



THE EFFECT OF ADVERTISING ON ONLINE SITES AND LIFESTYLE IN THE ERA OF DIGITAL ON REPURCHASING INTEREST

Sefnat Aristarkus Tang¹, Yustina Maro²

^{1,2}Faculty of Economics Tribuana Kalabahi University, Indonesia

Corresponden Author: sefnat16@gmail.com

ABSTRACT

Interest is a consumer's desire and action to repurchase a product due to the satisfaction received after receiving what they desire from a product. This study aims to determine the effect of advertising on online sites and lifestyle in the digital era on interest in repurchasing at online stores for Educators and Education Personnel at Tribuana Kalabahi University, Alor Regency. Data was collected using a questionnaire, while the data analysis technique used multiple linear regression. The results showed that partially advertising on online sites positively affected repurchase interest at online stores, partly lifestyle.

The digital era has a positive and significant impact on repurchase interest in online stores; Simultaneously, advertisements on online sites and lifestyles in the digital age positively affect repurchase interest at online stores. The *Adjusted R Square* value of 0.428 or 42.8% means that buying interest in online stores is influenced by advertisements on online sites and lifestyles in the digital era by 42.8% the remaining 57.2% this affected by other variables not examined in this study this research.

Keywords: Repurchase Interest, Advertising, Lifestyle

INTRODUCTION

Nowadays, the term online seems to be very embedded in the identity of the world community. The internet is no longer a luxury because access to other worlds outside becomes very easy, so the needs that can achieve in it are also very diverse. One of the internet developments whose potential is maximizing can see from a business perspective, namely online buying and selling, such as those on online sites where the development of the online buying and selling system has also occurred very rapidly in Indonesia. With the development of the internet and its easier access, it has begun to use for business. One of the real examples that happened in terms of trade in Indonesia is the development of online buying and selling, which goes hand in hand with the development of the internet itself. In a relatively short time, the growth of online buying and selling in Indonesia has been very rapid. The marketplace is various online stores in Indonesia, such as Tokopedia, Bukalapak, Shopee, Lazada, etc.

The development of the online buying and selling business with the emergence of these online buying and selling shops makes it easier for consumers to shop for their needs. On the other hand, with the presence of the internet, consumers are also required to be more selective in

choosing marketing information available in various media. Every business actor wants the product or service issued to be known, accepted, and consumed by the public. Therefore, the marketing aspect becomes something important for business actors to do. There are various forms of marketing: online advertising on social media and other types of online advertising platforms. Companies certainly need to think about the right way to do this. In addition, it is not uncommon for business people to make changes to their marketing system from a traditional business system to a modern one. The current marketing system requires business people to be more creative and advanced to gain a competitive advantage over other companies.

Modern marketing systems can apply to *digital advertising/online advertising*, which can also call advertising on digital media such as the internet. Advertising is any form of non-personal communication and promotion of ideas, products, or services paid for by certain sponsors or known to Kotler and Keller (2016:582) in Andita (2017). Meanwhile, Kotler in Fitri (2017) states that advertising is a form of presentation and promotion of goods or services in a non-personal manner by a particular sponsor that requires payment. Advertising can apply *online* through *Twitter advertising, rep ad agencies, social advertising, video advertising*, etc. Online marketing does because it is more effective and can reach a wider audience. In addition, *online advertising* will cause costs to be cheaper than using conventional advertising such as newspaper, radio, television, banner ads, and so on. In addition, by using *online advertising*, business people can set a target market with certain demographics to get a more specific audience to increase sales targets.

In addition to the modern marketing system to attract consumer buying interest carried out by *online advertising*, lifestyle also has an equally important role in increasing consumer buying interest. Kotler (2002) in Anggita (2018) states that a person's lifestyle in the world expresses in his activities, interests, and opinions. Lifestyle describes the whole person interacting with his environment. While Mowen and Minor (2002) in Anggita (2018) state that lifestyle shows how people live, how they spend their money, and how they allocate their time. Therefore, this relates to actions and behavior from birth, in contrast to personality, which describes consumers from a more internal perspective, namely, characteristics of patterns of thinking, feeling, and looking at consumers. Meanwhile, according to Anggita (2018), lifestyle describes a person's behavior, namely how he lives, uses his money, and takes advantage of his time. The activities, interests, and viewpoints can often use to describe their way of life (activities, interests, and ideas).

