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The Impact of Negative Advertisement on the Image of Meikarta and Purchase Intention

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ABSTRACT : This study aimed to find out the impact of negative news on the online mass media to purchase intention through brand image as an intervening variable. This study focused on Meikarta as one of the brands in Indonesia that previous moderate level of negative news in online mass media. This study was using the quantitative approach. There were 200 respondents involved in this research that fulfilled certain criteria, including Indonesia citizen who resides in Greater Jakarta area; workers; had income at least US$500 per month; and had seen negative news of Meikarta in online mass media. The data was gathered from the respondents using questionnaire and analyzed with SPSS. The findings revealed that the negative news had negative influence to brand image of Meikarta, but it is not significant; the brand image had significant and positive influence to purchase intention of consumers of Meikarta; and the negative news has direct influence through purchase intention, despite it is not significant.

KEYWORDS: *Brand Image, Negative News, Purchase Intention*

I.   INTRODUCTION

With the rapid and significant development of information technology, the society has more options to obtain information. The mass media industry is one of the information sources for the society through the news that it produced. Unlike most information that is spread by word of mouth or social media, information that present in the news that produced by mass media has more value because of its credibility. The members of society tend to trust the news produced by the mass media. Moreover, if the mass media has the value match-up with them.

Noticing the relationship of mass media and society, many companies intrigued to build good kinship with mass media. Usually, there is specific division that accountable to handle the relation between company and media. This division is known as media relation. In some companies, it is found that media relation is a sub-division of public relation. When the media relation is success, it most likely the mass media will put up a good word about the company and/or company's brand through the news. From this, the company expects that the news will give positive influence to the perception of society towards company or brand. This is very important for the substantial, because part of society is the consumer of company's product and responsible for the sales and profitability. Besides that, many noted that the good corporate or brand image can influence the sentiment of investors and impact the performance on the stock market.

On the other hand, mass media also began to realize that the held crucial role for business. Also, the mass media become aware that relation with companies can be source of income. These two realizations made mass media expand its business section. According to Carol (2011), compared to year before 2000, the number of pages that dedicated for news that related to business is increase. The same thing also happened in electronic media. Even there are plenty media that specifically taking care of business news only.

In the end, companies and mass media had relationship where the agenda of each party might influence another party. This is similar to the substance of agenda-setting theory. The only difference, the agenda-setting is focused on politic rather than business. So, the involved parties include mass media, society, and government/politician. In this case, the government/politician is replaced by companies.

Lippo Group is one of the companies that realize the power of mass media and how it can be utilized to shape the corporate image or brand image. It tried to maintain the good kinship with mass media. By doing this, they usually get more portions in the news section and the content of the news tend to be positive. If there is negative information, the mass media will framed it and make it subtle. Hence, it will not significantly hurt the corporate or brand image.

Lippo Group, one of the Asia's largest companies that engage in various industry but mainly property development, has recently develop a project of apartment complex that located nearby Jakarta, capital city of Indonesia. The apartment complex will be named as Meikarta.

Through the new apartment complex, of course, Lippo wants to gain profitability from the development. Hence, Lippo has to sell it. However, it is not an easy to thing to do. Because, Lippo had to compete with other apartment complexes are that located in the Greater Jakarta as well. To stands out among competitors, Lippo tried to create favorable image of Meikarta. Through the favorable image, it can enhance the perceived quality and perceived value (Dodds, Monroe & Grewal, 1991). Moreover, the consumers are more likely to purchase well-known brand products with a positive brand image (Romaniuk& Sharp, 2003). It means, the positive brand image can enhance the consumers' purchase intention.

However, Lippo's effort has met a hurdle. Despite the good kinship with mass media, a large problem about the brand cannot stay hidden. The information that Lippo Group not yet owned the permit to build Meikarta has spread all over the news. The reason why the flaws Meikarta is on the news but other apartment complex are not is because Meikarta is seen as newsworthy subject. It perhaps related to the big name of Lippo Group and the scale of project itself. If refer to the previous studies, most of them found that negative news about the brand will bring negative impact to brand image (Bravo, Monataner, &Pina, 2012; Caroll& McCombs, 2003; Kim, 2000). Therefore, this study aimed to find out the impact of negative news on the online mass media to purchase intention through brand image as intervening variable.

