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The Effect of Social Media Advertising on Purchase Intention (Study on Students of SD/MI equivalent in the City of Bandung/Cimahi)

Abin Muhamad Farhan^{1*}, Agus Rahayu², Puspo Dewi³

^{1,2,3} Indonesian Education University, Bandung, Indonesia, email: abinmuhamad@upi.edu

*Corresponding Author: Abin Muhammad Farhan¹

Abstract: Education is very important in acquiring knowledge. In Indonesia, private schools need to be more creative in order to continue to grow, demonstrate competitive advantage and pay attention to core competencies. If the school services it produces are good, then trust will increase and make Purchase Intention very significant. The purpose of this research is to identify how Social Media Advertising influences Purchase Intention of SMP Daarut Tauhiid Boarding School. From the hypothesis test shows that there is a positive relationship from Social Media Advertising to Purchase Intention. The data analysis used is simple linear regression. The random sampling technique was used in conjunction with the directional sampling technique. Currently, the sample size is 103 people who live in the city of Cimahi and have never sent their children to Daarut Tauhiid Boarding School Middle School. The results of this study indicate that Social Media Advertising partially or simultaneously has a positive and significant effect on consumer purchase intentions for SMP Daarut Tauhiid Boarding School services.

Keywords: Social Media Advertising, SMPDTBS, Purchase Intention

INTRODUCTION

Education is very important in acquiring knowledge (Nadzirah et al., 2018). In Indonesia private schools need to be more creative in order to continue to grow, demonstrate competitive advantage and pay attention to core competencies. One of the junior high schools in Indonesia is SMP Daarut Tauhiid Boarding School. Daarut Tauhiid Boarding School Junior High School (SMP) is a junior high school that implements the National Education curriculum and the character-based Daarut Tauhiid Islamic Boarding School curriculum. (Smpdtbs, 2022). The problem experienced is that the interest in buying from SMP DT BS for the male section has decreased, this is based on data taken from the selection for entering junior high schools which shows a decrease in the number of students enrolled in this school.

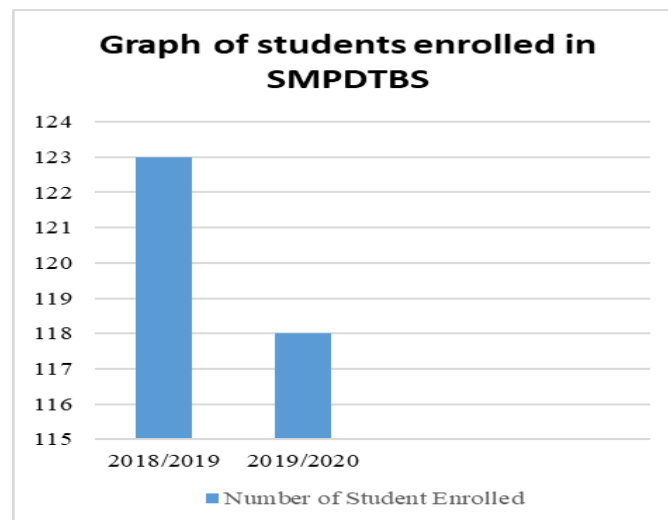


Figure 1. Graph of students enrolled in SMPDTBS

Due to the decreased interest of students or student guardians to enter SMP DT BS, a strategy is needed to overcome this problem. One strategy that can be used is through Social Media Advertising. Advertising on social media is an effective strategy because currently social media users continue to grow. According to research conducted by We Are Social, a British media company that collaborates with Hootsuite, the average Indonesian spends three hours and 23 minutes a day accessing social media (Rita & Nabilla, 2022). In an International Journal written by (Chu et al., 2013) demonstrated that social media advertising influenced their behavioral responses and consequent purchase intentions for luxury products. research by (Alalwan, 2018) also shows that the factors of Social Media Advertising influence Purchase Intention.

LITERATURE REVIEW

Social Media Advertising

According to (Jaiz, 2014) Advertising is defined as any form of message about a product that is conveyed through the media, shown to some or all of the public.