The digital lifestyle has now become a part of everyday life for the world's citizens. Likewise, in Indonesia, the digital lifestyle has become an inseparable part of the lives of most Indonesians. Almost half of the human activity time, especially in big cities, is spent using digital devices, whether in work, communicating with others, education, shopping, or entertainment. Almost every house in Indonesia now has a television, and even the number of mobile phone users in Indonesia is enormous. The number of users of other digital devices is also relatively large. Long before there were digital communication devices, people had to go to the market or shop that provided the desired item. People have to go to that place, cover physical distances, pass the time, encounter various obstacles along the way, and so on. However, after digital communication devices such as mobile phones or computers are connected to the internet, people can shop anywhere, anytime, just by clicking the mouse or pressing the keypad. People can easily choose the desired items in online stores, make buying and selling transactions, and make payments through digital devices. People can do shopping activities with various conveniences offered by digital technology devices; people can save time, effort, cost, and risk.

Tribuana University (UNTRIB) Kalabahi is one of the universities in Kalabahi City, Alor Regency, East Nusa Tenggara Province. It has a staff consisting of 71 educators and 42 educational staff. The employees' lifestyle at UNTRIB Kalabahi is not much different from other places where it meets the needs of many people who shop at online stores. This situation happens because the product or item needed is not available in the store. In contrast, the product or item sold in the online store varies with many models and sizes. The price of products or goods offered in the advertising media is low and affordable even though it adds to the postage compared to buying the product or item in the City. No longer wasting energy looking for products or goods in stores, but only by surfing on social media can you get the desired and needed products/items according to your taste.

From the interviews with employees (educating and educational staff), it is known that some employees are happy and even often shop at online stores. Still, some are not because when viewed from the advertisements offered products or goods arouse taste and desire, but when ordered and the item received does not match what is seen in the ad through the media.

Several researchers have conducted research concerning the effect of advertising on online sites and lifestyle in the digital era on the intention to repurchase at online stores by using multiple linear regression analysis as a data analysis tool. The research results from these researchers

contradict each other. Concerning the effect of advertising on repurchase interest, Hardianti's (2019) research results stated that advertising affected buying interest. Meanwhile, the study results reject the results of research conducted by Zullaihah & Setyawati (2021), which indicated that advertising did not affect repurchase interest. Meanwhile, concerning the influence of lifestyle on repurchase intention, the results of research conducted by Rambitan (2018) stated that lifestyle did not affect repurchase interest. Still, the results of this study reject by Katubi (2020), who noted that lifestyle affected repurchase interest.

From the descriptions above, where the theory is not in line with the results of research from previous researchers, the researchers are interested in conducting research with the title: *The Effect of Advertising On Online Sites And Lifestyle In The Digital Age To Repurchase Interest In Online Stores*. This research will run on all educators and education staff at Tribuana Kalabahi University, Alor Regency.

METHOD

This research will conduct on all educators and education staff at Tribuana Kalabahi University, Alor Regency, with 38 respondents. The data collection technique used is documentation. The data analysis technique used was a research instrument test consisting of validity and reliability tests and classical assumption tests consisting of normality test, autocorrelation test, multicollinearity test, and heteroscedasticity test, then continued with multiple linear regression analysis. Hypothesis testing uses a partial test or t-test, a simultaneous test or F test, and the coefficient of determination to determine how much the independent variable affects the dependent variable.

Research Instrument

a. Validity test

According to Sugiyono (2019), the validity of each item used item analysis, which correlated with the score of each item. Suppose the correlation item with a total score of less than 0.300, the items in the instrument were declared invalid. Thus, a valid question item or statement is the correlation (r) 0.300.

b. Reliability test

According to Sugiyono (2019), a reliability test is a tool for a questionnaire that indicates a variable. A questionnaire is reliable or reliable if a person's answers to questions are consistent

or stable from time to time. In this study, the researcher uses Cronbach with the provision that an instrument is said to be reliable if the Cronbach alpha value is 0.600 (Sugiyono, 2019).