II.   LITERATUREREVIEW

Media Relation

The development of technology has affected the mass media industry. It became more varied and more active. It also became more influential to many of business entities. With the coverage that is given to certain business entity, it can lead to positive or negative impact. The positive news coverage most likely able to give positive impact, such as increase the consumer trust and escalate the interest of investor to investing their capital. Based on this assumption, many business entities are eager to build good relation with mass media.

Media relation is one of the public relation activities. Krishnan (2007) defined media relations as connection with mass media to get publicity or to response the interest of media towards organization. Meanwhile, according to Ariffin, Liaw, Abidin, Zainol, and Johari (2016), media relations is a part of external public relation that performed to establish and maintain good kinship with mass media as tool of communication between organization and public, to achieve organization goals.

Based on these two definitions, it can be summed that media relation is a kinship between organization and media that establish and developed to help the organization reach the public. So, it can shape the image, trust, and to achieve the goals of organization.

For practitioner of public relation, media relation is very important because the mass media served as gatekeeper to control information that flow to society in certain social system.

Pang, Chiong, and Hassan (2014) noted that media relation has four important roles for a business entity. First, to enhance the corporate image. Second, to increase the trust of public towards offered product. Third, to elevate the point of selling of product. Fourth, to help the company to escape the communication crisis.

Brand Image

The interest of consumer toward certain brand will be stronger if it is based intense exposure and experience with the brand. It usually created through advertisement, public relation piece, event sponsorship, and other types of marketing campaign. After exposure and experience with a brand, the perception of consumer towards the brand will be shaped. The consumers will begin to associate the brand with certain things. A brand image will bring positive influence to the brand, if the association of the product in consumer mind is match the functional aspect of the brand. To further understand about brand image, Zhang (2009) used four distinct perspectives to define brand image.

Perspectives	Sources	Definition of Brand Image
Blanket definition	Herzog (1963); Newman (1985); Dichter (1985)	Consumers' general perception and impression of a brand; consumers' perception of a product's total attributes; consumers' general impression of the product or service
Meaning and messages	Noth (1988); Sommers (1964); Levy (1973)	The symbolic meaning embedded in the product or service; consumers' perception and recognition of a product's symbolic attribute; the symbolic meaning of purchasing the product or service
Personification	Martineau (1957); Bettinger (1979); Sirgy (1985)	Brand image reflects consumers'characteristics, and they purchase the brand to express themselves; the personification of a product, which can be manifested as "adult" and "children"; image of the brand resembles human personality
Cognitive and psychological elements	Gardner & Levy (1955); Levy (1978); Bullmore (1984); Kapferer (1994)	Brand image is consisted of consumers' opinion, attitude and emotion toward a brand, which reflects the cognitive or psychological elements of the brand or product, which includes recognition, feeling and attitude toward it; consumers' general perception and opinion of a brand's total attributes; consumers' general perception about the brand feature's association

Consumer Behavior

Consumer buying behavior can be defined as a set of action before, during, and after a purchase of a product (Tanner & Raymond, 2010). Kotler and Keller (2011) saw consumer buying behavior as ways to satisfy consumer needs and wants by buying and dispose of the products. Consumer behavior can be defined as acts taken by consumers to obtain, use, and dispose of economical products or services, which is also included the decision-making process (Brosekhan&Velayutham, 2008). Therefore we can conclude that consumer buying behavior as a series of acts that involved before, during, and after product purchase in order to satisfy the needs and wants of the consumers.

Further, the whole process is explained in five common stages (Furaiji, Łatuszyńska, &Wawzyniak, 2012). The first step is problem/need recognition. The problem in here does not always mean as a problem, but it can always be mean as consumer's needs. By realizing their needs, consumers already start their decision-making process. By realizing the problem, the consumer will start looking for information related to the product needed. This second stage called information search. The information can be collected through various channels, family or acquaintance, the internet, television, printed advertising, and many more (Bunn, 1993). The third step is an evaluation of alternatives. Through some information research, the consumers might be able to judge which products that might be suitable for their needs (Kotler, 2002). After evaluation of alternatives, it will lead to purchase decision and then followed by post-purchase evaluation. When a product is part of the common thing to be the purchase, then some of this stage can be skipped (Hansen, 2005).

In this study, it specifically discuss the purchase intention. According Dodds, Monroe, and Grewal (2011), purchase intention can be defined as the likelihood of consumers' willingness to purchase certain product. For example: B saw ice cream advertising, then she think she wants to buy it. Then, it can be considered as purchase intention.

