THE EFFECT OF PRICE SENSITIVITY ON PURCHASE INTENTION IS MEDIATED BY ADVOCACY AND EMOTION ON CONSUMERS OF PHARMACEUTICAL COMPANIES IN JAKARTA

Akhmad Afendi

Faculty of Economics and Business, Universitas Trisakti

akhmadafendi74@gmail.com

ABSTRACT

The development of industry in Indonesia, especially in the pharmaceutical and drug sector, has created increasingly fierce competition, where currently the world of public health businesses, pharmaceutical companies or drug companies are commercial business companies that focus on researching, developing, and distributing drugs, especially in terms of health. This study aims to analyze the effect of *Price* Sensitivity on *Purchase Intention* mediated by *Advertisement* and *Emotion*. The data used in this study is primary data sourced from observations, reports and questionnaires. The research samples were consumers of pharmaceutical companies in Jakarta such as PT Parit Padang Global, PT Kimia Farma, and PT Kalbe Farma in Jabodetabek using the *purposive sampling* method so that 170 respondents were sampled. Data analysis used to test hypotheses using structural equation modeling (SEM) analysis methods with program analysis *of moment structure* (AMOS). The results showed that *Emotion* has an effect on *purchase intention.* The processed results obtained an *estimated* value of 0.593 and a p-value of 0.000 which is less than the p-value requirement of 0.05.

Keywords: price sensitivity, advertisement, emotion, purchase intention

INTRODUCTION

The development of industry in Indonesia, especially in the pharmaceutical and drug sectors has created increasingly fierce competition, where currently the world of public health businesses, pharmaceutical companies or drug companies are commercial business companies that focuson researching, developing, and distributing drugs, especially in terms of health. With this consideration, the provision of medicines in the midst of development has an important role in the development process in order to create good economic growth and welfare of the community. The provision of medicines is one of the supporting facilities in improving human resources. Therefore, the provision of medicines is needed as a support in preparing human resources which ultimately support economic development (Hamidi and Jahrizal, 2015).

The pharmaceutical industry is an industry with a very high level of competition, this is understandable because the medicinal products it produces are already a human need in maintaining health. The need to maintain health and cure disease, has encouraged the establishment of many good pharmaceutical companies that are PMDN (Domestic Investment) or PMA (Foreign Investment). The use of capital by investors includes establishing drug factories, becoming pharmaceutical wholesalers (PBF) or direct distributors to consumers such as pharmacies and drug stores.

With these considerations, the competition of the drug industry in Indonesia, especially Jakarta, continues to develop along with economic growth, development growth, and population growth. When talking about drug competition for industrial products, it cannot be separated from the development of the pharmaceutical industry, because drugs are products of

the pharmaceutical industry. The price of a product is a good criterion to buy (Marian et al., 2014a; Rödiger & Hamm, 2015). Several studies on the prices of products or services in several countries (Michaelidou & Hassan, 2008; Salah et al., 2015; Teng & Lu, 2016). For this reason, price is considered a barrier that hinders the acquisition f environmentally friendly products (Marian et al., 2014b; Rödiger & Hamm, 2015). Walser-Luchesi & Nanopoulos (n.d.) state that he more sensitive to the price of a consumer's product or service, the less able they are to purchase the product because it is more expensive than its conventional counterpart. Price sensitivity is defined as how consumer buying behavior is affected by changes in product prices (Zepeda & Deal, 2009).

Price sensitivity may explain the inconsistent price effects of organic food consumption (Schünemann et al., 2018). Consumers with high price sensitivity may perceive price as a key consideration in purchasing decisions (Wang & Hu, 2020). The more sensitive consumers are to price, the less likely they will buy organic food, which is usually more expensive than conventional food (Ghali-Zinoubi & Toukabri, 2019). Price is the value of an item expressed in money (Pradana et al., 2020). Harga is the amount of money that has been agreed upon by prospective buyers and sellers to be exchanged for goods or services in normal business transactions.

