



Effectiveness of Twin Date Shopee Advertising on Purchase Decisions Moderated by Brand Awareness: A Study on Students of Malang City, Indonesia

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

Aims: The aim of this research is to determine the effectiveness of twin date shopee advertising on purchase decisions moderated by brand awareness: a study on students of Malang city.

Study Design: This study uses quantitative approach and type of approach applied is descriptive explorative.

Place of Study: Respondent profiles are presented in terms of gender, institution of origin, using Shopee application, ever seeing Shopee advertisements on twin dates and number of purchases of local products.

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Methodology: The sampling methodology used was non-probability sampling, with a purposive sampling technique. The respondents in this study were 130 students, these samples were produced by multiplying 26 statement items multiplied by 5 and resulting a total of 130. The data results were processed by using SmartPLS version 3.0.

Results: Based on the results of hypothesis testing, advertising effectiveness has a positive and significant effect on purchasing decisions and brand awareness is not able to directly moderate advertising effectiveness on purchasing decisions.

Conclusion: The effectiveness of Shopee twin date advertisements on Instagram social media has a positive and significant effect on purchasing decisions for local brand products at Shopee stores among Malang city students. This means that the higher the quality of Shopee Twin Dates advertisements on Instagram social media, the greater the purchasing decisions made by consumers in Malang City. Brand awareness is unable to moderate the effectiveness of Shopee twin date advertisements on Instagram social media on purchasing decisions for local brand products at Shopee stores among Malang city students.

Keywords: Advertising effectiveness; brand awareness; purchase decisions.

1. INTRODUCTION

The progress of this digital era has given impacts on every country, one of which is Indonesia. Indonesian has prepared its human resources to face the industrial revolution 5.0, which means that business and startup networks need to be increased in order to accelerate the pace of the digital economy. This progress can shift changes toward Indonesian people's behavior from traditional behavior to modern behavior, thereby providing convenience and comfort in various activities, one of which is online buying and selling activities through the marketplace .

For the majority of business actors today, technological advances are used as an opportunity to compete in supporting the smooth running of their business, such as the use of e-commerce. Based on data from the Central Statistics Agency (BPS), the growth of e-commerce businesses in Indonesia has had a major impact from 2019 to 2023, reaching 17%, with a total number of e-commerce businesses of 26.2 million units [1]. If you look at GoodStas data [2,3,4,5], the top ranking e-commerce site in 2022 in Indonesia is e-marketplace .

Wahyuni [6] states that a commercial center or marketplace is a gathering place for the sale of goods by bringing together many vendors and buyers to transact with each other. From the Shopee shopping center in 2023 there are significant transaction characteristics for local brand products where local brand products from micro, small and medium enterprises (MSMEs) experience an increase in sales of up to 7 times compared to normal days at the Shopee 11.11

Big Sale event on categories of beauty, fashion and lifestyle [7]. In 2024 there will also be a significant jump in sales of up to 9 times in the same category [8]. If we look at the contribution of MSMEs to gross domestic product (GDP), it reached 61.07 percent in 2021, while in 2020 it was 61.05 percent [9].

Agustina stated that the twin date advertisement provided a different appeal, with a big promotion. This started with 12.12 which was hailed as "Harbolnas" or national online shopping day. Starting from the Harbolnas event, twin date events emerged, such as 7.7, 8.8, 9.9, 10.10, 11.11, and so on. This marketing strategy has received appreciation for its success in attracting consumer shopping interest in the Shopee marketplace [10].

In an effort to ensure that people's behavior is different and often changes, purchase decisions are always a topic of discussion in a business. As pointed out by Sahetapy [11] purchase decisions are dynamic interactions, which include making a decision whether to buy or not to buy an item. Peter & Olson [12] state that a purchasing decision is a coordination cycle used to consolidate information in assessing at least two elective ways of behaving and choosing one of them. Meanwhile, according to Kotler & Armstrong [13] purchase decisions are the acquisition of the most preferred brand and are influenced by other buyers' attitude factors as well as unexpected situational factors. According to Dharmmesta and Handoko [14] if a customer experiences a series of purchase decisions, it will be related to the type of goods, brand, and vendor as well as quality, procurement season, and type of payment.

