



The Effect of Internal Meaning on Purchase Decision with Attitude Mediation: A Quantitative Explanatory Study of Brawijaya University Students' Internal Meaning of BTS Meal Co-Branding Products

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ABSTRACT

This research is a study of the study of internal meaning in the study of marketing communications, based on Osgood's theory or commonly known as the semantic meaning theory. In Osgood's theory, the meaning of a person is said to lie in a metamorphosis space which consists of three main dimensions, namely evaluate, activity, and potency. The purpose of this study was to analyze the effect of internal meaning on purchase decisions with Attitude mediation. The research object chosen was the BTS Meal co-branding product, which was the result of a collaboration between McDonald's and the K-Pop boy band Bangtan Boys (BTS). The research sample used a convenience sampling technique consisting of 100 Brawijaya University students from various faculties. This type of research is quantitative and the method used in this research is a survey. The data analysis method used in this study is Partial Least Square (PLS) with the help of the SmartPLS Version 3 program. The findings of this study revealed that the influence of internal meaning on purchase decision with evaluate indicator through Attitude mediation does not affect purchase decision. The influence of internal meaning on purchase decision with activity indicator through mediation Attitude affects purchase decision. The influence of internal meaning on purchase decision with potency indicator through mediation Attitude affects purchase decision. The results of this study reveal that Attitude affects purchase decision.

Keywords: The semantic meaning theory, Osgood's Semantic Differential, marketing communication, co-branding Product

INTRODUCTION

McDonald's has announced an official partnership with Bangtan Boys, often known as BTS, a Korean boy band. McDonald's uses a *co-branding* corporate communication approach, which

entails developing new goods as a consequence of a collaboration between McDonald's and BTS in the shape of BTS Meals. *Co-branding* is defined by Kotler [10] as the combination of two or more well-known brands in an offer in which one brand promotes the other in the hopes of attracting potential buyers.

Several research on the relationship between *co-branding* and consumer impressions have been undertaken [1]. Even so, the success of *co-branding* is influenced not only by the strategy of the companies involved, but also by customer perception, which is one of the variables to consider. One of the benefits of *co-branding* is that it improves brand perception among consumers [5]. The success of a *co-branding* strategy is determined by both consumer perception and motive approach [21]. The goal of co-branding is to broaden reach, increase revenue, and gain a competitive advantage by raising customer awareness [2].

In the perspective of communication, perception is the core of communication, and utilization (interpretation) is the core of perception, which is identical to decoding in the communication process. According to Jhon R. Wenburg and William W. Wilmot ; [20] perception is defined as a way of giving meaning. In the psychological theory that influences human communication, Osgood and Schramm put forward the most basic model of communication. Osgood's theory is related to how the notion of a concept is formed and from that understanding is closely related to thinking and attitudes. Osgood's theory is used to try to explain the meaning of connotation and how it originates.

Research Problem

Internal perception or meaning can be utilized as material to determine the meaning felt by someone when observing the *Co-branding* company communication plan, and we can deduce what other people are thinking and feeling based on this information. It is envisaged that a person's opinion of the *co-branding* business communication approach would influence their *purchase decision*. Previous research [17] and [13] evaluated co-branding products as a marketing communication strategy using Osgood's Semantic Meaning Theory technique. Osgood created three dimensions in this study by combining instruments from [4] and [23]. The findings of this study show that numerous aspects of Osgood's theory can be applied to understanding *co-branding* strategies. However, the author has yet to find a complete study that shows how the internal meaning of a co-branding company communication approach influences individual intention.

