The Impact of Advertising Attractiveness, Event Promotion, and Discount Prices on Product Purchase Decisions on Instagram @promomedan.id

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Abstract

This study aims to examine and analyze the effect of advertising attractiveness, event promotions and discount prices on product purchase decisions on Instagram @promomedan.id. The phenomena studied in this study include advertisements that do not have complete information, event promotions that do not provide information about the event being held, discount prices are not accompanied by clear terms and conditions of the discount and make errors in interpretation by consumers. Product purchase decisions will be determined based on customer assessments of the attractiveness of advertisements, promotional events and discounted prices. Simple random sampling was used as a sampling method. The sample used was 167 people. The data analysis method used multiple linear regression. In partial data testing, advertising attractiveness has a positive and significant effect on purchasing decisions, event promotions have a positive and significant effect on purchasing decisions, discount prices have a positive and significant impact on purchasing decisions on product purchasing decisions on Instagram @promomedan.id. In testing the data analysis simultaneously, the variables of advertising attractiveness, event promotions and discount prices show a positive and significant influence on product purchasing decisions on Instagram @promomedan.id.

Keywords: Advertising Attractiveness, Event Promotion, Discount Prices, Purchase Decision.

1. Introduction

Instagram is a social media application that is popular among smartphone users. This application is used to send information quickly, namely in the form of photos in the form of managing photos, editing photos, and sharing to other social networks. @promomedan.id is an Instagram account that is engaged in the service sector. This account is used as an advertising medium for companies, individuals and business entities, trying their best in marketing their products or services to consumers and the public so that they are willing and willing to buy products or use these services to fulfill their daily needs. In the attractiveness factor of advertising, that the advertisements made by the company regarding the products it wants to offer to consumers do not fully provide complete information and cannot be properly understood, this can be seen from the advertisements for food and beverage products which are marked with an asterisk (*) on the ad. This makes some consumers less interested in advertising these products.

In the event promotion factor, which is found on Instagram @promomedan.id, it can be said that advertisements on Instagram rarely provide information about promotions in the form of certain events that are organized by companies or organizations. In the discount price factor, it was found that there were food advertisements that provided additional discounts for consumers who ordered the product in accordance with the applicable terms and conditions. However, upon closer inspection, there are several food product advertisements that offer food products with discounts ranging from 10-40%. This shows that the amount of the discount given by the food product is still not very clear to ordinary people, so it often causes misunderstandings. Identification of problems that can be explained in this study regarding Advertisements submitted on Instagram do not fully provide complete information and cannot be understood easily so this makes some consumers, especially consumers less interested in advertising these products.

For event promotion, there were no advertisements that presented information about certain events contained in the menu, so they only focused on advertisements for fast food and beverage products aimed at the individual consumer market segment rather than business entity consumers. For discounted prices, advertisements containing food products use numbers in the range of 10%-40% so that the amount of the discount is not accompanied by clear terms and conditions of the product so that some ordinary consumers will be able to misinterpret the amount of discount that will be obtained.

2. Literature Review

Attractiveness Advertising

Hasan (2013: 616) argues that advertising is a company's effort to present or convey non-personal promotional messages to influence consumers to buy products, ideas, goods or services that are paid for by identified sponsors. According to Pitamakoro (2017), suggesting indicators of advertising attractiveness include: full of meaning, different but good, trustworthy

Promotion

According to Manap (2016: 301), suggests that promotion is a kind of communication that gives explanations that convince potential consumers about goods and services. The purpose of promotion is to gain attention, educate, remind and convince potential consumers. According to Permana (2017), suggesting promotion indicators include: attention of potential consumers to the product, interest of potential consumers to the product, the desire of potential consumers to own the product.