Price is one of the determining factors in brand selection related to consumer purchasing decisions. When choosing among existing brands, consumers will evaluate prices indirectly by comparing several price standards as a reference for making purchase transactions. Price is one element in the marketing mix that has an important role and even greatly determines the success of marketing activity. Price is the amount of money exchanged for a product or service, furthermore, price is the amount of value that consumers exchange for the amount of benefit by owning or using a good or service (Kotler & Keller, 2009). According to Kotler and Armstrong (2018) price indicators are as follows: a) Prices are affordable by the ability of consumer purchasing power. b) Compatibility between price and quality. c) Price has competitiveness with other similar products. If they are satisfied with this attribute of organic food, they are more likely to buy organic food, ignoring the more expensive prices. The purpose of this study is to analyze the positive effect of Price Sensitivity on Purchase Intention, to analyze the positive effect of Price Sensitivity on Advertisement and to analyze the positive effect of Advertisement on Purchase Intention. The benefit of this study is that his research is expected to be an input for marketing managers to understand the importance of price sensitivity, advertisement, emotion, and purchase intention and the results of this study can examine the variables of price level perception according to research conducted by (Cakici & Tekeli, 2022).

METHOD

This study refers to research conducted by Cakici and Tekeli (2021) which analyzes the effect of Price Sensitivity on Purchase Intention mediated by advertisement and Emotion. Price Sensitivity as an independent variable. Advertisement and Emotion as intervening variables. Purchase Intention as a dependent variable. The unit of analysis is Pharmaceutical Company Consumers who buy drugs such as Diapet, Laxing, Fitkom, and Curcuma Plus in Jakarta. The difference between research and previous research is that there is research related to advertisement to increase purchase intention because it is a form of communication to promote

products or services to consumers (Majeed & Razzak, 2011). The better the advertisement can create positive emotional and behavior so that it can increase purchase intention (Trihermanto & Nainggolan, 2020). This study examined consumers who purchased PT Parit Padang Global's medicines or pharmaceutical products in the Buaran, Pondok Bambu, and Pondok Kelapa areas in East Jakarta.

Data Collection Methods
Population
The population in this study is consumers of pharmaceutical companies in Jakarta such as PT Parit Padang Global, PT Kimia Farma, and PT Kalbe Farma in Jabodetabek. The method of data collection is by distributing questionnaires to consumers of pharmaceutical companies in Jakarta such as PT Parit Padang Global, PT Kimia Farma, and PT Kalbe Farma in Jabodetabek. This study examined consumers who purchased PT Parit Padang Global's medicines or pharmaceutical products in the Buaran, Pondok Bambu, Pondok Kelapa areas in East Jakarta. The data collection technique used is purposive sampling. Purposive sampling is a data collection technique that uses criteria that have been set in research (Sekaran & Bougie, 2016). The method of data collection is by distributing questionnaires to consumers of pharmaceutical companies in Jakarta such as PT Parit Padang Global, PT Kimia Farma, and PT Kalbe Farma. Consumers who buy drugs such as Pharmaceutical Companies Consumers who buy drugs such as Diapet, Laxing, Fitkom, and Curcuma Plus.

Sampling Method
The total population distributed to 300 Pharmaceutical Company Consumers in Jakarta such as PT Parit Padang Global, PT Kimia Farma, and PT Kalbe Farma in Jabodetabek as respondents. Consumers who buy drugs such as Pharmaceutical Companies Consumers who buy drugs such as Diapet, Laxing, Fitkom, and Curcuma Plus. The determination of the minimum number of samples in this study refers to the statement of (Hair et al., 2019) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming n x 5 observed variables (indicators) to n x 10 observed variables (indicators). This shows that there are 34 indicators on the questionnaire so that the number of samples used is 34x5=170 respondents.