The S-O-R theory used in this study is an illustration of the existing phenomenon, in this study where consumers view the McDonald's and BTS *co-branding* strategy as a stimulus, giving messages in the form of BTS Meal products to organisms, namely consumers. Furthermore, the message received by the consumer is processed so that it will produce a response in the form of buying interest in the stimulus. The response can be a positive response or a negative response. A person's buying behavior is a person's response or reaction to a stimulus. In the Stimulus - Organism - Response (SOR) theory. [18] so that in this theory more precisely is how to change attitudes. In the process of changing attitudes, it appears that attitudes can change when the stimulus given is very good. With the co-branding business communication carried out by McDonald's and the BTS boy band in the form of the BTS Meal product, it is hoped that there will be positive consumer behavior formed from the internal meaning of consumers. The

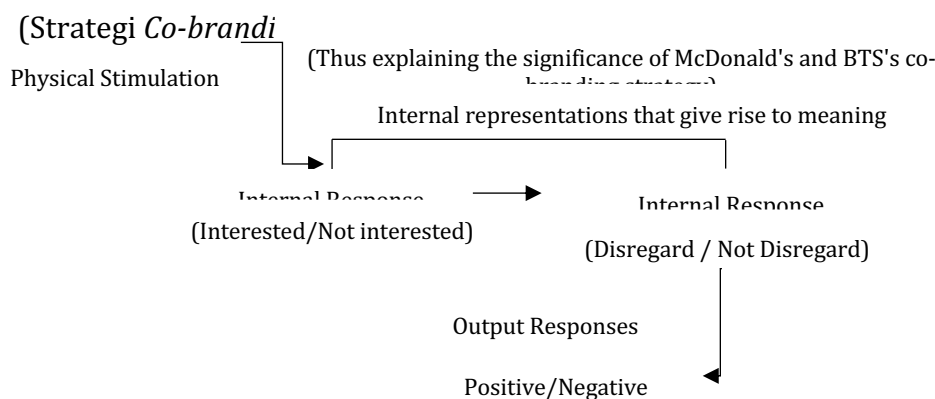
expected effect of the *co-branding* business communication strategy is as a stimulus that can affect *individual intention*.

In this research, the author attempts to use attitude as a link from stimulus to *intention*. Attitude as one of the factors that influence consumers in making purchasing decisions plays an important role. According to Schiffman and Kanuk, 1991 ; [3] Attitude is a learned tendency to be happy or unhappy, in a consistent way with one object. Attitude can develop from one's experience with the environment such as information from friends, salespeople or the mass media. Attitudes also come from direct or indirect experience.

LITERATURE REVIEW

Internal meaning/connotative meaning

According to Osgood's Theory, *co-branding* is a physical stimulus that experts believe might elicit a personal response in a person, specifically a potential consumer. Osgood conducted research on this meaning using the factor analysis technique to uncover the fundamental dimensions of a person's meaning. Internal responses and internal stimuli are central to Osgood's theory of meaning.



Picture 1. Osgood's Theory Model for Application in Research
Source: Littlejohn & Foss, 2009

The chart is a correlation between Osgood's theory which is the reference in this study, how internal meaning is able to determine consumer attitudes. The importance of consumer behavior in making purchasing decisions is something that must be known by a marketer. Internal meaning is the main assessment for all sources in this study and also determines the next attitude.

The whole series is described as (1) Physical Stimulus; (2) Internal Response; (3) Internal Stimulation; (4) Response from outside. [16] His findings in this study resulted in the theory of semantic space or semantic space. A person's meaning is said to be in a metamorphosis space which consists of three main factors, namely; (1) *Evaluate* (2) *Activity* (3) *Potency* [16].

Evaluate

A person's assessment of the co-branding plan.

Conspicuousness

In a sequence of internal meanings of the product, the initial assessment of *conspicuousness* or attractiveness is a consideration of group or environmental references that influence how a person analyzes and assigns an attractive value to a product [23]. When it comes to *co-branding*, the attractiveness of the *co-branding* product might be an added value in terms of the product's appeal.

Uniqueness

Uniqueness is a process of evaluating a person in strengthening self-image amid social groups attached to a person [23].

Quality

When a consumer sees a product with a decent appearance and quality description, they can have high hopes for it. Consumers can see the value that will be added from a product [23]. The quality in this *co-branding* product between McDonald's and Boyband BTS includes special *packaging* or product packages and new menu product packages that are provided for consumers for a limited time.

