

# The Influence of Advertising on the Consumers Attitude Followers in Instagram Dagelan

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## Abstract

Instagram is a digital promotion media with the biggest users in the world after acquired by facebook, which is great for promoting online shop products. Instagram Dagelan account became the object of this study to determine the factors of the influence of advertising on consumer attitudes. The purpose of this study is to test and analyze the effect of advertising on consumer attitude followers in instagram Dagelan. This research uses a research model from Ramaprasad and Thurwanger in 1998. This study used a sample of 100 people distributed through online. Based on the results of data processing, it can be seen that advertising on the variables of Credibility and Hedonic / Pleasure shows a high value, which means showing a significant effect on consumer attitude of instagram Dagelan followers, and variables Informative and Good for Economy shows a low value which means do not have A significant influence on consumer attitude followers of instagram Dagelan. Based on the research results, to improve consumer attitudes who is Instagram Dagelan's followers, Dagelan better advertise more fun like advertising an unique and funny characters that characterize Dagelan and advertising about the program discount of products/services displayed. Dagelan is also advised to form a special creative team to serve advertising services, and Dagelan can offer creative ideas to clients who want to post their advertising in Instagram Dagelan. Dagelan provides a special email for advertising consultancy or advertising creation services.

**Keywords:** Advertising; Consumer Attitude; Social Media; Hedonic/Pleasure; Online Store.

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## 1. Introduction

Various marketing strategies that can be done in instagram include *endorse* both *endorse* in personal instagram account (famous figures / public figures) or in account humor / news / *online store* / *quote* instagram . *Endorser* is a supporter for marketing strategy especially towards marketing communication process [1].

Reference [1] Kotler, Philip and Kevin Lane Keller. (2012). *Marketing Management*. (2<sup>nd</sup> edition), Vol 1, pp 218. The potency of instagram as a promotion media for *online shop* products, among others, Instagram is a part of Facebook, which is a digital promotional media with the largest users in the world and has become the main choice of *online shop* in promoting its products, instagram users are more often and willing to shop *on line*. *Organic reach* on instagram continues to increase and is certainly profitable for *the online shop* to save advertising costs. Account Dagelan is an *e-marketing* that belongs to the category of *paid-owned media* because the Dagelan takes steps to raise public awareness about the existence of the Dagelan itself and manage the product or service by way of advertising.

### 1.1 Literature Review

#### a. Marketing Communication

Marketing communication is *"by which firms to attempt to inform, persuade and remain consumer directly or indirectly about the products and brand they sell. In sens, marketing communication represent the "voice" of the company and its brands and is a means by which it can establish a dialogue and build relationship with customers.* "[2]. The communication process model can give marketers an idea of how to influence or change consumer attitudes through design, implementation, and persuasive communication [3].

#### b. E-Marketing

E-Marketing is defined as the use of information technology on marketing activities as well as the process of creating, communicating, delivering, and exchanging offers of value to customers, clients, co-workers and the public at large.[4] In summary, e-marketing can be interpreted as a marketing activity and the process of creating, communicating, distributing, promoting, and pricing of goods and services through the application of Internet information technology and other digital equipment that has value both individuals and organizations.

#### c. Advertising

According to Kotler and Keller, advertising is defined *as any paid form of non personal presentation and promotion of ideas, goods, or service by an identified sponsor or advertising is the business of announcing that something is for sale or of trying to persuade customers to buy a Product or service.*[5] Advertising is an effort of the company to present or deliver non-personal promotional messages to influence consumers to purchase products (ideas, goods, or services) paid for by identified sponsors.

Reference [2] Kotler, Philip and Kevin Lane Keller. (2013). *Marketing Management*. (14<sup>th</sup> edition), pp 510.

Reference [3] Kotler, Philip and Gary Armstrong. (2016). *Principles of Marketing*. 14<sup>th</sup> Edition, pp 250.

Reference [4] Strauss, Judy dan Raymond Frost. (2014). *E-Marketing*. 7<sup>th</sup> Edition, pp 7.

