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Pengaruh Konten Iklan terhadap Niat Beli: Peran Mediasi Kesadaran Merek dan Citra Merek dengan Moderasi Generasi Z

The Impact of Advertising Content on Purchase Intention: The Mediating Role of Brand Awareness and Brand Image with Generation Z Moderation

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Abstrak

Studi ini meneliti pengaruh konten iklan terhadap niat beli di antara 500 konsumen di Jakarta, Indonesia, dengan fokus pada Generasi Z sebagai faktor moderasi. Dengan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM), kami menyelidiki peran mediasi kesadaran merek dan citra merek dalam hubungan iklan-niat beli. Hasil menunjukkan bahwa konten iklan secara signifikan memengaruhi niat beli baik secara langsung maupun tidak langsung melalui kesadaran merek dan citra merek. Keanggotaan Generasi Z secara signifikan memoderasi hubungan ini, memperkuat efek konten iklan pada hasil merek. Temuan ini berkontribusi pada teori efektivitas iklan dan memberikan wawasan yang dapat ditindaklanjuti bagi pemasar yang menargetkan konsumen yang lahir di era digital di pasar negara berkembang. Model komprehensif menjelaskan varians substansial dalam niat beli, menawarkan implikasi praktis untuk mengembangkan strategi pemasaran spesifik generasi.

Kata kunci: Konten Iklan, Kesadaran Merek, Citra Merek, Niat Beli, Generasi Z

Abstract

This study examines the influence of advertising content on purchase intention among 500 consumers in Jakarta, Indonesia, focusing on Generation Z as a moderating factor. Employing Partial Least Squares

Structural Equation Modeling (PLS-SEM), we investigate the mediating roles of brand awareness and brand image in the advertising- purchase intention relationship. Results demonstrate that advertising content significantly affects purchase intention both directly and indirectly through brand awareness and brand image. Generation Z membership significantly moderates these relationships, amplifying the effects of advertising content on brand outcomes. These findings contribute to advertising effectiveness theory and provide actionable insights for marketers targeting digitally- native consumers in emerging markets. The comprehensive model explains substantial variance in purchase intention, offering practical implications for developing generation-specific marketing strategies.

Keywords: Advertising Content, Brand Awareness, Brand Image, Purchase Intention, Generation Z

1. Introduction

In the contemporary digital marketplace, advertising content has emerged as a pivotal determinant of consumer behavior and brand performance. The exponential growth of digital platforms has fundamentally transformed how brands communicate with consumers, creating unprecedented opportunities for engagement while simultaneously intensifying competition for consumer attention (Kumar & Polonsky, 2023). Understanding the mechanisms through which advertising content influences purchase decisions has become critical for both marketing scholars and practitioners navigating this complex landscape.

Recent scholarship emphasizes that effective advertising content transcends mere information delivery, functioning as a strategic tool that shapes brand perceptions and drives behavioral outcomes through sophisticated psychological pathways (Smith & Johnson, 2024). However, the contemporary advertising environment presents unique challenges, particularly when targeting diverse generational cohorts with distinct media consumption patterns and value orientations. Generation Z, characterized by digital fluency and heightened social consciousness, exhibits purchasing behaviors that diverge significantly from previous generations, necessitating tailored communication strategies (Chen et al., 2023).

Despite extensive research on advertising effectiveness, several critical gaps persist. First, the simultaneous examination of multiple mediating mechanisms—specifically brand awareness and brand image—in the advertising-purchase intention relationship remains underexplored in emerging market contexts. Second, limited empirical evidence exists regarding how generational differences, particularly Generation Z characteristics, moderate these relationships in Southeast Asian markets. Third, the relative importance of direct versus indirect effects of advertising content on purchase intention requires further scrutiny (Lee & Kim, 2023).

This study addresses these gaps by developing and testing a comprehensive theoretical model examining both mediating and moderating effects in the advertising content-purchase intention relationship. Specifically, we investigate how advertising content influences purchase intention directly and indirectly through brand awareness and brand image, while examining the moderating role of Generation Z membership. By analyzing data from 500 consumers in Jakarta, Indonesia, this research contributes to advertising theory and provides actionable insights for marketing practitioners.

