

Characteristics of Instagram Advertising and Intensity of Followers Viewing Advertising Content or Instagram Posts on Purchase Intentions

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Abstract: The purpose of this study is to determine the characteristics of Instagram between advertising and intensity of followers viewing advertising content or Instagram posts on buying intentions of Kaos polos Surabaya. This study used a sample of 85 respondents. Multiple linear regression in SPSS software was used to analyze the collected data. The results of the study are to show there is a positive and significant characteristics of Instagram between advertising and intensity of followers viewing advertising content or Instagram posts on purchase intentions of Kaos polos Surabaya.

Keywords: *characteristics, intensity, followers, Instagram, purchase intentions*

1. Introduction

Technological developments, one of which is the internet, has changed the way of interaction in conventional marketing communications (face to face) into internet marketing. According to Boom & Boone (2006: p.51) the use of the internet today is not only for research purposes, but also as a source of news, socialization and also for business. In addition, purchases over the internet are mostly done nowadays for reasons of time efficiency. The internet is indeed so practical and easy to use during the hectic routine of today's digital era. In a marketing communication, both online and conventional, it is very necessary to do it.

The right marketing strategy can prevent the company from losses caused by promotional activities that are less effective and efficient (Soemanagara, 2006: p.1). Internet marketing is one of the tools that is currently widely used as a new media in the world of marketing, one of which is by utilizing social media to advertise. The beginning of era social media began with the Friendster site, then Facebook to Instagram. Instagram itself is an application that focuses on the use of images and videos. In 2013 there was a significant increase in Instagram users in Indonesia (terkojurnal.co).

Related to the increase in Instagram users, various producers have changed the way of promotion in marketing their products. Instagram is now considered as one of the new marketing communication media that is considered capable of bridging marketing communications for online shop owners. According to Kotler (2001: p.260), marketing through online media is in demand because it has several benefits for consumers. From the producer's side, online marketing also saves costs.

According to Kotler & Armstrong (2008: 117), advertising is any form of presentation, promotion, non-personal idea related to goods or services and requires measurable costs.

Meanwhile, according to Morissan (2010: 18) advertising is an important promotional instrument, especially for companies that produce goods or services for the wider community. advertising is also something that many people talk about because its reach is quite wide. Marketing through Instagram social media to run successfully, it needs to be reviewed in terms of the marketing mix, the use of digital and internet marketing, so that it will have a positive impact on business owners.

Social media marketing is an attempt to use social media to persuade consumers to a valuable company, product or service. Social media marketing is marketing using social networks, marketing blogs and many more (Neti, 2011, in Sigit, 2014:1380). The same thing is also explained by Wikipedia, namely "Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles. Likewise, Lazer and Kelly (1973, in Neti, 2011:3) define social marketing as the application of marketing knowledge, concepts, and techniques to improve social concerns and economic goals.

Seeing a good opportunity to use Instagram as a marketing communication medium, MSME Polos Surabaya chose this method to help market their products and to attract consumers. Every business must have its own marketing strategy. Likewise with MSME Polos Surabaya, which is engaged in the clothing business and uses Instagram to advertise. By using facilities or advertising on Instagram and hoping to attract consumer interest, the current advertising campaign has not been able to increase sales as targeted.

2. Research Method

In this study, the measurement was carried out on the real situation as seen by the respondent. This research is categorized into survey research. Survey research is the acquisition of information from respondents collected by using a questionnaire. The instrument in this study was Characteristic Advertising (X_1), and intensity of followers viewing advertising content or instagram posts (X_2), purchase intention (Y).

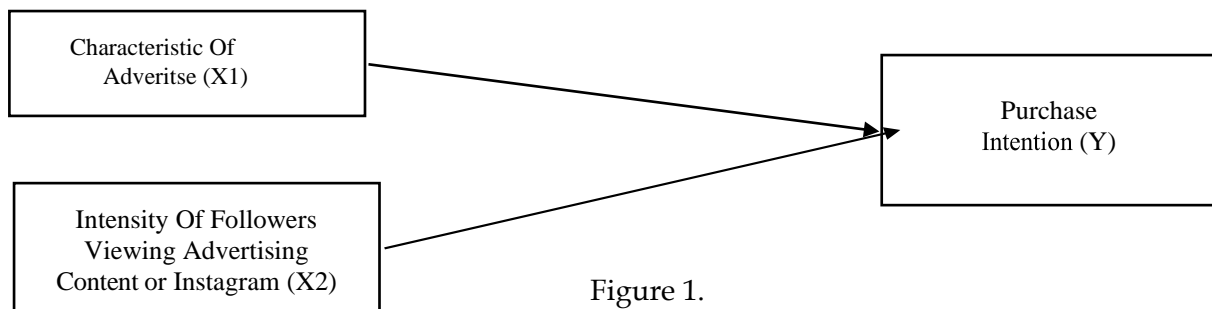


Figure 1.
Thinking Framework

In this study, the researcher took the an unknown population, which are consumers of the product "MSMEs Kaos Polos" who know about Instagram advertisements from Kaos Polos Surabaya product. According to Maholtra (2006:291) it must be at least four or five times the question item. So in this study using 85 samples obtained from (5×17) the number of questions.