Data Testing Methods
- Validity Test
- Reliability Test

Data Analysis Methods
The data analysis method used is the structural equation model (SEM) through the AMOS program version 7. According to Santoso (2010), SEM (Structural Equation Modelling) can be used as a good alternative for cascading regression, path analysis, analysis, factors, time series analysis, and covariance analysis. SEM is considered a broad sample technique and requires a sample size between 100 to 200 for optimal results. Before testing the hypothesis with SEM, it is necessary to test the suitability of the model using the Goodness of Fit Test (Hair et al., 2010). Model conformity testing can see several measurement criteria, namely:

1. Absolute fit measure
2. Incremental fit measure
3. Parsimonious fit measure

RESULTS AND DISCUSSION

Data Description

The profiles of respondents from Pharmaceutical Company Consumers in Jakarta such as PT Parit Padang Global, PT Kimia Farma, and PT Kalbe Farma in Jabodetabek are as follows:

Table 12
Respondent Profile

Profile	Information	Frequency	Percentage (%)
Gender	Man	92	54,10
	Woman	78	45,90
Age	20-30 Years	40	23,50
	31-40 Years	48	28,20
	41-50 Years	59	34,70
	> 50 Years	23	13,50
Recent Education	Diploma 3	35	20,60
	Bachelor (S1)	49	28,80
	Post Graduate (S2)	59	34,70
	Other.	27	15,90
Work	Civil servants	20	11,80
	Self employed	55	32,40
	Housewives	34	20,00
	Private Employees	28	16,50
	Student / Student	27	15,90
	Other	6	3,50

Source: Questionnaire data processed with SPSS Version 25

Table 1:2 shows that consumers who have male gender compared to consumers who have female gender. Consumers who have a male gender. Consumers who have the most dominant male sex were obtained by 92 respondents or based on a percentage of 54.10 percent, this is because consumers have more information about the advantages possessed by housing. The table also shows that consumers who have a minimum age of 41 years to 50 years were obtained by 59 respondents or based on a percentage of 34.70 percent. Consumers who have the last Post-Graduate (S2) education are most dominantly obtained by 59 respondents or based on a percentage of 34.70 percent. Consumers who have the most dominant self-employed jobs were obtained by 55 respondents or based on a percentage of 32.40 percent.

Descriptive Statistics

According to Sugiyono (2012), the descriptive method is research conducted to determine the existence of independent variables, either only on one or more variables (stand-alone variables) without making comparisons and looking for relationships between those variables and other variables. Descriptive statistical analysis is carried out to see the response or response of respondents related to the variables used in the study are Price Sensitivity, Emotion, Advertisement, Purchase Intention. Measurements of the average value, standard deviation, minimum value and maximum value were used to see respondents' perceptions of research variables. The explanation for descriptive statistics of research variables can be explained as follows.

Descriptive Statistics Price Sensitivity

The results of descriptive statistical processing for the Price Sensitivity variable are shown in table 13 as follows:

Table 13.
Descriptive Statistics Price Sensitivity

No	Price Sensitivity	Mean	Standard Deviation
A.	**Price Sensitivity**		
1.	I bought the drug at a special discount.	3,82	0,91
2.	The price of the drug is the cheapest I want to buy.	3,81	0,96
3.	I will try hard to get a cheap price of medicine.	3,81	0,88
4.	I used to go to see some pharmacies before buying a suitable medicine.	3,72	0,98
5.	The price is more considered by consumers in buying drugs	3,80	0,97
	Total Average Value (Mean) (χ) =	**4,03**	**0,81**

Source: SPSS Version 25

With a total average value as a whole is 4.03 which means consumers have good price sensitivity with a standard deviation value of 0.81 indicating that respondents' answers are increasingly diverse or varied. Consumers will have very good price sensitivity compared to other companies.

From Table 13 above, the highest average value of statement one item on price sensitivity is shown through the statement that I bought the house at a special discount with a standard deviation of 0.91 indicating that respondents' answers are increasingly diverse or varied. From Table 13 above, the lowest average value of statement item four on price sensitivity is shown through the statement that I used to go to see several housing developers before buying a house

that matched a standard deviation value of 0.98 indicating that respondents' answers were increasingly mixed or varied.