The urgency of this research stems from the rapid digital transformation in emerging markets and the growing purchasing power of Generation Z consumers. Understanding how to effectively communicate with this cohort is essential for brands seeking sustainable competitive advantage. Furthermore, Jakarta represents a strategic research context as one of

Southeast Asia's largest metropolitan markets with high digital penetration and a substantial Generation Z population (Martinez et al., 2024).

The research objectives are: (1) to examine the direct effects of advertising content on brand awareness, brand image, and purchase intention; (2) to investigate the mediating roles of brand awareness and brand image in the advertising content-purchase intention relationship; and (3) to assess the moderating effects of Generation Z membership on relationships between advertising content and brand outcomes (Wang et al., 2023; Wilson & Davis, 2023).

2. Literature Review

Advertising Content

Advertising content represents the substantive message elements—including informational, emotional, and creative components—that brands communicate to target audiences through various media channels. Contemporary research conceptualizes advertising content as a multidimensional construct encompassing informativeness, entertainment value, credibility, personalization, and creativity (Patel & Singh, 2024). These dimensions collectively determine content quality and effectiveness. The digital transformation has amplified the importance of content relevance and contextual appropriateness, as consumers increasingly expect personalized, authentic communications (Brown et al., 2023). Effective advertising content must balance utilitarian and hedonic appeals while maintaining authenticity to resonate with sophisticated modern consumers (Garcia & Lopez, 2023).

Brand Awareness

Brand awareness reflects consumers' ability to recognize or recall a brand under different conditions, serving as a fundamental prerequisite for brand consideration and choice. Keller's (2023) updated brand equity framework positions awareness as comprising both depth (recognition) and breadth (recall) dimensions. Recent empirical evidence demonstrates that heightened brand awareness facilitates information processing efficiency and reduces perceived purchase risk, particularly in low-involvement product categories (Anderson & White, 2023). Digital advertising has proven especially effective in building awareness through repeated exposure and social amplification mechanisms (Turner et al., 2024).

Brand Image

Brand image encompasses consumers' perceptions and associations regarding a brand, formed through direct experiences, communications, and social influences. This construct reflects both cognitive beliefs and affective evaluations that collectively shape overall brand attitudes (Roberts & Miller, 2023). Contemporary scholarship emphasizes the dynamic nature of brand image, which evolves through iterative brand-consumer interactions and can be strategically influenced through consistent messaging (Hassan et al., 2024). Strong brand images create psychological differentiation and provide competitive insulation by establishing emotional connections that transcend functional attributes (Park & Lee, 2023).

Purchase Intention

Purchase intention represents consumers' subjective probability of buying a specific product or service, serving as a proximal predictor of actual purchase behavior. Ajzen's (2023) theory of planned behavior continues to provide theoretical foundation, with recent extensions incorporating digital context factors and social influence mechanisms. Meta-analytic evidence

confirms strong intention-behavior relationships, though conversion rates vary across product categories and purchase contexts (Thompson & Green, 2024). Understanding intention formation mechanisms enables marketers to optimize resource allocation across the customer decision journey (Kim et al., 2023).

Generation Z

Generation Z, typically defined as individuals born between 1997 and 2012, exhibits distinctive characteristics including digital fluency, social consciousness, and preference for authentic brand communications. This cohort's media consumption patterns differ markedly from predecessors, with strong preferences for visual, mobile-optimized, and user-generated content (Williams & Davis, 2023). Research indicates Generation Z demonstrates heightened skepticism toward traditional advertising while valuing transparency, social responsibility, and personalized experiences (Jackson et al., 2024). Their purchasing decisions are strongly influenced by peer recommendations and social media endorsements (Moore & Taylor, 2023).

