

Customer Buying Interest: Advertising Attractiveness

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Abstract

This study seeks to examine the impact of advertising viewpoint on the attractiveness of Makassar advertising. This study employs the quantitative PLS approach. The results show that the variable advertising views has a significant influence on advertising credibility, advertising attractiveness has a significant influence on advertising credibility, purchasing interest, advertising attractiveness has a significant influence on purchasing interest, and simultaneously advertising views and advertising attractiveness. The findings reveal that managers must leverage other advertising stars from diverse circles such as businesspeople, sportsmen, and community leaders to capture visitors' attention.

Keywords: Advertising Attractiveness, Consumer Purchase Interest, Advertising Credibility

Introduction

Current economic growth, the creation of new goods, and increased rivalry all encourage businesses to behave effectively and economically in order to extend their market share as broadly as feasible. This is because the ultimate purpose of product distribution is customers, and consumers are becoming more sensitive and capable of acting rationally, causing them to be more picky when selecting items.

Manufacturers place a high value on the function of marketing strategy in promoting their goods, and they must be strategic in deciding methods to improve sales, one of which is via promotion.

Advertising has a vital function in contemporary life. Advertising is the primary source of information for decision-making. Advertising activities are one of the most common promotional strategies used to convey persuasive information to a specific audience, and they are directly tied to consumer preferences and interests. Advertisements may be delivered via a variety of media, including social media platforms such as Facebook, Instagram, and WhatsApp.

Following the Covid-17 epidemic throughout the globe, particularly in Indonesia, the Makassar municipal council sought to revive the community's ailing economy, one of which was a cuisine festival hosted at Fort Fort. However, owing to a lack of exposure, the Fort Culinary Festival remains largely unknown to the general public, resulting in a low number of visitors.

Literature Review

Advertising Views

Advertising views measure a person's popularity, namely the amount to which an advertising model is recognized by the public as a possible customer who will pay attention to the commercial (Bachtiar, 2017). Ad view metrics include popular and pleasant ad data. (Yusef, 2020). An idol star's popularity will It is quite simple for people to recall certain brands in their thoughts, therefore increasing what is known as brand awareness.

Ad Appeal

Advertising beauty is a personal trait that may pique someone's attention (Yusuf, 2017). This appeal may be divided into two categories: the physical beauty of the advertising idol star and the appropriateness of the product being marketed. This variable's essential elements are likeability and similarity. Likeability refers to the audience's likeability (Ario, 2020), which includes appealing personality attributes (intellectual talents, lifestyle characteristics, and specific skills) as well as the trustworthiness of advertising idol stars.

Interested in purchasing

Consumer purchasing interest is the consumer's initiative in deciding to purchase a product. When someone is happy with the items or services they purchase, their purchasing interest increases; if they are dissatisfied, their purchasing interest decreases. This consumer behavior indicates that marketing stimuli, which include marketing mix elements such as product, price, location, and promotion, are the primary components of marketing. This component is also impacted by external stimuli, including economy, technology, culture, and politics. Yusuf (2015).

Methods

Time and location of research

The research subjects were attendees to the Fort Makassar Culinary Festival, and the study was conducted in January 2023.

Population and Sample

Population is a generalization of objects/subjects with certain qualities chosen by researchers to be investigated and conclusions produced (Kushendar, 2021). Population is more than simply the number of objects/subjects being researched; it also includes all of the subject's or object's characteristics/traits. The participants in this research were visitors to the Fort Makassar Culinary Festival.