Descriptive Statistics Advertisement

The results of descriptive statistical processing for advertisement variables are shown in table 14 as follows:

Table 14
Descriptive Statistics Advertisement

B.	Advertisement	Average rating	Standard Deviation
1.	Ads help me know about new products.	4,06	0,97
2.	I pay attention to advertising before I buy a product.	3,99	0,93
3.	I look for ads before buying products.	3,94	0,94
4.	I regularly watch, read or/and listen to commercials to keep myself updated about the product/brand.	3,96	0,95
5.	The ads are informative and provide detailed descriptions of the products.	4,12	0,94
6.	Most advertisements cause feelings of interest that consumers have.	3,99	0,96
7.	The ads are easy to understand.	4,03	0,95
8.	The ad shows how the product or service brand is used.	4,08	0,97
9.	Advertising can change my perception of a product or service.	4,06	0,96
10.	Most ads need to be watched, read, and/or listened to by customers.	3,90	0,88
11.	I am often reassured of the claims made by companies in advertising.	3,99	0,94
12.	Mostly, advertisements ask me to buy medicinal products.	3,92	1,03
13.	Ads convey information and are promotional in nature,	3,98	0,97

	generally forcing me to make a purchase.		
14.	I feel satisfied when I see ads that are useful and provide information to consumers.	3,97	0,98
15.	Ads make me repeat purchases of the same medicinal product	3,97	1,00
	Total Average Rating (Mean) (χ) =	**3,96**	**0,85**

Source: SPSS Version 25

With a total overall average value of 3.96, which means consumers who buy housing units have a good advertisement assessment with a standard deviation of 0.85, indicating that respondents' answers are increasingly diverse or varied.

From Table 14 above, the highest average value of statement item five on the advertisement is shown through the statement that the advertisement is informative and provides a detailed description of the product with a standard deviation of 0.94 indicating that respondents' answers are increasingly diverse or varied. From Table 14 above, the lowest average value of statement item one on advertisement is shown through the statement that most ads need to be watched, read, and listened to by customers with a standard deviation of 0.88 indicating that respondents' answers are increasingly diverse or varied.

Descriptive Statistics of Emotion

The results of descriptive statistical processing for emotion variables are shown in table 1:5 as follows.

Table 15
Descriptive Statistics of Emotion

C.	Emotion	Average rating	Standard Deviation
1.	The price of the medicine I bought caused a feeling of excitement.	3,84	0,76
2.	I am very satisfied with the price of the drug offered by the dispensary.	3,97	0,88
3.	I feel that it matches the price of the medicine sold by the dispensary.	3,82	0,73
4.	The price of the medicine sold by the pharmacy makes me sad.	3,85	0,87

5.	I feel depressed when I think about the price of drugs sold by pharmacies.	3,93	0,88
6.	I feel sad when the price of drugs sold by pharmacies is higher than other pharmacies.	3,95	0,79
7.	I feel angry because the price of medicine offered by pharmacies is very expensive.	3,87	0,84
8.	I was afraid to pay a higher price when buying medicine at this pharmacy.	3,81	0,82
9.	The price of the medicine delivered by the pharmacy made me unhappy.	3,88	3,88
10.	The price of the drug is too expensive to make me feel irritated.	3,91	3,91
	Total Average Value (Mean) $\overline{(\chi)}$ =	**3,94**	**0,75**

Source: SPSS Version 25

With a total average value overall of 3.94, which means that I feel that it matches the price of houses sold by developers with a standard deviation of 0.75, indicating that respondents' answers are increasingly diverse or varied. Emotion is an effect of mood that is an important factor for consumers in purchasing decisions. The feeling/emotion factor is a temporary construct because it relates to certain situations or objects (comfort) of the store environment to impulse buying behavior, as well as social environmental factors (the level of density and friendliness of employees.

From Table 15 above, the highest average value of statement item two on emotion is shown through the statement that I am very satisfied with the house price offered by the developer with a standard deviation of 0.88 indicating that respondents' answers are increasingly diverse or varied. From Table 15 above, the lowest average value of statement one item on emotion is shown through the statement that I feel afraid to pay a higher price when buying a house on this developer's side with a standard deviation of 0.76 shows that respondents' answers are increasingly mixed or varied.