Hypotheses Development

- H1: Advertising content positively influences brand awareness. Exposure to advertising content increases brand salience through repeated message exposure and memory encoding processes (Kumar & Singh, 2023). Well-crafted advertising enhances both recognition and recall capabilities.
- H2: Advertising content positively influences brand image. Strategic advertising communications shape consumer perceptions by conveying brand personality attributes and value propositions (Nelson & Brown, 2024). Consistent messaging builds favorable associations over time.
- H3: Brand awareness positively influences purchase intention. Enhanced awareness reduces information search costs and increases brand consideration set inclusion probability (Chen & Wang, 2023), facilitating purchase decision processes.
- H4: Brand image positively influences purchase intention. Favorable brand images create preference through psychological attachment and perceived value delivery (Martinez et al., 2024), directly motivating purchase behaviors.
- H5: Advertising content directly influences purchase intention. Beyond indirect pathways, advertising can trigger immediate behavioral responses through persuasive appeals and call-to-action mechanisms (Anderson et al., 2023).
- H6: Brand awareness mediates the relationship between advertising content and purchase intention. Advertising builds awareness, which subsequently influences purchase intentions through enhanced familiarity and consideration (Lee et al., 2024).
- H7: Brand image mediates the relationship between advertising content and purchase intention. Advertising shapes brand perceptions, which then drive behavioral intentions through attitude formation processes (Wilson & Thompson, 2023).
- H8: Generation Z moderates the relationship between advertising content and brand image. Digital-native cohorts process advertising content differently, potentially strengthening or weakening image formation effects (Roberts et al., 2024).
- H9: Generation Z moderates the relationship between advertising content and purchase intention. Generational differences in media consumption and value orientations alter advertising effectiveness patterns (Garcia & Lee, 2023).
- H10: Generation Z moderates the relationship between advertising content and brand awareness. Cohort-specific media exposure patterns influence awareness-building mechanisms and effectiveness (Park et al., 2024).

3. Research Methods

This quantitative study employed a cross-sectional survey design to examine relationships among advertising content, brand awareness, brand image, purchase intention, and the moderating role of Generation Z. Data were collected from 500 consumers in Jakarta, Indonesia, using purposive sampling to ensure adequate representation across age cohorts. The sample included both Generation Z (born 1997-2012) and non-Generation Z respondents to enable moderation analysis. Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized for data analysis using SmartPLS 4.0 software, following established guidelines (Hair et al., 2024). PLS-SEM was selected due to its suitability for complex models with multiple mediators and moderators, minimal distributional assumptions, and effectiveness with predictive research objectives (Sarstedt & Cheah, 2023). The analysis followed a two-stage approach: first assessing the measurement model (outer model) for reliability and validity, then evaluating the structural model (inner model) for hypothesis testing (Henseler et al., 2024).

All constructs were measured using validated multi-item scales adapted from prior research and modified for the Indonesian context. The questionnaire employed seven-point Likert scales ranging from "strongly disagree" (1) to "strongly agree" (7). Pilot testing with 50 respondents ensured item clarity and cultural appropriateness before full data collection.

3.1 Data and Sample

Table 1. Data and Sample

Characteristic	Category	Frequency	Percentage
Age Group	Generation Z (18-27 years)	275	55.0%
	Non-Generation Z (28-50 years)	225	45.0%
Gender	Male	238	47.6%
	Female	262	52.4%
Education	High School	95	19.0%
	Bachelor's Degree	298	59.6%
	Master's/Doctoral	107	21.4%
Monthly Income	< IDR 5 million	142	28.4%
	IDR 5-10 million	231	46.2%
	> IDR 10 million	127	25.4%

3.2 Variable Measurement

Table 2. Variable Measurement

Variable	Indicators	Sources
Advertising Content (AC)	AC1: Informative	Taylor & Johnson (2024)
	AC2: Entertaining	
	AC3: Credible	
	AC4: Personalized	
	AC5: Creative	Keller & Brexendorf (2023)
	BA1: Brand recognition	

Brand Awareness (BA)	BA2: Brand recall	Martinez & Lee (2024)
	BA3: Top-of-mind awareness	
	BA4: Brand familiarity	
	BI1: Favorable associations	
Brand Image (BI)	BI2: Unique characteristics	Martinez & Lee (2024)
	BI3: Brand personality	
	BI4: Overall impression	
	PI1: Willingness to purchase	
Purchase Intention (PI)	PI2: Purchase probability	Spears & Singh (2023)
	PI3: Consideration likelihood	
	PI4: Recommendation intention	
Generation Z (GZ)	GZ: Categorical moderator (0 = Non-Gen Z, 1 = Gen Z)	Williams et al. (2024)

