



# THE IMPACT OF THE E-COMMERCE COMMERCIAL JINGLE ON CUSTOMER ATTITUDE AMONG GENERATION Z AUDIENCES

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## ABSTRACT

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*The COVID-19 pandemic caused significant disruption to Indonesia's economy, severely affecting traditional commerce while accelerating the growth of e-commerce. Shopee, as the market leader, leveraged various marketing strategies, including its Shopee COD (Cash on Delivery) commercial jingle, to strengthen brand awareness and attract users. This study examines the quality of the Shopee COD commercial jingle, analyzes Generation Z customers' attitudes toward it, and evaluates its influence on these attitudes. Using a quantitative, causal associative approach, data were collected via an online survey of 125 Generation Z respondents who had heard the jingle and used the Shopee application. The study adopts a five-dimensional jingle evaluation model (memorability, meaningfulness, likability, adaptability, protectability) and the ABC Model of Attitudes (affective, behavioral, cognitive) to analyze the relationship between jingle quality and customer attitudes. Results show a significant positive correlation between jingle quality and customer attitude, with jingle quality explaining 42% of the variance in attitudes.*

## 1. INTRODUCTION

The COVID-19 pandemic in 2020 brought unprecedented challenges to Indonesia's business environment. Traditional commerce suffered losses due to operational restrictions and limited face-to-face transactions. In contrast, e-commerce emerged as a major beneficiary, providing consumers with a safe and convenient alternative for meeting their needs. E-commerce, encompassing online sales, distribution, purchasing, and marketing of goods and services via electronic platforms, has been present in Indonesia since the mid-1990s. The industry's history began in 1996 with Dyviacom Intrabumi (D-Net) and expanded significantly in 2006 with the launch of Tokobagus.com (now OLX). Since then, numerous platforms have entered the market. Restrictions during the pandemic accelerated the adoption of e-commerce. According to Tempo.com (2020), the number of Indonesian e-commerce users rose from 70.8 million in 2017 to a projected 189.6 million in 2024.

Data from Similarweb, compiled by Katadata Media Network (2023), shows A ecommerce platform as the leading e-commerce platform in Indonesia, with monthly visits ranging from 143 to 173 million, surpassing B (106–128 million) and C (70–91 million). Ecommerce platform also tops mobile app rankings, with over 200 million total downloads. A 2022 survey by the Alvara Research Center revealed that ecommerce platform is the preferred platform for 69.9% of Generation Z respondents and 64.2% of Millennials, significantly ahead of competitors. This success is partly attributed to ecommerce platform's strategic marketing and feature offerings, notably its Cash on Delivery (COD) payment option. Launched in 2018, an ecommerce platform allows customers to pay upon receiving their products, catering to new users unfamiliar with online payment systems and those without access to bank accounts or e-wallets. By 2021, Jakpat reported that 51% of e-commerce users preferred COD, citing the ability to verify product authenticity and ease of payment as key reasons. ecommerce platform's marketing campaigns—spanning television, YouTube, Spotify, Instagram, and Facebook—often employ a consistent creative strategy featuring commercial jingles. One of the jingles, adapted from the song *Sepatu Kaca* and performed with repetitive, suggestive lyrics, has been promoted extensively, featuring high-profile celebrities such as Tukul

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Arwana, Joe Taslim, Cristiano Ronaldo, and Jackie Chan. Research by Shevany (2018) emphasizes that promotional consistency, trend relevance, and celebrity endorsements significantly boost brand awareness. Similarly, Shakil & Siddiqui (2019) highlight the importance of musical elements in jingles for enhancing product recall and consumer awareness, noting that melody often has a stronger effect than lyrics. Rahmah et al. (2021) found that ecommerce platform's jingles scored highly in attention, distinctiveness, and customer perception, with attention receiving the highest ratings.

The findings will provide insights for marketing practitioners in leveraging music-based advertising strategies to build brand awareness and influence customer perceptions. Furthermore, the study contributes to academic discussions on consumer behavior, particularly in the context of Generation Z and digital commerce in emerging markets.