Discount Price

According to Abdullah and Tantri (2013: 189), argued that the discount price is a price reduction to buyers who pay their obligations on time. This discount should be given to customers who do it. According to Wahyudi (2017) discount price indicators are the frequency of discounts, the amount of the discount, the time of the discount

Purchasing Decision

According to Sangadji and Sopiah (2013:121), explaining that purchasing decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. According to Yusuf (2018), the purchasing decision indicators include attention

of potential consumers to the product, Interest of potential consumers to the product, the desire of potential consumers to own the product, prospective consumers make purchases
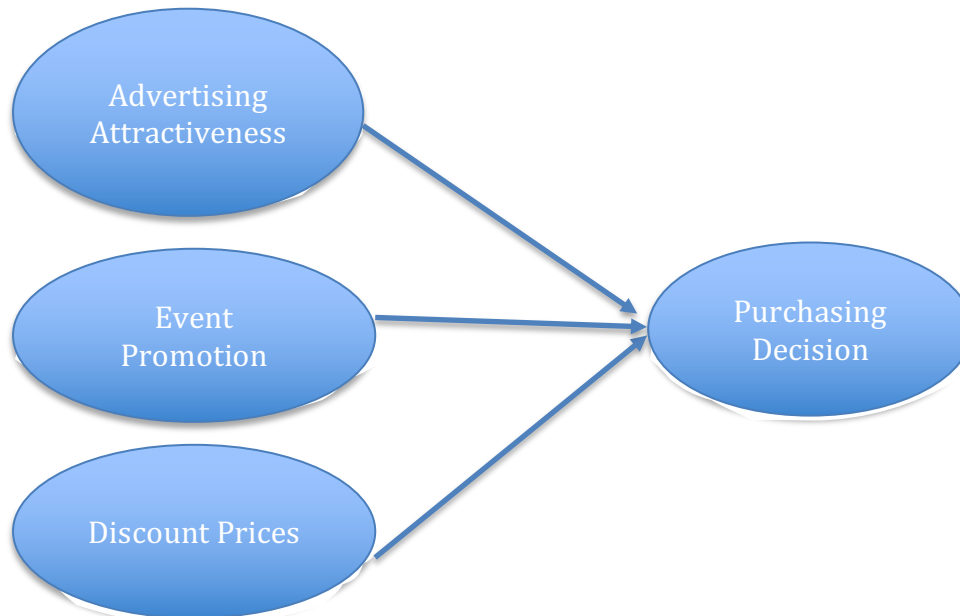
Framework

Figure 1. Research Framework

Hypothesis:

H_1: Advertising Attractiveness has a partial effect on purchasing decisions on Instagram @promomedan.id

H_2: Event promotions have a partial effect on purchasing decisions on Instagram @promomedan.id

H_3: Discount prices partially affect purchasing decisions on Instagram @promomedan.id

H_4: Advertising Attractiveness, event promotions and discount prices partially influence purchasing decisions on Instagram @promomedan.id.

3. **Methods**

This research was conducted on Instagram @promomedan.id. The time of the research was carried out from January 2020 to June 2020. In this study, the approach used was quantitative research which was measured in the form of numbers. This study uses a descriptive type of research with the nature of the research is explanatory (explaining). The population used in this study are consumers who make purchases of products on Instagram @promomedan.id at least one purchase as many as 287 consumers in March 2020.

Priyastama (2017:12), the sample is a collection of data taken from the population. The formula used to take the research sample is using the Slovin formula of 167 respondents. In this study using multiple linear regression method, to test the effect of the independent variable on the dependent variable. Testing the data used in this study includes validity, reliability, classic assumption tests (normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, t test to test and prove the research hypothesis, simultaneous, and the coefficient of determination.

4. Results and Discussion

Validity Test

Priyatno (2017:62), Validity test is used to find out how accurate an item is in measuring what it wants to measure on the questionnaire. If the coefficient value of rcount > rtable, it can be concluded that each questionnaire item is declared valid. If the coefficient value of rcount < rtable, it is concluded that each questionnaire item is declared invalid.

Based on the results of data processing, here are the results of the validity test in this study.

Table 1. Validity Test

Variables	Item	Validity
Attractiveness of advertisements	6	Valid
Event promotions	10	Valid
Discount prices	6	Valid
Purchasing decision	8	Valid

Based on the test results from table 1, that the Attractiveness of advertisements variable is 6 statements, Event promotions is 10 statements, Discount prices variable is 6 statements and Purchasing decision is 8 statements. Of the three variables, all statements are declared valid because all of them have a calculated r number greater than the r-table number of 0.361 which means valid.