Reference [5] Kotler, Philip and Gary Armstrong. (2016). *Principles of Marketing*. 14<sup>th</sup> Edition, pp 244.

#### **d. Social Media**

Social media is a media *platform* that focuses on the existence of users who facilitate them in the move and collaborate. Therefore, social media can be seen as an *online* medium (facilitator) that reinforces the relationship between users as well as a social bond. [6] According to Kim, Jeong, & Lee, *social media* is viewed from three perspectives of people, communities, and user-generated content. They define social media as a website that allows people to form *online* communities and share content whereby people can become individual Internet users or organizations [7].

#### **e. Consumer Behavior**

“*The field of consumer behavior studies how individuals, groups, and organization select, buy, and dispose of good, services or experience to satisfy their needs and desires.*” Reference [8] Consumer behavior is a direct action Engage in obtaining, consuming, and depleting products or services, including the decision processes that precede and overcome these actions. According to Sastradipoero in Setiadi, consumer behavior can be defined into four definitions, namely: consumer behavior is the process by which individuals set the answer to the question: what is it, whether, when, where, and from whom goods and services, Behaviors that involve themselves in planning the purchase and use of goods and services, consumer behavior is any response from consumers, consumer behavior appears as a movement of the complexity of consumer movement which is the pattern of relations as a whole.

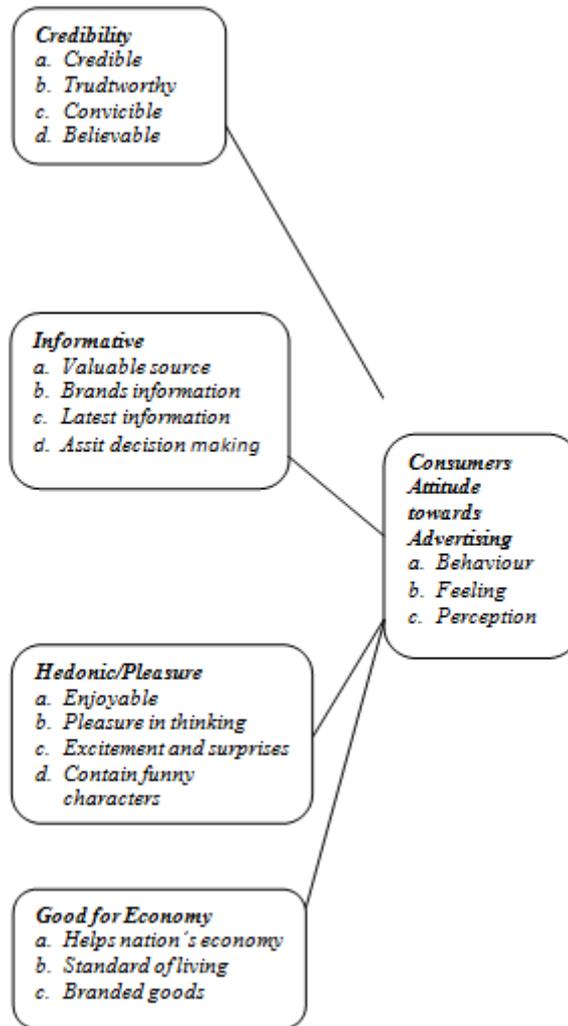
#### **f. Theory of Planned Behavior**

Theory of planned behavior is a theory developed by Ajzen which is a refinement of *the theory of reasoned action* proposed by Fishbein and Ajzen. In the *theory of reasoned action* it is explained that one's intentions toward behavior are shaped by two main factors: *attitude toward the behavior* and *subjective norms* (Fishbein and Ajzen) whereas in *theory of planned behavior* added one factor that is *perceived behavioral control*. These three factors, namely *attitude toward the behavior* (attitude), *subjective norms* (subjective norm), and *perceived behavioral control* (attitude control) can predict the intention of individuals in performing certain behaviors.

Reference [6] Fuchs, C. (2014). *Social Media a Critical Introduction*. pp 35.

