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The Effect Of Advertising Creativity On Brand Selection Decisions E-Commerce For Career Women In Indragiri Hulu Regency

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Abstract *— Media planning is a very important activity in advertising and promotion. A well-prepared media plan will result in effective communication so that the message conveyed will receive greater attention from the target audience. In this case, the type of product (goods and services) advertised affects the choice of media. Certain types of products are sometimes more suitable to be advertised through television media but other products are more suitable if using print media or other media.*
The aims of the research are: To determine the effect of Attention, Interest, Desire, and Action in the consideration of career women partially on the decision to choose an E-Commerce Brand. To determine the effect of Attention, Interest, Desire, and Action in the consideration of career women partially on the decision to choose an E-Commerce Brand. And to determine the influence of Attention, Interest, Desire, and Action which factors have a dominant influence on the consideration of career women in the decision to choose an E-Commerce Brand. In its implementation, explanatory researchers use survey research methods, where information is collected from respondents using questionnaires. survey research is research that takes a sample from one population and uses a questionnaire as the main data collection tool. This approach uses a quantitative approach is research that in the process of implementation uses a rigorous research design in the form of numbers or with statistical formulas or other methods of quantification to measure the research variables.
Based on the analysis and discussion that has been put forward, the conclusions are as follows: From the results of the t test test, it shows that Attention (X1) is 3.123, Interest (X2) is 5.859, Desire (desire) (X3) is 4.792, Action (action) (X4) of 2.870, separately has a significant effect on purchasing decisions (Y) on E-COMMERCE products. From the test results of the f test, it shows that Attention (attention) (X1), Interest (X2), Desire (desire) (X3), Action (action) (X4) together have a significant effect on purchasing decisions (Y) on E-COMMERCE products, namely F-count (28.273) > F-table (2.47). And from all variables Attention (attention) (X1), Interest (interest) (X2), Desire (desire) (X3), Action (action) (X4) obtained after testing the t test, it turns out that the variable Interest (interest) (X2) of 5.859 and t-table of 1.985 which has the most dominant influence on purchasing decisions (Y) on E-COMMERCE products.

Keywords — *Attention, Interest, Desire, Action, Election Decision*

I. INTRODUCTION

The era of globalization has demanded a change in the old paradigm in all fields. One of them is the field of marketing. The increasing level of competition in local and global businesses and conditions of uncertainty force companies to achieve competitive advantages in order to be able to win competition in the global business. Along with these developments, people are faced with various choices in consuming their daily needs.

In the midst of increasingly difficult economic conditions, there is a lot of competition in various fields of life. One of them is competition in the business world. Many companies are competing with each other to gain market share. This can spur manufacturers to try to improve their business to be more advanced. In addition, with the advancement of technology. Manufacturers are required to keep up with the times so as not to be left behind by their competitors.

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In winning the success of a product from the company. So, the company must find a surefire way so that the marketing process can run well and the resulting product can be declared successful. Reputation and credibility have a very important role in the success of a product. To be successful in the market. The product must have a good reputation. This is due to the tendency of consumers to assume that a product that has a good reputation is identical to a quality product. Once the company failed to maintain its reputation. he will lose his reputation and to gain his reputation the company must pay dearly both material and non material.

Price is the only element of the marketing mix that provides revenue for an organization. Decisions about prices are not easy to make. On the one hand, prices that are too high can increase short-term profits. but on the other hand it is difficult for consumers to reach. Meanwhile, if the price is too cheap. Market share may soar. However, the net profit contribution margin obtained can be very small or even insufficient to support the growth or expansion of the organization.

The function of advertising in marketing is to strengthen the encouragement of consumer needs and desires for a product to achieve satisfaction. In order for advertising to succeed in stimulating the actions of buyers or potential consumers.

