

ANALYSIS OF COMMERCIAL ADVERTISING AND BRAND ENGAGEMENT ON PURCHASE DECISIONS WITH INFLUENCERS AS AN INTERVENING VARIABLE AT PT. NUTRIFOOD INDONESIA

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Abstract

This study aims to determine the effect of commercial advertising, brand engagement, and influencer credibility on consumer purchase decisions at PT. Nutrifood Indonesia. The growing phenomenon of digital marketing has made the role of advertising media and influencers increasingly important in shaping consumer perception and decisions. This research employs a quantitative approach with a survey method, where data was collected through questionnaires distributed to Nutrifood consumers. The data analysis technique used is multiple linear regression. The results show that both partially and simultaneously, commercial advertising, brand engagement, and influencer credibility have a positive and significant effect on purchase decisions. Attractive advertisements, consumer involvement with the brand, and trust in influencers are proven to be important factors in encouraging the intention and decision to purchase Nutrifood products. These findings have strategic implications for companies in designing more effective marketing communications.

Keywords: *commercial advertising, brand engagement, influencer credibility, purchase decision, Nutrifood*

INTRODUCTION

Technological advancement and digitalization have brought significant changes to the world of marketing. Companies no longer rely solely on conventional marketing strategies but also utilize digital media to reach consumers more broadly and personally. One of the industrial sectors greatly affected by this transformation is the food and beverage industry, including PT. Nutrifood Indonesia, known for its healthy products such as Tropicana Slim, Nutrisari, and HiLo. In an effort to build closer relationships with consumers, companies are increasingly using engaging commercial advertisements and partnering with influencers to enhance brand exposure and strengthen the credibility of marketing messages. Creative and communicative advertisements have great potential to attract attention and create positive consumer perceptions of the product. On the other hand, influencers with high credibility can shape public opinion and influence purchasing decisions through recommendations that are perceived as more authentic compared to traditional advertising.

Moreover, the concept of brand engagement or consumer involvement with a brand is also a crucial factor in determining marketing success. Consumers who are emotionally and cognitively engaged with a brand tend to have higher loyalty and are more likely to make purchases. Therefore, understanding the extent to which consumers engage with a brand is essential for developing effective marketing strategies. PT. Nutrifood Indonesia, as a company actively utilizing digital marketing strategies, faces the challenge of continually understanding increasingly dynamic consumer behavior. This study aims to analyze the influence of commercial advertising, brand engagement, and influencer credibility on the purchasing decisions of Nutrifood products. By understanding the impact of these three variables, the company is expected to develop more targeted marketing communication strategies and enhance its competitiveness in the market.

LITERATURE REVIEW

Commercial Advertising

Commercial advertising is a form of marketing communication aimed at promoting products or services to consumers through mass media such as television, radio, the internet, or social media. According to Kotler & Keller (2016), an advertisement should be able to attract attention, arouse interest, create desire, and drive action (AIDA model). The quality of an advertisement is assessed by the message conveyed, visual appeal, clarity of information, and alignment with the target market. Advertising serves as a communication tool used by companies to introduce products and build brand image in the minds of consumers. Effective advertising clearly communicates the message, grabs attention, stimulates interest, and encourages action. The visual, audio, and narrative elements in commercial advertising significantly affect consumers' perceptions and attitudes toward the product.

Indicators of Commercial Advertising:

- Advertising appeal
- Message delivered in the advertisement
- Creativity of the advertisement
- Recall of the advertisement
- Perception and attitude toward the brand

Previous studies by Putra and Anggraeni (2020) show that commercial advertising has a positive and significant effect on consumer purchasing decisions, especially when the advertisement is persuasive and relevant to consumer needs.

Brand Engagement

Brand engagement refers to the psychological and emotional involvement of consumers with a brand, reflected through their attention, interaction, and concern for the brand. According to Hollebeek et al. (2014), brand engagement consists of three main dimensions: cognitive (thinking), affective (emotion), and behavioral (action). A high level of engagement tends to lead to greater loyalty and stronger purchase decisions. Brand engagement encompasses emotional, cognitive, and behavioral involvement of consumers with a brand. According to Hollebeek et al. (2014), brand engagement is an important indicator in building long-term relationships between consumers and brands. The higher the engagement consumers feel, the more likely they are to make purchases and recommend the brand to others.