3. Results and Discussion

3.1 Results

Based on the calculations in the table, the value of the advertising characteristics $X_1 = 0.533$, meaning that the advertising characteristics have a positive effect on online consumer purchase intention and is significant, this shows that the better the characteristics of the advertisements displayed, the higher the consumer's purchase intention to make product

purchases at Polos Surabaya.

Table 1. Results of Correlation Coefficient Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,370	,503		2,726	,008
X1	,533	,120	,456	4,445	,000
X2.1	,071	,203	,040	,353	,725
X2.2	,251	,269	,106	,931	,355

Based on the calculations in the table, the intensity value of consumers viewing feed posts on Instagram Polos Surabaya X2.1 = 0.071, meaning that the intensity of consumers viewing feed posts on Instagram Polos Surabaya has an effect on consumer purchase intention but not significantly.

The results on the calculations in the table, the intensity value of consumers viewing advertisements displayed on Polos Surabaya Instagram X2.2 = 0.251, it means that the intensity of consumers viewing advertisements displayed on Polos Surabaya Instagram has a positive effect on consumer purchase intention but not significant.

3.2. Discussion

The relationship between the characteristics of Instagram social media advertisements with consumer purchase intention in MSME Polos Surabaya products

The results of this study indicate that there is a positive and significant relationship between the characteristics of Instagram social media advertising and consumer purchase intention. This shows that the better the characteristics of the advertisements displayed, the higher the purchase intention of consumers to make product purchases at Polos Surabaya. This finding also strengthens the results of previous research, namely research conducted by Nadiroh (2017), and Erna (2014) which state that advertising characteristics have a positive and significant influence on consumer purchase intention.

The characteristics of advertisements are things that must be considered by advertisers, which must be adjusted to the target audience of the ad, as well as the sales target of the advertised product itself. The characteristics of advertising are important because they determine the attractiveness of consumers to advertisements. The implication of the attraction to advertisements is the emergence of views or perceptions about the advertisement and encourages them to make decisions in purchase intention (Schiffman & Kanuk, 2008). In this study, the characteristics of advertising are used as the independent variable, which measures its influence on the dependent variable, which in this study is consumer purchase intention.

The results of testing the hypothesis that have been shown above show that the characteristics of advertising have a positive and significant influence on consumer purchase intention, so automatically the results of the study accept hypothesis H1: There is a positive effect of the characteristics of Instagram social media advertising on purchase intentions.

The relationship between the intensity of followers viewing advertising content or Instagram posts on purchase intentions

The results of this study indicate that the intensity value of consumers viewing feed posts on Polos Surabaya's Instagram means that the intensity of consumers viewing feed posts on Polos Surabaya's Instagram has an effect on consumer purchase intention but not significantly. It can be interpreted that the intensity of consumers in viewing feed posts and Instagram social media advertising posts is able to increase purchase intention on MSME Polos Surabaya products but this is not significant when compared to the advertising characteristic variables that have been tested previously.

4. Conclusion

Advertising characteristics is an important factor in ad presentation, there are 5 indicators in advertising characteristics, including the ability to entertain, the ability to provide information, the ability to give trust, the content of the message displayed, and the message format. The result show that advertising characteristics have a positive effect on online consumer purchase intention and are significant, This shows that the better the characteristics of the advertisements displayed, the higher the purchase intention of consumers to make product purchases at Polos Surabaya.

The intensity of consumers viewing advertisements or content displayed on the Polos Surabaya Instagram account is used as a dummy variable. the intensity of consumers viewing feed posts on Instagram Polos Surabaya has an effect on interest consumers buy but not significant, whilw that the intensity of consumers viewing advertisements on Instagram Polos Surabaya has a positive effect on consumer purchase intention but not significant.

Purchase intention is something that arises in the consumer after receiving the stimulus from the product he sees, there are 4 dimensions in the consumer's purchase intention, among others, Transactional Interest, Referential Interest, Preferential Interest, Explorative Interest.

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