Reliability Test

Wibowo (2012: 184), Reliability test is an index that shows the extent to which a measuring instrument can show it is trustworthy or not. Cronbach's Alpha coefficient value > 0.60, it is concluded that each variable is declared reliable. Cronbach's Alpha coefficient value < 0.60, it can be concluded that each variable is declared unreliable.

Table 2. Reliability Test

Variables	Alpha Cronbach	Validity
Attractiveness of advertisements	0.717	Reliable
Event promotions	0.849	Reliable
Discount prices	0.759	Reliable
Purchasing decision	0.826	Reliable

Based on table 2, it can be seen that the Cronbach Alpha is greater than 0.6. This shows that all statements in this study are said to be reliable or have a good level of reliability so that they can be used in subsequent research analyzes.

Multiple Linier Regression

Multiple linear regression analysis is used in this study in order to determine whether there is an influence of the independent variable on the dependent variable. Statistical calculations in multiple

linear regression analysis used in this study were to use SPSS software. The results of multiple linear regression are as follows:

Table 3. Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.121	2.412		1.708	.089
	Attractiveness of advertisements	.275	.065	.263	4.224	.000
	Event promotions	.259	.051	.319	5.103	.000
	Discount prices	.436	.069	.395	6.300	.000

a. Dependent Variable: Purchasing Decision

Based on the SPSS output above, the regression equation is obtained as follows:

Y = 4.121 + 0.275 X1 +0.259 X2+ 0.436 X3 + e

The explanation of multiple linear regression above is: the constant of 4.121 statements that the advertising attractiveness, event promotions and discount prices on purchasing decisions is 4.121 units if there is no or constant. the value of the advertising attractiveness coefficient which is interpreted as 0.275 and positive value, which means that the purchase decision of 0.275 will correspond to each increase in the advertising attractiveness variable of 1 unit, considering other factors do not change the event promotion coefficient value is 0.259 and is optimistic, which means that purchasing decisions can be increased by 0.259 according to each increase in the event promotion variable by 1 unit, considering that other factors do not change. the value of the price coefficient is 0.436 and is positive, which means that the purchase decision will increase by 0.436 according to each increase in the price variable of 1 unit, considering that other factors do not change.

Partial Test

The t test is used to determine whether there is a significant (significant) relationship or influence between the independent variables partially on the dependent variable.

Table 4. Hypothesis Test

No.	Variables	t-value	Sig	t-table
1.	Attractiveness of advertisements	4,224	0,000	1,974
2.	Event promotions	5,103	0,000	1,974
3.	Discount prices	6,300	0,000	1,974

At the degrees of freedom (df) = 167-4 = 163, then the t table is 1,974. The results of partial theory testing may be as follows. Testing the hypothesis of advertising attractiveness partially obtained 4.224> 1.974 and obtained 0.000 <0.05 which means Ha is approved and Ho is rejected, that is partially advertising attractiveness has a significant effect on promotion and purchasing decisions. Testing the event promotion hypothesis partially obtained 5.103> 1.974 and obtained 0.000 <0.05 which indicates that Ha is approved and Ho is rejected, that is partially promotion of events has a

positive and significant effect on purchasing decisions. Testing the discount price hypothesis partially obtained 6.300> 1.974 and obtained 0.000 <0.05 which means Ha is approved and Ho is rejected, namely the discount price has a positive and significant effect on purchasing decisions.

Simultaneous Test

The F statistical test basically shows whether all the independent variables included in the model have a simultaneous effect on the dependent variable.

Table 5. ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1046.081	3	348.694	31.838	.000[b]
	Residual	1785.177	163	10.952		
	Total	2831.257	166			

With the degree df, the value of the table at the 0.05 significance level of confidence is 3.05. The test results obtained the calculated F value (31.838) > F table (3.05) and a significance probability of 0.000 <0.05, meaning that Ha is accepted and Ho is rejected, namely simultaneously the advertising attractiveness, event promotions and discount prices have a positive and significant effect on purchasing decisions Products on Instagram @promomedan.id.

Coefficient of Determination (R2)

The coefficient of determination can be seen in the following table:

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608[a]	.369	.358	3.30938

Of the 36.9% of purchasing decisions that can be clarified by the advertising attractiveness, event promotion and discount prices in the coefficient of determination test results, the resulting Adjusted R Square value is 0.369, while the remaining 63.1% is explained by other variables not analyzed in this analysis.