Promotional media that is often used to convey information about products is advertising media. Advertising is one of the media used by companies that are classified according to their purpose, namely to provide information, persuade and remind. Advertising is to put something in the minds of consumers and encourage consumers to act or the existence of advertising activities often results in an immediate sale. Although many sales also occur in the future. Thus, in general it can be said that the purpose of advertising is to increase profitable sales.

Advertising which means a message that offers a product that is addressed to the public through a medium. Advertising is a means of communication for products delivered through various media at the expense of the initiator so that people are interested in agreeing and following. Advertising is a medium of information that is made in such a way as to attract the interest of the audience, is original and has certain and persuasive characteristics. So, the audience or consumers voluntarily or are compelled to take an action in accordance with what advertisers want.

Because consumers are too heterogeneous, companies need to group the market into market segments and then select and assign certain market segments as targets. With this. This helps the company to better identify market opportunities. Thus the company can develop the right product and can determine appropriate and efficient distribution and advertising channels and be able to adjust prices for goods or services offered for each target market.

Opportunities that are of interest to a particular firm are opportunities that the firm can take advantage of in terms of its resources and objectives. Marketing strategy planning seeks to match the opportunities that exist with the company's resources and objectives. People generally have unmet needs and vigilant marketers can find many opportunities around those needs. By determining the market carefully. Companies can see new opportunities or companies can see opportunities outside of their current activities.

II. METHOD

This research uses explanatory research (explanatory research) according to Singarimbun (2016:5). Explanatory research is to explain the causal relationship between variables through hypothesis testing. This study uses an explanatory research type because the researcher explains the causal relationship that occurs between the variables.

In its implementation, explanatory researchers use survey research methods, where information is collected from respondents using questionnaires. According to Singerimbun (2016: 3) survey research is research that takes samples from one population and uses questionnaires as the main data collection tool. This approach uses a quantitative approach is research that in the process of implementation uses a rigorous research design in the form of numbers or with statistical formulas or other methods of quantification to measure the research variables.

According to Sugiono (2013: 80) "population is a generalization area consisting of objects or subjects that have certain qualities or characteristics determined by researchers to be studied and then drawn conclusions. Based on these qualities and characteristics, the population can be understood as a group of individuals or objects of observation that have at least one characteristic in common. Total population is all consumers of Brand E-Commerce as many as 200 consumers.

According to Sugiono (2013:81) the sample is part of the number and characteristics possessed by the population. If the population is large, and the research is not possible to study everything in the population, for

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example due to limited funds, manpower and time, the researcher can use samples taken from that population. What is learned from the sample, the conclusions can be applied to the population. For this reason, samples taken from the population must be truly representative (representative). This research was conducted by distributing questionnaires to consumers. The data used in this study is not necessarily the entirety of a population, because the total population size of this study was not identified, so to determine the number of research samples, the Slovin formula was used. Based on the data obtained by the known number of consumers, the number of samples for this study can be determined: so we can determine the number of samples or respondents by using a formula Slovin (2014;83) above. So that we do not take research samples arbitrarily, the number of samples in this study is 99.50 which will be rounded up to 100 respondents in November 2018-February 2019.

Sampling technique is used to solve and focus the problem so that the sample selection is more directed to the research objectives. In this study, using a purposive sampling technique or a purposive sample. Where the samples taken are not emphasized on the number but on the quality of their understanding of the problem to be studied (Sugiyono, 2014).

Data analysis is a process of simplifying data into a form that is easier to read and interpret. By using quantitative methods, it is hoped that more accurate measurement results will be obtained about the responses given by respondents, so that data in the form of numbers can be processed using statistical methods. The tools to be used are as follows:

Validity test is carried out on the basis of each statement item by using factor analysis on each statement item. Test the validity of the questionnaire by using the SPSS (Statistical Package for Social Sciences) program for Windows version 18.0. The product moment Pearson correlation test uses the principle of correlating or connecting each item's score with the total score obtained in the study. According to Sofian Siregar (2014:77) determining the product moment correlation coefficient exceeds the number above 0.03. In determining the basis for making the decision to test the validity of the Pearson correlation product moment by determining the number of valid and invalid items, it is necessary to consult table r, as follows:

1) If r count > r table, then the questionnaire item is valid.
2) If r count < r table, it can be said that the questionnaire item is not valid.

