The Effect of Online Promotion on Consumer Buying Interest Aglonema Zaky Flowers

Dodi Aprianto[1*], Mira Yuniarti[1], Cikit Apriyanti[1], Darwan Effendi[1], Gracia Gabrienda[1]
[1]Universitas Pat Petulai, Indonesia
*Correspondence email: dodi83a@gmail.com

Abstract

The computerized promotion is a device used in the current presentation of the computerized period. the number of dynamic online entertainment customers in Indonesia will reach 191 million in January 2022. Elaborate plants are currently making the beauty of many people from different walks of life. Besides having delicious varieties and shapes, elaborate plants can also be an exceptionally encouraging activity. Aglonema plant is one of the high potential ornamental plant enterprises. This study aims to find out how consumer interest in buying aglonema Zaky Flowers is affected by promotional materials and electronic word-of-mouth. Accidental sampling was used to identify respondents. In this study, multiple linear regression analysis was used to analyze the data. The sequelae of reviewing the information obtained the condition Y = -3.109 + 0.238 X1 + 0.333 X2. The conclusion that online promotional media has a significant impact on consumers' buying interest is supported by the fact that the t-hitung value of the promotional media variable (X1) of 6,968 is greater than the value t-table of 3.177. The t-hitung esteem on the Electronic Informal (X2) variable of 13,562 is more remarkable than the t-table value of 3,177 and it is assumed that the Electronic Verbal (X2) primarily affects the expectation to buy d 'aglonema on Zaky Blossoms. The fact that the calculated F value of 234,229 is greater than the F table value of 3.09 is known.

Keywords: Computerized promotions, media promotion, interest in purchasing, aglonema

A. Introduction

In addition to their beautiful colors and shapes, ornamental plants are currently the aristocracy of people from all walks of life. They can also be a very promising business. The aglonema plant is one of the ornamental plant businesses with a lot of potential. The Aglaonema plant, also known as *Sri Rejeki*, is a tropical-adapted ornamental leaf plant that is well-known to Indonesians. Aglaonema or known as Sri Rejeki has leaves that vary in the form of motifs, colors, shapes, and sizes. Aglaonema that adapted for growing indoors in one week without being issued is suitable to be used as indoor plants. In addition, the maintenance of Aglaonema is quite easy compared to the maintenance of other leaf ornamental plants. So it is not surprising if this ornamental plant to be one of the ornamental plants that are very potential to be developed and further become one of the ornamental plants sold by calculating the price per leaf (Ritonga & Sukma, 2017).

(Boften & Biya, 2006) Digital Marketing (DM) or Online Marketing Campaign (OMC) is one of the results of the fourth industrial revolution. Digital Marketing or Online Marketing Campaign is a marketing activity carried out by utilizing technology with the internet as a arket. In this era where all human activities depend on the internet, indeed making Online Marketing Campaign vital for usiness development. Without us realizing it, we often enhitunger the practice of

Online Marketing Campaigns in our daily lives from postings on social media, web search results, and through e-commerce applications.

A successful marketing manager that is turning the diagram with the top of the pyramid there is a customer, the next order is frontline people who fulfill, serve, and satisfy customers; underneath there are middle managers, whose job is to support front-line people so that they can serve good customers and at the base of pyramids is top management whose job is to employ and support good middle managers. Some companies are established with business models in which customers are placed above, and customer advocacy has become a strategic and competitive advantage. With the emergence of digital technologies such as the internet, consumers who are getting smarter today expect companies to do more than just connect with them, more than just satisfying them, and even more than just pleasing them. Today consumers are more educated and more knowledgeable. They have the means to verify company claims and look for alternatives that are superior (Geria, 2018).