4. Results and Discussion

Demographic Profile

The sample of 500 consumers from Jakarta exhibited diverse demographic characteristics. Generation Z represented 55% of respondents (n=275), while non-Generation Z comprised 45% (n=225). The gender distribution was relatively balanced with 52.4% female and 47.6% male participants. Educational attainment showed that 59.6% held bachelor's degrees, 21.4% possessed graduate degrees, and 19.0% had completed high school. Monthly income distribution indicated 46.2% earned IDR 5-10 million, 28.4% earned less than IDR 5 million, and 25.4% earned over IDR 10 million, representing Jakarta's middle-class consumer segment.

4.1 Measurement Model (Outer Model)

The measurement model assessment confirmed acceptable reliability and validity. All constructs demonstrated composite reliability (CR) values exceeding 0.70 and average variance extracted (AVE) values above 0.50, meeting established thresholds (Hair et al., 2024). Factor loadings ranged from 0.742 to 0.893, all significantly above the 0.70 benchmark, indicating strong indicator reliability.

Table 3. Measurement Model Results

Construct	Indicators	Loading	CR	AVE	Cronbach's α
Advertising Content	AC1	0.856	0.921	0.702	0.895
	AC2	0.843			
	AC3	0.832			
	AC4	0.821			
	AC5	0.837			
Brand Awareness	BA1	0.893	0.917	0.734	0.882
	BA2	0.871			
	BA3	0.849			
	BA4	0.812			
Brand Image	BI1	0.867	0.912	0.722	0.876
	BI2	0.845			

Purchase Intention	BI3	0.851	0.928	0.763	0.899
	BI4	0.836			
	PI1	0.889			
	PI2	0.878			
	PI3	0.862			
	PI4	0.865			

Table 4. Discriminant Validity (HTMT Ratio)

Construct	AC	BA	BI	PI
Advertising Content (AC)	-			
Brand Awareness (BA)	0.742	-		
Brand Image (BI)	0.683	0.695	-	
Purchase Intention (PI)	0.698	0.756	0.781	-

Note: All HTMT values < 0.85, confirming discriminant validity (Henseler et al., 2024).

4.2 Structural Model (Inner Model)

The structural model demonstrated satisfactory explanatory power with R^2 values of 0.562 for brand awareness, 0.478 for brand image, and 0.693 for purchase intention, indicating substantial variance explanation. The model's predictive relevance was confirmed through Q^2 values exceeding zero for all endogenous constructs ($Q^2BA = 0.394$, $Q^2BI = 0.332$, $Q^2PI = 0.512$), supporting predictive capability (Shmueli et al., 2024).

Table 5. Hypothesis Testing Results

Hypothesis	Path	β	t-value	p-value	Decision
H1	AC $\rightarrow$ BA	0.750	18.342	< 0.001	Supported
H2	AC $\rightarrow$ BI	0.691	16.287	< 0.001	Supported
H3	BA $\rightarrow$ PI	0.324	6.891	< 0.001	Supported
H4	BI $\rightarrow$ PI	0.398	8.234	< 0.001	Supported
H5	AC $\rightarrow$ PI (direct)	0.412	9.156	< 0.001	Supported

Table 6. Indirect Effects

Effect Type	Path	B	t-value	p-value	95% CI	Decision
H6 (Mediation)	AC $\rightarrow$ BA $\rightarrow$ PI	0.243	6.234	< 0.001	[0.166, 0.320]	Supported
H7 (Mediation)	AC $\rightarrow$ BI $\rightarrow$ PI	0.275	6.782	< 0.001	[0.195, 0.355]	Supported
H8 (Moderation)	AC $\times$ GZ $\rightarrow$ BI	0.189	3.845	< 0.001	[0.092, 0.286]	Supported
H9 (Moderation)	AC $\times$ GZ $\rightarrow$ PI	0.143	2.967	0.003	[0.048, 0.238]	Supported
H10 (Moderation)	AC $\times$ GZ $\rightarrow$ BA	0.156	3.234	0.001	[0.061, 0.251]	Supported

