Effect of Brand Image and Social Media Ads Effectiveness to Indihome Purchase Decision (Case Study of Telkom Witel Purwokerto)

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ABSTRACT

Progress technology at this moment is an opportunity can used by Telkom, provide internet as one of the needs to could interact and do activity from home. What Telkom can do is to more expand range information related retail internet products that is Indihome with promote using digital media in particular through social media ads. This research objectives is for evaluate influence brand image of Telkom and social media advertisements that have conducted by Telkom Witel Purwokerto to decision consumer for use Indihome as a home internet provider. Data collected with a questionnaire that uses 5- point Likert scale on candidates consumer Indihome in Purwokerto. Structural Equation Modeling with Partial Least Square (PLS) is used for test connection causal between construct. Research results prove that social media ads have influence significant to decision consumer in to purchase Indihome. Implication managerial from study this is need existence method for push effectiveness advertising on social media for higher decision purchase Indihome.

Keywords: Social Media Advertising, Brand Image, Purchase Decision Consumer, Indihome

1. Introduction

Currently the internet has bring big change in almost all aspect life the world community, including in Indonesia. Offer will goods and services as well as transaction many conducted through digital media, especially this big change driven by the COVID-19 pandemic that has hit the world since early 2020 that forced people to change behavior consequence restrictions social done to use prevent spread of covid- 19 massive. Euromonitor notes that since 2014 value sale through digital media has reached US $ 1 million. This is also supported by data from Ministry Information and Communication that states that e-commerce growth in Indonesia has reached 78% and is enormous growth.

Indonesia is one of the consumer potency for trading goods and services because have amount population with various needs and wants of each individual. one _ needs that arise especially triggered by the presence pandemic that is needs will be qualified internet good at home or at the office. Telkom as a State Owned Enterprise (BUMN) which is engaged in service

telecommunication have great potential for catch many consumer for use internet products that it owns that is Indihome. Opportunity the must utilized with good by Telkom with the more intense To do marketing especially through digital media, one of which is with utilise social media ads that can desired target potential consumer. Use effective social media advertising will make good advertisement delivered to expected consumer that need good internet service at home as well as in the office so issued cost for ads will have good impact on Indihome sales.

A good company brand image should well utilized. Telkom's image as a pioneer and leader in telecommunications field in Indonesia has becomes base thinking for consumers. This study conducted for evaluate effectiveness advertisements made on social media and images brand company to Indihome decision purchase by consumers at Telkom Witel Purwokerto. Expected with existence study this could becomes good input for Telkom Witel Purwokerto management to do ads on social media with more effective.

2. Literature Review

2.1 Effectiveness Advertising

According to Septianto and Tjiptono (2019: 190) advertising is something form promotion and presentation of ideas from something product or services, such as print media advertisements, online media advertisements, electronic media advertisements, posters, brochures, and others. According to Kotler and Keller (2016: 607), advertising could become effective way for spread message or for build preference brand or for educate consumers. According to Morissan (2015: 19) advertising goals can be different among one company with other company. A company advertise for get response or action quick through advertisement, while other company maybe aim for develop more many awareness or want to shape good brand image from goods or the services they generate.

According to Indah & Maulida (2017), the EPIC model is a something tool measuring for measure effectiveness advertising with approach communication developed by AC Nielsen, one of the leading marketing company research in the world. EPIC Model includes four dimensions that is empathy, persuasion, impact, and communication:

- Empathy is a condition in which a person feels himself in the same feeling or thought as another person. In general, social media users understand the information content conveyed by advertisements on social media which initially does not have emotional meaning for social media users. Consumer empathy needs to be increased through advertising so that they are interested in understanding the contents of an advertisement issued by the company as a fulfillment of consumer desires. By promoting through advertisements, it will indirectly increase a person's desire to understand the content of advertisements and search for these advertisements.
- Persuasion is a change that occurs with social media users' beliefs, attitudes and behavioral desires caused by promotional communications from social media. Advertisements that are delivered need to be easy to understand and attractive so that consumer interest in the product increases and curiosity will arise more about a product that attracts consumers. The Persuasion dimension informs what advertising can provide to enhance or strengthen the brand's character.
- Impact. Whether a brand can stand out from other brands in the same category and whether advertising is able to influence consumers in the message conveyed. The desired impact of

the results of promotion on social media is an increase in knowledge about social media by looking at the frequency with which users are active in opening social media and how often they visit social media. Using attractive advertisements through practical media such as social media will increase consumers' desire to seek additional information, and try products that interest them

● Communication. The communication dimension provides information about the ability of consumers to remember the main message conveyed, and emphasizes the understanding of social media users and the strength of the impression left from the information provided in advertisements.