Activity

Internal meaning in terms of *co-branding* strategy activities.

Extended Self

A person will choose and be interested in a product that fits his identity and lifestyle [23]. The concept of the *extended self* leaves a mark on the owner and becomes an integral part of his identity. The identity given in the McDonald's and BTS *co-branding* business communication strategy is reflected in the items sold, such as logos, colors, and packaging, all of which reflect BTS's vibrant colors.

Satisfaction

According to Olsen and Johnson ; [4] defines *satisfaction* as a measure of internal meaning obtained from the activity side, and it is an expectation or expectation that is more than consumers for the product. This proximity is part of how the product follows the existing market segmentation and gives clear and appealing qualities.

Potency

Internal meaning in terms of potential *co-branding* strategy.

Benefit Convenience

When purchasing a product, a customer can also consider the level of service that will be provided. They'll have a significance that relates to the product's *potency*. The product's appropriateness with consumers will be influenced by the rewards and benefits obtained. [4].

Decision Convenience

Decision Convenience is defined as consumers feeling their time and effort can be quickly used to decide using a product [4] this is because the product is able to provide a clear explanation of information and uses.

Transaction Convenience

Transaction *Convenience* describes how a product's price allows it to provide convenience in purchasing. Because the price of a product has the ability to influence the meaning in the dimensions of a product's potential, it is believed that what is received from a transaction would satisfy consumers who have purchased or utilized a product [4].

H1: There is an influence between the internal meaning of the purchase decision in co-branding business communication

Attitude

Attitude is a comprehensive evaluation and allows a person to respond favorably or unfavorably to the object being assessed. Consumers who have a positive attitude toward a product will influence to make purchasing decisions. The indicator of an attitude refers to the three-component model of attitudes (*model of three-component attitudes*) from [22] which is found in the research of [19] which include:

1. Cognitive, describing knowledge and perception of an object that can be obtained through direct experience or from other sources of information.
2. Affective, describes a person's feelings and emotions regarding a product or brand as a result of a consumer's appraisal or assessment.
3. Conative, describes a person's proclivity to perform particular acts towards an object.

H2: There is an influence between attitudes towards purchase decision in co-branding business communication

H3: Attitude can mediate the influence of internal meaning on purchase decision in co-branding business communication.

Purchase Decision

The purchase decision is a process of evaluating and selecting from various presentations according to certain interests and deciding on an option that is considered the most profitable. It can be said if the purchase decision is the process of consumers in selecting based on observations and consumer needs and determine their choices. The indicators of purchasing decisions in this study refer to the opinions [9] stated in the research of [24] and [19] which include:

1. Product choice
2. Brand choice
3. Choice of purchase amount
4. Time choice

RESEARCH METHODOLOGY

This study uses a *semantic differential* which consists of three variables that have been determined by Osgood, namely: *evaluation*, *activity*, and *potency*. The *semantic differential* technique can be used as a way of measuring psychology in various aspects which include: personality, attitudes, appreciation, communication, and so on related to the affective domain, behavior that emphasizes aspects of feelings and emotions and can also measure objectively as stated by Osgood. Snider & Osgood (1969); [7] Instruments from [4] and [23] were adopted to formulate the research questionnaire. The indicator of attitude refers to the three-component model of attitudes (*model of three component attitudes*) from [22] which includes, cognitive, affective and connotative. The indicators of purchasing decisions in this study refer to the opinion of [9] which include: *product choice*, *brand choice*, and *time choice*.

The research sample used a *convenience sampling* technique consisting of 100 Brawijaya University students from various faculties, the researcher's *convenience sampling* technique could choose any population who had sufficient data in sampling (Miles, Huberman, & Saldana 2014, p.46 ; [15] This type of research is quantitative and the method used in this research is a survey. An explanative survey aims to explain the relationship between two variables [11] . The data analysis method used in this research is Partial Least Square (PLS) with the help of the program. SmartPLS Version 3. The purpose of this study is to analyze the effect of internal meaning on *purchase decision* with *Attitude* mediation.

