THE INFLUENCE OF WHATSAPP ADVERTISEMENT ON PURCHASE DECISION TO INCREASE SALES OF LOCAL CULINARY PRODUCTS IN COVID-19 PANDEMIC PERIOD

by Doddy Doddy

THE INFLUENCE OF WHATSAPP ADVERTISEMENT ON PURCHASE DECISION TO INCREASE SALES OF LOCAL CULINARY PRODUCTS IN COVID-19 PANDEMIC PERIOD

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Abstract: *This study examined the Influence of Online advertisement Via WhatsApp consisting of attitude towards the ad, ad recall and click through rates, against the decision of the purchase for the increased sales of Local Culinary Products. The purpose of this research was to describe the activity of young culinary entrepreneurs in social media that is WhatsApp the current phenomenon of increased numbers of their accounts as well as how much influence the activity of the young culinary entrepreneurs on WhatsApp can increase sales of local culinary products. With the right marketing activities on WhatsApp can be beneficial against purchasing decisions so that it will enhance local culinary products sales. This research use questionnaire as a research instrument to get the data from the consumer donut JCO. In this study the respondent's criteria are that respondents must be followers, and never eat the product by the number of samples planned is 100 people. Analysis tools that will be used Multiple Linear Regression is to test the influence of the dependent and independent variables. The results of the data processing have been done the third factor i.e. attitude towards the advertisement, ad recall and click rates are throught to have simultaneous and partial influence against the purchasing decision. Factor Ad Recall is the most dominant factor and Factor Click Through Rates is the factor that has the most influence diminished purchasing decisions*

Keywords: attitude, click, recall, advertisement online, purchase decisions.

1. Introduction

The kind of marketing that is becoming a trend nowadays is online advertisement, where this type of advertisement is displayed on social media or the internet (Karo 2020). The existence of the internet makes it easier to convey information to the public and constantly has a significant increase from year to year. Social media is one of the platforms that grow rapidly and favoured by public, especially in Indonesia. (Wulansari et al. 2015).

The internet allows a wide variety of media to meet. What were once separate devices such as telephones, televisions, or personal computers have now merged into a single technological device that is generally available in a user-friendly format (Lupiáñez-Villanueva 2016). The growth of internet users encourages a significant potential to attract online shopping. Online shops in Indonesia are growing rapidly and are now becoming a trend. One of the most famous product items sold online is local culinary products(Setiawan 2019). Business people are encouraged to use social media as a "tool" to introduce the products or services they sell in advertisements displayed on existing social media (Sapma Apriliana and Priyo Utomo 2019).

The growth of the culinary business in Indonesia is growing rapidly (Perdana 2018). The role of youth in advancing Indonesia from all aspects of life is indispensable. Especially in the sector of economic improvement, there are many ways that can be done to improve the economy, one of which is by doing entrepreneurship. Young entrepreneurs began to appear in the regions and all of them had different types

of businesses. While the type of business that is most popular is the culinary business, they choose this business with the assumption that food is very important for everyone.

The number of food businesses makes competition even tighter, so every businessman must maximize his ideas and creativity to produce products that attract consumers. One of the ways to increase sales is by marketing (Dewi 2018). Sales promotion is an activity that provides certain types of incentives to intermediaries or customers to encourage direct selling (Meslat 2018).

Marketers need to spend a lot of their budget on sales pitches. Therefore, marketers need to understand and study customer behavior towards sales promotions so that they can meet their preferences. However, customer purchasing behavior is a process when an individual searches, selects, buys, uses and disposes of goods and services(Yahya et al. 2019) Marketing itself can be done through three kinds of media. Print media, audio visual media and online media. Apart from newspaper and magazine, print media can be found in the form of flyers, brochures, pamphlets and banners Audio visual media or electronic media are media that are relatively expensive, and not affordable for novice entrepreneurs, because advertisement a product through electronic media requires a large amount of money. Meanwhile, the cheapest and most recently used is social media. Neti (2011) stated that "social media marketing is an effort to optimize social media in order to persuade consumers to a valuable company, product or service". Social media marketing is a strategic process and method for building company influence, reputation and brand in a community of potential customers, readers and / or proponent(Che, Cheung, and Thadani 2017).