At this time, one form of influencing purchasing decisions is by carrying out advertising promotions. Advertising is a form of communication that functions as a means to achieve goals by using strategies that influence consumer emotions and behavior [15]. Based on data from the Nielsen survey institute [16] advertising spending on TV, social media, radio and print media experienced five-fold growth in 2021 to 2023 with a total of IDR. 257 trillion. Meanwhile, online shopping on the marketplace is in the top position with a contribution of 75.6% to gross merchandise value (GMV) or US\$ 82 billion [17]. Taking an example from research conducted by Anggriani [18] shows that advertising is one of the factors that can increase Shopee visitors. This is proven when the Shopee platform launches advertisements such as; Shopee birthday sale, 11.11 Big sale, Big Ramadhan sale, to the latest Bombastic Sale advertisement, so that the amount of traffic on Shopee continues to increase. Based on data from Qorib's research results [19] it showed that from 2022 to 2023 advertising will make a large contribution of 29.1% to traffic and usage of the Shopee application. Riangga [20] concluded that advertising has a positive influence on purchase decisions. The background is research by Tusanputri & Amron [21] with findings showing that advertising has a positive effect on purchasing decisions. Meanwhile, in contrast to the results of research conducted by Pratama & Hayuningtias [22] that advertising does not have a significant influence on purchasing decisions.

Advertising can also differentiate between one product and another, so this is usually called a brand. At a basic level, the value of a brand is recognition of brand awareness, which is an important stage for corporate organizations [23]. From the results of previous research conducted by Hambalah & Kusuma [24] it was determined that brand awareness can be used as a supporting variable for purchasing decisions in an effort to increase public interest so that it can influence purchasing decisions. Bahi's research [25] concluded that brand awareness influenced purchasing decisions. Supported by research by Simamora and Riska [26] which stated that brand awareness influenced purchasing decisions. However, this is different from Wijaya's research [27] which states that brand awareness does not influence purchasing decisions and also Yunita's research [28] which states that YouTube advertising does not influence brand awareness, but brand awareness influences purchase decisions.

Based on the phenomena and contradictions in previous research, the researcher wants to examine and analyze whether Shopee twin date advertising on Instagram social media is really effective in making consumers interested in purchasing local brand products, whether brand awareness can strengthen or weaken the advertising effectiveness of Twin date Shopee advertising. on Instagram social media on purchasing decisions, and whether when consumers see twin date advertisements on Instagram social media they will be interested and make purchases of local brand products. Therefore, based on several theories from previous research and the data previously explained, the researcher is interested to do a research in title, "Analysis of Twin Date Shopee Advertising Effectiveness on Instagram Social Media on Purchase Decisions for Local Brand Products Moderated by Brand Awareness (Study on Students in Malang city)."

2. HYPOTHESIS DEVELOPMENT

2.1 Advertising Effectiveness on Purchasing Decisions

According to Setyawan [29] a hypothesis is an initial assumption regarding a research problem whose truth must be tested empirically. Based on the explanation above, the following are the results of previous research that form the basis for the hypothesis decision. For example, Anggriani's research [18] states that advertising is one of the determining factors that can increase Shopee visitors. This is proven when the Shopee platform launches advertisements such as; Shopee Birthday sale, 11.11 Big sale, Big Ramadhan sale, to the latest Bosbastis Sale advertisement, so that the amount of traffic on Shopee continues to increase. Then Qorib's research results [19] show that from 2022 to 2023 advertising will make a large contribution of 29.1% to traffic and usage of the Shopee application. Riangga [20] concluded that advertising has a significant influence on purchasing decisions. Supported by research by Tusanputri & Amron [21] which shows the results that advertising has a positive effect on purchasing decisions. Based on the results of this research, a hypothesis can be formulated as follows:

H1: *Advertising Effectiveness influence positive and significant on Purchasing Decisions .*

2.2 The Relationship between Brand Awerenes Advertising Effectiveness and Purchasing Decisions

In principle, the important value of a brand is the realization of brand awareness, which is an important stage for the company [23]. Previous research conducted by Hambalah & Kusuma [24] recommends brand awareness as a variable to increase public interest, so that it can have a positive influence on purchasing decisions. Bahi's research [25] concluded that brand awareness has a positive influence on consumer purchasing decisions. So a hypothesis can be formulated as follows:

H2: *Brand Awareness is able to moderate Advertising Effectiveness on Purchasing Decisions.*

The following is a conceptual framework of the above hypothesis:

