430-JEBE-TURNITIN-REV2

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The Influence of Advertising Effectiveness on Consumer Purchase Decisions in Wardah Medan Instagram social media Cosmetic Advertising

ABSTRACT

This study aims to identify the effectiveness of wardah advertisements through Instagram social media on active @wardahbeauty followers on Instagram. Consumers who use social media Instagram @wardah beauty are active with a total of 92 followers. The data analysis technique used in this study is a validity test, reliability using SPP version 20.0 Based on the results of the study, the validity and reliability test of the questionnaire for each statement item was declared valid and the results obtained were that the independent variable, namely advertising effectiveness (X) had a positive and significant influence on the dependent variable, namely purchase decision (Y), this is indicated by the tcount value = 5.603 and ttable = 2.01537 then tcount > ttable, so Ho is rejected and Ha is accepted. Based on simple linear regression calculations, the regression equation Y = 25.982 + 0.531X + e means that every time there is an increase in the purchasing decision variable by 0.531, it will affect the effectiveness of advertising. The coefficient of determination (R2) is 0.416 (41.6%). So it can be said that 41.6% of the dependent variable, namely advertising effectiveness in this study, can explain purchasing decisions while the remaining 58.4% is influenced by other variables outside the variables studied.

Keywords: Advertising effectiveness, consumer purchasing decisions

INTRODUCTION.

The impact of communication technology on media development is significant in the contemporary period. As a result, we experience a strong sense of comfort in fulfilling our desired requirements. One illustrative instance involves the utilization of Internet media. The utilization of online media enables individuals to satisfy a wide range of demands, including acquiring knowledge, accessing news, engaging in social interactions, conducting professional activities, engaging in commercial transactions, and promoting products through advertising. Effective communication is crucial in facilitating marketing promotions for companies and sellers. In order to ensure that the company's products are delivered directly and effectively to consumers. The marketing field

significantly impacts an organization's decision to implement promotional activities. According to the studies conducted by Rohiman et al. (2022) and Sopiani et al. (2022),

Promotion is a crucial element within the marketing mix that holds significant importance for organizations engaged in marketing service items. According to the study conducted by Wibowo et al. (2022), Promotional activities serve as a means of communication between companies and consumers, facilitating the influence of consumer behavior about their desires and requirements encouraging the purchase or utilization of services.

Advertising is a form of indirect communication based on information about the advantages or benefits of a product that is arranged in such a way as to create a pleasant feeling that will change someone's mind to make a purchase. Advertising is one of the most widely used forms of promotion by companies in promoting their products. (Malekian & Rasti-Barzoki, 2019)

Along with the rampant growth of social networking sites today, it is very easy for internet users or netizens to access whatever they want. The Internet is a global web of computer networks that enables fast, decentralized global communications. Internet usage has surged along with the recent development of the World Wide Web. (Alalwan et al., 2017)

The internet is a medium that makes it very easy for everyone to meet their needs. Especially now with the widespread growth of social networking sites in cyberspace, this social media network has also been eyed by online shoppers to market the products they sell. And for the most part, users access the internet using their cellular phones or smartphones. (Tang et al., 2017)

Indonesia's e-commerce industry has grown significantly over the years, positioning the country as the fourth largest in global e-commerce sales. Additionally, one of the critical factors driving internet usage among netizens in Indonesia is the presence of social networks. Most individuals who utilize the internet are inclined to engage in activities such as accessing social media platforms, seeking information, and browsing various online content. Moreover, it is worth noting that internet users in Indonesia have also actively participated in online transactions involving the buying and selling goods and services. Social media is a digital platform that enables individuals to communicate online. Generally, social media can be categorized into five distinct types: egocentric platforms, community-oriented platforms, opportunistic platforms, passion-centric platforms, and media-sharing platforms. Egocentric sites enable users to create personal profiles, while community sites foster the formation of virtual communities. Opportunistic sites facilitate business-related activities, whereas passion-centric sites connect individuals with shared interests. Lastly, media-sharing sites

allow users to distribute and exchange visual, auditory, and audiovisual content. (Yadav and Rahman, 2017; Yahia et al., 2018)