Indicators of Brand Engagement:

- Digital interaction (Likes, shares, comments, Click-Through Rate)
- Consumer loyalty
- Active participation
- Emotional connection and perception
- Organic growth

Rahmawati and Susanto (2021) found that brand engagement has a significant effect on purchasing decisions, where consumers' emotional involvement strengthens trust and preference toward the brand.

Influencer

An influencer refers to someone who is perceived by their followers as trustworthy, competent, and appealing. According to Ohanian (1990), there are three main dimensions of influencer credibility: trustworthiness, expertise, and attractiveness. A credible influencer can shape consumer opinions and influence purchasing behavior through authentic and convincing content. Influencer credibility is the consumer's perception of the influencer's expertise, trustworthiness, and personal appeal. According to Ohanian (1990), this credibility significantly determines how well the influencer's message is received by the audience. Influencers who are deemed credible can increase trust in the brand and influence purchase decisions.

Indicators of Influencer:

- Engagement rate
- Quantity and quality of followers
- Reach and impressions
- Credibility and reputation
- Content and quality of presentation

Amalia and Hartono (2022) stated that influencers significantly affect purchasing decisions. The greater the trust in the influencer, the higher the likelihood that consumers will follow their recommendations.

Purchase Decision

A purchase decision is the process consumers go through, starting from need recognition to post-purchase behavior. According to Kotler and Keller (2016), this process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This decision is influenced by both internal factors (such as motivation and perception) and external factors (such as advertising and influencer recommendations). A purchase decision is the final stage in the consumer decision-making process, influenced by a range of internal and external elements. According to Schiffman & Kanuk (2010), a purchase decision occurs when the consumer has evaluated product alternatives and selects the product that best suits their needs and preferences.

Indicators of Purchase Decision:

- Price and value
- Product quality
- Recommendations and reviews
- Ease of access and availability
- Brand

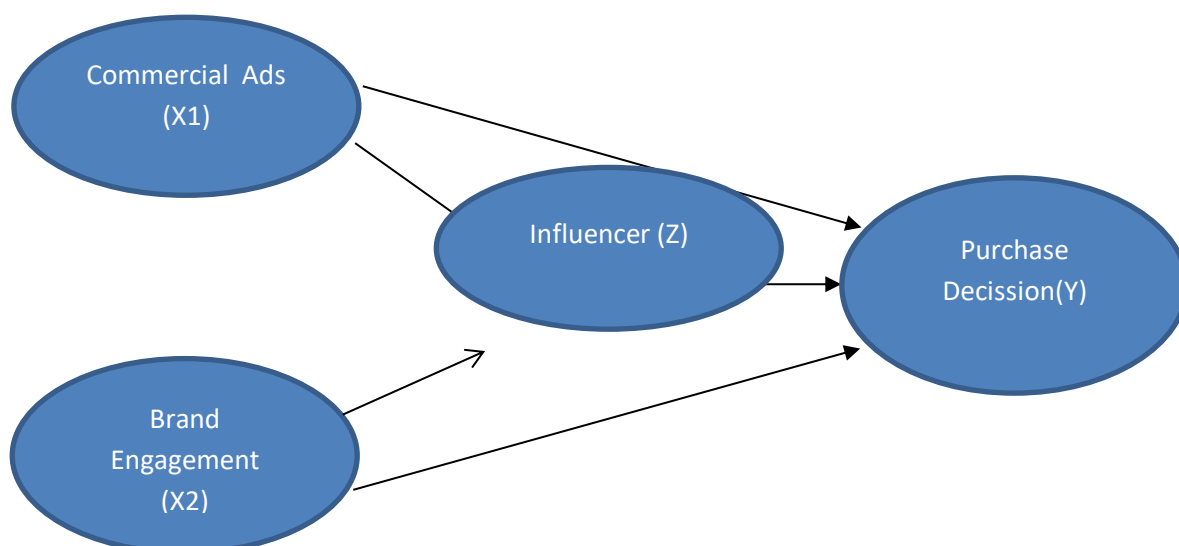
Nugroho and Lestari (2020) demonstrated that purchasing decisions are influenced by various marketing stimuli, including attractive advertisements, strong brand engagement, and social influence from trusted figures.