Reference [7] Kim, Jongeun. (2010). *Understanding Consumers Online Shopping and Purchasing Behavior*. Pp58 [5 Maret 2015]

Reference [8] Kotler, Philip and Kevin Lane Keller. (2013). *Marketing Management*. (14<sup>th</sup> edition), pp 160.



**Figure 1:** Conseptual Framework of Consumers Attitude towards Advertising

Sourch: Teck Chai Lau

This model was developed by Lau from Ramaprasad and Thurwanger research to help in describing the factors that will affect *consumers attitude towards online advertising*. In this research, focus on four independent variables namely *credibility*, *informative*, *hedonic / pleasure*, and *good for economy* towards the dependent variable that is *consumer attitude towards online advertising*.

### **a. Credibility**

As information sources, like a perceived company has credibility, they can change attitudes through a psychological process called internalization. [9] Elements of *credibility* is important for the effectiveness of advertising, especially related to the service, this is due to the inability of consumers to check in advance the quality of services to be consumed.

Reference [9] Shimp, Terence A. (2016). *Advertising, Promotion, and Other Aspect of Integrated Marketing*

Communication. 8<sup>th</sup> edition, pp 468.

### **b. Informative**

*Informative* is defined as providing useful or interesting information. Informative advertising criteria are *valuable source of information, brand information, latest information, and assist decision making*. Informative ads can provide information about the brands consumers are looking for.

### **c. Hedonic / Pleasure**

Hedonic is a pleasure as the goal of human life. In hedonism contained profound truth, man by nature seeks pleasure and seeks to avoid displeasure. *Online* advertising can capture the consumer's need for the pleasure of estesis or emotion release.

### **d. Good for Economy**

*Good for economy* reflects the point of view that advertising can accelerate the adoption of new goods and technologies, encourage employment, reduce production costs, and improve living standards. Advertising can improve the standard of living and produce good products. *Good for economy* has a positive relationship with consumer attitudes toward advertising.

### **e. Attitude towards Advertising**

Attitude is a disposition to respond positively or negatively to a behavior. Attitudes toward behavior are determined by belief about the consequences of a behavior, called *behavioral beliefs*. Attitudes can also be based on emotions and mean that a person can form positive feelings about information, products, or actions on a desirable basis. Thus, attitudes can affect the *behavior, feeling, and perception of a person*.

## **1.2 Research Methodology**

This study is a causal study, causal studies are studies in which researchers want to find the cause of one or more problems. Reference [10] The method used is descriptive quantitative method. Descriptive quantitative method is a method that only provides an overview or description of the variables of a phenomenon studied.

Research variables measured by *Likert* scale, described as indicator variables which then used as a starting point preparation of items of the instrument, may take the form of statements or questions. The primary data collection method used in this research is by distributing questionnaires to respondents. In this study, literature data obtained from various sources, among others are books, journals, articles, internet, research results, and other information that are considered relevant to the research topic.

Population refers to the entire group of people, events, or interests that investigators want to investigate. Reference [11] The population in this study is Dagelan followers numbered 11.7 million followers. This research uses *non profitability sampling* sampling technique, that is *sampling* technique that does not allow

members in the population have equal chance to be chosen as sample or whether they have the same opportunity or not. Reference [12] In this study the minimum sample size is 100 respondents. However, taking into account the possibility of the number of non-invalid questionnaires, the authors increase the number of samples is 120 respondents.

Reference [10] Sekaran, Uma. (2006). *Research Methods for Business*. 4<sup>th</sup> edition, Vol 2, pp 165.

Reference [11] Sekaran, Uma. (2006). *Research Methods for Business*. 4<sup>th</sup> edition, Vol 2, pp 121.

Reference [12] Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Komvergensi Teknologi Komunikasi dan Informasi*. pp 169.

This research uses content validity by reviewing journals that discuss about consumer attitude toward online advertising to get the right statement items used in the data collection tool (questionnaire). To run this *content validity*, the author uses *face validity* based on subjective evaluation of the researchers for the validity of the measuring instrument.

A measuring device is said to be reliable when the tool in measuring a symptom at different times always shows the same result. So reliable tools consistently deliver the same size results [13].