MEASUREMENT

In the viability and reliability testing stage, there are 16 instrument items that can be used to measure the research to be carried out. In quantitative research, instruments play a very important role, so research instruments must be valid and reliable and as far as possible free from subjective bias. [12] The researcher wants to clarify that he has modified the measuring instrument to suit the research theme. The measuring tools used in previous studies [17] and [14] are still well used for future research.

Table 1. Research Instrument

VARIABLE	INDICATORS	ITEMS
EVALUATE (EV)	<i>Conspicuouness</i>	(EV1) 1. I find the <i>co-branding</i> strategy of McDonald and BTS interesting
	<i>Uniqueness</i>	(EV2) 2. I see McDonald's and BTS's <i>co-branding</i> strategy is unique
		(EV3) 3. I believe the <i>co-branding</i> strategy of McDonald's and BTS has merit.
	<i>Quality</i>	(EV4) 4. I think that McDonald's and <i>BTS's co-branding</i> strategies have advantages.
ACTIVITY (AC)	<i>Extended self</i>	(AC2) 5. I feel that McDonald's and BTS's <i>co-branding</i> strategy provides an identity for consumers.
	<i>Satisfaction</i>	(AC3) 6. I have an impression of McDonald's and BTS's <i>co-branding</i> strategy
		(AC4) 7. I feel close to McDonald's and BTS' <i>co-branding</i> products
	<i>Benefit</i>	(PO1) 8. I think that the <i>co-branding</i> product of McDonald's and BTS is able to meet consumer needs.
POTENCY (PO)	<i>Convenience</i>	(PO3) 9. I feel that the product of the <i>co-branding</i> of McDonald's and BTS is able to provide clear information on benefits and uses for consumers
	<i>Decision</i>	
	<i>Conveinence</i>	

ATTITUDE (AT)	Cognitive	(AT3) 10. I believe in the product of the <i>co-branding</i> of McDonald's and BTS based on the evaluation results with other similar products
	Affective	(AT4) 11. I am happy with the <i>co-branding</i> collaboration between McDonald's and BTS
		(AT6) 12. My love for the boyband BTS makes me happy with the <i>co-branding</i> collaboration between McDonald's and BTS
(PURCHASE DECISION) (PD)	Conative	(AT8) 13. The product guarantee of the <i>co-branding</i> of McDonald's and BTS's co-branding encourages me to buy this product immediately
	Product Choice	(PD1) 14. I choose to buy products from the <i>co-branding</i> of McDonald's and BTS instead of other similar products
	Choice of Purchase Amount	(PD3) 15. I buy more products from the co-branded <i>co-branding</i> Mcdonald and BTS
	Time choice	(PD4) 16. I will definitely buy products from the <i>co-branding</i> of McDonald's and BTS

Source: Research Result, 2022

DATA ANALYSIS & MEASUREMENT EVALUATION

The data analysis technique used the PLS-SEM (Partial Least Square modeling) method with the program used was SMAtPLS 3.0. Researchers divide into five stages measuring validity and reliability according to the *measurement* recommended by [8] *Convergent validity* expected value > 0.7 (*outer loading*), *discriminant validity* (*cross-loading*), composite reliability expected value > 0.7, AVE value expected >0.5 and *Cronbach's alpha*. expected value >0.6 for all constructs.

