Which channel do you prefer to buy Thai Lion Air ticket

Based on table 4.12 we can know that independent variable have influence is media. The value media greater than perception. Media has coefficient 0.114 from buying intention for “Which channel do you prefer to buy Thai Lion Air” indicator. From this indicator the most influence is online.

Table 4.13
Result Multiple Linear Regression Analysis of See

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.114	.247		12.589	.000
	mean_x1	.112	.105	.092	1.064	.288
	mean_x2	-.158	.117	-.117	-1.353	.177

a. Dependent Variable: Where do you often see Thai Lion Air advertisement

Based on table 4.13 show that independent variable the most influence is media with coefficient 0.092. The value media greater than perception. Media variable influence to buying intention for “Where do you often see Thai lion Air” indicator. This indicator the most influence is internet.

4.3.4 Hypothesis Test

Hypothesis test is used to indicate independent variables such as media (x1) and perception (X2) have a influence on the dependent variable (buying intention). There are hypothesis test information :

Ho₁ : Media not influence buying intention.

Ha₂ : Media influence buying intention.

Ho₂ : Perception not influence buying intention.

Ha₂ : Perception influence buying intention.

From multiple Linear regression analysis show that the Ha will be received. This is means media variable have influence to buying intention. For the perception don't have influence to buying intention because the t-count value of perception greater than t-count value of media. So researcher know that more influence to buying intention is media.

CHAPTER V

DISCUSSION AND CONCLUSION

5.1 CONCLUSION

This research aims to know the influence of indicator media and perception to buying intention in Thai Lion Air and to know which is more dominant influence between media and perception by collecting the data from spread 400 questionnaires that in doing researcher at Donmueang Airport. Can be summarized as following:

The result of gender showed that the majority Female is 241 people (60.3%) and Male is 159 people (39.8%). This research show that female is more potential to purchases in Thai Lion Air than men because female more happy holiday.

For the result of age show that the age of the respondents most in Thai Lion Air is 25 -35 years as many as 161 people (40.3%) and then is 17-25 years as many as 149 people (37.3%). For > 35 years 84 people (21.0%) and < 17 years is 6 people (1.5%). This indicates that respondents 25-35 years old is the potential purchase in Thai Lion Air because for a person age 25 -35 years old have a job and a fixed income.

The occupation, it can be seen that most is employee as many as 263 people (65.8%) and then is entrepreneur as many as 85 people (21.3%), the last is student as many as 52 people (13.0%). The above data show someone who often make purchases in Thai Lion Air is employee because in addition to having good job and income they are also often spend his time off for traveling.

The result of income show that most higher respondents is > 35,000 THB many as 141 people (35.3%) and then income is 25.000 - 35.000 THB many as 109 people (27.3%), Followed income 10,000 – 25,000 THB many as 103 people (25.8) and the last is < 10,000 THB many as 47 people (11.8%). So respondents make purchases in Thai Lion Air is with income > 35,000 THB because a person to feel able to their needs.

Based on the frequency analysis show that the media has a greater influence on the buying interest of the perception. Frequencies of the data showed respondents were doubtful that Thai Lion air advertising in radio has proper time, The placement advertising in newspaper proper and The picture to newspaper is interesting. The respondents think that all indicator in questionnair does not appropriate with Thai Lion Air advertising.

For perception, The majority of respondents agree that Thai Lion Lion advertising using brand ambassador, Advertising duration has proper, The information is easy to understand, The language style is interesting , The message is simple and The message is clearly.

Buying intention have 3 indicators is Interest to using service, The channel to buy a ticket, The place to see advertisement. Based on the frequency test for interest to using service indicator is the majority of respondents choose price to make interest using Thai Lion Air. For The channel to buy a ticket , the majority from 400 respondents which channel prefer to buy Thai Lion Air ticket is online. And for The place to see advertisement, the majority of respondents is Internet.

According Multiple Linear Regression Analysis show that media the most influence on buying intention (interest to using service). So can conclude from this analysis that media for advertising can influence buying intention because inside of media has advertising and the advertising there price to attract buying intention to use the services of Thai Lion Air.

For Buying intention (The channel to buy a ticket), From this analysis show that media the most influence on buying intention. So respondent prefer media online for buy Thai Lion Air ticket because buy ticket by online more efficient

For Buying intention (The Place to see advertisement) show that media the most influence on buying intention. So it can be concluded that the internet media better television, radio and billboards to see advertisement.