The data analysis technique used in this research is multivariate analysis technique, which is a quantitative statistical analysis method that allows researchers to test more than two variables simultaneously [14].

## **2. Research Findings**

### **a. Research Demographic Characteristics**

Based on demographic data from instagram Dagelan followers, the majority included 66% of female respondents, 50% of respondents were 25-29 years old, 39% were private workers, and 43% of respondents spent 11-20 hours per week online.

Reference [13] Taniredja, Tukiran dan Hidayati Mustafidah. (2012). *Penelitian Kuantitatif (Sebuah Pengantar)*. pp 77.

Reference [14] Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Komvergensi Teknologi Komunikasi dan Informasi*. pp 186.

### **b. Descriptif Statistic**

Based on the results of data processing with descriptive statistical techniques contained in the frequency distribution table describes the mean, median, mode, standard deviation, minimum and maximum, with the description as follows:

**Table 1:** Demographic Profiles of Respondent

Variables	Descriptions	Percentage
Gender	Male	34%
	Female	66%
Age	15 – 19 years	14%
	20 – 24 years	31%
	25 – 29 years	50%
	≥ 30 years	5%
Occupation	High school student	8%
	Student	17%
	Government Officer	3%
	Private Employees	39%
	Entrepreneur	8%
	House wife	2%
	Others	23%
Total hours in a week	5 – 10 hours	14%
	11 – 20 hours	43%
	21 – 30 hours	23%
	31 – 40 hours	5%
	41 – 50 hours	2%
	>50 hours	13%

**Table 2:** Frequency Distribution

	Credibility (X <sub>1</sub> )	Informative (X <sub>2</sub> )	Hedonic/ Pleasure (X <sub>3</sub> )	Good for Economy (X <sub>4</sub> )	Consumers Attitude towards Advertising (Y)
N	100	100	100	100	100
Valid	100	100	100	100	100
Missing	0	0	0	0	0
Mean	11.92	11.88	10.78	8.58	17.30
Median	12.00	12.00	11.00	9.00	18.00
Mode	12	13	8	12	18
Std. Deviation	1.988	3.049	2.635	2.667	3.199
Minimum	8	5	5	4	11
Maximum	16	16	15	12	24

**c. Normality Test Results**

From normality test, the sig value for Credibility (X1) is 0,32, Sig value for Informative (X2) variable is 0,96, Sig value for Hedonic / Pleasure (X3) variable is 0,17, Sig value for Good variable For Economy (X4) of 0.25, and the sig value for the Consumers Attitude towards Advertising (Y) variable is 0.81, then the above data sig value is greater than 0.05 so that the data is normally distributed.

**Table 3:** Normality Test Results

**One-Sample Kolmogorov-Smirnov Test**

	Credibility (X <sub>1</sub> )	Informative (X <sub>2</sub> )	Hedonic/Pleasure (X <sub>3</sub> )	Good For Economy (X <sub>4</sub> )	Consumers Attitude towards Advertising (Y)
N	100	100	100	100	100
Normal Parameters <sup>a,b</sup>					
Mean	11.92	11.88	10.78	8.58	17.30
Std. Deviation	1.988	3.049	2.635	2.667	3.199
Most Extreme Differences					
Absolute	.144	.123	.154	.148	.127
Positive	.144	.088	.154	.143	.114
Negative	-.092	-.123	-.148	-.148	-.127
Kolmogorov-Smirnov Z	1.440	1.233	1.543	1.479	1.266
Asymp. Sig. (2-tailed)	.032	.096	.017	.025	.081

**d. Multicollinearity Test Results**

Based on data processing values of tolerance greater than 0.20 and VIF value less than 4, such circumstances prove that the absence of multicollinearity. This means that the independent variables used in the study do not indicate the presence of multicollinearity symptoms which means that all variables can be used as independent variables.

**e. Heteroscedasticity Test Results**

From the results of heteroscedasticity testing can be seen that there is no significant correlation. This can be seen from the p-value (Sig.) Value greater than 0.01. So it can be concluded there is no heteroskedastisitas on regression model.