In these days, people all over the world use social media all the time (real time) for various purposes of communication, with the majority spending almost a quarter of their daily time surfing on their social media networks (Rudyanto 2018). Social media is currently the most widely used promotional and communication tool because it has a very significant impact in building their brand equity because it has advantages including having many users and does not require much cost to create an account on a social media (Arifianti 2019). Consumers communicate directly with companies through social networking sites to make their own decisions (Duffett 2017). On the other hand, companies are also using social media as a marketing tool due to its popularity and is considered a new advertisement channel (Nofal, Calicioglu, and Aljuhmani 2020). Hence, the company's interactions with customers on social media sites are increasing rapidly. And the majority of WhatsApp users are highly educated young people and are smartphone users (Fitri and Amalia 2018). It can be concluded that young entrepreneurs are already familiar with using social media facilities. Social media can also be used as a place to interact with consumers (Mersoben 2011).

According to Statistics Finland (2015) nearly 90% of consumers aged 16-44 have purchased a product online in the past 12 months. Some consumers are more active online shoppers. 67% of consumers 25-44 years old have purchased a product or service online in the last three months and more than 55% of these consumers have spent more than 100 euros on this purchase during this same time period (Koskinen 2017).

2. Literature Review
Online Advertisement

Advertisement is a sub-variable of the promotion mix, in simple terms advertisement is a written or image that contains an offer of a product to society through a medium (Dani 2019). Advertisement is the presentation of non-personal information about a product, brand, company or shop that is carried out for a certain fee. Advertisement is intended to influence consumers in evaluating, feeling, knowledge, meaning, belief, attitude, and image relating to the product and brand. Online advertisement is inexpensive compared to traditional print and electronic media. While traditional media can make up a larger share of an advertiser's marketing communications budget, online advertisement is extremely cost-effective for a diverse and widely targeted audience. (Okolo et al. 2018).

According to Armstrong and Kotler (2004) E- marketing "a new market through the internet network which is used as a place to communicate a company, promote, sell products and services through the internet". In addition, marketers also use social media as a marketing medium.

According to Andreas Kaplan and Michael Haenlein (2010), " Social media, defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content". Web 2.0 is the foundation of social media platforms.

Social media itself consists of various types such as social networks, facebook, internet forums, kaskus, weblogs, social blogs, WhatsApp, micro blogging, wikis, BBM, podcasts, pictures, videos, ratings and social bookmarks.

According to Erdogmus & Çiçek (2012) social media marketing is defined as a process that empowers individuals to promote their website, products or services through online social channels and enter a much larger community that may not be available through traditional channels.

According to Lim et al (2011) there have been several studies that have discussed the effectiveness of internet advertisement in the last decade. Generally, to find out how effective online advertisement is. There are several variables that can be used to measure the effectiveness of an online advertisement, namely ad recall, online advertisement awards, brands awareness, CTR (Click-Through Rates), and attitude towards the ad. From the effectiveness measurement, only ad recall, attitude towards the ad, and CTR are three things that will be studied. These three steps are assessed by their ability to predict online purchasing decisions.

1. Attitude towards the ad: according to Kotler and Keller (2009) "attitude is an evaluation that is carried out over a long period of time about what a person likes or dislikes, emotional feelings and the tendency to act on several objects or ideas". Attitude puts people in a frame of mind about liking or disliking something, about approaching or away from it and so on.
2. Ad recall: according to Hening (2014) the meaning of ability to recall online ads is "the ability of a consumer to remember the advertisements he has seen, whether from television, radio, or the internet". While the focus of this research is internet media through social media, namely WhatsApp
3. Click-through Rates (CTR): the purpose of CTR is to find out the responses and reviews of advertisements from visitors in an online medium. With the CTR method, marketers can find out the reactions and responses from visitors to their accounts and begin planning the next strategy to get a positive response to products campaigned on WhatsApp.

History of WhatsApp

WhatsApp was founded on February 24, 2009. WhatsApp was founded by Brian Acton and Jan Koum who had worked as employees of Yahoo. With a savings of $ 400,000 earned while working there, Koum visited his friend, Alex Fishman to discuss about the App Store which was only 7 months old at that time, Koum felt this store had potential. Fishman then helped Koum find an iPhone application developer named Igor Solomennikov from Russia (ZENGİN 2018).

Even though WhatsApp Inc has been established, the WhatsApp application itself is far from over. In some experiments, WhatsApp crashed and failed to run as expected. Feeling desperate, Koum intends to close his company and look for another job. But Brian Acton encouraged him to stick around for a few more months. In the end, after going through a long beta phase, in November 2009, WhatsApp officially started its work on the App Store.

Previously, Koum had persuaded Acton and five former Yahoo! other to invest. After visiting the App Store, in January 2010 WhatsApp wandered to the BlackBerry Store and followed by Android in August. Although the status has been changed from free to paid, WhatsApp's popularity is still rising fast on almost all platforms. As of February 2013, active WhatsApp users exploded at 200 million. This figure doubled in December and increased again to 500 million in April 2014. And as of September 2015, there were 900 million active WhatsApp users.(Winarso 2015).