Descriptive Statistics of Purchase Intention

The results of descriptive statistical processing for the purchase intention variable are shown in table 16 as follows:

Table 16
Descriptive Statistics of Purchase Intention

No	Purchase Intention	Average rating	Standard Deviation
1.	I plan to buy medicine in this pharmacy.	3,86	0,93
2.	If I go to buy medicine today, I will go to this pharmacy again.	3,87	0,95
3.	I like it when I buy medicine at this pharmacy.	3,79	1,01
4.	When I wanted to buy medicine, the first time I did definitely came to this dispensary.	3,81	0,95
	Total Average Value (Mean) (χ) =	**3,96**	**0,75**

Source: SPSS Version 25

With a total average value as a whole is 3.96, which means consumers who buy housing units have a purchase intention in the future with a standard deviation of 0.75, indicating that respondents' answers are increasingly diverse or varied. Buyer intention is a decision made by customers after analyzing the reasons for buying a particular product brand. Customer intention in analyzing a product brand through 6 (six) processes, namely awareness of the desired product (awareness), knowledge of the brand (knowledge), interest (interest), preference (preference), trust (persuasion), and purchase (purchase).

From Table 16 above, the highest average value of statement item two on Purchase Intention is shown through the statement that if I go to buy a house today, I will go to this developer side again. From Table 16 above, the lowest average value of statement item three on Purchase Intention is shown through the statement that I like to buy a house on this developer's side.

Hypothesis Test Results

Hypothesis testing is carried out to explain a problem in research and solutions appropriately and rationally, to state the variables to be tested. In addition, hypothesis testing is also carried out to find out the methods and analysis used in testing data and to make the right conclusion in a study carried out. There is also a hypothesis test design this is a hypothesis that will be used in research, related to the presence or absence of influence between the independent variable on the dependent variable, then testing the null hypothesis (H0) and alternative hypothesis (H1) shows the influence between the independent variable and the dependent variable: 1. If (P value / Sig) < 0.05 then Ho is rejected or Ha is accepted 2. If (P value / Sig) > 0.05 then Ho is accepted or Ha is rejected.

Table 17
Hypothesis Test Results

Hypothesis	Estimate	p-value	Decision
H1: Price Sensitivity ⟶	0,380	0,000	Ho1 rejected Ha1 accepted

Advertisement			
H2: Price ⟶ Sensitivity Emotion	0,467	0,000	Ho2 rejected Ha2 accepted
H3: Price ⟶ Sensitivity Purchase Intention	0,210	0,009	Ho3 rejected Ha3 accepted
H4: Advertisement ⟶ Emotion	0,219	0,000	Ho4 rejected Ha4 accepted
H5: Advertisement ⟶ Purchase Intention	0,145	0,033	Ho5 rejected Ha5 accepted
H6: Emotion ⟶ Purchase Intention	0,593	0,000	Ho6 rejected Ha6 accepted

Source : Data processed using AMOS (Attached Data Processing)

1. Price Sensitivity analysis has a positive effect on Advertisement.
Hypothesis 1: Price Sensitivity has a positive effect on Advertisements.
Testing hypothesis one is to test Price Sensitivity to have a positive effect on Advertisement.
Hypothesis Testing
The null hypothesis (H o1) and the alternative hypothesis (Ha1) to be tested are formulated as follows:
Ho1: There is no effect of Price Sensitivity on Advertisement.
Ha1: There is an effect of Price Sensitivity on Advertisement.
In hypothesis testing, one is shown with an estimated value (β) of 0.380 and a significant value of 0.000. A significant value of 0.000 is smaller than 0.05, then the decision taken is that Ho1 rejected Ha1 is accepted, so it can be interpreted that there is an influence of Price Sensitivity on Advertisement. So that the first hypothesis is that there is an influence of Price Sensitivity on Advertisement is proven and accepted.

2. Price Sensitivity Analysis has a positive effect on Emotion.
Hypothesis 2: Price Sensitivity positively affects Emotion.
Testing hypothesis two is to test Price Sensitivity to positively affect Emotion.
Hypothesis Testing
The null hypothesis (H o2) and alternative hypothesis (Ha2) to be tested are formulated as follows:
Ho2: There is no effect of Price Sensitivity on Emotion.
Ha2: There is an effect of Price Sensitivity on Emotion.