Meanwhile, He and Hu (2008) considered purchase intention as the attitude towards certain product that appears after evaluating the overall of product. To illustrate this definition, a consumer saw face whitening cream advertisement. Then, she searches the information about the product, including ingredients and review from other consumers. After that, she thinks she wants to buy it.

In more detailed manner, Jin and Kang (2011) explained that purchase intention can be seen through four kinds of behavior. Among others: undoubted plan to buy the product, thinking unequivocally to purchase the product, when someone contemplates to buy the product in the future, and to buy the specific product utterly.

III.   RESEARCH FRAMEWORK AND HYPOTHESIZES

Based on the literature review, the research framework of this study is as follow:

In this framework, the negative news coverage is served as the independent variable (X) which assumed has influence to the brand image as intervening variable (Z). Then, the intervening variable is mediating the relationship between independent variable and purchase intention as dependent variable (Y). However, there is possibility that direct influence of variable X to variable Y is greater than the indirect influence through variable Z.

Refers to the framework, there are three hypothesizes:

- Negative news and Brand Image
  According to the research that performed by Romeo (1991), the negative information about a brand/product will give negative impact to the brand image in significant manner. A research by Dean (2004) also found that negative publicity is clearly jeopardizing the image of the company and the product it produces. Besides that, similar result revealed by the research that conducted by Alfred and Poku (2013). However, the research did not linked news coverage with brand image but corporate reputation. H1: The negative news had significant and negative influence to the brand image of Meikarta.

- Brand Image and Purchase Intention
  A research that conducted by Shah, et al (2012) found that the brand image has positive and significant influence to purchase intention. It means, when the brand image improve, the purchase intention will increase. Similar result revealed by Wang and Tsai (2014). They discovered that the brand image is able to increase the investor's purchase intention significantly. H2: The brand image had significant and positive influence to purchase intention of consumers of Meikarta

- Negative News and Purchase Intention
  Because, the assumption above that negative news is negatively influencing brand image and brand image is positively influencing purchase intention. Hence, it is appropriate to assume that negative news is negatively influence purchase intention, through brand image. H3: The negative news had indirect influence to purchase intention through brand image.

IV.   METHODOLOGY

This study used quantitative approach. It is a numerical based method that often used by the scholars to analyzed the causality among variables. The advantage of using quantitative approach is the generalizability. Because, it allows the researcher to reach large number of sample that represent certain population, in short amount of time. Another advantage of using quantitative approach is the standardized procedure of quantitative approach has simplified process of data gathering and analysis. It is also able to prevent bias due to the controlled environment (Neumann, 2014).

In the quantitative study, there are two research types, descriptive and explanatory. This research used descriptive research type. Because, it is a type of conclusive research which has the objective of describing something such as market characteristics or market function (Malhotra, 2010). Descriptive research involves research questions or/and research hypothesis. The design of descriptive research is the cross sectional design.

In cross sectional design collects information only one time from the population sample. In order to collect information from respondents, questionnaire survey will be distributed after the pre-test is done.

The population of this study is Indonesia citizen in working age and financially able to purchase property. Because the total population is unknown, the sample size is decided with quota sampling. The proper sample for research is more than 30 and less than 500 (Babbie, 2010). Hence, the researcher decided to take 200 samples. To obtained relevant data, the sample is screened with purposive sampling technique. The requirements among others: 1) Indonesia citizen who resides in Greater Jakarta area; 2) Working; 3) had income at least US$500 per month. It based on the financial suggestion that installment for a house should never exceed 30% of income. The installment of Meikarta starts 1 million per month, which is 20% of US$500. Hence, those who earned at least US$500 can be considered financial able to purchase property.

The data obtained by questionnaire. In this study, the questionnaire answered by using five point Likert scales. The researcher decided to use five point Likert scale because of the option to add "neutral" or "Neither agree nor disagree" as an option that the respondents can choose in case they are confused with the question. Therefore, it reduces that chance of inaccurate answer caused by confusion regarding the questions. The questionnaire began with screening questions of whether the respondent matched the characteristics that established through purposive sampling. The respondents that did not match the characteristics, the questionnaire stop immediately. Once the respondents had been filtered, they answered questions related to research variable. The willing respondents can access the questionnaire through link which distributed by using social media and forum.