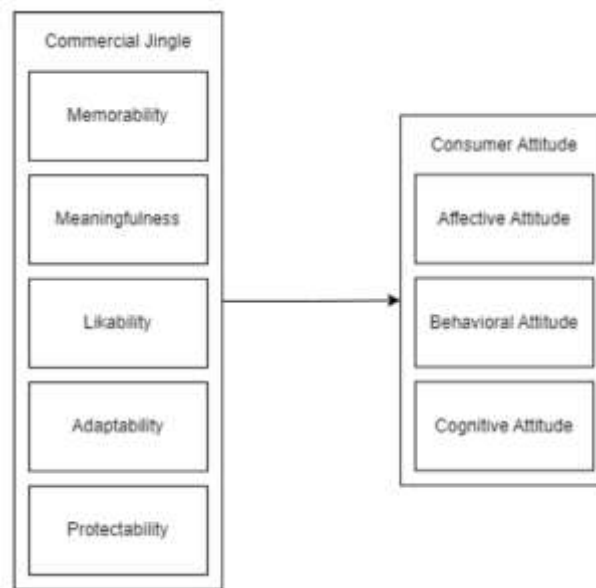
## **2. METHODS**

Research on the influence of commercial jingles has been conducted extensively. Rahmah et al. (2021), in their study entitled "The Effect of the 'Baby Shark' Version Advertising Jingle on ecommerce platform Indonesia's Brand Awareness", found that the use of music in advertisements enhances brand recall and facilitates audience understanding of the intended message. They further revealed that the inclusion of the "Free Shipping" tagline in the jingle successfully helped audiences remember the ecommerce platform brand. In their framework, Rahmah et al. measured jingles using three dimensions: attention, distinctiveness, and customer perception. Attention refers to how well a jingle captures public interest; in this case, ecommerce platform's jingle scored exceptionally high. Distinctiveness measures the extent to which the public can differentiate ecommerce platform's jingle from competitors', with results showing a very high rating. Customer perception concerns public opinion of the jingle, which was rated "good." Their correlation coefficient analysis demonstrated a positive relationship between advertising jingles and brand awareness. The coefficient of determination indicated that 21.30% of ecommerce platform's brand awareness could be attributed to its commercial jingle. Hypothesis testing further confirmed a positive and significant influence of jingles on brand awareness.

Similarly, Putri and Putra (2021), in "The Effect of the 'Semua Pasti Untung' Jingle as a Marketing Communication Medium on Brand Loyalty in Bukalapak E-commerce", identified five key elements of an effective commercial jingle: memorability, meaningfulness, likability, adaptability, and protectability. Their findings indicated that commercial jingles significantly enhance consumer loyalty, with total scores reaching 70.9%.

In a broader advertising context, Ausín et al. (2021) explored the role of music in TV advertising through their study "The Background Music-Content Congruence of TV Advertisements: A Neurophysiological Study". Drawing on Alpert et al.'s (2005) theory, they emphasized that musical structure—such as meaning, tempo, dynamics, and rhythm, can evoke positive or negative emotions. Interestingly, they found that advertisements classified as "negative emotional" can sometimes achieve higher audience engagement than "positive emotional" ones.

Crucially, they noted that congruence between the music and the ad's content is essential: misaligned music forces audiences to process the message with greater cognitive effort, potentially increasing cognitive load and leading to ad avoidance. However, this effect can be mitigated if audiences have a high level of product or brand involvement, which maintains attention despite potential incongruence.



Drawing from the reviewed literature, this study proposes a conceptual framework comprising two main variables: one independent variable (commercial jingle) and one dependent variable (customer attitude). The independent variable (commercial jingle) is divided into five dimensions: memorability, meaningfulness, likability, adaptability, and protectability. This classification is based on Keller's theory as cited in Putri and Putra (2021), which assesses a jingle's quality by examining (1) how easily it is remembered, (2) how understandable it is, (3) how much it is liked, (4) how well it adapts to changing times, and (5) how protectable it is under intellectual property rights. The choice to use this five-dimensional model was made to provide a broader analytical scope compared to Rahmah et al.'s (2021) three-dimensional approach (attention, distinctiveness, and customer perception), with the expectation that a wider scope would yield more accurate results. The dependent variable (customer attitude) is grounded in the ABC Model of Attitudes, which divides attitudes into three components: affective attitude (what customers feel), behavioral attitude (what they are inclined to do), and cognitive attitude (what they think and consider). This model was chosen for its longstanding application in marketing research and its continued relevance in contemporary studies.

### 3. RESULTS AND DISCUSSIONS

A quantitative research approach with a causal associative technique was employed, using an online survey as the data collection method. This design enables examination of cause-and-effect relationships between the jingle (independent variable) and customer attitude (dependent variable). **Commercial Jingle:** Defined as a product-specific song conveying a simple advertising message (Ismiyadi et al., 2022), measured by memorability, meaningfulness, likability, adaptability, and protectability. **Customer Attitude:** A combination of feelings, beliefs, and behavioral tendencies toward an object (Anic in Dewi et al., 2022), measured through affective, behavioral, and cognitive dimensions. The population consisted of Generation Z individuals, identified as the largest ecommerce platform user segment. Using Hair's sample-to-indicator ratio of 5:1, with 25 indicators, the sample size was set at 125 respondents.