So analysis from 3 indicators of buying can know that media the most influence on buying intention and price, channel online and internet can make costumer's repurchasing to Thai Lion Air.

5.2 DISCUSSION

From the related research , Setiyawati Nuralamy Farida Jasfar (2013) conducted a research with the title is Analysis influence Of Consumer Purchases Intention (Case Study in Airlines Air Asia). The independent variable is the ethics of advertising and brand image while the dependent variable is the intention purchase. By distributing 100 questionnaires and the results showed that all variables are reliable and valid, all the independent variables positive effect on the dependent variable. The most influence from independent variable (brand image).

Sinatrya SINDAPATI (2015) conducted a research with the title is The influence of advertising and brand image of bottled tea on consumer buying intention (Case Study PT. Sinar Sosro). The independent variable is the advertising and brand image while the dependent variable is the buying intention. By distributing 99 questionnaire and the results of research turn out advertisements and brand image have positive influence and significant buying intention Botol Sosro.

Debby Eka Sampitri (2011) conducted a study with the title is The influence of television advertising and brand perception to buying intention (Study on Blackberry Products Among Students FISIP UPN Yogyakarta). The independent variable is the television advertising and brand perception while the dependent variable is the buying intention. By distributing 76 questionnaires the research results indicate a positive influence and significant between the perception of the product brand Blackberry to Blackberry product buying intention. The most influence from independent variable is brand perception of product.

5.3 MANAGERIAL IMPLICATION

The results of this research has some of major contribution are following:

First, Thai Lion more attention of media used for advertising so can make attract buying intention. The results of this research less attention to advertising media for Thai Lion Air.

Second, more creative and innovative to making a advertisement in media. Place of position and picture can influence buying intention.

From this research, researcher understand consumer buying intention before using the services. We must learn to make advertising interesting and acceptable to customers from gender, age, occupation. When we know about advertising can attract buying intention to use the services of the company.

Nowadays, there are many companies make interesting advertising for get many consumer's. So we have to do better than other companies such as making advertising more innovative, unique, using quality media and content message or information is clearly.

Finally, all of the result of this research showed that when the company wants to do some advertisement they have to focusing media will be used if the company know about these information, The company will be successfully.

5.4 RECOMMENDATION FOR FUTURE RESEARCH

The results of this study can use as a standard, guidelines for create new advertising following advertising media and perception of advertising. this research will be advantage for the who wants to make advertisement new . For the recommendation in the future research are as following:

Future research should extending these research framework to other chain about advertising to figure out the commonality and difference.

The sample size should be increase for future research to enable researcher to generalize their finding with most higher confident.

The advertising research should be extended to more media of advertising and perception of advertising to better understand the advertising effectiveness to the new generation.

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APPENDIX

QUESTIONNAIRE (English Version)

A. THE IDENTITY OF RESPONDENTS

1. Gender

- a. Male
- b. Female

2. Level of Age

- a. < 17 years old
- b. 17 - 25 years old
- c. 25 - 35 years old
- d. > 25 years old

3. Occupation

- a. Employee
- b. Entrepreneur
- c. Student
- d. Other (Please specific) :

4. Income

- a. < 10,000 THB
- b. 10,000 – 25,000 THB
- c. 25,000 – 35,000 THB
- d. > 35,000 THB

B. THE QUESTIONS

You can give a check list (√) in the one of the certain answers.

1. What are you make interest in using Thai Lion Air ?
 - Price
 - Quality
 - Service
 - Facility
2. Which channel do you prefer to buy Thai Lion Air ticket?
 - Online
 - Ticket agent
 - Sales counter
3. Where do you see first time Thai Lion Air advertisement ?
 - Television
 - Radio
 - Internet
 - Billboard
4. When do you see Thai Lion Air advertisement ?
 - Everyday
 - Everyweek
 - Everymonth
 - Never
5. Who are you give recomendation for buy Thai Lion Air ticket ?
 - Family
 - Friends
 - Business partner
6. How are the message content in Thai Lion Air advertisement ?
 - Very interesting
 - Interesting
 - Not Interesting

For this question you can give a check list (√) in the one of the certain answers. The Information :

- a. Strongly agree = 5
- b. Agree = 4
- c. Neutral = 3
- d. Disagree = 2
- e. Strongly disagree = 1