Conceptual Framework

In the modern marketing world, the influence of media and communication plays a major role in shaping consumer behavior. Commercial advertising not only functions to introduce products but also to build brand image and encourage purchases. On the other hand, consumers' emotional involvement with a brand (brand engagement) creates stronger and more sustainable relationships, increasing the likelihood of purchase decisions. Moreover, the rise of influencer marketing has become an extremely effective phenomenon in reaching target markets. Consumers tend to trust recommendations from influencers they perceive as credible, more than conventional advertising messages. Therefore, influencer credibility becomes an important variable that can influence purchase intentions and decisions. These three variables—commercial advertising, brand engagement, and influencer credibility—have the potential to influence purchase decisions both individually and collectively. In the context of PT. Nutrifood Indonesia, understanding these relationships is essential to determine effective marketing strategies.

Conceptual Framework Diagram

Image 1.1: Conceptual Framework Diagram



(As referenced in the original journal document, this section includes a conceptual model visually, but here it is described in structure.)

- Commercial Advertising (X1)
- Brand Engagement (X2)
- Influencer (Z)
- Purchase Decision (Y)

The model assumes:

- X1 and X2 influence Z
- X1, X2, and Z influence Y
- Z acts as an intervening variable

RESEARCH AND HYPOTHESES

Based on the conceptual framework, the hypotheses proposed in this study are:

H1: Commercial advertising has a positive and significant effect on purchase decisions at PT. Nutrifood Indonesia.

H2: Commercial advertising has a positive and significant effect on influencers at PT. Nutrifood Indonesia.

H3: Brand engagement has a positive and significant effect on purchase decisions at PT. Nutrifood Indonesia.

H4: Brand engagement has a positive and significant effect on influencers at PT. Nutrifood Indonesia.

H5: Influencers have a positive and significant effect on purchase decisions at PT. Nutrifood Indonesia.

H6: Commercial advertising positively and significantly affects influencers and, in turn, positively affects purchase decisions at PT. Nutrifood Indonesia.

H7: Brand engagement positively and significantly affects influencers and, in turn, positively and significantly affects purchase decisions at PT. Nutrifood Indonesia.

RESEARCH METHODOLOGY

Type and Approach of Research

This study is a quantitative research using an explanatory approach, which aims to explain the relationship between variables through hypothesis testing.

Population and Sample

The population in this study includes consumers who have previously purchased products from PT. Nutrifood Indonesia (such as Nutrisari, Tropicana Slim, HiLo). The sampling technique used is purposive sampling with the following criteria:

- Have seen advertisements for Nutrifood products,
- Follow influencers who promote Nutrifood products,
- Have purchased Nutrifood products within the last 6 months.

The minimum planned number of **respondents is 150**.

Data Collection Technique

Data was collected using an online questionnaire. The questionnaire utilized a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure all variables.

Operational Definitions of Variables

- Commercial Advertising (X1): Measured by dimensions such as message appeal, clarity of information, and visual creativity.
- Brand Engagement (X2): Measured by the cognitive, affective, and behavioral dimensions of consumer involvement with the brand.
- Influencer (Z): Measured by dimensions of expertise, trustworthiness, and attractiveness.
- Purchase Decision (Y): Measured by stages of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Data Analysis Techniques

Data analysis was conducted using SmartPLS software through the following steps:

- Validity and reliability testing of instruments
- Classical assumption tests (normality, multicollinearity, heteroscedasticity)
- Multiple linear regression analysis

- Partial significance test (t-test) and simultaneous test (F-test)
- Coefficient of determination test (R^2)

RESULTS AND DISCUSSION

Outer Model Analysis

The Outer Model analysis using the PLS Algorithm produced the following results:

1. Validity Test

All indicator loading values for each variable were ≥ 0.70 , indicating that every indicator validly and strongly represents the measured construct. Thus, all questionnaire items meet the criteria for convergent validity and are suitable for further analysis.