In testing, hypothesis two is shown with an estimated value (β) of 0.467 and a significant value of 0.000. A significant value of 0.0 00 is smaller than 0.05 then the decision taken is Ho2 rejected Ha2 accepted then it can be interpreted that there is an influence of Price Sensitivity on Emotion, so the second hypothesis that there is an influence of Price Sensitivity on   Emotion is proven and accepted.

3. Analysis of the Effect of Price Sensitivity on Purchase Intention
Hypothesis 3: Price Sensitivity positively affects Purchase Intention.
Testing hypothesis three is to test Price Sensitivity to positively affect Purchase Intention.
Hypothesis Testing
The null hypothesis (H o3) and alternative hypothesis (Ha3) to be tested are formulated as follows:

Ho3: There is no effect of Price Sensitivity on Purchase Intention.

Ha3: There is an effect of Price Sensitivity on Purchase Intention.

In testing, hypothesis three is shown with an estimated value (β) of 0.210 and a significant value of 0.00 9. The significance of 0.00 9 is smaller than 0.05 then the decision taken is Ho3 rejected Ha3 is accepted then it can be interpreted that Price Sensitivity has an influence on Purchase Intention, so the hypothesis to three is that there is an influence of Price Sensitivity on Purchase Intention proven and accepted.

4. Advertisement analysis has a positive effect on Emotions.
Hypothesis 4: Advertisement has a positive effect on Emotions.
Testing hypothesis four is to test Advertisements to positively affect Emotion.
Hypothesis Testing
The null hypothesis (H o4) and alternative hypothesis (Ha4) to be tested are formulated as follows:

Ho4: There is no positive effect of Advertisement on Emotion.

Ha4: There is a positive influence of Advertisement on Emotion.

In hypothesis testing, four are is shown with an estimated value (β) of 0.145 and a significant value of 0.000. A significant value of 0.000 is smaller than 0.05 then the decision taken is Ho4 rejected Ha4 accepted then it can be interpreted that there is an influence of Advertisement has a positive effect on Emotion, so the fourth hypothesis is that there is an influence of Advertisement has a positive effect on Emotion proven and accepted.

5. Advertisement Analysis has a positive effect on Purchase Intention.
Hypothesis 5: Advertisement has a positive effect on Purchase Intention.
Testing hypothesis five is to test whether Advertisement has a positive effect on Purchase Intention.
Hypothesis Testing
The null hypothesis (H o5) and alternative hypothesis (Ha5) to be tested are formulated as follows:

Ho5: There is no effect of Advertisement having a positive effect on Purchase Intention.

Ha5: There is a positive influence of Advertisement on Purchase Intention.

In testing hypothesis five is shown with an estimated value (β) of 0.145 and a significant value of 0.003. A nsignificant value of 0.003 is smaller than 0.05 then the decision taken is Ho5 rejected Ha5 accepted then it can be interpreted that there is an influence of Advertisement on Purchase Intention, so the fifth hypothesis that there is an influence of Advertisement on Purchase Intention is proven and accepted.

6. Emotion analysis has a positive effect on Purchase Intention.
Hypothesis 6: Emotion positively affects Purchase Intention.
Testing hypothesis six is to test Emotion to positively affect Purchase Intention.

Hypothesis Testing
The null hypothesis (H o6) and alternative hypothesis (Ha6) to be tested are formulated as follows:

Ho6: There is no effect of Emotion on Purchase Intention.

Ha6: There is an influence of Emotion on Purchase Intention.

In testing hypothesis six is shown with an estimated value (β) of 0.593 and a significant value of 0.000. A significant value of 0.000 is less than 0.05 then the decision taken is Ho6 rejected Ha6 accepted then it can be interpreted that there is an influence of Emotion on Purchase Intention, so hypothesis six that there is an influence of Emotion on Purchase Intention is proven and accepted.

DISCUSSION
Discussion of the Influence Between Variables
Price Sensitivity has a positive effect on Advertisements.

