

# **The Effect of Ban Ban Social Media Promotion Adverts on Purchasing Decisions**

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## **ABSTRACT**

The marketing world is increasingly developing because modern technology creates new media with the internet and social media. Advertising is a media that experiences the impact of the internet and social media. Effective advertising can produce a buying decision. Instagram is a social media that is used for advertising. With the advertisement on Instagram, a company uses this media as the main platform for advertising. Researchers are interested in using Ban Ban as a beverage company to be the object of research because it uses Instagram as the main media and wants to know the effect of Instagram ads on purchasing decisions. Ban Ban is a food and beverage company owned by an Indonesian private company, PT. BANBAN INDONESIA GEMILANG. Researchers conducted a quantitative methodology that presents figures or percentages. The study used a survey with a total of 100 respondents located in DKI Jakarta. Data that has been filled out by respondents is then processed using SPSS. These results were tested using the correlation coefficient test method, the coefficient of determination test, simple linear regression analysis, and T-test. The results revealed that 17.5% of Instagram ads were affected by purchasing decisions, and 82.5% influenced by other factors not examined in this study.

**Keywords:** Social Media, Instagram, Purchase Decision, Ban Ban Tires

## **1. INTRODUCTION**

The marketing world has now become wider with increasingly sophisticated technology. This can be seen with the internet and social media. Advertising is marketing that has experienced the impact of using the internet and social media. Advertising is a complex form of communication that operates to achieve goals and uses strategies to influence the thoughts, feelings, and actions of consumers [1]. In the beginning, advertising was marketed through billboards, brochures, and television media. However, at this time, advertisements began to be spread through the web and social media. Instagram is one of the social media that is growing at this time, which is one of the most widely used applications. Starting as a social media for sharing personal photos and videos with several groups, now the application is also used by a number of people for business activities.

The application made in 2010 has made it easy for users to do business because it has provided advertisement features with target segmentation that have been made on the will of the ad maker. In other words, Instagram is one example of social media that is changing the advertising industry, with advertisements on Instagram, a company uses these features for marketing activities. Ads through Instagram are intended to reach targets and have an impact on purchasing decisions. Through advertising, an Instagram user can see the product being advertised and consider whether the product makes a decision or not.

The use of advertising on Instagram has been done by many companies, Ban Ban is one company that uses Instagram as the main media in marketing. Tires is a food and beverages company that was present in 2017 which now has 5 branches located in DKI Jakarta. From the explanation above, the hypothesis in this study is as follows:

H<sub>0</sub>: There is no influence from Instagram adverts on the purchasing decisions of Ban Tires.

H<sub>a</sub>: There is an influence from Instagram ads on the decision to purchase Ban Tires. In this study, aims to determine the effect of the use of Ban Ban Instagram ads on purchasing decisions.

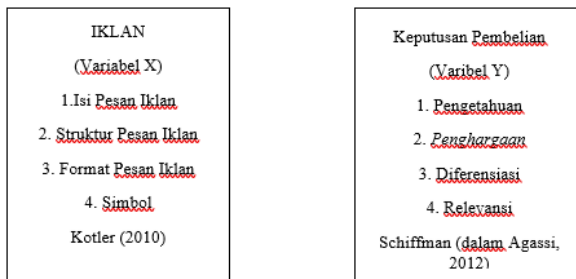
## **2. RESEARCH METHOD**

In this study using a quantitative approach to research methods. Quantitative research is research that results present figures or just percentages [2]. The quantitative approach in this study uses descriptive research that is used to analyze data by describing data that has been collected without making general conclusions [3]. To get data in answering this research, the data collection uses a survey with the Google forms application as a data collection format.

The population in this study is aimed at the general public using Instagram social media. The sample in this study uses non-probability sampling, which is a method that does not provide equal opportunities for populations to be used as the same sample in research [4]. Criteria for this research sample include: 18-35 years old, domicile of DKI Jakarta, Instagram users and know tires. To find out the

number of respondents the researchers used the Ancient Roa formula which produced 100 respondents. Data collection techniques to strengthen research using two ways, namely primary data and secondary data using a Likert scale as a measure of respondents' opinions. In processing and analyzing data using 4 different ways to determine the strength of the influence of advertising on purchasing decisions, including: simple linear regression analysis, correlation coefficient test, determination coefficient test ( $r^2$ ), and t test. In the data validity technique, this research uses three kinds of methods, namely validity test, reliability test, normality test. In the validity test using Corrected Item Total Correlation ( $<0.05$ ), the reliability test uses the Cronbach's Alpha method, and the normality test uses the One Sample Kolmogorov-Smirnov method. Data processing through the results of respondents who are tabulated and processed using SPSS. The following is a framework of thought, are the factors possessed by the variables X and Y:

Figure 1 Framework



Source: Primary data

### 3. DISCUSSION

The results obtained through a questionnaire that has been filled out by 100 respondents will be processed using SPSS. The results of the SPSS data processing are the main ingredients to test the effect of Instagram ads on purchasing decisions.