Table 1. Outer Loadings Values

	Brand Engagement	Ads commercial	Influencer	Decission result
X1.1		0.864		
X1.2		0.840		
X1.3		0.754		
X1.4		0.892		
X2.1	0.887			
X2.2	0.884			
X2.3	0.920			
X2.4	0.851			
X2.5	0.822			
Y.1				0.768
Y.2				0.782
Y.3				0.917
Y.4				0.915
Y.5				0.795
Z.1			0.827	
Z.2			0.841	
Z.3			0.813	
Z.4			0.780	

Sumber: Output Smart PLS, 2025

The results of reliability testing showed that all Cronbach's Alpha and Composite Reliability values were above 0.70. This indicates that all indicators have high internal consistency and can reliably measure their respective constructs. Based on the values in Table 1 above, the results of the outer model testing using loading factor/outer loadings show that all indicators in each variable have loading values ≥ 0.70 . This indicates that each indicator is able to represent the construct being measured validly and robustly. Therefore, it can be concluded that all items in the questionnaire have met the convergent validity criteria and can be used in further analysis.

For more details on the above values, see the following figure.

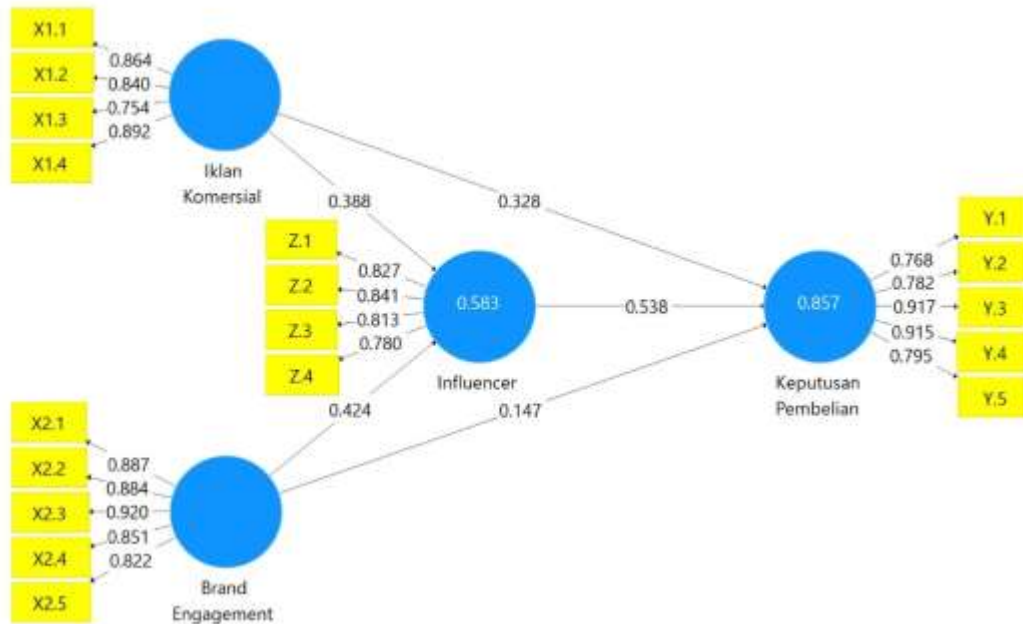


Image 1. Outer Loudings

Model Equation

This study uses two substructures in its model:

Substructure 1:

$$Z = \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$Z = 0,388X_1 + 0,583Z + e_1$$

Substructure 2:

$$Y = \beta_2 X_1 + \beta_3 X_2 + \beta_3 Z + e_2$$

$$Y = 0,328 X_1 + 0,147X_2 + 0,538Z + e_2$$

2. Reliability Test

Table 2. Construct Reliability and Validity Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Engagement	0.922	0.923	0.941	0.763
Commercial Ads	0.859	0.874	0.905	0.704
Influencer	0.832	0.834	0.888	0.665
Purchase Decission	0.892	0.899	0.921	0.702

Sumber: Output Smart PLS, 2025

At the Table 2 above shows that the reliability test results show that the Cronbach's Alpha and Composite Reliability values for all constructs are above 0.70. This indicates that all indicators have high internal consistency and can be relied upon to measure their respective constructs. Therefore, the research instrument is deemed reliable and suitable for use in testing the structural model.