There are many social networking sites that we already know and one of them is Instagram. Instagram can be a means of carrying out effective promotion activities and netizens can use it anywhere. There are advantages for online traders who promote their products via Instagram: it is not paid, especially for beginner online shop sellers, Instagram is better chosen to promote products than paid websites. Then Instagram is widely used by netizens around the world, especially in Indonesia itself, from year to year Instagram users in Indonesia are getting higher. Then Instagram is easier to use because it is more interesting than other social media because netizens can easily post photos and videos, follow, comment, like, even search according to hashtags can be done and recently Instagram has launched another advantage, namely netizens. can create a story on his account. However, from the several advantages of Instagram there are also weaknesses, namely the photo resolution on Instagram is smaller because it is a smartphone-based application, so the photo quality is not comparable to other social media.

So based on the explanation above, it can be concluded that there are several reasons why Instagram social media currently outperforms Facebook. Because it can be seen that Instagram itself has more advantages. That's why currently Facebook users, especially online sellers, are switching to Instagram social media. Compared to Facebook, Instagram is much more effective in carrying out promotions, because prospective buyers can easily find the online store they are looking for through hashtags or endorse model tags and can view product photos along with explanations regarding prices, contact sellers and so on uploaded by sellers. Meanwhile, Facebook, if a prospective buyer wants to buy something, must first join the online shop seller group.

Table 1. Number of Account Followers based on Cosmetic Products that Advertise Through Instagram social media

Produk	Follower
Wardah	952.000 follower
Sari Ayu	87.000 follower
Pixy	80.600 follower
Inez	59.600 follower
Latulipe	37.300 follower

(Source: www.instagram.com)

Based on the data presented in the table, it is evident that several local products employ Instagram as a platform to implement their promotional strategies. Rosenbaum et al. (2017) assert that creating

visually appealing advertising across different media platforms is crucial for achieving effective and efficient marketing outcomes. Furthermore, they argue that such advertisements significantly bolstered brand image, positively influencing consumer purchase decisions. Advertising means communicating a brand, product, or company's message to the target audience via various media channels. (Alalwan, 2018; Voorveld et al., 2018) - These references are cited throughout the text. Based on the explanation above, the researcher is interested in undertaking a study titled: "The Impact of Advertising Effectiveness on Consumer Purchase Decisions in the Context of Cosmetic Advertising on Social Media."

LITERATUR REVIEW

An effective advertisement does not only include informative content on the items offered, but a message that can attract the attention of viewers. (Shareef et al., 2019). According to Aslam et al., (2021) the word effect is the end result of communication, namely the attitude and behavior of a person according to or not in accordance with what is desired by the producer. Effectiveness is that every communication that is carried out always has a positive or negative effect. (Boerman et al., 2017) Advertising (advertising) according to (Eisend, 2022) is any paid form of non-personal presentation and promotion of ideas, goods or services that are paid for by a clear sponsor.

According to Djafarova & Rushworth, (2017) purchasing decision is the stage in the buyer's decision-making process where consumers actually buy.

PT. Paragon Technology and Innovation introduced Wardah's cosmetic products through advertisements on social media. With Wardah's cosmetic advertisements on social media, women can choose the cosmetics they need to beautify themselves. The number of cosmetic products on the market affects a person's interest in purchasing and has an impact on the purchasing decision process. Instagram is a mobile application where users can post photos and videos with text attachments. Other users can like, comment, and engage with each other on a post. Instagram is one of the fastest growing social media platforms. However, because Instagram is still relatively new, very little research has been conducted. Instagram is very different from most other social networking sites, especially Facebook. Because Instagram's "image centrality" sets it apart from other text-based social media platforms, such as Facebook and Twitter.

METHOD

The present study employs a descriptive research design that utilizes a quantitative methodology. A descriptive method is a research approach employed to examine obtained data by providing a detailed description without aiming to draw overarching conclusions or generalizations.