Purchase Decision

According to Kotler dan Keller (2009) "Purchase decision is a process in which consumers go through five stages, namely: problem identification, information search, evaluation of alternatives, purchase decisions and post-purchase behaviour".

Previous Research

Hening (2014) examined the effect of online advertisement on purchasing decisions. From this research, advertisement through social media has a positive effect on purchasing decisions. And ad recall is the most dominant variable.

Megawati (2014) examined the effect of online advertisement on purchasing decisions. The results showed that online advertisement has a positive relationship with purchase decisions.

According to Lim, et al (2011) in their research entitled The Effectiveness of Online Advertisement in Purchase Decision: Liking, Recall and Click states that "the variables of liking, recall and click have a significant positive effect on purchasing decisions. And the recall variable is the most dominant variable".

Roadmap of the Influence of Online Advertisement through Instagram on Purchase Decisions for Sales Development of Local Culinary Products
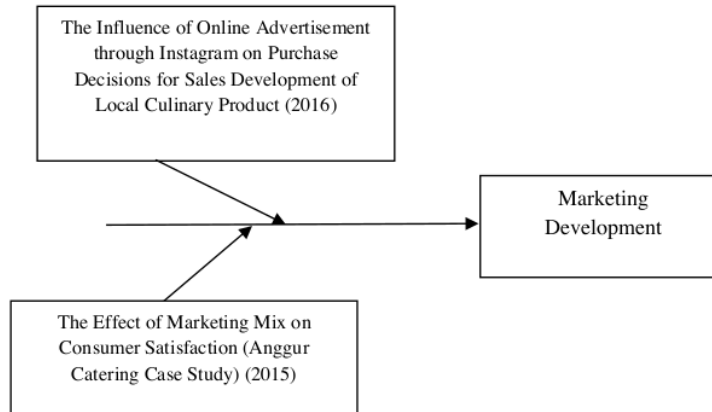

Figure 1. The Influence of Online Advertisement through Instagram on Purchase Decisions for Sales Development of Local Culinary Products.

3. Hypothesis

There are several variables that can be used to measure the effectiveness of an online advertisement, namely ad recall, online advertisement awards, brands awareness, CTR (Click Throught Rates), and attitude towards the ad. From the effectiveness measurement, ad recall, attitude towards the ad, and CTR are three things that are the focus of this study. These three steps are assessed by their ability to predict online purchase decisions.

1. Attitude towards the ad is very important for marketers, because consumers will have different attitudes towards products or services. The better the consumer's attitude to online advertisement, the more purchase decisions will be. To create a good consumer attitude towards advertisement, marketers must be able to create attractive advertisements. Through WhatsApp social media, marketers can post photos of their products or services with the editing process that has been provided, so that the photos displayed become more attractive. Through this photo can change the attitude of consumers to be curious and then make a purchase.

2. Ad recall is the most dominant variable, because followers follow daily updates on photos and videos uploaded by marketers. Because when the followers see and read the advertisement, one day consumers want to eat a donut they remember the JCO Donuts.

3. Click-through Rates (CTR) shows the number of likes on photos uploaded on Instagram account. The like button is a feature in the Instagram application. If a follower clicks on the like on a marketer's photo update, that is a way to communicate.

Based on these descriptions, the following hypothesis can be formulated:

H1: Attitude towards the ad, ad recall and click-through variables on online advertisement via Instagram simultaneously have a positive and significant effect on purchase decisions for increasing sales of local culinary products.

H2: Attitude towards the ad, ad recall and clikc-through variables on online advertisement through Instagram partially have a positive effect on purchasing decisions for increasing sales of local culinary products.