Classical Assumption

a. Normality test

According to Ghozali (2018), the Normality Test tests whether, in a regression model, an independent variable and a dependent variable or both have a standard or abnormal distribution. The normality test carries out using a *PP Plot* where the normality of the data can be detected by looking at the spread of the data (dots) on the diagonal axis of the graph. The basis for decision making: if the data spread around the diagonal line and follows the direction of the diagonal line, then the regression model fulfills the assumption of normality; otherwise, if the data applies away from the diagonal line and does not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality.

b. Autocorrelation test

According to Ghozali (2018), the Autocorrelation test tests assumptions in regression where the dependent variable did not correlate with itself. The autocorrelation carries out using the Durbin Watson (DW) test with the criteria: if the DW number is between -2 to +2 (-2 DW +2), there is no autocorrelation. Conversely, if the DW number is below -2 or above +2 (-2 > DW > +2), it means that there is autocorrelation.

c. Multicollinearity test

According to Ghozali (2018), the multicollinearity test tests whether one regression model correlates with the independent (independent) variables. A good regression model should not connect with independent variables. Multicollinearity testing sees from the amount of VIF (variance inflation factor) and tolerance. Tolerance measures the selected independent variable, which did not explain by other independent variables. So a low tolerance value is the same as a high VIF value (because $VIF = 1/\text{tolerance}$). The cut-off value commonly used to indicate the presence of multicollinearity is the tolerance value 0.1 or equal to the VIF value 10.

d. Heteroscedasticity test

According to Ghozali (2018), heteroscedasticity aims to test whether, in the regression model, there is an inequality of variance from the residual of one observer. To another observer. How to detect whether or not heteroscedasticity test method glejser. The Glejser test carries out by regressing the absolute residual value of the estimated explanatory variables. To detect the

presence or absence of heteroscedasticity, this sees from each independent variable's probability value. If the probability > 0.05 means that there is no heteroscedasticity. On the other hand, if the likelihood < 0.05 means heteroscedasticity.

Multiple Linear

Linear regression is to test the effect of the independent variables in this study, namely advertising (X_1) and lifestyle (X_2), on the dependent variable (Y), namely repurchase interest, with the regression equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:

Y = Repurchase intention variable

a = constant

X_1 = advertising variable

X_2 = Lifestyle variable

b_1 = Regression coefficient of advertising variable

b_2 = Regression coefficient of Lifestyle variable

e = Error

Partial Test or T-test

The test tests each independent variable's effect on the dependent variable. The test carries out by comparing the significant value of the t-test (sig) of each variable with the alpha value (α), provided that if the significance value of the t-test is greater than the alpha value (sig > 0.05), then H_a rejected. On the other hand, if the significance value of the t-test is less than or equal to the alpha value (sig), then H_a is accepted. The alpha value (α) used in this study was 5%, or 0.05.

Simultaneous Test or F test

To test the independent variables' effect together on the dependent. The test carries out by comparing the significant value of the F test with the alpha value (α), provided that if the significance value of the F test is greater than the alpha value (sig > 0.05), then H_a is rejected. On the other hand, if the significance value of the F test is less than or equal to the alpha value (sig), then H_a is accepted. The alpha value (α) used in this study was 5%, or 0.05.

Coefficient of Determination

The coefficient of determination (R^2) measures the strength of the independent variable's influence on the dependent variable. This study calculates the determination coefficient by

adjusting the R-Square value to 0 and 1 (0 R^2 1). If the adjusted R-Square value is close to 1, the independent variable has a more significant influence on the dependent variable.

RESULTS AND DISCUSSION

Research instrument

a. Test Validity

Test the results of the validity test on the variables used in this study can be seen in Table 1 below:

Table 1 The results of the validity test of

Variable	No.-count	$r_{the\ purchas\ e}$	Terms	Statement
Repurchase Interest	1	0.416	0.300	Valid
	2	0.461	0.300	Valid
	3	0.474	0.300	Valid
	4	0.731	0.300	Valid
	5	0.754	0.300	Valid
	6	0.726	0.300	Valid
	7	0.535	0.300	Valid
	8	0.378	0.300	Valid
Advertising	1	0.759	0.300	Valid
	2	0.625	0.300	Valid
	3	0.711	0.300	Valid
	4	0.668	0.300	Valid
	5	0.594	0.300	Valid
	6	0.750	0.300	Valid
	7	0.613	0.300	Valid
	8	0.539	0.300	Valid
Lifestyle	1	0.561	0.300	Valid
	2	0.664	0.300	Valid
	3	0.643	0.300	Valid
	4	0.569	0.300	Valid
	5	0.300	0.300	Valid
	6	0.641	0.610	Valid
	7	0.441	0.300	Valid
	8	0.450	0.300	Valid
	9	0.371	0.300	Valid
	10	0.584	0.300	Valid
	11	0.408	0.300	Valid
	12	0.639	0.300	Valid

