
The Effect of Instagram Advertising Exposure Tiket.Com on Purchasing Decisions of Instagram Followers @Tiket.Com

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Abstract: *This study examines the exposure of Tiket.com advertisements on Instagram to the purchase decision of #SerasaDi Eropa Tiket.com content advertisements on @tiket.com account followers. This research uses quantitative research where the analysis method is simple linear regression. The subjects of this research are followers of Tiket.com's official account on Instagram, namely @tiketcom, who have watched the #SerasaDi Eropa advertisement. The object of this research is Tiket.com's #SerasaDi Eropa content advertisement. This research uses primary data collection by distributing questionnaires to 100 respondents. Ad Exposure has a significant positive influence on the decision to purchase vacation tickets at Tiket.com on Instagram. The regression coefficient X of 0.408 can be stated that every 1% increase in the value of Advertising Exposure, the Purchasing Decision value increases by a total of 0.408. The regression coefficient has a positive value, so it can be defined that the direction of influence of variable X on Y is positive. The results of the study prove that Tiket.com ad exposure on Instagram has a positive influence on advertised purchasing decisions. So that Ha is accepted, namely Ad Exposure which has an influence on Purchasing Decisions (Y).*

Keywords: Advertising Exposure, Instagram, Followers, Purchase Decision.

1. INTRODUCTION

In the millennium century like now companies are required to compete competitively, competitively in terms of producing and maintaining loyal consumers or in other words, customers. With the development of information and communication technology that is able to influence communication patterns and lifestyle lifestyles applied by humans. One of the results of communication related to marketing is advertising. According to (Etika 2007 in (Azizah 2016) advertising is a marketing communication message or communication to a



wide audience about a product that is distributed through an intermediary, namely the media, financed by the initiator and delivered to a group or the entire audience or society.

In the world of advertising, the development of advertising cannot be separated from the media that is the container of advertisements delivered to a wide audience. Currently, the various kinds of media that can be applied are increasingly varied with the existence of one of the media, namely “new media”, namely online media or on the internet network. According to Marshall McLuhan (2013) new media or called new media is the growth of communication technology which in its philosophy has developed the communication range of each individual. Broadly speaking, in terms of communication, the concept of new media in a broad audience implies more social change than the development of technology itself. In a sense, new media encompasses a broader conception of its existence, use and impact. (Vazza & Ahmad Mulyana, 2023). The application of new media is the presence of a digital media that uses the internet, now there are various kinds of social media applications where each application has different characteristics. One of the social media applications that is widely used by the public is Instagram. Instagram is the fastest growing social media platform today and has the highest visitor engagement rate. Instagram is a social media platform that is very suitable for small businesses with limited funds, few resources and not much experience. (Sumarni Bayu Anita, 2023). Instagram is also a social media that can be used to express yourself with various variants of ideas in the form of photos and videos not only that, Instagram is also a place for self-identity and also a place to build relationships or relationships with other users. (Purwani 2021). Apart from entertainment, this social media is used as a place where brands are marketed and advertised. One of the brands that uses Instagram as a medium to advertise its brand is Tiket.com, one of the online travel agents (OTA) in Indonesia. Tiket.com is a website that provides online booking of train tickets, airplanes, concert tickets, entertainment tickets, and lodging booking tickets. Tiket.com was founded in August 2011 and started by developing online transactions for travel. The existence of Tiket.com makes it easier for customers to plan their trips because Tiket.com prepares various variants of services that are able to meet customer needs. The following is the Top Brand Index Online Travel Agent ranking data from 2020-2023:

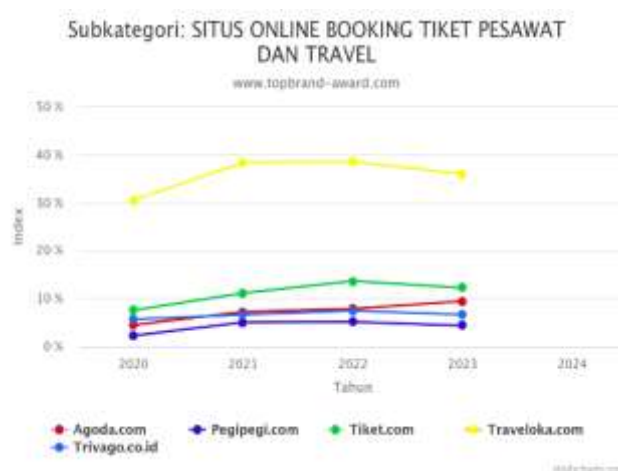


Table 1. Top Brand Index Online Travel Agent



The researcher wants to examine Tiket.com's advertisement on Instagram that advertises about cheap holiday solutions and easy holidays. Besides being advertised on Instagram, this ad is also uploaded on the official Instagram account @Tiket.com as the top-marked content. The purpose of this study is that the researcher wants to know in more detail whether the advertisement that shows the solution steps to go on vacation has an influence on Tiket.com customers or consumers. The influence that will be examined is able to have a relationship with purchasing decisions for customers who have watched the advertisement or content.