Reliability test or questionnaire reliability is the extent to which a measuring instrument is reliable, which indicates the extent to which the measurement results remain consistent when two or more measurements are taken on the same problem. The reliability test was carried out using the Cronbach Alpha Statistical Test method (alpha coefficient) using the SPSS (Statistical Package for Social Sciences) program for Windows version 18. The reliability test assessment criteria were:

1) If the result of the Alpha coefficient is greater than the significance level of 60% or 0.6 then the questionnairet is reliable.
2) If the result of the Alpha coefficient is less than the significance level of 60% or 0.6 then the questionnaire is not reliable.

To see the effect of the independent variable on the dependent variable, then the hypothesis testing is done using multiple linear regression analysis (multiple regression analysis). Multiple regression was conducted to determine the extent to which the independent variable affects the dependent variable. In multiple regression there is one dependent variable and two independent variables. In this study, the dependent variable is the purchase decision on boran rice, while the independent variables are Attention (attention), Interest (interest), Desire (desire), and Action (action). The relationship model of purchasing decisions with these variables can be arranged in functions or equations as follows: Based on the analysis, it will be obtained with multiple linear regression, namely:

Y= + b1X1+ b2 X2 + b3X3+ b4 X4+e

Where:

y : Election decision
a : Constant
b : Coefficient
X1 : Attention (attention)
X2 : Interest (interest)
X3 : Desire (desire)
X4 : Action (action)

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In linear regression, it is often defined as how big the ability of all independent variables in explaining the variance of the dependent variable. Simply put, the coefficient of determination is calculated by squaring the Correlation Coefficient (R). The use of R Square (R Square) often causes problems, namely that its value will always increase with the addition of independent variables in a model. This will cause bias, because if you want to obtain a model with a high R, a study can arbitrarily add the independent variable and the R value will increase, regardless of whether the additional independent variable is related to the dependent variable or not.

Therefore, many researchers suggest using Adjusted R Square. The interpretation is the same as R Square, but the value of Adjusted R Square can increase or decrease with the addition of new variables, depending on the correlation between the additional independent variables and the dependent variable. The value of Adjusted R Square can be negative, so if the value is negative, then the value is considered 0, or the independent variable is completely unable to explain the variance of the dependent variable. (Sarwono:2012:322):

KD= r2x100%

Information :

KD = Coefficient of Determination

R2 = Variable Proportion

The significant test of the hypothesis in this study used the F test which tested the effect of the variables as a whole on the dependent variable in the regression model.

The t-test is known as the partial test, which is to test how the influence of each independent variable individually on the dependent variable. This test can be done by comparing t count with t table or by looking at the significant column in each t count, the t test process is identical to the F test by looking at the SPSS Windows Version 18 calculation. To test the hypothesis, the t statistic is used which is calculated in the following way: following:

a) If t count > t table, then Ho is rejected and Ha is accepted, meaning that there is an influence between the independent variable on the dependent variable and the degree of confidence used is = 1%, = 5%, = 10%

b) If t count < t table, then Ho is accepted and Ha is rejected, meaning that there is no influence between the independent variables on the dependent variable.

The F test is known as the simultaneous test, or the model test/Anova test, which is a test to see how the effect of all the independent variables together on the dependent variable. Or to test whether the regression model that we make is good/significant or not good/non-significant. The F test can be done by comparing the calculated F with the F table, provided that:

a) If F count > from F table, then Ho is rejected and Ha is accepted, meaning that all independent variables together are significant explanations for the dependent variable.

b) If Fcount < from F table, then Ho is rejected and Ha is rejected, meaning that all independent variables together are not significant explanatory variables to the dependent variable.