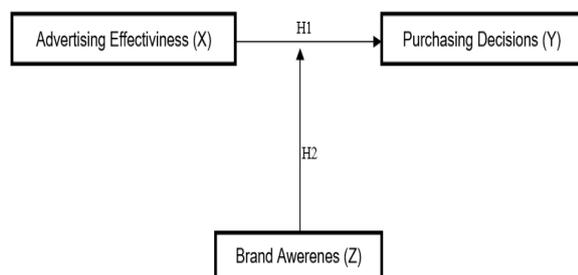


Fig. 1. Framework methodology

3. METHODOLOGY

This research approach uses descriptive quantitative exploration. Data was collected by distributing questionnaires to students of five colleges in Malang City, namely Brawijaya University, Muhammadiyah University of Malang, State University of Malang, State Islamic University of Malang, and Islamic University of Malang. The questionnaire consists of several components. The first is the cover component, the second is the respondent's data component which contains personal data and questions related to the Twin Date Shopee advertisement, the third is the statement item related to the variables of advertising effectiveness, brand awareness and purchasing decisions.

Advertising Effectiveness is measured through four indicators, namely empathy, persuasion, impact, and communication from Ac. Nielsen in Indriato [30]. Brand awareness is measured

through four indicators, namely not being aware of the brand, brand recognition, and remembering the brand and the peak of thinking from Aaker 1998 [30]. Purchasing decisions are measured through five indicators namely, decision about product type, decision about brand, decision about its seller, decision about time of purchase and decision on mode of payment from Dhammesta & Handoko 2012 [14]. The scale in this study used the Likert scale.

The respondents of this research were students from five universities in Malang City. The sampling method uses nonprobability sampling. According to Sugiyono [31] sample is a quantity as a characteristic characteristic of a total population. Because the population used in this research is not yet known, the researchers used the Naresh K Malhotra formula. According to Malhotra [32] sampling is at least four to five times the number of items asked, namely 26 items multiplied by 5, resulting in 130 respondents. The non-probability sampling used is purposive sampling. According to Asnawi & Masyuri [33] purposive sampling is a testing method with special considerations to fulfill the model used in a sample, with the full aim of obtaining the data that researchers need and need. Questionnaire data was processed using SmartPLS 3.0 software. The steps taken in analyzing research questionnaire data are through the stages of inner model testing, outer model testing, hypothesis testing and moderation testing.

4 . RESULTS AND DISCUSSION

Advertising effectiveness of twin date Shopee advertisements on Instagram social media has a positive and significant effect on purchasing decisions for local brand products at Shopee stores among Malang City students. This means that the higher the quality of the twin date Shopee advertisements on Instagram social media, the greater the purchasing decisions made by consumers, especially in Malang City. Brand awareness is not able to moderate the advertising effectiveness of Shopee twin dates on Instagram social media on the decision to purchase local brand products at Shopee stores among Malang City students. However, it cannot be denied that this was tested directly, while indirectly brand awareness was able to moderate advertising effectiveness on purchasing decisions. It is hoped for future researchers that brand awareness is very suitable to be used as an independent variable, because it has a direct

influence on purchasing decisions and it is hoped that future researchers will add theory and other variables so that they can produce the latest variations that can answer marketing problems and other problems.

4.1 Validity Test Results and Reliability Tests

The validity test on PLS can be considered valid if the outer loading is greater than 0.6 [34]. In this research, the value of each variable for advertising effectiveness, brand awareness, and purchasing decisions on outer loading is above 0.6 so all of them can be said to be valid. In Table 1 above are the statement items and correlation values that have been declared valid.

In the reliability test of this research, each variable is declared reliable if the variable indicator increases when the variable increases, the Cronbach's alpha value is > 0.7 , it is declared valid, < 0.7 then it is declared invalid. All variable indicators have a Cronbach's alpha value of more than 0.7 so that all of them are declared valid or reliable.

4.2 Hypothesis Test Results

In hypothesis testing, a variable can be declared to have a positive and significant effect on other variables if p values $<$ significance value, the significance value used in testing this hypothesis is 0.05, so that p values $<$ 0.05, while p values $>$ 0.05 are stated to have no positive effect and significant. From Table 3 above, it can be seen that advertising effectiveness has a positive and significant influence on purchasing decisions, while brand awareness cannot directly moderate advertising effectiveness on purchasing decisions, but indirectly has a positive and significant influence on purchasing decisions.