3. Inner Model (Structural Model) Evaluation

The Testing of the inner model or structural model is conducted to examine the relationship between constructs, significance values, and R-square of the research model. The structural model is evaluated using R-square for the dependent construct.

1. Koefisien Determinasi (R^2)

Evaluating a model with PLS begins by examining the R-square for each dependent latent variable. The table below shows the results of R-square estimation using SmartPLS. The R^2 value of 0.583 for the Influencer variable means that 58.3% of the variance is explained by commercial advertising and brand engagement. The R^2 value of 0.857 for Purchase Decision indicates that 85.7% of its variance is explained by commercial advertising, brand engagement, and influencer credibility.

Table 3. Hasil R Square

	R Square	R Square Adjusted
Influencer	0.583	0.577
Keputusan Pembelian	0.857	0.854

Sumber: Smart PLS, 2025

In table 3, there is an R square value for both dependent variables for the Influencer variable, there is an R square value of 0.583, meaning that commercial advertising and brand engagement are 0.583 or 58.3%, the remainder is in other variables outside the model. The R value for purchasing decisions is 0.857, meaning that commercial advertising, brand engagement, and influencers are 0.857 or 85.7%, the remainder is in other variables outside the model.

2. Hypotheses Test

a. Direct Impact cross Variables .The direct Impact cross Variables can be seen in the path coefficients. The data processing results show the direct influence values, as shown in the following table.

Table 4. Path Coefficients (Direct Impact)

	Original Sample	T Statistics	P Values	Kesimpulan
Brand Engagement -> Influencer	0.424	2.523	0.012	Accepted
Brand Engagement -> Purchase Decision	0.147	0.964	0.335	Rejected
Ads Commercial -> Influencer	0.388	2.165	0.031	Diterima
Ads Commercial -> Purchase Decision	0.328	2.547	0.011	Diterima
Influencer -> Purchase Decision	0.538	3.916	0.000	Diterima

Sumber: Output Smart PLS, 2025

Based on the results in Table 4, the direct influence values are explained as follows:

1. **Brand engagement has a positive and significant effect on influencers**, with a t-statistic value of 2.523 (greater than 1.96) and a significance value of 0.012 (less than 0.05), indicating that brand engagement has a positive and significant effect on influencers. This result aligns with previous research by Dewi, S. R. (2024), titled Analysis of the Influence of Influencer Marketing on Overall Brand Equity Mediated by Brand Awareness and Customer Brand Engagement.
2. **Brand engagement has a positive but not significant effect on purchase decisions**, with a t-statistic of 0.964 (less than 1.96) and a significance value of 0.335 (greater than 0.05). This means that although the relationship is positive, it is not statistically significant. This finding is consistent with the research conducted by Calista, A.N. & Sukardi (2019), The Effect of Brand Engagement Posts by Sccake on Instagram Social Media on Purchase Decisions.
3. **Commercial advertising has a positive and significant effect on influencers**, with a t-statistic of 2.165 (greater than 1.96) and a significance value of 0.031 (less than 0.05), indicating that commercial advertising significantly affects influencers. This is consistent with the findings of Wahyudi, R. (2022), The Influence

of Advertising and Influencers on the Purchase Decisions of Virtual Items in the Mobile Legends Online Game.

4. **Commercial advertising has a positive and significant effect on purchase decisions**, with a t-statistic of 2.547 (greater than 1.96) and a significance value of 0.011 (less than 0.05), confirming that commercial advertising positively and significantly influences purchase decisions. This result is also in line with the study by Haki (2019), The Influence of Television Commercial Advertising and Price on Purchase Decisions of the People in Pontang District, Serang Regency, published in JIM UPB.
5. **Influencers have a positive and significant effect on purchase decisions**, with a t-statistic of 3.916 (greater than 1.96) and a significance value of 0.000 (less than 0.05). This means influencers significantly impact purchase decisions. The study by Lengkawati, A. S., & Saputra, T. Q. (2021), The Effect of Influencer Marketing on Purchase Decisions (A Study at Elzatta Hijab Garut), also found that compensation positively and significantly affects employee integrity at the East Java III Regional Office of the Directorate General of Taxes.

b). Indirect Impact cross variable

The indirect influence between variables can be seen in the specific indirect effects values. The data processing results show the indirect effect values, as shown in Table 5 below.