H3: Ad Recall has a dominant effect on purchasing decisions for increasing sales of local culinary products.
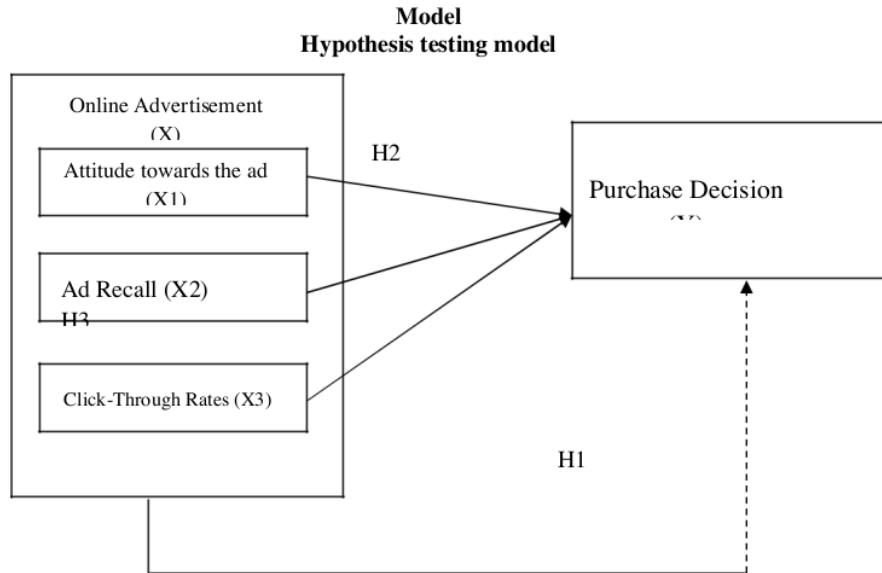
Model
Hypothesis testing model

Figure 2. Hypothesis Testing Model

4. Methodology

This research was conducted on social media user consumers who have a WhatsApp account and follow one of the JCO donut WhatsApp accounts. samples taken are 100 respondents. The sample selection is done by using purposive sampling method, namely sampling by first making certain considerations which are generally adjusted to the objectives or research problems. The two questions that selected respondents according to the study were whether respondents used the WhatsApp social media more than once a week. The next question is whether the respondent follows the WhatsApp JCO donut account on social media. If the answers to both questions are positive, then the respondent meets the requirements to be given a questionnaire.

The data collection technique used in this study was a closed questionnaire by providing alternative answers that were already available. Meanwhile, the respondents in question simply put a cross mark (X) on the answer to the questionnaire. By using a Likert scale to measure attitudes, opinions, and perceptions of a person or group of organizations about social phenomena and has a gradient from very positive to negative. Alternative answers are adjusted to a Likert scale which is made into five alternative answers. The analysis is given weight and score for each answer with the following criteria: 1) Strongly Disagree, 2) Disagree, 3) Disagree, 4) Agree, 5) Strongly Agree.

5. Results

The analysis conducted for testing the hypotheses in this study is to multiple regression analysis. Hypothesis testing is done through the magnitude of the estimated path coefficients or calculated based on observational data and statistical tests in the form of correlation coefficients of each path. Based on the calculation results obtained using the SPSS 23.0 statistical program can be seen in Table 1.

Table 1. Path coefficient between attitude towards the advertisement (X1), ad recall (X2), and Click-through rates (X3) on purchase decision (Y)

		Coefficient
Path Coefficient X1 to Y	PYX1	0.256
Path Coefficient X2 to Y	PYX2	0.613
Path Coefficient X3 to Y	PYX3	0.115
Coefficient of Determination X1, X2 and X3 to Y	R²Y (X1 X2)	0.783

Based on the table above, the attitude towards the advertisement, ad recall and click through rates factors have a positive connection with purchasing decisions. This positive connection shows that the *attitude towards the advertisement*, *ad recall and click through rates* has an influence on purchasing decisions.

The magnitude of R square (2) is 0.783. This figure can be used to see the magnitude of the influence of attitude towards the advertisement, ad recall and click through rates on purchasing decisions by calculating the coefficient of determination (KD) using the following formula: $KD = ^2 \times 100\%$

$KD = 0.783 \times 100\%$

$KD = 78.30\%$

This figure means that the effect of attitude towards the advertisement, ad recall and click through rates on Purchasing Decisions is 78.30% and the remaining 21.7% (100% - 78.30%) is influenced by other factors. To find out whether the regression model above is true or false, it is necessary to test the hypothesis.

F test
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.631	3	4.537	76.513	
	Residual	27.536	96	.358		
	Total	45.167	99			
						.000ª

a. Predictors: (Constant), *attitude towards the advertisement* X1, *ad recall* X2, *clickthrough rates* X3,
b. Dependent Variable: Purchase decision Y

The hypothesis is as follows:

H1: There is a linear relationship between attitude towards the advertisement, ad recall and click through rates which together have an effect on purchasing decisions.

H0: There is no linear relationship between attitudes towards the advertisement, ad recall and click through rates together have an effect on purchasing decisions.

From the calculation results, the research F number is 76,513> F table equal to 2.14 so that H0 is rejected H1 is accepted. This means that there is a liner relationship between attitude towards the advertisement, ad recall and click through rates together affect the Purchasing Decision. Thus, the regression model above is true. The conclusion is attitude towards the advertisement, ad recall and click through rates together influence the purchasing decision.