#### Simple Linear Regression Analysis

Figure 2 Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.872	.537		1,624	.108
Total_IklanMediaSosialInstagram	.605	.132	.419	4,563	.000

Source: Primary data is processed with SPSS

Based on the picture above, the simple linear regression equation is:  $Y = 0,872 + 0,605X$ . Based on a simple linear regression formula, the study can conclude, that lonstanta ( $\alpha$ ) in this study is said to be positive at 0.872 then the consistent value of the variable y (purchasing decision) increases by 0.872. . Regression coefficient shows a positive value of 0.605 meaning an increase of 1 variable x (Ban Tires) then the purchase decision 0.605 units.

#### Correlation Coefficient Test ( $R^2$ )

Figure 3 Correlation Coefficient Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.419 <sup>a</sup>	.175	.167	.7278

- a. Predictors: (Constant), Total\_IklanMediaSosialInstagram
- b. Dependent Variable: Total\_KeputusanPembelian

Source: Primary data is processed with SPSS

Based on Figure 3, the data obtained from this study that the correlation coefficient of the variable x (Ban Ban Instagram advertising) to the variable y (purchase decision) of 0.419, in accordance with the measurement of the coefficient interval then in this study is at a moderate level with a range of 0, 40 - 0.599.

#### Determination Coefficient Test ( $R^2$ )

Figure 4 Determination Coefficient Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.419 <sup>a</sup>	.175	.167	.7278

- a. Predictors: (Constant), Total\_IklanMediaSosialInstagram
- b. Dependent Variable: Total\_KeputusanPembelian

Source: Primary data is processed with SPSS

Based on Figure 4, the coefficient of determination can be seen through R Square. In the picture above, it can be explained that in this study the value of 0.175 (17.5%) on the influence of the ban tire instagram advertisement to the Y variable (Decision of Purchasing) is left 0.825 (82.5%) which can be influenced by other factors.

#### T test

Figure 5 T-Test

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,872	,537		1,624	,108
	Total Iklan Media Sosial Instagram	,605	,132	,419	4,563	,000

Source: Primary data is processed with SPSS

From the results of the research conducted, if H0 is more than > 0.05 then it is rejected and if Ha is less than < 0.05, the results are accepted. From this study, the results obtained 0,000, so it can be concluded that in this study H0 was rejected and Ha was accepted because it was below < 0.05, which means there is an influence of Instagram adverts on purchasing decisions of Ban Tires. After testing the effect of Instagram ads on purchasing decisions, the next step is to test the validity of the data, namely the validity test, reliability test, normality test.

**Validation Test**

Table 1 Validation Test

Variable Test Results for Instagram Ban Tires		
X	Corrected Item Total Correlation	Keterangan
PI1	0,607	Valid
PI2	0,471	Valid
PI3	0,527	Valid
PI4	0,318	Valid
PI5	0,374	Valid
SP1	0,546	Valid
SP2	0,387	Valid
FP1	0,532	Valid
FP2	0,477	Valid
FP3	0,580	Valid
FP4	0,534	Valid

S1	0,602	Valid
S2	0,476	Valid

Source: Primary data is processed with SPSS

Based on Table 1, the results of the validity test show that each question on the independent variable (Ban Ban Instagram Advertising) in this study was declared valid because the value of Corrected Item Total Correlation had exceeded 0.05.

Table 2 Variable Purchase Decision Test Results

Y	Corrected Item Total Correlation	Keterangan
PN1	0,194	Valid
PN2	0,255	Valid
PG1	0,369	Valid
PG2	0,262	Valid
D1	0,365	Valid
D2	0,242	Valid
R1	0,463	Valid
R2	0,400	Valid

Source: Primary data is processed with SPSS

Based on Table 2, the results of the validity test show that each question on the dependent variable (purchasing decision) in this study was declared valid because the value of Corrected Item Total Correlation had exceeded 0.05.

**Reliability Test**

In the test results conducted an independent variable (X) has gotten Cronbach's Alpha of 0.843 and the dependent variable (Y) has gotten Cronbach's Alpha of 0.718. With these results the independent variables (X) and the dependent variable (Y) are declared feasible because they are more than > 0.06.

**Normality test**

Based on the results of the SPSS, the normality test results in this study amounted to 0.145 which means the data is normally distributed because it has been above 0.05 according to Kolmogorov-Smirnov One Sample.

### 3. CONCLUSION

The respondents' results can be concluded that advertising messages get a positive response, and influence in advertising messages and logos on advertisements can affect respondents on buying decisions because it is easy to remember by respondents. In the research theory that has been discussed also, there is a moderate force between ban ad Instagram tires on purchasing decisions because the advertising variable has received a positive response but has doubts about the purchase decision.

From the results of tests on the influence of Instagram ban tires on purchase decisions can also be selected from the coefficient of determination test ( $R^2$ ). In this test, the variable X (ban ban Instagram ad) gets a percentage of 17.5% which concludes that the relationship between ban ban Instagram ads to the purchase decision is not fully effective / affected.

### ACKNOWLEDGMENT

The researcher thanked for the help of the parents and research relatives, as well as the team from Ban Ban who always helped and gave permission to conduct this research and the respondents who participated.

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