Source: Data processed, 2021

Based on table 1 above, it knows that all statement items used to measure repurchase interest variables, advertising and lifestyle have a r_{count} greater than 0.300 ($r_{\text{count}} > 0.300$). Thus, it can conclude that all statement items are declared valid so that the data can use for the next stage of analysis.

b. Reliability

Test the results of the reliability test on the variables used in this study can be seen in Table 2 below:

Table 2 The results of the reliability test for the

variable	Cronbach's Alpha	Requirements	Information
Interest	0.701	0.600	Reliable
Advertising	0.810	0.600	Reliable
Lifestyle	0.780	0.600	Reliable

Source: Data processed, 2021

Based on table 2 above, it knows that the *Cronbach's Alpha* of all variables used in this study has a value greater than 0.600, so it can conclude that all variables are reliable and can use for the following analysis stage.

Classical assumption

a. Test Normality

Test the results of the normality test can be seen in Figure 1 below:

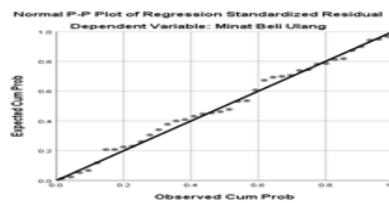


Figure 1 Normality test results

Based on Figure 1 above, this knowing that the data points spread out and follow the direction of the diagonal line, it can conclude that the regression model used in this study has met the normality assumption.

b. Autocorrelation

Test the results of the autocorrelation test can be seen in Table 3 below:

Table 3 The results of

Model	Durbin-Watson
1	1.439 ^a

Source: Data processed, 2021

Based on the data in table 3 above, the DW value is 1.439, where this value is between -2 and +2 (-2 1.439 +2), so it can conclude that the regression model used in this study is free from autocorrelation problems.

c. Collinearity

Test results can be seen in Table 4 below:

Table 4 Multicollinearity test results

Model	Correlations			Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
1 Advertising	.552	.461	.382	.880	1,136
Lifestyle	.559	.471	.392	.880	1.136

Source: Data processed, 2021

Based on the data in table 4 above, it's known that each variable's tolerance value is more significant than 0.10, and the VIF value of each variable is less than 10, so it can conclude that the regression model used in this study is free from multicollinearity.

d. Heteroscedasticity

Test the results of the heteroscedasticity test can be seen in Table 5 below:

Table 5 Heteroscedasticity test results

	Unstandardized	Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.352	2.591		1.680	.102
	Advertising	.089	.074	.198	1.196	.240
	Lifestyle	.091	.053	.287	1.738	.091

Source: Processed data, 2021

Based on the data in table 5 above, it's known that the significant value t-test for all variables used in this study.

Namely, advertising on online sites and lifestyles in the digital era is greater than the alpha value ($\text{sig} > \alpha$), so it can conclude that the regression model used in this study is free from heteroscedasticity problems.

Multiple Linear Regression

The results of multiple linear regression analysis can be seen in Table 6 below:

Table 6 Multiple linear regression test results

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3.842	4.657		.825	.415
Advertising	.411	.134	.407	3.072	.004
Lifestyle	.296	.094	.418	3.155	.003

Source: Data processed, 2021

Based on the data in table 6, an equation can form the following :

$$Y = 3,842 + 0,407X_1 + 0,418X_2$$

The regression equation above contains the following meanings: (1) The constant value of 3.842 means that if the value of the advertising variable on online sites and lifestyle in the digital era fix or zero, the variable of repurchasing interest in online stores will be 3.842. (2) The regression coefficient of the advertising variable on the online site is 0.407, which means that if the advertising variable on the online site increases by one unit, the repurchase interest at the online store will also increase by 0.407 provided that the value of the other variables used is zero or fixed. (3) The regression coefficient of the lifestyle variable in the digital era of 0.418 means that if the value of the lifestyle variable in the digital era increases by one unit, the interest in buying again at online stores will also increase by 0.418 provided that the value of the other variable used is zero or permanent.