Descriptive research is a research methodology that seeks to elucidate and provide a comprehensive depiction of the subject or phenomenon being investigated. This approach entails collecting and analyzing data from a population or a representative subset to elucidate the interrelationships among the variables under investigation. In this study, descriptive methodologies were employed by researchers to elucidate the impact of advertising effectiveness on consumer purchase decisions within the context of cosmetic commercials on the social media platform Instagram, explicitly focusing on the brand Wardah in Medan. The researcher employed the purposive sampling method, the non-probability sampling methodology, to pick the sample. This approach was chosen due to the established research objectives. This study requires primary and secondary data, encompassing many types and sources. The data collection methods employed in this study encompassed observation, interviews, questionnaires, and documentation analysis.

DISCUSSION

Validity test

Tabel 2. Validity Test and Reliability Test

X		Y	
Item	Correlation	Item	Correlation
1	.729	1	.728
2	.779	2	.624
3	.709	3	.778
4	.676	4	.467
5	.810	5	.728
6	.815	6	.624
7	.676	7	.778
8	.729	8	.467

5

9	.779	9	.624
10	.709	10	.778
11	.810	11	.728
12	.729	12	.624
13	.779		
14	.709		
15	.810		
16	.815		
Cronbach Alpha			
X	0,944		
Y	0,915		

Descriptive Analysis

Advertising Effectiveness Variable Descriptive (X)

Tabel 3. Tabulation of Respondents' Answers Variable Purchase Effectiveness (X)

N	Pernyataan					
	item1	item2	item3	item4	item5	item6
Sangat Setuju	13	17	15	11	16	13
%	28 %	37 %	33 %	24 %	35 %	28 %
Setuju	25	21	19	23	14	22
%	54 %	46 %	41 %	50 %	30 %	48 %
Ragu-Ragu	8	8	12	12	15	11
%	17 %	17 %	26 %	26 %	32 %	24 %
Tidak Setuju	0	0	0	0	1	0
%	0	0	0	0	2 %	0
Sangat tidak Setuju	0	0	0	0	0	0
%	0	0	0	0	0	0

N	Pernyataan					
	item7	item8	item9	Item 10	Item 11	item12

Sangat Setuju	11	13	17	13	17	15
%	24 %	28 %	37 %	28 %	37 %	33 %
Setuju	23	25	21	25	21	19
%	50 %	54 %	46 %	54 %	46 %	41 %
Ragu-Ragu	12	8	8	8	8	12
%	26 %	17 %	17 %	17 %	17 %	26 %
Tidak Setuju	0	0	0	0	0	0
%	0	0	0	0	0	0
Sangat tidak Setuju	0	0	0	0	0	0
%	0	0	0	0	0	0

Source: SPSS 20.0 Research Results

Variable Description Purchase decision (Y)

Tabel 4. Tabulation of Respondents' Answers to Purchase Decision Variables (Y)

N	Pernyataan					
	item1	item2	item3	item4	item5	item6
Sangat Setuju	20	15	25	19	20	15
%	44 %	33 %	54 %	41 %	43 %	33 %
Setuju	25	28	14	21	25	28
%	54 %	61 %	30 %	46 %	54 %	61 %
Ragu-Ragu	0	3	6	5	0	3
%	0	6 %	13 %	11 %	0	6 %
Tidak Setuju	1	0	1	1	1	0
%	2 %	0	2 %	2 %	2 %	0
Sangat tidak Setuju	0	0	0	0	0	0
%	0	0	0	0	0	0

N	Pernyataan					
	item7	item8	item9	item10	item11	item12
Sangat Setuju	25	19	15	25	20	15
%	54 %	41 %	33 %	54 %	43 %	33 %
Setuju	14	21	28	14	25	28
%	30 %	46 %	61 %	30 %	54 %	61 %
Ragu-Ragu	6	5	3	6	0	3
%	13 %	11 %	6 %	13 %	0	6 %
Tidak Setuju	1	1	0	1	1	0
%	2 %	2 %	0	2 %	2 %	0