2.2 Brand Image.

According to Priansa (2017: 265), image brand describe involvement among consumers and originating brands from experience. According to Keller (2016), image brand is value and meaning attached to consumers through something product or service. Based on that description, what is meant with image brand is response consumer to something a company brand that culminates in trust consumer to that company. Here's a list of dimensions brand image theory :

● Strength Brand Association, communication program consistent marketing that could build image brand in consumer memory.
● Favorite of Brand Association, communication program marketing where the target market is directed at the ability of the Brand to make it easy remembered by consumers
● Uniqueness of Brand Association, namely communication program marketing that has two
● reference see similarities and differences with brand or association another product.

2.3 Purchase Decision

As has been said by Kotler and Keller (2016: 188) that consumer behavior influenced by social, cultural, and personal factors. According to Kotler and Keller (2016: 188) the decision process purchase includes five stages:

● Recognition of needs, which is the initial process by which consumers recognize a problem or need. The buying process begins when the buyer becomes aware of a need or problem triggered by an internal stimulus. Marketers must identify conditions that trigger certain needs by gathering more information from consumers. Then they can create and develop new marketing strategies based on consumer needs.
● Information search, namely the purchase decision-making process in which consumers can only increase attention or seek more information. There are various sources of information, such as private, commercial, public, and experiential sources. If these needs are very important to consumers, then consumers will seek more in-depth information.
● Evaluation of various alternatives, namely the purchase decision process in which consumers use information to evaluate alternative brands that exist in various choices. After going through the information search stage, consumers will be faced with a number of brands to choose from.
● Purchasing decisions, namely the buying decision process in which consumers actually buy the product. Purchasing decisions are alternative consumer choices as an integrated process that combines knowledge to evaluate all alternative behaviors, and activities to choose various brands that exist to solve problems faced by each individual consumer.

- Post-purchase behavior, which is the process of evaluating the purchase decisions that have been made previously, whether they are in accordance with the desires and needs needed previously. After making a purchase, consumers will experience a level of satisfaction or dissatisfaction.

2.4 Effect of Brand Image and Effectiveness Social Media Ads to Indihome Purchase Decision

Effective advertising could give stimulation to receiver message so that interested for buy something product or service. Northcott et al (2019) stated that image brand can also influence decision to purchase product or service. Based on review of each variable research and results previously study, so can arranged a number of hypothesis:

H1 : Social media ads take effect positive to image brand
H2 : Brand image take effect positive to decision purchase
H3 : Social media ads take effect positive to decision purchase
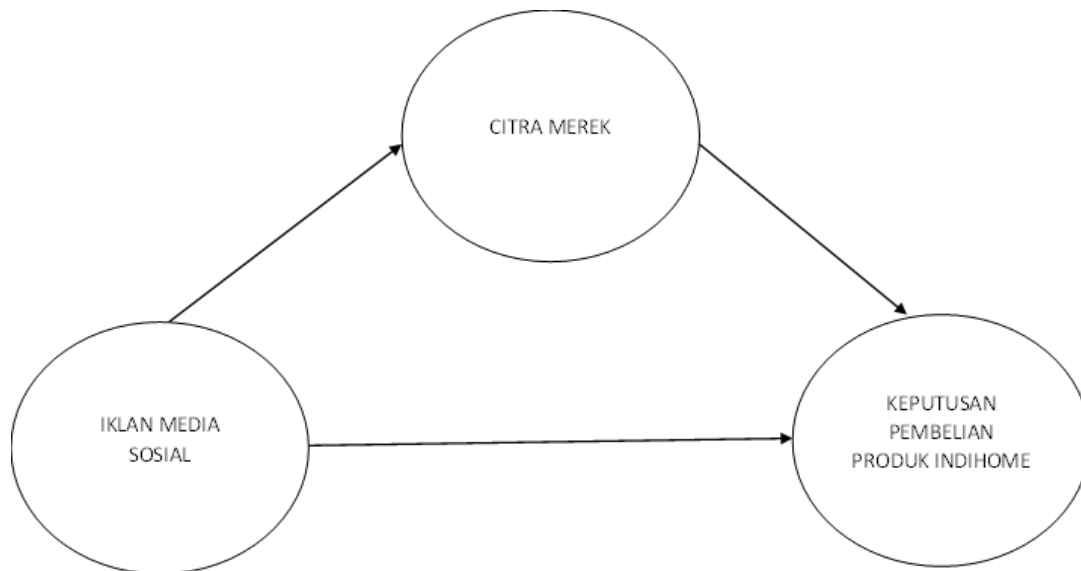H4 : Brand image mediate social media ads to decision purchase