Before the questionnaire was given to respondents, pilot test was performed to measure the validity and reliability of the questionnaire. In addition, pre-test questionnaire also used to find out whether respondents understand the term used in the questionnaire and to find mistakes as well as double sided questions (Malhotra, 2010). The pilot test performed to 31 respondents. Below is the result of pilot study:

Variable	Items	Validity	Reliability	Description
Negative News	NN1	0.299	0.810	Not valid
	NN2	0.569		Valid and Reliable
	NN3	0.478		Valid and Reliable
	NN4	0.543		Valid and Reliable
	NN5	0.742		Valid and Reliable
	NN6	0.550		Valid and Reliable
	NN7	0.517		Valid and Reliable
Brand Image	BM1	0.499	0.795	Valid and Reliable
	BM2	0.659		Valid and Reliable
	BM3	0.682		Valid and Reliable
	BM4	0.574		Valid and Reliable
	BM5	0.438		Valid and Reliable
	BM6	0.459		Valid and Reliable
Purchase Intention	PI1	0.627	0.762	Valid and Reliable
	PI2	0.559		Valid and Reliable
	PI3	0.598		Valid and Reliable

The result considered valid if it exceed the rule thumbs 0.3. Meanwhile, the result considered reliable if it exceed the rule of thumb 0.7. Due to that, the questionnaire item NN1 was discarded which then increase the reliability value to 0.810. After the questionnaire passed the validity and reliability test, it was placed in the Google Form.

After the data gathered from 200 respondents, classical assumption test performed to make sure the data is fit for the regression. There are five classical assumption tests that conducted. Among others: normality test, autocorrelation, linearity test, multicolinearity test, and heteroscedasticity test. The entire classical assumption test revealed that the data is eligible for regression analysis.

Regression test is performed to see the pattern of relationship between two kinds of variable that not fully revealed by correlation test. In this research, it will be a multiple regression. The purpose of using multiple regressions is to estimate the degree of relationship between independent variables dependent variables (please refers to the appendix). In this study, path analysis also performed because there is an intervening variable.

V. FINDINGS

Respondents Profile

Demographic Factors		Frequencies	Percentage
Gender	Male	112	56%

	Female	88	44%
Age	21 – 26	64	32%
	27 – 32	62	31%
	33 – 38	40	20%
	39 – 44	26	13%
	>44	8	4%
Occupation	Full-time worker	100	50%
	Part-time worker/freelance	30	15%
	Entrepreneur	70	35%
Educational Level	HS Graduate	20	10%
	Diploma	42	21%
	Undergraduate	80	40%
	Postgraduate	48	24%
	Phd and equal	10	5%
Salary	$500 - $749	56	28%
	$750 - $999	78	39%
	$1000 - $1249	40	20%
	>$1250	26	13%

The analysis of the respondents' demographic characteristics showed that the respondents have distinct demographic characteristics. The heterogeneity of the respondents is expected because it is able to enhance the generalizability of the findings.