	Sangat tidak Setuju	0	0	0	0	0	0
	%	0	0	0	0	0	0

Simple Linear Regression Analysis

Table 5. Results of Simple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25.982	4.664		5.571	.000
	X	.531	.095	.645	5.603	.000

a. Dependent Variable: Y

Partial Test (t Test)

Table 6. Results of Partial Test Analysis (t Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25.982	4.664		5.571	.000
	X	.531	.095	.645	5.603	.000

a. Dependent Variable: Y

Source: SPSS 20.0 Research Results

Coefficient of Determination (R2)

Table 7. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645[a]	.416	.403	4.49880

a. Predictors: (Constant), X

Discussion

The results of simple linear regression analysis can be seen in Table 7, a simple linear regression equation can be produced as follows: Y = 25.982 + 0.531X+ e The results of the regression analysis which are still in the form of numbers can be explained: The constant (a) of 25.982 indicates that

without the advertising effectiveness variable (X) or in the model it is assumed to be equal to zero, the value of the purchase decision remains at 25.982. The value of the regression coefficient β of 0.531 in this study means that the advertising effectiveness variable (X) has a positive effect on purchasing decisions. This shows that when the effectiveness of advertising increases by one unit, it will increase the purchase decision by 0.531 (53.1%).

Partial test results (t test) can be seen in Table IV.14 through hypothesis testing and then compared with ttable = n-2 and a significance level of 5% (0.05) so the ttable value for sample 46 is 46-2 = 44 and a significance level 0.05, the ttable value is 2.01537. The results of the partial analysis prove that the advertising effectiveness variable (X) is a variable that partially influences purchasing decisions. where n = samples. Based on the results obtained, Ho is rejected and Ha is accepted for the advertising effectiveness variable. Thus, partially (t test) that the training variable has a positive and significant effect on the purchasing decision variable.

Through the successful implementation of impactful advertising techniques on the Instagram social media platform, Wardah Medan has attained many noteworthy achievements.

The advertising campaign has enhanced brand awareness and recognition for Wardah in Medan. Wardah has established a reputation as a reliable and reputable producer of high-quality cosmetic products, garnering recognition and trust among potential consumers in the region.

In addition, the advertising strategy has effectively and accurately targeted the intended target population. Using the platform of Instagram, Wardah Medan can effectively reach out to individuals with distinct interests and requirements about cosmetics and skincare.

The advertising content is highly relevant and appeals to the intended target. The text underscores the product advantages of Wardah, with a particular emphasis on its superior quality, adaptability to many skin types, and distinctive characteristics.

The level of interaction and engagement from the audience has also been heightened. The engagement metrics, including likes, comments, and shares, are crucial in augmenting the advertising's reach and fostering a sense of community surrounding the Wardah brand. Additionally, this practice cultivates a sense of trust and loyalty among consumers.

Incorporating influencer collaborations has yielded favorable outcomes in bolstering credibility and expanding the reach of advertising efforts. In the realm of marketing, influencers play a pivotal role in offering genuine evaluations and demonstrations that exert a substantial impact on prospective consumers.

The application of User-Generated Content (UGC) has also demonstrated significant efficacy. Motivating customers to generate and disseminate material pertaining to Wardah's products is a

potent form of testimonials. The potential consumers see UGC (User-Generated Content) as possessing greater authenticity and relatability.

Ultimately, implementing concise and persuasive calls-to-action (CTA) has effectively directed prospective customers towards subsequent actions, including but not limited to accessing the website, completing a transaction, or subscribing to newsletters. This condition facilitates the transformation of interest into tangible actions.

Through metrics and analysis, Wardah Medan can consistently analyze the efficacy of its advertising efforts and implement necessary modifications to optimize its overall impact. In general, implementing an effective advertising plan on the Instagram platform has played a significant role in bolstering the market position of Wardah Medan within the cosmetic industry in Medan. Through the successful implementation of impactful advertising techniques on the Instagram social media platform, Wardah Medan has attained many noteworthy achievements.

The advertising campaign has enhanced brand awareness and recognition for Wardah in Medan. Wardah has established itself as a reputable and reliable producer of high-quality cosmetic products, gaining recognition and trust among potential consumers in the region.