4.3 The Influence of Advertising Effectiveness on the Decision to Purchase Local Brand Products at Shopee Stores among Malang City Students

The results of hypothesis testing of the advertising effectiveness variable on purchasing decisions can be concluded that the advertising effectiveness of twin date Shopee on Instagram social media in five universities in Malang City has a positive and significant influence. This can be seen from the results of P Values $<$ significance, namely with a value of $0.007 < 0.05$. This interprets that hypothesis 1 is accepted. Based on this phenomenon, it can be analyzed that the effectiveness of Shopee twin date advertising on Instagram social media can be further improved in terms of the quality of twin date advertising, so that it is more effective and right on target. Furthermore, it is known that the highest item value of the advertising effectivity variable is X.1 with the statement "I often see twin date ads" and X.8 with the statement "twin date Shopee ads give a positive impression", thus twin date Shopee ads have a big influence and can have a significant impact on purchasing decisions, especially local products. This is in line with previous research conducted by Anggriani [18] stating that advertising is a factor of one of the determinants that can increase Shopee visitors. This is evidenced when the Shopee platform launches advertisements such as; Shopee birthday sale, 11.11 Big sale, Big Ramadhan sale, to the latest Bosbastic Sale advertisement, so that the amount of traffic on Shopee continues to increase. Then the results of Qorib research [19] show that from 2022 to 2023 advertising contributes a large 29.1% to traffic and usage on the Shopee application. Riangga [20] concluded that advertising has a significant effect on purchasing decisions

Table 1. Validity test results

Items	Value	Items	Value	Items	Value
X.1	0.843	Z.1	0.799	Y.1	0.842
X.2	0.716	Z.2	0.834	Y.2	0.933
X.3	0.707	Z.3	0.789	Y.3	0.844
X.4	0.768	Z.4	0.800	Y.4	0.911
X.5	0.678	Z.5	0.786	Y.5	0.879
X.6	0.698	Z.6	0.772	Y.6	0.940
X.7	0.765	Z.7	0.761	Y.7	0.912
X.8	0.779	Z.8	0.738	Y.8	0.900
				Y.9	0.797
				Y.10	0.876

Source: Data Processed by Researchers (2024)

Table 2. Reliability test results

Variables	Cronbach's Alpha
Advertising Effectiveness	0.888
Brand Awareness	0.912
Purchasing Decisions	0.969
Moderating Effect	1,000

Source: Data Processed by Researchers (2024)

Table 3. Hypothesis and moderation test results

Hypothesis	P Values
Advertising Effectiveness (X) -> Purchasing Decisions (Y)	0.007
Advertising Effectiveness (X) * Brand Awareness (Z) -> Purchasing Decisions (Y)	0.926

Source: Data Processed by Researchers (2024)

Supported by research Tusanputri & Amron [21] which shows the results that advertising has a positive effect on buying decisions.

4.4 Brand Awareness is Able to Moderate the Relationship between the Advertising Effectiveness of the Twin Date Shopee Ad on Instagram Social Media and the Decision to Purchase Local Brand Products among Malang City Students

From the results of hypothesis testing of the moderating influence of brand awareness on advertising effectiveness on purchasing decisions, it was found that there was no moderating influence of advertising on purchasing decisions, as evidenced by P Values > significance, namely, P Values 0.926 > 0.05. This interprets that the moderating influence hypothesis is not accepted or rejected. So it can be analyzed that brand awareness cannot directly moderate advertising effectiveness on purchasing decisions. However, it cannot be denied that the hypothesis testing was not accepted because it was tested directly, whereas indirectly brand awareness was able to moderate advertising effectiveness on purchasing decisions. If you look at the questionnaire statement items from brand awareness, there is 1 item with 17 respondents disagreeing or 13.1% of 130 respondents or 100% with the statement "I can recognize the slogan of local brand products on Shopee". This indirectly influences the results of the moderation effect test directly. According to Yasin & Akram [35] the higher the degree of brand awareness, the better the impression of the brand. If buyers know a brand, they will consider everything, so that brand will be chosen over other less well-known brands. Therefore, it is in line with Wijaya's research [27] which states

that brand awareness does not influence purchasing decisions and also Yunita's research [28] which states that YouTube advertising does not influence brand awareness, but brand awareness influences purchase decisions.

5. CONCLUSION

Brand awareness is unable to moderate the effectiveness of Shopee twin date advertisements on Instagram social media on purchasing decisions for local brand products at Shopee stores among Malang city students.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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