Tabel 5. Specific Indirect Effects (Indirect Impact)

	Original Sample	T Statistics	P Values	Kesimpulan
Brand Engagement -> Influencer -> Purchase Decision	0.228	1.937	0.053	Rejected
Commercial ads -> Influencer -> Purchase decision	0.209	2.008	0.045	Accepted

Sumber: Smart PLS, 2025

In Table 5, there is an indirect influence between variables, which will be explained as follows:

1. **Brand Engagement** has a positive but not significant effect on the influencer through purchase decisions, with a t-statistic value of 1.937 and a significance value of 0.053. This means that the influencer does not serve as an intervening variable between brand engagement and purchase decisions.
 2. **Commercial Advertising** has a positive and significant effect on the influencer through purchase decisions, with a t-statistic value of 2.008 and a significance value of 0.045. This indicates that the influencer acts as an intervening variable between commercial advertising and purchase decisions.
- Haki (2019) also stated in his research that **television commercial advertising and price** have a positive effect on influencers through consumer purchase decisions.

CONCLUSION

H1: Commercial advertising has a positive and significant effect on purchase decisions at PT. Nutrifood Indonesia.

H2: Commercial advertising has a positive and significant effect on influencers at PT. Nutrifood Indonesia.

H3: Brand engagement has a positive but not significant effect on purchase decisions at PT. Nutrifood Indonesia.

H4: Brand engagement has a positive and significant effect on influencers at PT. Nutrifood Indonesia.

H5: Influencers have a positive and significant effect on purchase decisions at PT. Nutrifood Indonesia.

H6: Commercial advertising has a positive and significant effect on influencers and a positive effect on purchase decisions at PT. Nutrifood Indonesia.

H7: Brand engagement has a positive and significant effect on influencers as well as a positive and significant effect on purchase decisions at PT. Nutrifood Indonesia.

SUGGESTIONS

1. For the Brand Engagement variable, it was found that brand engagement has a positive but not significant effect on purchase decisions, with a t-statistic value of 0.964 (below 1.96) and a significance value of 0.335 (above 0.05). This indicates that brand engagement has a positive but not significant effect on purchase decisions due to the significance level being above 0.05. It is recommended that the brand fosters a stronger emotional bond between consumers and the brand, encourages active interaction and participation, and builds greater consumer trust in the brand.
2. For the Brand Engagement variable in relation to influencers, it was found that brand engagement also has a positive but not significant effect on influencers through purchase decisions, with a t-statistic value of 1.937 and a significance level of 0.053. This means that influencers do not act as an intervening variable between brand engagement and purchase decisions. The recommendation is that, since brand engagement greatly influences consumer perceptions of influencers who promote the brand, consumers who are already engaged with the brand tend to view the influencer more positively. Brand engagement can enhance trust in influencers, meaning that consumers who are strongly attached to a brand may be more receptive to or influenced by messages from influencers promoting that brand.
3. For the Brand Engagement variable with the statement "I feel that Nutrisari's digital interactions, such as on TV, Instagram, and TikTok, appear frequently and influence consumer perception," the company should maintain and enhance such digital interactions to strengthen consumer trust in the brand and influencer. This is because most consumers who are already attached to a brand tend to be more receptive to or influenced by messages from influencers.
4. Regarding the Purchase Decision variable with the statement "I feel that recommendations, reviews, and messages from brand ambassadors significantly influence purchase decisions," this is valid. Therefore, the brand or company must be more selective in choosing brand ambassadors. PT. Nutrifood should prioritize credibility aspects, including personal reputation, expertise in health or lifestyle, and alignment with the values and image of the Nutrifood brand.
5. The company is advised to strengthen its brand engagement strategy, for example through interactive digital content, social campaigns, or consumer communities, to build a strong emotional connection between consumers and the brand.
6. Future research is encouraged to include additional variables such as price, product quality, or consumer reviews, and to broaden the scope of respondents so that the results are more nationally representative.

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