In addition, the advertising strategy has effectively and accurately targeted the intended target population. By utilizing the Instagram platform, Wardah Medan can effectively reach and engage with individuals with distinct interests and requirements in cosmetics and skincare.

The advertising content is highly relevant and appeals to the intended target. The text underscores the product advantages of Wardah, with a particular emphasis on its superior quality, adaptability to many skin types, and distinctive attributes.

The level of interaction and participation from the audience has also experienced an increase. The engagement metrics, such as likes, comments, and shares, play a crucial role in augmenting the advertising's reach and fostering a sense of community surrounding the Wardah brand. Additionally, this practice promotes the development of trust and loyalty among consumers.

Integrating influencer collaborations has yielded favorable outcomes in bolstering authenticity and expanding the scope of advertising efforts. In the realm of marketing, influencers play a crucial role in offering genuine evaluations and demonstrations that exert a substantial impact on prospective consumers.

The employment of User-Generated Content (UGC) has also demonstrated significant efficacy. Motivating customers to generate and disseminate content about Wardah's products functions as a potent form of testimonials. The user posits that potential consumers perceive UGC (User-Generated Content) as possessing greater authenticity and relatability.

Ultimately, the implementation of explicit and persuasive calls-to-action (CTA) has effectively directed prospective consumers towards subsequent actions, including but not limited to accessing the website, completing a transaction, or subscribing to newsletters. This condition facilitates the transformation of interest into tangible actions.

Through metrics and analysis, Wardah Medan can consistently analyze the efficacy of its advertising efforts and implement necessary modifications to optimize its overall impact. In general, implementing an effective advertising plan on the Instagram platform has played a pivotal role in bolstering the market position of Wardah Medan within the cosmetic industry in Medan.
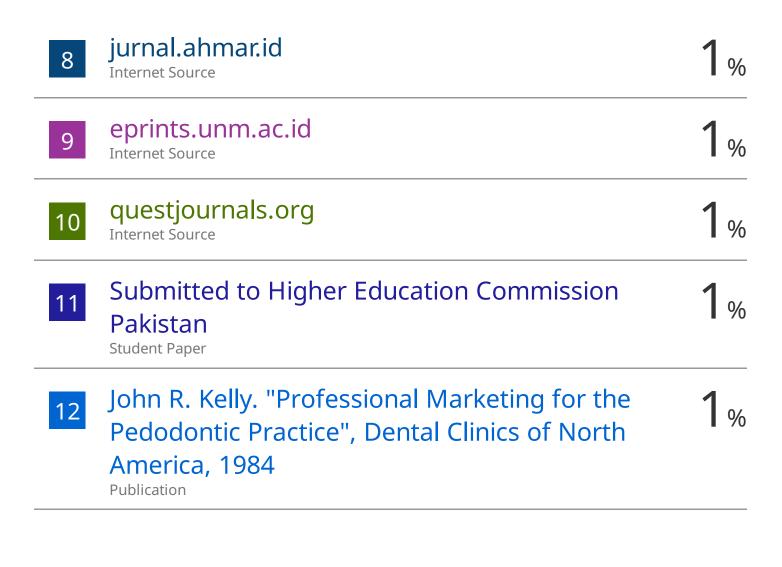
CONCLUSION

The results of the analysis and evaluation can be obtained several conclusions as follows: The results show that the independent variable, namely advertising effectiveness (X), has a positive and significant influence on the dependent variable, namely purchasing decisions (Y). so that Ho is rejected and Ha is accepted. Based on simple linear regression calculations, a regression equation $Y = 25.982 + 0.531X + e$ is obtained, meaning that every time there is an increase in the purchasing decision variable of 0.531, it will affect the effectiveness of advertising. The value of the coefficient of determination (R2) is 0.416 (41.6%). So it can be said that 41.6% of the dependent variable, namely advertising effectiveness in this study, can explain purchasing decisions while the remaining 58.4% is influenced by other variables outside the variables studied.

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