2. RELATED WORK

2.1 S-O-R Theory

Researchers used the theory for this study, namely S-O-R theory. S-O-R theory was proposed by Houland, et. Al in 1953. This theory can occur because psychology and communication have the same object of research, namely the human soul in which there are behaviors, opinions, traits, cognition and conation. Association or correlation between a certain impulse (stimulus) with certain actions (response) (Baser et al., 2023). Stimulus Organism Response (S-O-R) theory, individuals are able to expect and predict an impact relationship between mass media messages and audience reactions. The principle in this theory is a simple principle, where the response is a back reaction from a person when getting a stimulus from the media. So that individuals are able to predict the match between the message and the communicator's response.

There are aspects that can affect the success of the S-O-R theory. In a step of implementing the S-O-R theory of communication, success is influenced by certain aspects. Where there are several aspects that can affect success in this theory, namely:

1. Communicator

The messenger is a depiction of the communicator itself, related to this discussion has to do with the individual providing the stimulus.

2. Media

The instrument that is usually used by communicators to implement messages to communicators is a description of the media in a communication.

3. Characteristics of Communicants (Organisms)

Whether or not a stimulus delivered by the communicator to the recipient of the message is accepted, it is able to run perfectly or not because it is truly determined by the characteristics of the communicant's character.

2.2 Advertising Exposure

Advertising exposure is a situation where people see and hear the mandate of the advertisement itself. Examining consumer brand recall can be used to measure exposure to consumers and obtain this information can be received by asking consumers about what is contained in the advertisement, for example the visual form, tagline and slogan and also the consumer's view of the message content of the advertisement (Yusuf & Pradekso, 2021).



Exposure does not guarantee that it will have an influence on consumers who are affected by the mandate conveyed. The dimensions or indicators of advertising exposure according to (Waskitawati et al., 2022) as follows:

a. Frequency

Frequency is the total intensity of an audience exposed to media exposure, one of which is advertising in a certain period. The level of frequency that viewers have is likely to dominate them in terms of remembering messages.

b. Duration

Advertising duration is how long the audience pays attention to advertisements. How slowly the advertisement is viewed, read and heard by the audience.

c. Intensity

Intensity is how detailed the audience is when observing everything that is put forward by the mass media. So that the intensity of watching is how much attention the audience pays while watching the broadcast.

2.3 Purchase Decision

Purchasing decisions are one of the levels in the purchasing decision process before post-purchase behavior. According to Assael purchasing decision making is the stage of evaluating and determining from a variety of preferences based on certain interests by deciding on a desire that is considered the most profitable (Arfah, 2022). According to (Sinulingga & Sihotang, 2023) there are stages of the purchasing decision-making process, namely as follows:

1. Recognizing Needs

In this initial step, the buying process begins when customers understand their needs. In this step, advertisers need to carry out recognition of situations that can cause customer needs.

2. Seeking Information

Customers who are tempted by their needs will be interested in exploring more abundant information from various sources. The focus of marketers at this stage is on how tactics so that marketers are able to examine the core sources of information obtained by customers.

3. Evaluating Alternatives

Explanations obtained from various sources will be used as assessment material for customers to make decisions.

4. Make A Decision

After careful evaluation and assessment, the customer will make a decision. There are two aspects that can influence buying decisions, namely the attitude of the individual himself and situational aspects beyond the prediction of the individual.



5. Post-Purchase Evaluation

After buying, customers will assess their decisions and reactions to buying. If it is assessed that the results of the product or service enjoyed are the same or more than what is expected, the customer will be satisfied, and vice versa.

2.4 Related Research

In this research, researchers used previous research as a literature review which was then used as a reference and reference source in this research. Researchers used three journals from previous similar research or with the same discussion theme as this research.

The first previous similar research was entitled “The Effect of Nacific Advertising Exposure on Instagram on Purchasing Decisions for Nacific Products on Followers of the @nacificofficial.id Account” by Didiek Tranggono. The result of this research conclude that exposure of Nacific ad on Instagram has positive influence on purchase decision of the advertised product (Tranggono et al., 2020).

The following similar research is entitled “The Effect of Television Advertising Exposure and Word of Mouth Intensity on Purchasing Decision at Shopee” by Dinda Rahmasari Tunggal Sukma. The result of this research conclude that there is an influence between the exposure to television advertising on purchasing decisions in Shopee by 46% with a significant correlation between the two variables.

The next similar research is entitled “The Effect of BTS Meal Advetising Exposure on Product Purchasing Decisions (Analysis on Followers of the @7bts.Updates2 Instagram Account)” by Salsabila Paramitha Yuwana. The result of this research conclude that there was an influence of variable X (Ad Exposure) to Y (Purchase Decision) by 53, 4%.