The samples in this research were guests to the Fort Makassar Culinary Festival, selected via non-probability sampling, also known as non-chance sampling, which is purposeful and subjective (Kushendar, 2020). The Lemeshow formula was used to determine the number of samples in this investigation since the population size is unknown or infinite. The formula (Sugiyono, 2021) is as follows:

$$n = \frac{z^2 - \alpha/2P (1 - P)}{d^2}$$

where: n = Number of samples, z = z score at 75% confidence = 1.75, P = Maximum estimate = 0.5, d - Alpha (0.10) or sampling error = 10%

Using the formula above, the number of samples to be taken is :

$$\begin{aligned} n &= \frac{z^2 - \alpha/2P (1 - P)}{d^2} \\ n &= \frac{1,75^2 \cdot 0,5 (1 - 0,5)}{0,1^2} \\ n &= \frac{3,7415 \cdot 0,25}{0,01} \end{aligned}$$

n = 75,04 or you can round it up to 100

Data collecting methodology

This study collected data via the distribution of questionnaires. The purpose of sending questionnaires is to gather data by distributing question sheets or written statements concerning facts and truths known to the subject. The instrument used in this study is a questionnaire with statement questions that respondents are asked to answer using the scale supplied. The measure employed is a five-point Likert scale: strongly disagree (STS), disagree (TS), neutral (N), agree (S), and strongly agree (SS). These variables will be monitored using SmartPLS.

Validity Test

The validity test assesses if the questionnaire is valid or not. If the questionnaire questions or comments disclose information that can be quantified by the questionnaire, the questionnaire is

considered valid. To assess validity, we shall do confirmatory factor analysis (CFA). If the factor loading is > 0.50 , the statement item is considered valid (Ghozali, 2015: 47).

Reliability Test

Reliability tests are performed to ensure that the instrument measures the construct accurately, consistently, and precisely. Calculating the composite reliability value in PLS-SEM using the SmartPLS 3.0 application allows you to assess the dependability of a construct using reflexive indicators.

Construct reliability is often assessed using a composite reliability threshold of more than 0.7 for confirmatory research and 0.5-0.7 for exploratory research (Ghozali & Latan, 2015: 75).

Data analysis technique

In this study, data will be analyzed using a structural equation model (SEM). The route analysis employed in this study will be Partial Least Squares (PLS), using SmartPLS 3.0 software..

Results and Discussion

Measuring Outer Model Values

Construct Validity Test

Validity testing in Smart PLS uses the loading factor coefficient (LF), where all question items or instruments must meet the recommended values, so that the indicators used to measure variables in the research can be said to be valid. The loading factor (LF) value from the SmartPLS processing results can be seen in table 1 Outer Model below. The assessment criteria for the validity test in SmartPLS are carried out by looking at the Convergent Validity value, this is measured based on the correlation value with the variable measured with a factor loading value of > 0.70 which is highly recommended, but a value of > 0.50 to 0.50 is still tolerable, as long as the model is still available

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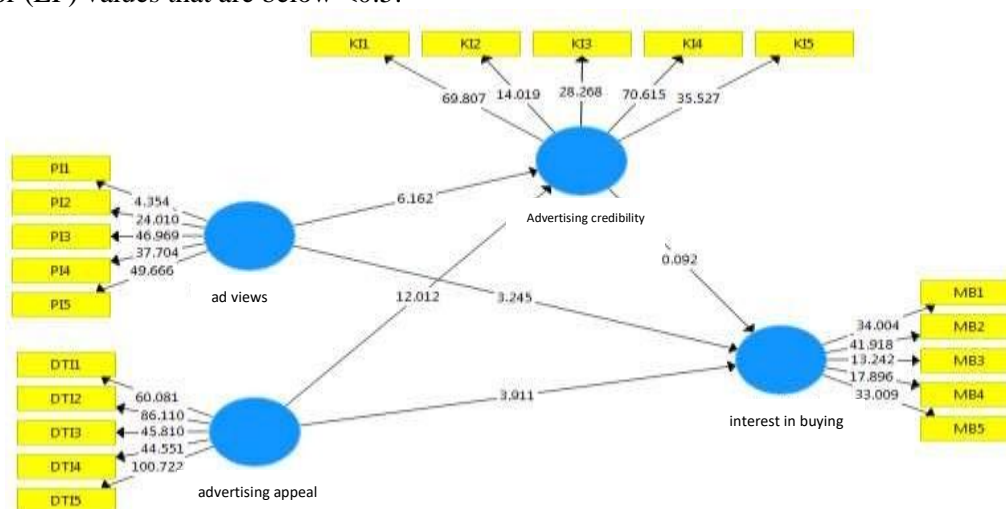


Figure 1. Results of data processing with the PLS algorithm

The Impact of Advertising Views on Advertising Credibility.