The amount of influence is 76,513%

T Test

The table below will explain how the effect of attitude towards the advertisement, ad recall, and click-through rates together affects Purchasing Decisions.

Connection Between Variables

1. The connection between attitude towards the advertisement on purchasing decisions
    So based on the calculation, the research t number is 4.657> t table 1.6607. Therefore, H0 is rejected and H1 is accepted. This means that there is a linear relationship between attitude towards the advertisement and purchasing decisions.
2. The connection between ad recall and purchasing decisions.
    The PLS calculation results obtained the t number of 6,628. So based on the calculation, the research t number is 6,628> t table 1.6607. Therefore, H0 is rejected and H1 is accepted. This means that there is a linear relationship between Ad Recall and Purchase Decisions.
3. The connection between click through rates and Purchase Decisions.
    The results of the calculation using PLS obtained the t number of 4.751. So based on the calculation, it is obtained that the research number is 4.751 <t table 1.6607, Therefore H0 is rejected and H1 is accepted. This means that there is a linear relationship between click through rates and purchasing decisions.

From the results of the tolerance value calculation, it also shows that there are no independent variables that have a tolerance value less than 0.1, which means there is no correlation between the independent variables

From various data above which has a strong enough correlation relationship are as follows:

1. Ad Recall with Click Through Rates of 0.482
2. Click Through Rates with Attitude towards the advertisement 0.479
3. Ad Recall with Attitude towards the advertisement of 0.375

Therefore, other factors do not have a strong correlation or can be said to be very weak.
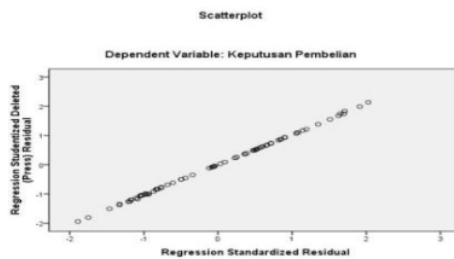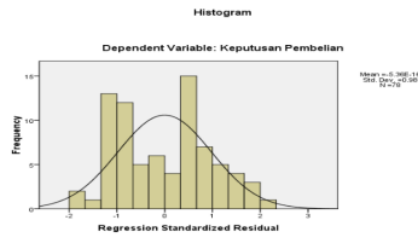
Heteroscedasticity test

Figure 3. Heteroscedasticity Test

With these results, the conclusion that can be drawn is that there is a symptom of homoscedasticity, so heteroscedasticity does not occur.
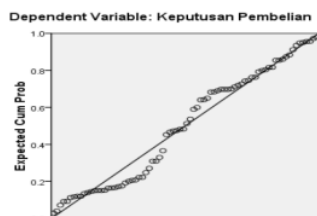
Normality test

Figure 4. Normality test

To see whether the data is normally distributed or not we can look at the histogram graph. From the output graph we can see that the Product Interpretation graph follows the normal distribution form in the form of a histogram, we can also see through the P-Plots, the data will be normally distributed if the expected probability value is the same as the observed probability value. On the P-Plots graph, the similarity between the expected probability value and the observed probability is shown by the diagonal line which is the intersection of the expected probability line and the observed probability. From the graph, it can be seen that the P-Plots value lies between the diagonal lines. If we look further it can be seen that the P-Plots value does not diverge far from the diagonal line, so it can be interpreted that this data is normal.

6. Closing

Conclusion

a. Attitude towards the advertisement, ad recall and click through rates factors have a positive relationship with purchasing decisions. This positive relationship shows that the attitude towards the advertisement, ad recall and click through rates has an influence on purchasing decisions.
b. From the calculation using the T test or partially it can be concluded that the attitude towards the advertisement, ad recall and click through rates all have a significant effect on purchasing decisions.
c. Of the three factors, Ad Recall on Instagram has the most dominant influence on Purchase Decisions

Suggestion

Based on the conclusions, some suggestions can be made that might be useful for UKM who market their products online. The suggestions that can be proposed are as follows:

a. Ad Recall is the most dominant factor, so UKM should continue to make programs and promote their products so that they are remembered and recommended by buyers.
b. Attitude towards the advertisement is the second significant factor, the advertisements should be displayed with a quick response to the buyers' reactions.
c. UKM players should start to develop promotional strategies through social media utterly because it is proven that social media could significantly increase sales of their products.
d. The need to take part in promotional training through social media and how to create a web is mandatory in order to increase the knowledge of UKM players.

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