To compare the significant level, it can be seen in the significant column in the ANOVA, using the SPSS for Windows version 18 program. To influence the presence or absence of a simultaneous significant effect of the variable x on y, the f test is used.

III. RESULT AND DISCUSSION

From the results of the validity tests carried out on each question item on each variable, the coefficient values contained in the table using the number of respondents are 100, then the r-table value is obtained through df = n - k - 1. So df = 100-4 -1 = 95, then the r-table is 0.202. The results of the comparison of the value of each variable Corrected Item Total Correlation (r-count) with r-table, if r-count > r-table (0.202) then the question instrument is considered valid.

Based on the table, the r-count value is greater than the minimum r-value for the questionnaire which is considered reliable. After testing the validity and reliability, the questionnaire was declared reliable to measure what it actually wanted to measure and was valid, and consistent for measuring the same symptoms. Based on the reliability test that has been carried out, it is stated that all variables are reliable, so they can be used as instruments in further research.

Y = 2.112+ 0.135X1 + 0.195X2 + 0.186X3+ 0.144X4

a. Constant value (a)

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Positive sign states that if all the independent variables have a value of zero (0) then the value of the dependent variable is 2.112, which means that there is no activity from the four independent variables that affect purchasing decisions.

b. Attention (X1) to Purchase Decision (Y)

The Attention coefficient value for the X1 variable is 0.135. This means that for every one unit increase in Attention, the dependent variable (Y) will increase by 0.135 with the assumption that the other independent variables of the regression model are fixed.

c. Interest (X2) on Purchase Decision (Y)

Interest coefficient value (interest) for the X2 variable is 0.195. This means that for every one unit increase in interest, the dependent variable (Y) will increase by 0.195 with the assumption that the other independent variables of the regression model are fixed.

d. Desire (want) (X3) towards Purchase Decision (Y)

The value of the Desire coefficient (desire) for the X3 variable is 0.186. This means that for every increase in Desire (desire) by one unit, the dependent variable (Y) will increase by 0.186 with the assumption that the other independent variables of the regression model are fixed.

e. Action (action) (X4) on Purchase Decision (Y)

The value of the Action coefficient for the X4 variable is 0.144. This means that for every one unit increase in Action, the dependent variable (Y) will increase by 0.144 with the assumption that the other independent variables of the regression model are fixed.

From the results of the t test. Variable X2 has a t-count of 5.859 and a t-table of 1.985. So t-count > t-table, it can be concluded that the X2 variable has the most dominant influence on Y. A positive t-value indicates that the X2 variable has a unidirectional relationship with Y, so the Interest variable has the most dominant and significant influence on purchasing decisions.

Based on the results of the F test, it shows that together the variables from the marketing mix (Attention (attention) (X1), Interest (interest) (X2), Desire (desire) (X3), Action (action) (X4)) have a significant effect on purchasing decisions can be shown from the F test of 28.273 while the value of the coefficient of determination (R2) is 0.543 or 54.3% and the remaining 0.457 or 45.7% is explained by other variables outside the regression model, then H0 is rejected and Ha is accepted.

VI. CONCLUSIONS

Based on the analysis and discussion that has been put forward, the conclusions are as follows:

1. From the results of the t test, it shows that Attention (attention) (X1), Interest (interest) (X2), Desire (desire) (X3), Action (action) (X4) separately have a significant effect on purchasing decisions (Y) on the product. E-COMMERCE.
2. From the test results of the f test, it shows that Attention (attention) (X1), Interest (X2), Desire (desire) (X3), Action (action) (X4) together have a significant effect on purchasing decisions (Y) on E-COMMERCE products.
3. Of all the variables Attention (attention) (X1), Interest (interest) (X2), Desire (desire) (X3), Action (action) (X4) obtained after testing the t test, it turns out that the variable Interest (interest) (X2) which has the most dominant influence on purchasing decisions (Y) on E-COMMERCE products.

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