According to (Philip Kotler & Gary Armstrong, 2021) Content is the new Advertising, Content Marketing is a marketing approach that involves creating, selecting, sharing and augmenting content that is engaging, relevant and useful to audience groups that clearly creates conversation about that content.

As for according (Fatihudin, Didin, 2019) said that advertising is a communication model that can reach a wider audience. Advertising can be used to build a long-term image and also accelerate quick sales. In addition, advertisements are also standard and can be shown repeatedly and can get a dramatization effect from the advertisements that are displayed.

(Cravens & Piercy, 2009) mentioning Internet strategy development is determining the role of the Internet in an organization's business and marketing strategy involving separate business models, value chain channels, marketing communication tools, or advertising media. (Peters & Leshner, 2013) states that, social media advertising is advertising where companies invest money and time into it (social media) which is expected to be able to reach an audience efficiently.

(Kotler & Keller, 2016) states that social media is as follows: "Social media are a means for consumers to share text, images, audio, and video information with each other and with companies, and vice versa." This means that social media is a means for consumers to

share text, image, audio and video information with each other and with companies and vice versa.

(Wiwekananda, 2019) *Social media advertising* also involves the audience to be involved or provide feedback on the advertisements seen, so as to ensure that the advertising messages delivered actually reach the audience and obtain actual data.

(Cravens & Piercy, 2009) said that in addition to creating awareness and interest, advertising on the Internet also offers important advantages for many companies.

According to (Hartawan et al., 2021) Advertising indicators on Social Media are influenced by: Information; Picture; audios; Price; Promotion

Purchase Intentions

According to (Hansen, 2017) argues "Purchase Intention is something obtained from the learning process and thought processes that form a perception". This buying interest creates a motivation that is continuously recorded in his mind and becomes a very strong desire which in the end when a consumer has to fulfill his needs will actualize what is in his mind.

Meanwhile according to (Kotler & Keller, 2016) Purchase intention is explained as the feeling and attention that arises from consumers after receiving information and stimulation from products that consumers have seen, so that an interest arises to try the product, and in the end the consumer's desire to buy and own the product appears.

Indicators of Purchase Intention according to (Adila & Aziz, 2019) which is an indicator of buying interest of a potential consumer is as follows:

- 1) Attention, namely the attention of potential consumers to the products offered by manufacturers.
- 2) Interest, potential consumer interest in the product offered by the manufacturer.
- 3) Desire, the desire of potential consumers to have the product offered by the manufacturer.
- 4) Action, that is, potential consumers make purchases of the products offered.

RESEARCH METHODS

The type of research used is quantitative (Sekaran & Bougie, 2016). The population of this study were all prospective DTBS Junior High School students who were still studying at the same SD/MI in the cities of Cimahi and Bandung. The sample obtained was 103 people from various schools. The sampling technique used was random sampling, with intentional sampling as the sampling technique. Primary data was collected through online questionnaires. In addition, secondary data was collected from books, literature, journals, e-books and other sources. Respondents were parents or guardians of SD/MI equivalent in the cities of Cimahi and Bandung. The data collection technique used is using Google Forms and disseminated through social media, then the sampling technique is based on the opportunities obtained

RESULTS AND DISCUSSION

Research result

Reliability and Validity Test Analysis

Table 1. Reliability Statistics

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	,106	1.353		,078	,938
Advertising	,208	,018	,749	11.356	,000
a. Dependent Variable: Purchase Intention					

**Table 2. Validity Test
Reliability Statistics**

Cronbach's Alpha	N of Items
,967	22

Source: SPSS Application

Table 3. Coefficients

Indicator	r count	r table	Status
X1	0.743	0.1937	Valid
X2	0.768	0.1937	Valid
X3	0.787	0.1937	Valid
X4	0.703	0.1937	Valid
X5	0.851	0.1937	Valid
X6	0.808	0.1937	Valid
X7	0.841	0.1937	Valid
X8	0.673	0.1937	Valid
X9	0.831	0.1937	Valid
X10	0.881	0.1937	Valid
X11	0.851	0.1937	Valid
X12	0.802	0.1937	Valid
X13	0.767	0.1937	Valid
X14	0.801	0.1937	Valid
X15	0.738	0.1937	Valid
X16	0.829	0.1937	Valid
X17	0.719	0.1937	Valid
X18	0.773	0.1937	Valid
Y1	0.886	0.1937	Valid
Y2	0.922	0.1937	Valid
Y3	0.912	0.1937	Valid
Y4	0.816	0.1937	Valid

Source: SPSS Application

Based on the results of the validity and reliability tests obtained Cronbach's alpha (α) $0.967 > 0.60$ and all indicators $r \text{ count} > r \text{ table}$, it can be declared valid and reliable.