Table 2. Convergent Validity Test Results through Outer Loading

Variabel	Item	Outer Loading	AVE
Evaluate	EV1	0.779	0.802
	EV2	0.955	
	EV3	0.938	
	EV4	0.899	
Activity	AC2	0.709	0.692
	AC3	0.863	
	AC4	0.911	
Potency	PO1	0.963	0.926
	PO3	0.962	
Attitude	AT3	0.822	0.816
	AT4	0.921	
	AT6	0.940	
	AT8	0.925	
Purchase decision	PD1	0.983	0.968
	PD3	0.987	
	PD4	0.982	

Source: Research Result, 2022

Discriminant Validity

Discriminant validity aims to determine whether the latent construct predicts the size of the variable better than the size of the other variables. *Discriminant Validity* can be known by comparing the value of the *cross-loading factor*. If the value of the cross-loading of items to the intended construct is greater than the value of *cross-loading* to other constructs, then the indicator is declared valid. The results of the *discriminant validity* test can be seen from those presented in the following table:

Tabel 3. Discriminant Validity Test Results (Cross Loading)

	Activity	Attitude	Evaluate	Potency	Purchase Decision
Activity	0.832				
Attitude	0.882	0.903			
Evaluate	0.659	0.601	0.895		
Potency	0.901	0.864	0.636	0.962	
Purchase Decision	0.836	0.907	0.508	0.822	0.984

Source: Research Result, 2022

Composite Reliability dan Cronbach Alpha

Reliability testing used to test the reliability of the research construct.. This test is done by looking at composite reliability and Cronbach alpha. An instrument item, can be said if it has a composite reliability value and Cronbach alpha above 0.6. The results of the construct reliability test of this study are as follows:

Table 4. Composite Reliability and Cronbach Alpha Test Results

	Cronbach's Alpha	Composite Reliability	Average Extracted (AVE)	Variance
Activity	0.776	0.870	0.692	
Attitude	0.924	0.946	0.816	
Evaluate	0.915	0.941	0.802	
Potency	0.920	0.962	0.926	
Purchase Decision	0.984	0.989	0.968	

Source: Research Result, 2022

Determinant Coefficient or R-Square (R2)

R-Square (R2) indicates the strength or weakness of the influence caused by the dependent variable on the independent variable. R-Square also shows the strength or weakness of a research model. The value of R2 is classified into 3 criteria, including: $R^2 > 0.67$ = strong model, $R^2 > 0.33$ = moderate model, and $R^2 > 0.19$ = weak model [6].

Table 5. Determinant Coefficient Value (R Square)

Variabel	R Square	R Square Adjusted
Attitude	0.803	0.797
Purchase Decision	0.837	0.830

Source: Research Result, 2022

Based on the table above, it is known that the R Square value for the Attitude variable is 0.803 which can be categorized as a strong model. This value shows the contribution of the X1 (*Evaluate*), X2 (*Activity*), and X3 (*Potency*) variables to the Z (*Attitude*) variable is 80.3% and the remaining 19.7% is explained by other variables outside the model studied. The *purchase decision* variable has an R Square value of 0.837 which is included in the strong model category. This value shows that the *evaluate*, *activity*, *potency* and *attitude* variables are able to explain the *purchase decision* variable by 83.7%, the remaining 16.3% is explained by other variables outside the model.

Predictive Relevance atau Q-Square (Q²)

Predictive Relevance or *Q-Square* (Q²) is a measure of how well the observations made can give results to the research model. The results of the calculation of the value of *Q Square* in this study are as follows:

$$Q^2 = 1 - [(1 - R_1^2) \times (1 - R_2^2)]$$

Where R_1^2 is R square for equation 1 which is 0.803, and R_2^2 is R square for equation 2 which is 0.837.

$$Q^2 = 1 - [(1 - 0.803) \times (1 - 0.837)] = 0.968$$

The results of the *Q square* calculation of 0.968 indicate that 96.8% of the variation in endogenous variables (*purchase decision*) can be predicted by exogenous variables (*evaluate*, *activity*, *potency*, and *attitude*) and the remaining 3.2% is explained by other variables not included in this research model. It can also be interpreted if the model in this study is included in the strong category because the *Q square* value is more than 0.35.