**Table 1. Demographic Characteristics of Respondents**

| Characteristic | Category    | Frequency | Percentage (%) |
|----------------|-------------|-----------|----------------|
| Gender         | Male        | 58        | 46.4           |
|                | Female      | 67        | 53.6           |
| Age Range      | 18–20 years | 41        | 32.8           |

|                         |              |                 |    |      |
|-------------------------|--------------|-----------------|----|------|
| E-commerce<br>Frequency | Shopping     | 21–23 years     | 56 | 44.8 |
|                         |              | 24–26 years     | 28 | 22.4 |
|                         | ≥1 time/week | ≥1 time/week    | 72 | 57.6 |
|                         |              | 1–3 times/month | 38 | 30.4 |
|                         |              | <1 time/month   | 15 | 12.0 |
| Ecommerce (past 6 mo.)  | ≥3 times     | ≥3 times        | 88 | 70.4 |
|                         |              | 1–2 times       | 28 | 22.4 |
|                         |              | Never           | 9  | 7.2  |

The commercial jingle variable (X) was measured through five dimensions—memorability, meaningfulness, likability, adaptability, protectability—on a Likert scale (1–5). The mean scores were as follows:

**Table 2. Mean Scores of Commercial Jingle Dimensions**

| Dimension           | Mean | SD   | Interpretation |
|---------------------|------|------|----------------|
| Memorability        | 4.52 | 0.56 | Very High      |
| Meaningfulness      | 4.31 | 0.61 | High           |
| Likability          | 4.44 | 0.59 | High           |
| Adaptability        | 3.87 | 0.74 | Moderate       |
| Protectability      | 3.92 | 0.69 | Moderate       |
| <b>Overall Mean</b> | 4.21 | 0.64 | High           |

**Table 3. Mean Scores of Customer Attitude Dimensions**

| Dimension           | Mean | SD   | Interpretation |
|---------------------|------|------|----------------|
| Affective           | 4.38 | 0.58 | High           |
| Behavioral          | 4.27 | 0.60 | High           |
| Cognitive           | 4.34 | 0.57 | High           |
| <b>Overall Mean</b> | 4.33 | 0.58 | High           |

**Table 4. Pearson Correlation Between Jingle Quality and Customer Attitude**

| Variables                          | r     | p-value | Interpretation        |
|------------------------------------|-------|---------|-----------------------|
| Jingle Quality ↔ Customer Attitude | 0.648 | <0.001  | Positive, Significant |

The correlation coefficient ( $r = 0.648$ ) indicates a strong positive relationship, statistically significant at the 0.01 level.

**Table 5. Simple Linear Regression Model Summary**

| <b>R</b> | <b>R<sup>2</sup></b> | <b>Adjusted R<sup>2</sup></b> | <b>Std. Error</b> | <b>F</b> | <b>p-value</b> |
|----------|----------------------|-------------------------------|-------------------|----------|----------------|
| 0.648    | 0.420                | 0.416                         | 0.445             | 88.72    | <0.001         |

**Table 6. Regression Coefficients**

| <b>Predictor</b> | <b>B</b> | <b>Std. Error</b> | <b>Beta</b> | <b>t</b> | <b>p-value</b> |
|------------------|----------|-------------------|-------------|----------|----------------|
| Constant         | 1.587    | 0.238             | —           | 6.67     | <0.001         |
| Jingle Quality   | 0.651    | 0.069             | 0.648       | 9.42     | <0.001         |

The regression results indicate that jingle quality explains 42.0% of the variance in customer attitude. The positive beta coefficient ( $\beta = 0.651$ ) confirms that higher jingle quality is associated with more favorable attitudes. This study's findings align with Rahmah et al. (2021) and Putri & Putra (2021), showing that memorability, meaningfulness, and likability strongly influence consumer perceptions. Memorability had the highest mean score (4.52), confirming Keller's assertion that recall is a critical driver of brand connection. The ABC Model of Attitudes results showed consistently high scores across affective (4.38), behavioral (4.27), and cognitive (4.34) dimensions. This suggests that the jingle not only attracts attention but also motivates purchase intentions and strengthens trust, findings that parallel Ausín et al. (2021) on the importance of congruent music-message integration. Marketers should continue leveraging repetitive, catchy jingles in combination with celebrity endorsements and strong brand messaging. Additionally, attention should be given to adaptability (3.87) and protectability (3.92), as these lower scores suggest areas for improvement in keeping the jingle relevant and legally protected.

#### 4. CONCLUSION

Based on the result, ecommerce's jingle scores high on memorability, meaningfulness, and likability, with moderate adaptability and protectability. Customer attitudes toward the jingle are consistently positive across all dimensions. Jingle quality significantly predicts customer attitudes, explaining 42% of the variance. The findings align with Rahmah et al. (2021) and Putri & Putra (2021), confirming that memorability, meaningfulness, and likability strongly influence customer attitudes. Adaptability and protectability scored lower, suggesting opportunities for improvement. The ABC Model of Attitudes results were uniformly high, indicating that the jingle not only captures attention but also motivates action and builds trust, consistent with Ausín et al. (2021) regarding the role of congruent music in advertising. It recommended for marketers to continue to boost adaptability by refresh the jingle seasonally or culturally to maintain relevance, enhance protectability by securing intellectual property rights and monitor for imitation, and maintain core strengths by preserving high memorability and likability while refining the message. The study focuses on Generation Z within one geographic region and uses self-reported data. Future studies could explore cross-generational differences, experimental designs measuring real-time emotional responses, and long-term effects on brand loyalty.

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