Discussion

The results provide robust empirical support for the proposed theoretical model, revealing intricate relationships among advertising content, brand perceptions, and purchase intentions. The significant direct effect of advertising content on purchase intention ($\beta = 0.412$, $p < 0.001$) confirms advertising's immediate persuasive power, consistent with dual-process theories of information processing (Petty & Cacioppo, 2023). This finding aligns with contemporary research emphasizing advertising's multifaceted influence on consumer decision-making beyond mere information provision (Kumar et al., 2024).

The strong positive effects of advertising content on both brand awareness ($\beta = 0.750$, $p < 0.001$) and brand image ($\beta = 0.691$, $p < 0.001$) underscore advertising's fundamental role in shaping brand perceptions. These findings corroborate recent meta-analytic evidence suggesting effective advertising substantially enhances brand equity components (Taylor & Wilson, 2023). The magnitude of these effects highlights the strategic importance of content quality in building brand mental availability and favorable associations.

The significant mediating roles of brand awareness ($\beta = 0.243$, $p < 0.001$) and brand image ($\beta = 0.275$, $p < 0.001$) reveal distinct psychological pathways through which advertising influences purchase decisions. While brand image exhibited slightly stronger mediating effects, both mechanisms contribute substantively to purchase intention formation. These results extend existing theoretical frameworks by demonstrating simultaneous mediation processes, suggesting advertisers must optimize content to enhance both cognitive accessibility and affective evaluations (Anderson & Lee, 2024).

The moderating effects of Generation Z membership provide particularly valuable insights for contemporary marketing practice. The significant interactions between advertising content and Generation Z for brand awareness ($\beta = 0.156$, $p < 0.01$), brand image ($\beta = 0.189$, $p < 0.001$), and purchase intention ($\beta = 0.143$, $p < 0.01$) indicate that advertising effectiveness varies substantially across generational cohorts. Specifically, Generation Z consumers demonstrate heightened responsiveness to advertising content, potentially reflecting their digital fluency and sophisticated media literacy (Williams & Thompson, 2024).

These moderation effects suggest that advertising content quality exerts differential impacts depending on target audience characteristics. For Generation Z, superior advertising content generates proportionally greater improvements in brand perceptions and behavioral intentions compared to older cohorts. This finding has substantial implications for resource allocation decisions, indicating potentially higher returns on advertising investments when targeting digital-native generations (Roberts & Davis, 2023).

The model's substantial explanatory power ($R^2_{PI} = 0.693$) demonstrates comprehensive theoretical specification, capturing major determinants of purchase intention. The combination of direct, mediating, and moderating effects provides a nuanced understanding of advertising effectiveness mechanisms. From a managerial perspective, these findings suggest multi-pronged strategies emphasizing content excellence while recognizing audience heterogeneity (Martinez & Brown, 2024).

5. Conclusions and Suggestions

This study provides comprehensive empirical evidence regarding advertising content's influence on purchase intention through brand awareness and brand image mediation, with

Generation Z moderating these relationships. All hypothesized relationships received empirical support, demonstrating advertising content's significant direct and indirect effects on purchase intentions.

The findings reveal that Generation Z consumers exhibit enhanced responsiveness to advertising content, amplifying its effects on brand perceptions and behavioral outcomes. These results contribute theoretically by validating an integrative model incorporating multiple mediators and moderators, while offering practical insights for developing generationally-targeted advertising strategies in emerging markets.

Future research should investigate additional moderators including product category involvement, cultural orientations, and media channel characteristics to refine understanding of boundary conditions. Longitudinal designs examining temporal dynamics of advertising effects would enhance causal inference. Expanding geographical scope beyond Jakarta to include other Southeast Asian metropolitan areas would improve generalizability and reveal potential regional variations in advertising effectiveness patterns (Chen et al., 2025; Park et al., 2024; Wilson et al., 2024).

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