The result show that most respondents in this study use WhatsApp to purchase vegetable online. Indonesia people use WhatsApp as a daily communication media. Therefore, many people here are familiar with its technology. The online seller of vegetable should consider using WhatsApp as one of their selling platform (Rahmaningtyas et al., 2022). Advancement is something essential that is finished by business entertainers, shoppers will all the more effectively comprehend the items presented with item advancements. Limited time exercises themselves can be done by business entertainers straightforwardly or by utilizing special media. Online promotional media are now in high demand by businesspeople, in addition to offline promotional media. Business actors typically engage in promotional activities through their social media achitungs when it comes to online promotion.

The proprietor of Zaky Bloom did likewise. Since its inception in 2013, business owners have used word-of-mouth advertising, billboards at business locations, and a variety of floriculture varieties to promote their products offline. As a result, several business voters have lost votes. The Covid-19 pandemic has given UMKM business actors new motivation to continue being productive in promotional activities under limited circumstances. Since Aglonema has a lot of promise, the owner of Zaky Flowers began selecting it as a product to market. Additionally, Aglonema is thought to be more long-lasting than other products used in floriculture. Zaky Flowers uses Tik Tok to promote Aglonema products by creating content for marketing. Zaky Flowers has a monthly turnover of approximately Rp up to this point. 10,000,000.- 15,000,000.- with the typical buyer being outside Bengkulu Region. As a result of this background, the authors are interested in determining the influence of promotional media and electronic word of mouth on the purchasing interest of Aglonema Zaky Flowers customers in the Rejang Lebong district by examining the impact of online promotion on these customers' interest in purchasing Aglonema Zaky Flowers products.

B. Methodology

This study was carried out at Zaky Flowers in the Rejang Lebong Regenc, In December 2022. The causal relationship between the independent variables and the dependent variable, namely the effect of online promotions on purchasing decisions, was explained by this study's quantitative approach and descriptive analytical method.

The information source taken in this study is Zaky Blossoms' client on the TikTok achitung "Sophia_Mislaini". Because the population in this study is homogeneous, namely those who follow the "Sophia_Mislaini" tiktok achitung as the owner of Zaky Flowers, the method for determining the sample employs accidental sampling. Coincidental testing is accepting respondents as an example in light of fortuitous event, or at least, anybody who ends up gathering the scientist can be utilized as an example on the off chance that the individual who is found is reasonable as an information source. So the quantity of tests acquired utilizing the Slovin equation is 98 devotees who are additionally purchasers of Zaky Blossoms.

This study utilized a Likert scale for data analysis, which was followed by the processing of multiple linear regression data with the SPSS application to perform the normality test, multiple linear regression analysis, F test, and T test analyses.

Functional Definition and Variable Estimation :

1. Interest to Buy (Y) a component of consumer cognitive behavior regarding brand-buying intentions (Indika & Jovita, 2017).
2. Promotion on social media (X1) S. That one way to get the attention of social media users through the site is through promotion on social media. When people think about buying

something, they first look for it on the internet, look for a product or service, compare prices with other brands, and then make a decision, one of which is to buy.

3. Electronic Word of Mouth (X2) is defined as "positive or negative expressions created by customers, former customers, or actual customers" for businesses or products. Many people and organizations use the internet to achieve this.

C. Findings and Discussion

There were 98 people who took part in this study. They are Zaky Flowers customers who live all over Indonesia. Lubuk Linggau City is the closest to them, and East Kalimantan is the farthest away. On the purchase intention variable (Y), a normality test was performed between the Social Media Promotion variable (X1) and electronic word of mouth variable (X2). In light of the aftereffects of information examination, the outcomes were gotten that :

Tabel 1. Results of Normality Tests

| Model	Unstandardized Residual
N	98
Test Statistic	.203
Asymp. Sig. (2-tailed)	1.070^c