Figure 1. Research Model

3. Research Methodology

3.1 Research Type

This study is survey research with quantitative method because data collection is done with share questionnaire to sample from population and data processed with numbers.

3.2 Population and Sample

Population in research this is candidate Indihome consumer at Telkom Witel Purwokerto. Sample will determined with *probability sampling* with the number of 50 respondents.

3.3 Data Collection

Retrieval technique sample with use random sampling method, with size sample as many as 50 respondents. Data collection is done use questionnaire online via google forms.

3.4 Measurement Scale

Measurements on each variable adopt from early research. For variables and EPIC model adopts from research by Lutfi and Marcellino (2020) and Tripiawan et al (2019). Measurement conducted with 5- point Likert scale, because Likert is simple and easy to use (Suliyanto , 2011) where 1 means "very not " agree ” to 5 means “strongly agree ”, with 3 representing “ neutral ”.

3.5 Data Analysis

For reliability test with using the internal consistency reliability test, that testing consistency answer respondent to all deep items tool measure (Megantara et al., 2019). On this research, used cronbach's alpha for test reliability (Cronbach, 1951), while the validity test using Composite Reliability (CR) and Average Variance Extracted (AVE) (Larcker, 1981). Validity test Structural Equation Modeling with Partial Least Square (PLS) is used for test connection causal between construct. SEM is used because have some advantages : (1) can show by clear error occurred moment measurement ; (2) can estimate unobserved variables through observed variables, and (3) model testing in which the structure can be judged according to the data (Kaplan, 2008).

4. Results

4.1 Profile Respondent

Based on 50 respondents candidate consumer internet potential in Purwokerto that fills questionnaire so could seen that man respondent totaling 26 people while woman respondent 24 people. Respondent with age under 26 years old 3 people, between 26 to 35 years old totaling 19 people, between 36 to 45 years old totaling 22 people, and aged between 46 to 55 years old totaling 6 people. It can also be seen that part big respondent once see Telkom ads or Indihome via social media that is totaling 47 respondents, while 3 respondents other not yet once see Telkom ads or Indihome through social media.

Table 1. Respondent Profile

Respondent Profile	Amount
Gender	
- Man _	26
- Woman	24
Age	
- Under 26 years old	3
- 26 to 35 years old	19
- 36 to 45 years old	22
- 46 to 55 years old	6
Last Education	4
- SMA/SMK/ Equivalent	2
- Diploma	38
- Bachelor	1

- Profession	5
- Master	
Ever See Advertisement Indihome	47
- Yes	3
- Not	

4.2 Validity and Reliability Test

Test the validity and reliability of the research this using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted. Based on table 2 is known that Cronbach's alpha for all variable value above 0.6, so whole variable could said to be valid (Hair et al, 2010). Composite reliability (CR) for all variable have more than 0.7 to all instrument reliability variable study could received or reliable (Hair et al., 2010) and average variance extracted (AVE) all variable more than 0.6 to reliability instrument all variable could accepted (Hair et al., 2010).

Table 2. Test Validity and Reliability

Variable	Cronbach Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Social Media Ads	0.917	0.942	0.802
Brand Image	0.910	0.937	0.787
Purchase Decision Product Indihome	0.813	0.873	0.633