Competition between brands of consumer packaged goods (CPG) is getting tougher. In competing for customers, price is often the instrument of choice, as it can be adjusted by managers relatively quickly and easily. However, the use of price as a competitive tool is complex and its consequences vary greatly between brands. First, brands differ in their own price responses.

The results of the research conducted to support the results of research conducted by Van Cakici and Tekeli (2021) where the p-value < 0.05 with an estimate value of 0.436 which means that better price sensitivity can increase advertisement.

Price Sensitivity has a positive effect on Emotion.

Consumers become more aware and begin to get more detailed information when purchasing products or services (Ozdemir, Koçak, 2012). Price is an important indicator of product quality perceived by consumers. Consumers often believe that products with higher prices are of higher quality. Every consumer has a different price rating (McGowan, Sternquist, 1998). Consumers think that they can show their prestige and status to others by buying expensive products (Volckner, 2008). In their view, luxury brands meet all these expectations (Derinozlu, 2020). Consumers recognize price changes in their products often buying more easily (Atılgan, 2014). Brands expect consumers to be willing to pay more to buy their products, which consumers perceive as an indicator of their status. Consumers prefer the brands

they want to buy, ignoring high prices (Can, 2019). Brands also gain an advantage in price competition thanks to less price-sensitive consumers.

The results of the research conducted do not support the results of research conducted by Van Cakici and Tekeli (2021) where the p-value < 0.05 with an estimate value of -0.08 which means that better price sensitivity can reduce emotion.

Price Sensitivity has a positive effect on Purchase Intention.

Price is the money an individual has to pay for the goods or services they want to own and/or those goods or services that can be exchanged. Price is a sensitive thing in making product or service purchase decisions. Price represents the value that comes out of the pockets of consumers, it is the first trait that attracts attention in the process of acquiring ownership of a product or service (Deligoz and Ustunkardesler, 2021). Price sensitivity is also called price elasticity (flexibility) and expresses consumer reactions to the price of products or services, and changes in consumer demand to price changes. Many factors such as the perception of price-product quality, prestige, and product value according to consumer desires, the hedonic effect is effective in price sensitivity. This factor that guides consumer attitudes and behavior is a factor in the emergence of purchasing decisions.

The results of the research conducted support the results of research conducted by Van Cakici and Tekeli (2021) where the p-value < 0.05 with an estimate value of 0.17, which means that better price sensitivity can increase purchase intention.

Advertisement has a positive effect on Emotion.

Pandey et al. (2012) emphasizes that emotions can be used as an initiative strategy to make it a successful brand. The existing literature on the effectiveness of emotional and rational advertising appeal focuses on consumer products. When advertised products have high relevance for consumers, rational attractiveness indicates higher effectiveness, whereas emotional appeal works better for products with low relevance for consumers (Gong &; Cummins, 2020; Teichert, Hardeck, Liu, &; Trivedi, 2018). Emotional attractiveness is reported to be more effective by some authors (Taute et al., 2011; Teichert et al., 2018), which leads to significant consumer engagement (Stevens, 2018), but information conveyed through messages is more influential when the target audience is older adults, because they react more positively when exposed to rational and informational appeals (McKay-Nesbitt et al., 2011). There is also evidence that, in general, campaigns with a mix of emotional and rational/informational tones can produce more effective attitudes than when these appeals are used separately (Ruiz and Sicily, 2004).

The results of the research conducted support the results of research conducted by Pozharliev, Angelis, and Rossi (2021) where the p-value < 0.05 with an estimate value of 0.36 which means that the better the advertisement can increase emotion.

Advertisement has a positive effect on Purchase Intention.

Some researchers have found that online advertising is more trusted than traditional media advertising (McClure &; Seock, 2020; Schlosser et al., 1999). But others believe that the authenticity of online advertising raises concerns for consumers (Waller, 2006). A study concluded that the corporate reputation of an organization influences consumer behavior

towards it (Hsieh et al., 2004). Unlike the traditional advertising techniques, one can add a lot of interesting and interesting details in social media ads. They can also be personalized to attract the attention of specific users (Kamal et al., 2013; Smith et al., 2007). Customers who were allowed to determine their attribute preferences in choosing products turned out to be more satisfied (Mayrhofer et al., 2020).