3. METHODOLOGY

In this study, the research method that researchers used was the quantitative approach method. The quantitative approach method is a research method based on the philosophy of positivism, this method is used to examine certain populations or samples, data is collected using research instruments. Quantitative research is basically a sample taken randomly, so that the conclusions from the research results can be generalized to the population where the sample is taken. (Sugiyono 2021). Researchers used a research instrument, namely a questionnaire. Where a questionnaire is a data collection technique that is applied by submitting a set of questions or statements in writing to the respondent to fill in these questions or statements. This data collection technique is an efficient technique if the researcher knows correctly the variables to be studied and understands what can be expected from the respondents. The data in the form of respondents' answers that have been obtained will be listed, worked on and analyzed.

In this study, the population is the followers of @tiketcom Instagram account. The total population of this study is 584,000 followers. The data is applied based on data that has been accessed on February 13, 2024 at 11:38 WIB. This research has a sample, the sample of this research is 100 people men and women who follow the @tiketcom Instagram account and have watched Tiketcom advertising impressions with the hashtag #sSemuaAdaTiketnya. The sample in question has an age range of 20-29 years.



4. RESULT AND DISCUSSION

Validity Test

Validity test, namely Validity is testing how valid a method developed tests certain concepts with the intention of measuring. In other words, validity has to do with whether the concept or method being measured is correct. (Sekaran and Bougie 2016). In the research validity test using Kaiser-Meyer-Olkin (KMO) Adequacy where KMO is an index applied to measure the suitability of each analysis. Where in the KMO test the KMO value is > 0.5 , the statement on each variable is considered valid. While the KMO value < 0.5 , the statements on each variable are considered invalid. (Malhotra 2016).

Table 1. Validity Test (X)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.774
Bartlett's Test of Sphericity	Approx. Chi-Square	436.679
	df	55
	Sig.	.000

Table 2. Validity Test (Y)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	194.666
	df	21
	Sig.	.000

Based on the validity test conducted by researchers on each question contained in the two variables, it is valid. This is because the KMO test scores carried out on both variables are at 0.77 on variable X and 0.83 on variable Y. This of course has met the validity requirements using the KMO method where the results are $> 0.5 - 1.00$. The next test carried out is the reliability test.

Reliability Test

Reliability test is the trustworthiness or consistency of an instrument where consistency in the instrument is important because the scale items contained in the instrument must have the same assessment (Creswell, 2018). This study uses a statistical measure called Cronbach's Alpha which is tested based on the intercorrelation of each average for each item. Basically, the statistical test of reliability if < 0.60 is considered bad, if the reliability shows the range of 0.70 then it is acceptable and if the reliability > 0.80 then it is considered good.. (Sekaran & Bougie, 2016).



Table 3. Reliability Test (X)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.799	.822	11

Table 4. Reliability Test (Y)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.784	7

Based on the reliability test that has been processed, it can be concluded that each question that has been processed is reliable. This is because the Cronbach Alpha test scores carried out on both variables were at 0.79 on variable X and 0.75 on variable Y. This of course has met the reliability requirements using the Cronbach Alpha method where the results are > 0.6.

Simple Linear Regression Test

Regression tests are used to determine that there is a relationship between one independent variable (independent) and one dependent variable (dependent), where the relationship that has occurred between the independent and dependent variables is considered to be linear”.

Table 5. Simple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.315	1.800		4.619	.000
	Terpaan Iklan	.408	.051	.627	7.958	.000

Dependent Variable: Keputusan Pembelian

Based on the table above using SPSS 23, the simple linear regression equation formula made is as follows:

$$Y = a + bX$$

$$Y = 8.315 + 0,408X$$

The simple linear regression equation above can be interpreted that the constant with a total of 8.315 means that the consistent value of the purchasing decision variable is a total of 8.315. The regression coefficient X of 0.408 can be stated that every 1% increase in the value of Advertising Exposure, the Purchasing Decision value increases by a total of 0.408. The regression coefficient has a positive value, so it can be defined that the direction of the influence of variable X on Y is positive.



Based on the significance value listed in the Coefficients table, the significance value is 0.000 <0.05 so that the researcher concludes that the Advertising Exposure variable (X) has an effect on the Purchasing Decision variable (Y).

5. CONCLUSIONS

This research can be interpreted that Ad Exposure (X) has an influence on Purchasing Decisions (Y). So that the exposure of #SerasaDi Eropa Tiket.com ads on Instagram has a significant positive influence on the purchase decision of #SerasaDi Europe Tiket.com advertised ads. With such results, it is desirable for Tiket.com to increase interaction on Instagram social media accounts, more interaction with users or consumers who provide questions, responses to content in the comments column or in direct messages. Meanwhile, future researchers are advised to be able to continue this research by using different variables with various interesting variables to be studied about Tiket.com.

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