Goodness of Fit (GoF)

The measurement value based on *Goodness of Fit* has a range of values from 0 to 1. The value of *Goodness of Fit* that is closer to 0 indicates the model is getting less good, and vice versa if the Goodness of Fit is close to 1 indicates that the model is getting better. The criteria for the strength or weakness of the research model based on the *Goodness of Fit* measurement are 0.36 (*large GoF*); a value of 0.25 (*medium GoF*), and a value of 0.10 indicates (*small GoF*) [6] The model validation test is carried out by calculating the *Goodness of Fit* as follows:

$$GoF = \sum \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{\left(\frac{0.816 + 0.968}{2}\right) \times \left(\frac{0.803 + 0.837}{2}\right)}$$

$$GoF = \sqrt{0.892 \times 0.820} = 0.855$$

Calculation of *Goodness of Fit* (GoF) obtained a value of 0.855, it can be concluded that the research model is good (close to number 1) and the accuracy of the model is included in the *GoF large* category (> 0.36).

HYPOTHESIS TESTING

Hypothesis testing in this study is to determine the effect of internal meaning which includes *evaluate*, *activity* and *potency* on *purchase decision*, either directly or indirectly through *attitude* mediation. Hypothesis testing in PLS analysis can be done by looking at the value of the t-statistic test results and the probability value. The hypothesis can be accepted if the probability value is less than 0.05 (5% significance level) or the t-statistical value is greater than t-table (1.96).

Table 6. The results of hypothesis testing can be shown in the following table:

Hypothesis	Relationship Variables	between	Path Coefficient	t-statistic	P value	Result
H1a	evaluate decision	→ purchase	-0.111	2.895	0.004	pass
H1b	activity decision	→ purchase	0.150	1.505	0.133	rejected
H1c	potency decision	→ purchase	p.121	1.243	1.214	rejected
H2	attitude decision	→ purchase	0.737	8.707	0.000	pass
H3a	evaluate purchase decision	→ attitude →	0.007	0.143	0.886	rejected
H3b	activity purchase decision	→ attitude →	0.405	5.000	0.000	pass
H3c	potency purchase decision	→ attitude →	0.267	3.371	0.001	pass

Source: Research Result, 2022

DISCUSSION

The internal meaning in this research is viewed from three main components, namely *evaluate*, *activity* and *potency*. Therefore, it is analyzed the role of attitude in mediating the influence of

each component of the internal meaning on the *purchase decision*. The results of hypothesis testing regarding the effect of *Attitude* on *purchase decision* is obtained that attitudes affect purchase decision. According to Schiffman and Kanuk, attitude is a learned tendency to be happy or unhappy, in a consistent way with one object [3]. The results of hypothesis testing indicate that evaluate has no significant effect on *purchase decision* through *attitude*, *evaluate* is an evaluation of three components consisting of *conspicuousness*, *uniqueness*, and *quality* [23]. The results of hypothesis testing indicate that *activity* has a significant effect on *purchase decision* through *attitude*, *activity* is an individual's meaning of *co-branding* represented as hedonism and self-expansion [23] and *co-branding* satisfaction [4]. Hypothesis testing results show that *potency* has a significant effect on *purchase decision* through attitude. *Potency* is presented as individual meaning based on convenience of benefits, the convenience of decisions, and convenience of transactions [4].

CONCLUSION

In this research, it was found that the internal meaning which includes *evaluate*, *activity* and *potency* of the *purchase decision* either directly or indirectly through mediation can be analyzed using *Semantic Meaning Theory*. Knowing one's meaning in viewing a product is very important in the world of marketing. To understand consumers and develop the right marketing strategy is to know what consumers think (cognition) what they feel (influence) and what they do (behavior). These three elements are very important for understanding and developing marketing strategies. This research can add a reference in the study of co-branding in Indonesia, especially marketing communication, although it still has limitations that limit generalization and has the opportunity to be researched in the future. This study analyzes two brands operating in different fields, namely culinary and entertainment, but both have high equity in their fields, in future research, it is necessary to expand research to brands of the same product which have low equity so it is important to expand the next research.

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