Source: Primary data processed, 2023

From the consequences of information examination got a critical worth of 1.070 more noteworthy than 0.05 so it tends to be inferred that the remaining qualities are ordinarily disseminated. In a multiple linear regression model, the multicollinearity test is used to determine whether the independent variables are highly correlated. The relationship between the independent variables and the dependent variable is disrupted if there is a high correlation between them. The tolerance and VIF (Variance Inflation Factor) values, in addition to the magnitude of the correlation between the independent variables, indicate the multicollinearity test. A relapse model is supposed to be liberated from multicollinearity on the off chance that it has a VIF worth of not more than 10 and has a resistance number of at least 0.10 (Setiawati, 2021). Multicollinearity test results show that:

Tabel 2. Multicollinearity Experimental outcomes

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Media promosi	.713	1.403
Elecktronik Word of mouth	.713	1.403

Source: Primary data processed, 2023

The VIP value is 1.403 10.00, and the tolerance values for promotional media (X1) and electronic word of mouth (X2) are known to be less than or equal to 1, indicating that there are no signs of multicollinearity in the data from SPSS IBM 26 data analysis. In the review (Indri & Putra, 2022) states that the heteroscedasticity test is to test whether in the relapse model there is imbalance of fluctuation and residuals starting with one perception then onto the next. Homoscedasticity is when the residual's variance stays the same, while heteroscedasticity is when it changes.

Scatterplot
Dependent Variable: minat beli
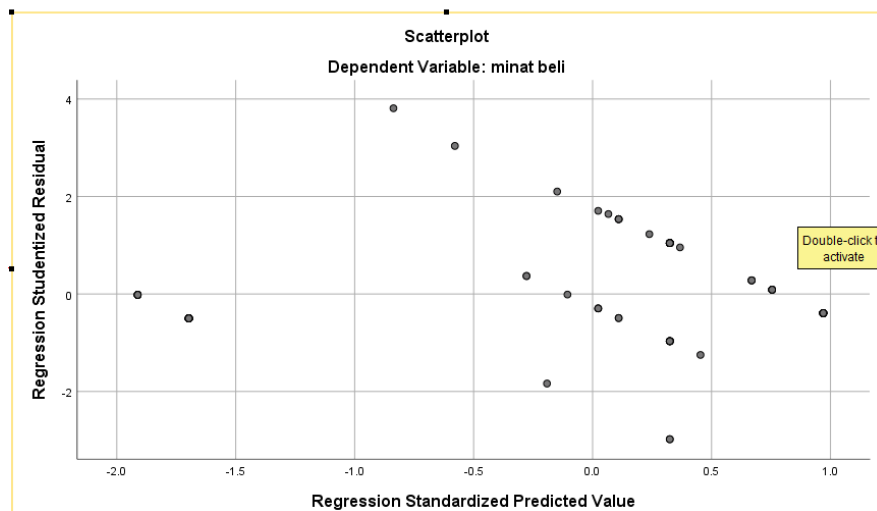
As can be seen from the image above, the plots are dispersed and diverse. So it tends to be presumed that the difference of the lingering doesn't happen heteroscedasticity or homoscedasticity doesn't happen. The exact value is sig, according to a study (Zayyan & Saino, 2021) titled "The effect of using the Tik Tok application as a promotional medium and the glow up trend on buying interest in beauty products." 2-tailed) of 0.243 or greater than 0.05, indicating a normal distribution of the residuals. The data in this study were processed using IBM SPSS 26, had 100 samples in total, and utilized exact sig because of the small size of the data. The multicollinearity test revealed that the tolerance value (X1) for the Tik Tok application as a promotional medium is 0.650, and that the trend glow up (X2) has a value greater than 0.10. The two variables then have a VIF value of 1.538 10.00. The statement that there are no signs of multicollinearity follows. while in the consequences of the heteroscedasticity test the dispersing focuses above and beneath the number 0 on the Y pivot didn't uncover a reasonable example, so it was presumed that there was no heteroscedasticity or homoscedasticity in this review.