Discussion

Based on the results of statistical testing, it can be seen that simultaneously variable of advertising attractiveness, event promotion and discount prices variables have a positive and significant effect on the purchasing decision variable. Furthermore, for partial testing it can be seen that the advertising attractiveness variable has a positive and significant effect on the purchasing decision variable, while the event promotion variable has a positive and significant effect on the purchasing decision variable and the discount prices variable has a positive and significant effect on the purchasing decision variable. The explanation of each variable effect is explained as follows:

The Effect of Advertising Attractiveness on Purchasing Decision

In the partial hypothesis testing results, advertising attractiveness has a positive and significant effect on product purchase decisions on Instagram @promomedan.id which means the first hypothesis (H1) for the advertising attractiveness variable is accepted. The results of the analysis

show that the t count is higher than the t table 4.224 > 1.974 with a significant value of 0.000 < 0.05. The results of the study indicate that H1 is accepted, this is also in line with the theory of Morrison (2010:18), it can be said that advertising is one of the most well-known forms of promotion and the most widely discussed by people.

Based on the results of the questionnaire, respondents answered dominantly with a questionnaire score of 2 (disagree) as many as 4 questions from a total of 6 questions asked. This shows that the respondents stated that they did not agree that the attractiveness of the advertisements offered so far did not attract customers to support purchasing decisions.

The Effect of Event Promotions on Purchasing Decision

In the partial hypothesis testing results, event promotion has a positive and significant effect on product purchase decisions on Instagram @promomedan.id which means the second hypothesis (H2) for the event promotion variable is accepted. The results of the analysis show that the t count is higher than the t table 5.103> 1.974 with a significant value of 0.000 <0.05. The results of the study indicate that H2 is accepted, this is also in line with the theory of Manap (2016: 302), it can be said that at the promotion growth stage it is directed that consumer prefer brands that are increasingly popular, the main technique is more suitable for advertising.

Based on the results of the questionnaire, respondents answered dominantly with a questionnaire score of 4 (agree) as many as 6 questions out of a total of 10 questions asked. This shows that respondents agree that the promotional events that have been carried out so far have been good in supporting purchasing decisions.

The Effect of Discount Prices on Purchasing Decision

In the results of partial hypothesis testing, the results of this study, discount prices have a positive and significant effect on product purchasing decisions on Instagram @promomedan.id which means the third hypothesis (H3) for the discounted price variable is accepted. The results of the analysis show that the t-count is higher than the t-table 6.300> 1.974 with a significant value of 0.000 <0.05. The results of the study are in line with the theory of Abdullah and Tantri (2013: 191), suggesting that psychological discounts or discounts include reducing the artificially high price of a product and then offering it at a significant discount.

Based on the results of the questionnaire, respondents answered dominantly with a questionnaire score of 4 (agree) as many as 6 questions from a total of 6 questions asked. This shows that respondents agree that the discount price given during promotions will have an impact on purchasing decisions from customers.

5. Conclusion

Conclusions from the results of the study are as follows. Testing the first hypothesis partially shows a value of 4.224 > 1.974 with a significant being 0.009 < 0.05, accepting the first hypothesis with the results of advertising attractiveness having a positive and significant effect on product purchasing decisions on Instagram @promomedan.id. Testing the second hypothesis partially shows the value of 5.103 > 1.974 with a significance of 0.000 < 0.05. H2 has the result of accepting the second hypothesis with the results of event promotion having a positive and significant effect on product purchase decisions on Instagram @promomedan.id. Partial testing of the third hypothesis shows a value of 6,300> 1,974. with significant is 0.000 < 0.05. H3 has the result of accepting the third hypothesis with the results of the promotion having a positive and significant effect on product purchase decisions on Instagram @promomedan.id. Testing the fourth hypothesis simultaneously

shows a value of 31.838 > 3.05 and a significant 0.000 < 0.05 accepting the fourth hypothesis with the results of advertising attractiveness, event promotions and discount prices having a positive and significant effect on product purchasing decisions on Instagram @promomedan.id.

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