The estimated t value of 5.152 is more than the t-table value of 1.550, with a significance level of 0.000 (significant) < 0.05 . Because the computed t value is $5.152 > t \text{ table } 1.550$, this indicates that the Advertising Views variable has a positive influence on the Credibility of Advertising at the Fort Makassar Culinary Festival.

The study found that advertising attractiveness had a substantial impact on advertising credibility

With a computed t-value of $12.012 > t\text{-table } 1.550$ ($p\text{-value} < 0.05$). The derived t value of 12.012 is greater than t table 1.550, indicating that the advertising attractiveness variable has a positive influence on the credibility of advertising at the Fort Makassar Culinary Festival.

The Impact of Advertising Credibility on Purchase Interest Analysis of the derived t value $0.072 < t \text{ table } 1.550$ with a significance level (\square) 0.727 (not significant) > 0.05 . The estimated t value is 0.072, which is less than the t-table value of 1.550. The theory that advertising credibility influences purchase interest at the Fort Makassar Culinary Festival has not been proved correct. As a result, the Fort Makassar Culinary Festival's purchase interest is unaffected by advertising credibility.

The Effect of Advertising Views on Purchase Intention

The estimated t-value of 3.245 is higher than the t-table of 1.550, with a significance threshold of 0.001 (significant) < 0.05 . The computed t value of 3.245 is greater than t table 1.550, indicating that Advertising Views had a positive influence on Purchase Interest at the Fort Makassar Culinary Festival.

The Effect of Advertising Attractiveness on Purchase Intention

The estimated t-value of 3.711 is higher than the t-table of 1.550, with a significance level (\square) of 0. Based on the findings of the research, descriptions, and previous discussions, it is possible to conclude that advertising views and advertising attractiveness have a positive effect on the credibility of advertising at the Lowo Building festival; advertising views and advertising attractiveness have a positive effect on consumer buying interest at the Lowo Building festival; and credibility advertising has no effect on consumer buying interest at the Fort Makassar festival. On the attractiveness component of advertising (attraction), greater effort is made to increase customers' like and interest in advertising stars. To increase interest in the Fort Makassar Culinary Festival, consider using advertising stars from various circles, such as businessmen, athletes, or public figures. The advertisement was broadcast and resulted in increased sales and attendance. Suggestions for culinary festival managers at Fort Makassar, or the Makassar Regency Regional Potential Promotion Center Building, include paying attention to the completeness and supporting infrastructure, such as the cleanliness of restrooms, adequate lighting, and visitors' sense of security with the introduction of buskers and beggars are prohibited in the Fort Culinary Festival area.

Conclusion

Based on the results of research, descriptions and previous discussions, it can be concluded that advertising views and advertising attractiveness have a positive effect on the credibility of advertising at the Lowo Building festival, advertising views and advertising attractiveness have a positive effect on consumer buying interest at the Lowo Building festival, while credibility advertising has no effect on consumer buying interest at the Fort Makassar Festival. On the attractiveness factor of advertising (attraction) more effort is made so that consumers have more feelings of liking and interest in advertising stars. This can be done by using other advertising stars from various circles such as businessmen, athletes or public figures so that they will be better able to attract consumers' attention to the advertisement. which was broadcast and generated interest in buying and visiting the Fort Makassar Culinary Festival. Suggestions for culinary festival managers at Fort Makassar, or the Makassar Regency Regional Potential Promotion Center Building, are that for the comfort of consumers, pay attention to the completeness and supporting infrastructure, such as cleanliness of restrooms, adequate lighting and

visitors' sense of security with the introduction of buskers and beggars are prohibited in the Fort Culinary Festival area.

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