Partial test or t

Test partial test results can be seen in Table 7 below:

Table 7 Partial test results

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3.842	4.657		.825	.415
Advertising	.411	.134	.407	3.072	.004
Lifestyle	.296	.094	.418	3.155	.003

Source: Processed data, 2021

The Effect of Advertising on Online Sites on Repurchase Interest in Stores Online

Based on the data in table 7 above, it's known that the significant value of the t-test of the advertising variable on online sites is 0.004 or 0.4%. Following predetermined criteria, this value is smaller than the alpha value (0.004 0.05). Thus, the results of this study prove that advertising on online sites has a significant positive effect on repurchase interest at online stores for Educators and Education Personnel at Tribuana Kalabahi University, Alor Regency. This study shows that if the volume of advertisements on online sites increases, the repurchase interest carried out by educators and education staff at UNTRIB Kalabahi, Alor Regency will also increase. The results of this study are in line with the theory presented by Kotler in Fitri (2017), which states that advertising is a form of presentation and promotion of goods or services in a non-personal manner by a particular sponsor that requires payment. The results of this study support the research conducted by Hardianti (2019), which states that advertising affects repurchase interest.

The Influence of Modern-Day Lifestyle on Consumer Interest In Purchasing from Internet Retailers

Based on the data in table 7 above, it's known that the significant value of the t-test of lifestyle variables in the digital era is 0.003 or 0.3%. Following predetermined criteria, this value is smaller than the alpha value (0.003 0.05). Thus, the results of this study prove that lifestyle in the digital era has a significant positive effect on repurchase interest at online stores for Educators and Education Personnel at Tribuana Kalabahi University, Alor Regency. This result shows that if the lifestyle is improved, the repurchase interest carried out by educators and education staff at UNTRIB Kalabahi, Alor Regency will also increase. The results of this study are in line with the theory presented by Mowen and Minor (2002) in Anggita (2018), which states that lifestyle greatly determines how people live, how they spend their money, and how they allocate their time.

Therefore, it is related to actions and behavior from birth. The results of this study support research conducted by Rambitan (2018), which states that lifestyle influences repurchase interest.

Simultaneous test or F

Test simultaneous test results can be seen in Table 8 below:

Table 8 Simultaneous test results of

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	272.372	2	136.186	14.825	.000 ^b
Residual	321.523	35	9.186		
Total	593.895	37			

Source: Processed data, 2021

On the data in table 8 above, it's known that the significant value of the F test is 0.000 or 0.0%. This value is smaller than the alpha value (0.000 0.05) following predetermined criteria. Thus, the results of this study prove that advertising on online sites and lifestyles in the digital era has a significant positive effect on repurchase interest at online stores for Educators and Education Personnel at Tribuana Kalabahi University, Alor Regency. This study shows that if advertising and lifestyle increase together, then the repurchase interest carried out by educators and education staff at UNTRIB Kalabahi, Alor Regency will also increase.

Coefficient of Determination

The results of the coefficient of determination test can be seen in Table 9 below:

Table 9 The results of the coefficient of determination test

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.677 ^a	.459	.428	3.03090

Source: Processed data, 2021

Based on the data in table 9 above, it's known that the *Adjusted R Square* is 0.428 or 42.8%. This result shows that the variable of buying interest in online stores carried out by educators and education staff at UNTRIB Kalabahi, Alor Regency is explained by the variables of advertising

on online sites and lifestyle in the digital era 42.8%. The remaining 57.2% it's defining by other variables not examined in this study.

CONCLUSION

Based on the results of the research above, it can conclude that: (1) Partially advertising on online sites has a significant positive effect on repurchase interest at online stores for Educators and Education Personnel at Tribuana Kalabahi University, Alor Regency. (2) Partially, lifestyle in the digital era has a significant positive effect on repurchase interest in online stores for Educators and Education Personnel at Tribuana Kalabahi University, Alor Regency. (3) Partially, advertisements on online sites and lifestyles in the digital era significantly affect repurchase interest at online stores for Educators and Education Personnel at Tribuana Kalabahi University, Alor Regency.

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