Simple Linear Regression Analysis

Based on the results of simple linear regression analysis, the regression equation model can be obtained as follows:

$$Y = 0.106 + 0.208X$$

- 1) A constant of 0.106 states that when the Social Media Advertising variable is 0, the buying interest is 0.208 units.
- 2) The regression coefficient for Social Media Advertising is 0.208 meaning that when Social Media Advertising increases by one unit, Purchase Intention increases by 0.208 units.
- 3) With a $p \text{ value} = 0.000$, all the influences between these variables are statistically significant.

Hypothesis testing

Table 4 Coefficients (T Test)

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	std. Error	Betas	
1 (Constant)	,106	1.353		,078

Advertising	,208	,018	,749	11.356	,000
a. Dependent Variable: Purchase Intention					

Source: SPSS Application

Hypothesis testing was carried out using the t test method from the results of simple linear regression analysis with a value of degree of freedom ($df = 103 - 2 = 101$) so that each variable can be tested by comparing the value of tcount with ttable. If $tcount > ttable$ then H_0 is rejected and H_a is accepted. From the results of a simple linear regression analysis, the tcount value is $11.536 > ttable 1.98373$ and a significance value of $0.000 < \text{probability value of } 0.05$. From these results it can be said that H_0 is rejected and H_a is accepted. It can be concluded that in this study Social Media Advertising has a significant positive effect on Purchase Intention.

Table 5. Anova (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	474,671	1	474,671	128,960	,000b
	residual	371,756	101	3,681		
	Total	846,427	102			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Advertising						

Source: SPSS Application

Table 4 shows that in model 1 the Fcount value is obtained 128,960 ones means that it is greater than Ftable which has a value of 3.94 ($128,960 > 3.94$), and model 1 has a significance value of 0.000, less than 0.05. it can be concluded that if $Fcount > Ftable$ then H_0 is rejected and H_1 is accepted, which means that there is a significant influence between Social Media Advertising on Purchase Intention of SMP DTBS Eco.

Coefficient of Determination

Table 6 Model Summary

Summary model ^b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,749a	,561	,556	1,919
a. Predictors: (Constant), Advertising				
b. Dependent Variable: Purchase Intention				

Source: SPSS Application

The coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The R Square value is 0.561, meaning that the effect of the Social Media Advertising variable on Purchase Intention is 56.1% and the rest is influenced by other variables outside this research model.

Discussion

The results of the study show that Social Media Advertising has a positive and significant influence on the Purchase Intention of prospective DTBS Middle School students. This means that the better the advertising on social media is done, the higher the possibility that consumers are interested in buying or registering. This is in line with research (Wiwekananda, 2019); (Suwarsih et al., 2021) and (Maisyaroh et al., 2022) that Social Media Advertising influences Purchase Intention.

From the results of the coefficient of determination, the R Square value is 0.561, meaning that the influence of social media promotion variables on purchase intention is 56.1% and the rest is influenced by other variables outside this research model. Other

variables such as perceived product, perceived place, website quality, appreciated price and others.

CONCLUSIONS

The purpose of this study was to examine the effect of Social Media Advertising on Purchase Intention of prospective students at SMP DT BS. The conclusion is that advertising strategy on social media has a positive and significant effect on purchase intention. That is, the more effective the Social Media Advertising implemented by the school, the higher the desire to register the guardians/parents of the students or the students themselves. Suggestions for further research that can be carried out in industry or schools using more than one independent variable in order to find out more about what factors can influence Purchase Intention on Social Media Advertising. It is important for a school or company to maintain an effective quality website that will help attract prospective students and capture more of the market.

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