Respondents Exposure to Online News about Meikarta
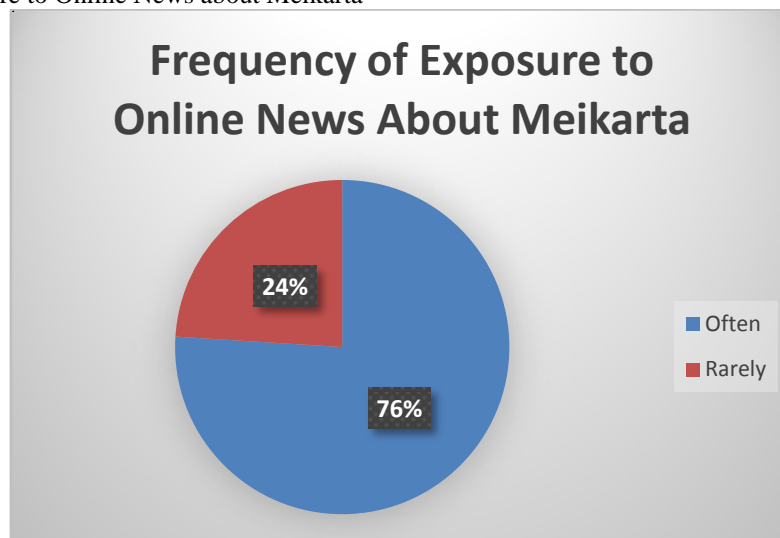
Based on the questionnaire data, 76% of the respondents or 152 respondents claimed that they are quite often to see online news about Meikarta. Meanwhile, 24% of the respondents or 48 respondents stated that they rarely see online news about Meikarta. It indicated that Meikarta is newsworthy, because the online mass media are interested to select Meikarta as the news item.
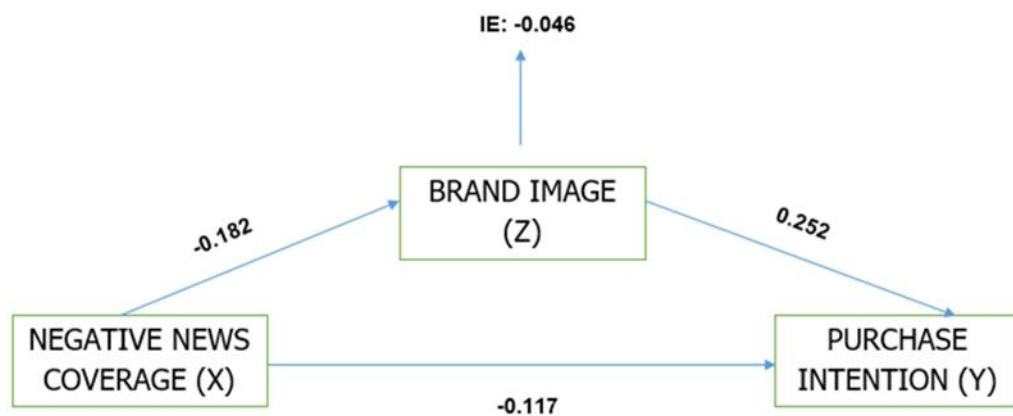
Regression Analysis

Variable	R	R Square	P. Value	B Unstandardized Coefficient
Negative News to Brand Image	-.182	.033	.110	-.134
Brand Image to Purchase Intention	.603	.364	.001	.319
Negative News to Purchase Intention			.113	-.148

Based on the table above, there are several findings. The R value of negative news and brand image shown is -0.182. It means the negative news has negative correlation to dependent variable, brand image. But, the correlation is weak. Meanwhile, the R square value shown is 0.033; it indicated that the negative news can predict 3.3% of brand image. Meanwhile, 96.7% is predicted by other variables that not included in this

research. The P. value 0.110>0.05 indicated that the influence of negative news to brand image is insignificant. The influence is also negative. Because, the B Unstandardized Coefficient is -0.134. It means, every one additional unit to negative news will decrease the brand image about 0.134.

The R value of negative news and brand image simultaneously to purchase intention shown 0.603. It means, when combined negative news and brand image have positive correlation to purchase intention. the R square value shown is 0.364, it indicated that the negative news and brand image can predict 36.4% of purchase intention. Meanwhile, 63.6% is predicted by other variables that not included in this research. However, when calculated for each variable. Brand image has positive and significant influence to purchase intention because the P. value is 0.001<0.05 and every one additional unit to brand image will increase the purchase intention about 0.319. On other hand, negative news has negative but insignificant influence to purchase intention due to the P.value is 0.113>0.05 and every one additional unit to negative will decrease the purchase intention about 0.148.

Path Analysis

The path analysis is conducted to compare the significance of direct and indirect effect. The Direct Effect (DE) of Negative News to Purchase Intention is discovered through regression analysis. Meanwhile, the Indirect Effect (IE) of Negative News to Purchase Intention through Brand Image is discovered by multiplying the Beta Standardized Coefficient between Negative News & Brand Image and Beta Standardized Coefficient between Brand Image & Purchase Intention.

It revealed that the DE of Negative News to Purchase Intention is -0.117. Then, the IE of Negative News to Purchase Intention through Brand Image is -0.182 x 0.252 = -0.046. Because, the IE < DE, it indicates that Negative News does not have the Indirect Effect to Purchase Intention through Brand Image.

Hypothesizes Testing

There are three hypothesizes. After the regression and path analysis conducted, it can be revealed whether the hypothesizes are supported or not.