**f. Autocorrelation Test Results**

The Durbin-Watson figure on data processing is 1.766, where the D-W 1.780 is between -2 to +2. This indicates that there is no autocorrelation.

**Table 4:** Multicollinearity Test Results

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Credibility (X <sub>1</sub> )	.664	1.506
	Informative (X <sub>2</sub> )	.388	2.579
	Hedonic/Pleasure (X <sub>3</sub> )	.678	1.475
	Good for Economy (X <sub>4</sub> )	.380	2.628

a. Dependent Variable: Consumers Attitude towards Advertising (Y)

**Table 5:** Heteroscedasticity Test Results

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	3.842	.896		4.290	.000	
	Credibility (X <sub>1</sub> )	.005	.079	.007	.060	.953
	Informative (X <sub>2</sub> )	-.222	.067	-.507	-3.314	.001
	Hedonic/Pleasure (X <sub>3</sub> )	-.068	.059	-.134	-1.162	.248
	Good for Economy (X <sub>4</sub> )	.135	.077	.269	1.740	.085

a. Dependent Variable: Consumers Attitude towards Advertising (Y)

**Table 6:** Autocorrelation Test Results

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.740 <sup>a</sup>	.548	.529	2.196	1.766

a. Predictors: (Constant), Good for Economy (X<sub>4</sub>), Hedonic/Pleasure (X<sub>3</sub>), Informative (X<sub>2</sub>), Credibility (X<sub>1</sub>)

b. Dependent Variable: Consumers Attitude towards Advertising (Y)

Source: result of processed data of researcher

**g. Multiple Analysis Results**

**Table 7:** Multiple Analysis Results

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.507	1.551		3.551	.001
Credibility (X <sub>1</sub> )	.340	.136	.211	2.495	.014
Informative (X <sub>2</sub> )	.025	.116	.024	.217	.829
Hedonic (X <sub>3</sub> )	.730	.102	.602	7.178	.000
Good For Economy (X <sub>4</sub> )	-.050	.134	-.042	-.373	.710

a. Dependent Variable: Consumers Attitude (Y)

From the table above used to describe the regression equation as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$$

$$Y = 5,507 + 0,340 X_1 + 0,025 X_2 + 0,730 X_3 - 0,050 X_4$$

This means that Credibility variables significantly influence Consumers Attitude towards Advertising where the probability sig 0., 001 <0.1, Hedonic / Pleasure variables significantly influence Consumers Attitude towards Advertising where the probability of sig 0,000 <0.1. While Informative does not significantly influence Consumers Attitude towards Advertising where sig probability 0.829 > 0.1, and Good for Economy also have no significant effect on Consumers Attitude towards Advertising where sig probability 0.710 > 0.1.

**h. Conclusion**

The results of the analysis from the above research that the variables of Credibility and Hedonic / Pleasure variables are significant factors to Consumers Attitude towards Advertising followers instagram Dageelan. While the variable of Informative and variable of Good for Economy have no significant effect to Consumers Attitude towards Advertising followers instagram Dageelan.

The most influential factor on Consumers Attitude towards Advertising followers instagram Dageelan, based on the results of data analysis obtained t value of 7.178 is the variable Hedonic / Pleasure, because the variable Hedonic / Pleasure is the variable that has the greatest influence when compared with the variables Credibility, Informative, and Good For Economy. So this shows that Hedonic / Pleasure is the factor that most contribute to Consumers Attitude towards Advertising followers instagram Dageelan.

The results of descriptive analysis of Hedonic/Pleasure variables on the lowest average score found on statement item about the advertisement in Instagram Dagean is more fun than other content media where the score is lower than the average score of other statement items. Dagean better advertise more fun like advertising an unique and funny characters that characterize Dagean and advertising about the program discount of products/services displayed.

Dagean is also advised to form a special creative team to serve advertising services, and Dagean can offer creative ideas to clients who want to post their advertising in Instagram Dagean. Dagean provides a special email for advertising consultancy or advertising creation services.