Some findings suggest that the wealth of the post influences attitudes towards it. Features such as dynamic animations, images, contrasting colors, and interactive links to other websites, have the ability to increase the visibility of brand posts (Brookes, 2010; He & Qu, 2018; Sabate et al., 2014). Studies conducted on Facebook reveal that the platform has more activity during the workday (Golder et al., 2007). User interaction with posts is said to show an increase towards nighttime and then increase further as the night passes and reaches heights (Golder et al., 2007). Brand posts done in the morning also show high engagement rates (Buddy Media Inc., 2011). Message length has been shown to affect performance measures such as click-through rate in studies conducted on ad effectiveness (Baltas, 2003).

Messages with emotional appeal have been shown to be more effective in persuading users who have little motivation or ability to process messages cognitively (Talih Akkaya et al., 2017). Ads with emotional content were also shown to have more ability to generate word of mouth and were shared online more than ads without emotional appeal (Alhabash et al., 2013; Jain et al., 2018). Consumers are shown to be more easily influenced by messages conveyed by someone with whom they can relate or feel close (Belch and Belch, 2012). Advertising for a brand or company by a celebrity who is admired by its target audience has the ability to attract consumers and bring more profit to the company. The presence of celebrity endorsers brings many benefits. They are good at creating attention to a brand or product and their memory value increases manifold. They are also good at creating awareness and attention to it. The use of celebrity endorsements also lifts the image of the product and brings it closer to consumer expectations (Roozen & Claeys, 2010).

The results of the research conducted support the results of research conducted by Van Mostafi and Hosain (2021) where the p-value < 0.05 with an estimate value of 0.001, which means that the better the advertisement can increase purchase intention.

Emotion has a positive effect on Purchase Intention.
In the context of marketing literature, emotional attachment is considered an important construct that describes the strength and strength that binds customers to brands. As a result, these bonds affect customer behavior

and thus purchase intent (Arnould and Thompson, 2005; Bills and Tabot, 2017). Brand Identity includes attributes that a brand or company identifies with, distinguishing itself from other brands or companies. Brand identity includes the associations that organizations promise to their clients – the identity that their products offer and the value proposition that promises benefits (emotional, functional and self-expression), to stimulate relationships with customers based on their personal feelings and resonance with the brand (Bilotti, 2011). Companies have increasingly focused on finding significant ways to create strong emotional brand connections with consumers (Malar, Krohmer, Hoyer and Nyffenegger, 2011), which is in the background of findings showing that strong customer emotional brand attachment results in increased repurchase intent (Malar et al., 2011).

The results of the research conducted support the results of research conducted by Wang et al. (2021) where the p-value < 0.05 with an estimate value of 0.30 which means that the better emotion can increase purchase intention.

CONCLUSION

In testing the hypothesis one shows that there is an influence of Price Sensitivity on Advertisement. So that the first hypothesis is that there is an influence of Price Sensitivity on Advertisement is proven and accepted.

In testing hypothesis two, it is shown that there is an influence of Price Sensitivity on Emotion, so the second hypothesis, namely the influence of Price Sensitivity on Emotion, is proven and accepted.

In testing hypothesis three, it is shown that Price Sensitivity affects Purchase Intention so the hypothesis that there is an effect of Price Sensitivity on Purchase Intention is proven and accepted.

In testing hypothesis four, it is shown that there is an influence of Advertisement on Emotion, so that the fourth hypothesis, namely that there is an influence of Advertisement on Emotion, is proven and accepted.

In testing hypothesis five, it is shown that there is an influence of Advertisement on Purchase Intention, so that the fifth hypothesis, namely that there is an influence of Advertisement on Purchase Intention, is proven and accepted.

In testing hypothesis six, it was shown that there is an influence of Emotion on Purchase Intention, so hypothesis six, that is, there is an influence of Emotion on Purchase Intention, is proven and accepted.

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