4.3 Finding

Test hypothesis use SmartPLS conducted with see the inner model. This test includes significance test influence direct and not direct as well as measurement big influence variable exogenous to endogenous variables.
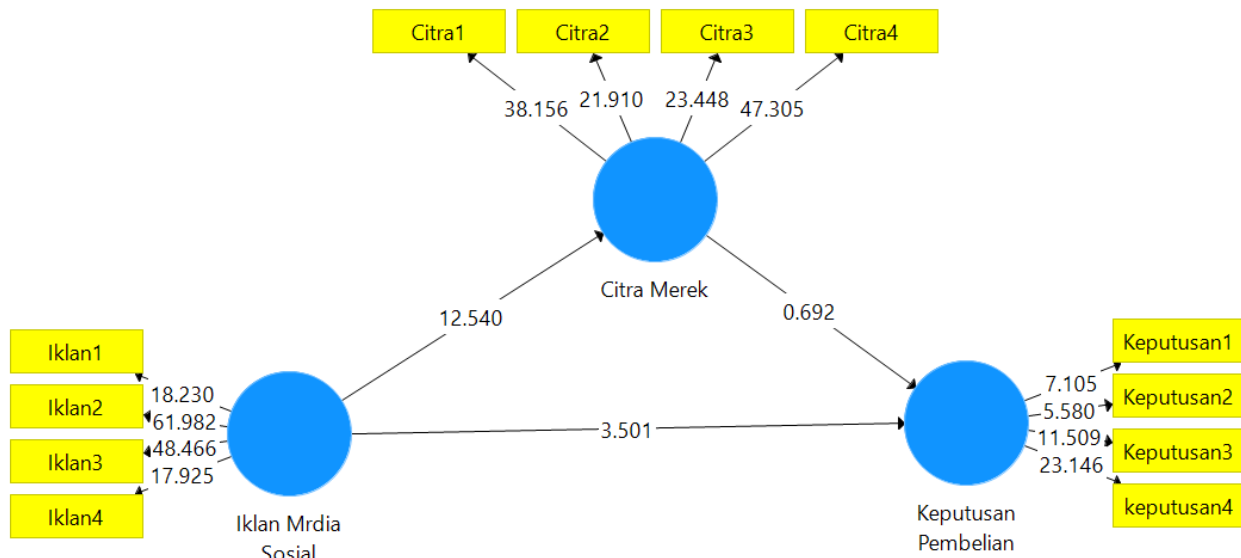

Figure 2. Hypothesis Test Results

Table 3. Hypothesis Test Results

Hypothesis	Original Sample	Standard Deviation	T Statistics	P Values
Social Media Advertising >> Brand Image	0.797	0.064	12,540	0.000
Brand Image >> Purchase Decision Indihome	0.148	0.213	0.692	0.489
Social Media Advertising >> Purchase Decision Indihome	0.631	0.180	3,501	0.001

First hypothesis : Social media ads take positive effect to image brand
Based on calculation coefficient test results social media ads to image brand is of 0.797 with value of t count 12,540, standard deviation of 0.064 and the value of Pvalue of 0.000 < 0.05 so that this means influence social media ads to image brand significant. With thereby the hypothesis that states that social media ads take positive effect to image brand accepted.

Second hypothesis : Brand image take positive effect to decision purchase
Based on calculation coefficient test results image brand to decision purchase is of 0.148 with t value 0.692, standard 0.213 deviation and value Pvalue of 0.489 > 0.05 so that this means influence image brand to decision purchase no significant. With thereby the hypothesis that states that image brand take effect to decision purchase rejected.

Third hypothesis : Social media ads take positive effect to decision purchase
Based on calculation coefficient test results social media ads to decision purchase is of 0.631 with t value 3,501, standard deviation 0.180and value Pvalue of 0.001 < 0.05 so that this means influence social media ads to decision purchase significant. With thereby the hypothesis that states that social media ads take effect to decision purchase accepted.

Fourth hypothesis : Brand image mediate social media ads to decision purchase
Based on calculation image VAF value brand as mediation social media ads to decision purchase Indihome was 0.713 (71.3%). With thereby the hypothesis that states that image brand mediate connection Among social media ads to decision purchase Indihome accepted.

5. Discussion

Variable test results show that some varible have significant effects and other variable not have significant effect. On variable brand image to decision purchase it turns out no have significant influence. This indicates that at the decision related provider consumer internet service no decide purchase based on company brand image. While on the influence variable social media ads have significant influence to company brand image and Indihome decision purchase. This indicates that good and appropriate advertising on social media will make good company brand image and the right advertising will also help decision purchases by consumers. Results on research this in accordance with study Tripiawan et al (2019) that social media can push decision purchases by consumers.

6. Conclusion

Significant influence seen in social media ads to decision purchase. This means utilization ads on social media need improved and more looking for more effective models in order to give more offers and considerations for targetes consumer. Next research could explore about more influence related to the EPIC model on interests and decisions purchase consumers.

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