For further research, it is expected to conduct more in-depth research in order to increase the Consumers Attitude towards Advertising, because of the many variables, social media, and advertising methods or other marketing strategies that have not been studied previously.

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## Questionnaire

### EFFECT OF ADVERTISING ON THE ATTITUDE OF CONSUMER FOLLOWERS IN INSTAGRAM DAGELAN

To the respected respondents, I am a college student of Telkom University doing research for the purpose of preparing the thesis. For completion I need your opinion on advertising on the instagram Dagelan. Doing this questionnaire will take 10-15 minutes. The data obtained will be kept confidential and only used for research purposes. Your answers will be discussed and analyzed collectively and discussed in academic seminars or publications. Thank you for your attention and willingness to fill out this questionnaire.

Best regards,

Sri Wulan Awalina

### SCREENING QUESTION

**Instruction** : Please circle the letters of any questions that are your choice!

1. Are you followers account instagram Dagelan?
  - a. Yes
  - b. No (If not, STOP up here and thank you)
  
2. Have you ever seen an ad on instagram Dagelan?
  - a. Yes
  - b. No (If not, STOP up here and thank you)

Choose one of each questions below that you think best matches your opinion about advertising on the instagram Dagelan.

Instruction : Please circle on each of the following tables according to the answer you chose.

### Table 8

No.	Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
<b><i>Credibility</i></b>					
1.	The ads on Instagram Dagelan look convincing.	4	3	2	1
2.	The ads on instagram Dagelan are reliable	4	3	2	1
3.	The ads on instagram Dagelan are interesting.	4	3	2	1
4.	The ads on Instagram Dagelan can be trusted.	4	3	2	1
<b><i>Informative</i></b>					
5.	The ads on instagram Dagelan is a valuable source of information about products / services.	4	3	2	1
6.	The ads on instagram Dagelan let me know which brands are what I'm looking for.	4	3	2	1
7.	The ads on instagram Dagelan inform me about the latest products / services on the market.	4	3	2	1
8.	The Ads on instagram Dagelan provide more information.	4	3	2	1
<b><i>Hedonic/Pleasure</i></b>					

9.	The ads on instagram Dagelan are more fun than other content media.	4	3	2	1
10.	I'm having fun seeing ads on the instagram Dagelan	4	3	2	1
11.	The ads on instagram Dagelan please me.	4	3	2	1
12.	Most of the ads on instagram Dagelan contain nice characters.	4	3	2	1
<b>Good for Economy</b>					
13.	Ads on instagram Dagelan can help the economy of country.	4	3	2	1
14.	Ads on instagram Dagelan can improve my standard of living.	4	3	2	1
15.	I use branded goods because I saw an ads on instagram Dagelan	4	3	2	1
<b>Attitude toward Advertising</b>					
16.	In my opinion, the ads on instagram Dagelan are useful for promoting the latest products.	4	3	2	1
17.	Through advertising on instagram Dagelan, I get to know more innovative ideas.	4	3	2	1

18.	I saw an ad on instagram Dagelan because it allows me to enjoy the best offer from competing products.	4	3	2	1
19.	I support online advertising in Instagram Dagelan because this is where creativity is greatly appreciated.	4	3	2	1
20.	I support ads on the instagram Dagelan because it is an important role in my purchase intentions.	4	3	2	1
21.	I think the ads on instagram Dagelan are profitable.	4	3	2	1

**RESPONDENT PROFILE**

**Instruction :** Please circle the letters of any questions that are your choice!

1. Name : .....

2. Age : .....

3. Sex

a. Male

b. Female

4. What is your current job?

a. High School Students

e. entrepreneur

b. Student

f. Housewife

c. Government Officer / BUMN / Military g. Others

d. Private employees

5. How many hours per week do you spend online?

a. 5 - 10 hours

d. 31 - 40 hours

b. 11 - 20 hours

e. 41 - 50 hours

c. 21 - 30 hours

f. More than 50 hours

Thank you for your participation and your willingness to answer all questions in the questionnaire.