No	Question	5	4	3	2	1
1.	Thai Lion Air always using quality advertising media					
2.	Thai Lion Air has the message clearly in the television					
3.	Advertising duration has proper time					
4.	Advertising using populer brand ambassador					
5.	Online advertising always update					
6.	Online design is interesting					
7.	The advertising spread in another website					
8.	Radio advertising has proper time					
9.	The information is easy to understand					
10.	The languange style is interesting					
11.	The place of position in newspaper proper					
12.	The picture to newspaper is interesting					
13.	The message is simple					
14.	The message is clearly					

QUESTIONNAIRE (Thai Version)

A. ระบุข้อมูลของผู้ตอบแบบสอบถาม

1. เพศ

- a. ชาย
- b. หญิง

2. ระดับอายุ

- a. น้อยกว่า 17 ปี
- b. 17 - 25 ปี
- c. 25 - 35 ปี
- d. มากกว่า 25 ปี

3. อาชีพ

- a. ลูกจ้าง
- b. ผู้ประกอบการ
- c. นักเรียน
- d. อื่นๆ (โปรดระบุ) :

4. รายได้

- a. น้อยกว่า 10,000 บาท
- b. 10,000 – 25,000 บาท
- c. 25,000 – 35,000 บาท
- d. มากกว่า 35,000 บาท

B. คำถาม

ทำเครื่องหมายถูก (✓) ในช่องคำตอบของท่าน(เลือกเพียงคำตอบเดียวในแต่ละข้อ)

1.อะไรที่ทำให้คุณสนใจในการใช้บริการสายการบินไทยไลอ้อนแอร์ ?

- ราคา
- คุณภาพ
- บริการ
- สิ่งอำนวยความสะดวก

2.ช่องทางใดที่คุณชอบที่จะใช้ในการซื้อตั๋วของสายการบินไทยไลอ้อนแอร์ ?

- ออนไลน์
- เจ้าหน้าที่ตัวแทนขายตั๋ว (Agent)
- เคาน์เตอร์ขายตั๋ว

3.คุณได้รับชมโฆษณาของสายการบินไทยไลอ้อนแอร์จากทางใด ?

- โทรทัศน์
- วิทยุ
- อินเทอร์เน็ต
- ป้ายประกาศ (Billboard)

4.เมื่อไหร่ที่คุณได้รับชมโฆษณาของสายการบินไทยไลอ้อนแอร์ ?

- ทุกวัน
- ทุกสัปดาห์
- ทุกเดือน
- ไม่เคย

5.ใครที่แนะนำให้ซื้อตั๋วของสายการบินไทยไลอ้อนแอร์ ?

- ครอบครัว
- เพื่อน
- คู่ค้าทางธุรกิจ

6.ข้อความและเนื้อหาในโฆษณามีความน่าสนใจเท่าไร?

- น่าสนใจมาก
- สนใจ
- ไม่สนใจ

สำหรับคำถามในหน้านี้ ให้ทำเครื่องหมายถูก (✓) ในช่องคำตอบที่แน่นอนของท่าน
ข้อมูลดังนี้

- a. เห็นด้วยอย่างยิ่ง = 5
b. เห็นด้วย = 4
c. เป็นกลาง = 3
d. ไม่เห็นด้วย = 2
e. ไม่เห็นด้วยอย่างยิ่ง = 1

ลำดับ	คำถาม	5	4	3	2	1
1.	สายการบินไทยไลอ้อนแอร์ ใช้สื่อโฆษณาที่มีคุณภาพเสมอๆ					
2.	สายการบินไทยไลอ้อนแอร์มีข้อความทางโทรทัศน์ที่ชัดเจน					
3.	โฆษณาทางโทรทัศน์มีระยะเวลาที่เหมาะสม					
4.	ตัวโฆษณาใช้แบรนค์แอมบาสเดอร์ที่มีชื่อเสียง					
5.	โฆษณาทางออนไลน์อัปเดตเสมอๆ					
6.	การออกแบบทางออนไลน์เป็นที่น่าสนใจ					
7.	การโฆษณาแพร่กระจายไปในเว็บไซต์อื่น					
8.	โฆษณาผ่านทางวิทยุมีระยะเวลาที่เหมาะสม					
9.	มีข้อมูลที่ง่ายต่อการเข้าใจ					
10.	รูปแบบภาษาเป็นที่น่าสนใจ					
11.	ตำแหน่งของโฆษณาที่อยู่ในหนังสือพิมพ์มีความเหมาะสม					
12.	ภาพในหนังสือพิมพ์เป็นที่น่าสนใจ					
13.	มีข้อความที่ภาษาต่างๆ					
14.	ข้อความที่ชัดเจน					

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