Hypothesizes	Analysis Result	Supported or Rejected
H1: The negative news had significant and negative influence to the brand image of Meikarta	Sig 0.110 > 0.05 and B Unstandardized Coefficient is -0.132	Rejected
H2: The brand image had significant and positive influence to purchase intention of consumers of Meikarta	Sig 0.001< 0.05 and B Unstandardized Coefficient 0.319	Supported
H3: The negative news had indirect influence to purchase intention through brand image	IE(-0.046)<DE(0.117)	Rejected

VI.　　DISCUSSION

Based on the analysis, only two out of three hypothesizes that are accepted. The first hypothesis that the negative news had significant and negative influence to the brand image of Meikarta is rejected. This result is contrast to several previous literature, such as a research that performed by Romeo (1991), the negative information about a brand/product will give negative impact to the brand image in significant manner. Perhaps, it is because Meikarta has very positive brand image that is not easily deterred by some negative news even they are released by credible mass media. The strong relationship that Meikarta build with the consumers also can

become the reason, why negative news has insignificant influence to brand image. Meikarta itself is part of Lippo Group, which has been engages in property development industry for more than decades. As explained by Ahluwalia, Burnkrant, and Unnava (2000) that found negative publicity does not always bring trigger the negative response from the consumer. Moreover, if the negative publicity is directed to the product that the consumers have been frequently consume. Due to, consuming certain brand/product frequently will establish some kind of relationships between the consumers and the brand. The longer the time, the relationship will go stronger and turn into a commitment. However, it is important to notice the level of negative news itself, from mild to extreme. Because, Sago and Hinnenkamp (2014) noted that if the negative news has reached extreme level, the frequent consumers tend to avoid the brand, because they are afraid of the subjective norms.

The second hypothesis that the brand image had significant and positive influence to purchase intention of consumers of Meikarta, is accepted. It matches a number of previous researches. A research that conducted by Shah, et al (2012) found that the brand image has positive and significant influence to purchase intention. It means, when the brand image improve, the purchase intention will increase. Similar result revealed by Wang and Tsai (2014). They discovered that the brand image is able to increase the investor's purchase intention significantly. It is because brand image is acknowledged as one of the most important cue before purchase intention. The more favorable the brand image is the more positive the attitude and behavior of consumers' toward the brand (Dodds, Monroe & Grewal, 1991). Due to, the brand with positive brand image provide trustworthy and reliable vibes for the consumers. Thus, the brand is perceived less risky and more preferred as a choice by consumers, due to the nature of human is tend to avoid risk (Snoj, Kurda, &Mumel, 2004).

The third hypothesis that negative news had indirect influence to purchase intention through brand image is rejected. Turns out, the negative news had direct influence to purchase intention, although the influence is not significant.

VII.   CONCLUSION

A quantitative research has been conducted to 200 respondents that selected using the non-probability sampling. The respondents are the potential consumers of Meikarta that had seen negative news about the brand in the online media. Based on the analysis, only one out of three hypothesizes is accepted. The hypothesis one that stated negative news had significant and negative influence to the brand image of Meikarta is rejected. Turns out, the negative news only had insignificant but negative influence to brand image, which is contrast to several previous literature. However, the result can be explained as the implications of Meikarta has very positive brand image that is not easily deterred by some negative news even they are released by credible mass media and strong relationship that Meikarta build with the consumers, which produced commitment. Meanwhile, the second hypothesis that stated that the brand image had positive and significant influence to purchase intention of consumers of Meikarta is accepted. This result is aligned with a number of previous literature by Shah et al (2012) and Wang and Tsai (2014). The more favorable the brand image is the more positive the attitude and behavior of consumers' toward the brand. On the other hand, the hypothesis three is rejected. Turns out, the negative news had direct influence to purchase intention, although the influence is not significant. It is because, the impact of negative news to brand image is insignificant. Hence, the brand image cannot channel the impact of negative news to purchase intention.

VIII.   RECOMMENDATION

For the brand: Meikarta needs to maintain the positive brand image because it is the one that prevent significant damage from negative news about Meikarta. If Meikarta received massive number of negative news in any scale, the company must quickly encounter the negative news. Because, when the negative information is piling up, it will influence the public to perceive the brand negatively. Hence, it created pressure for the consumers and potential consumers of Meikarta to avoid the brand.

For the future researcher: First, the generalizability of the findings can be increased by increasing the number of respondents. Second, the next research might want to consider dividing the negative news into several categories, such as mild, moderate, and extreme. Due to, each category most likely has different influence to consumer behavior. Third, the next research might want to consider the level of relationship or commitment that the consumers have towards the brand. Because, it is heavily influence their behavior.

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