Analysis of multiple linear regression

Tabel 3. Analyses of Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.109	.949		-3.276	.001
Media promosi	.238	.034	.348	6.968	.000
Elecktronik Word of mouth	.333	.025	.677	13.562	.000
a. Dependent Variable: minat beli					

Source: Primary data processed, 2023

The following equation is derived from the data analysis's findings:

(Y) = -3.109 + 0.238 X1 + 0.333 X2

Given that the constant value is -3.109, it can be assumed that the consumer buying interest will decrease by 3.109 if the regression coefficient values of promotional media (X1) and electronic word of mouth (X2) remain unchanged. The relapse coefficient worth of Media Advancement (X1) is 0.238, it is expected to be that if the media advancement (X1) is expanded by one unit, the Purchasing Interest (Y) will increment by 0.238 accepting different factors are viewed as consistent. Since Electronic Word of Mouth (X2) has a regression coefficient of 0.333, it is assumed that, assuming other variables remain constant, Buying Interest (Y) will increase by 0.333 if X2 rises by one unit.

T test

The t-hitung test was performed with a confidence level of 99% and a t-table value of 3.177. The results showed that the promotional media variable (X1)'s t-hitung value of 6,968 was higher than the t-table value of 3.177, indicating that online promotional media had a significant impact on consumer buying interest. The seller of Aglonema at Zaky Flower considered that following the digital marketing trend could increase Aglonema sales, so Tik Tok was used as the online promotional medium in this study.

The conclusion that the Electronic Word Of Mouth (X2) variable has a significant impact on the intention to buy aglonema from Zaky Flowers is reached because the t-hitung value of 13,562 on the X2 variable is greater than the t-table value of 3,177. The primary characteristic of EWOM, according to Zayyan and Saino 2021, is that the information source is independent and accessible to anyone with internet access. This indicates that there is no connection between the EWOM information source and any particular business.

According to the study's findings, The Influence of Electronic Word of Mouth and Social Media Promotion on Purchase Interest in Eiger Fashion Products (Sinaga & Sulistiono, 2020), the electronic word of mouth variable has a thitung of 2.125 and a t-table value of 5% distribution 1.66, indicating that t-hitung is greater than t-table. The importance esteem is 0.036 <0.05, implying that the electronic verbal exchange variable affects buy goal. With a t-hitung value of 5.005 and a t-table value of 5% of 1.66, the analysis of the variables related to social media promotion reveals that social media promotion significantly and positively influences people's purchasing interest. The level of significance is 0.000 0.05.

F test

Tabel 4. Hasil Uji F Hitung

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	118.500	2	59.250	234.229	.000[b]
Residual	24.031	95	.253		
Total	142.531	97			

Source: Primary data processed, 2023

The F-hitung test compares the influence of electronic word of mouth (X2) and promotional media (X1) on consumer buying interest (Y). with F-table 3.09 so it is presumed that the experimental outcomes all the while make a massive difference. The study's findings (Pebriyanti, et al., 2022) are titled "The Effect of Online Promotion and Electronic Word of Mouth on Purchasing Decisions." According to the model's feasibility test, the Fhitung value (87.473) is greater than the Ftable value (2.47), as is the Sig value. This indicates that the independent variables used in this study—online promotion and eWOM—are trustworthy to explain the performance of the dependent variable, or that online promotion and electronic word of mouth were significant to the decision to purchase traditional Balinese clothing at the Cerry Kebaya shop in Ubud. Therefore, the regression model is said to meet the model's eligibility requirements.

D. Conclusion

The following can be drawn from the findings of the research:

1. Because the constant value is -3.109, it can be assumed that the consumer buying interest will decrease by 3.109 if the regression coefficient values of promotional media (X1) and electronic word of mouth (X2) remain unchanged. In other words, if promotional media (X1) and electronic word of mouth (X2) remain unchanged, The relapse coefficient worth of Media Advancement (X1) is 0.238, it is expected to be that if the media advancement (X1) is expanded by one unit, the Purchasing Interest (Y) will increment by 0.238 accepting different factors are viewed as consistent. Since Electronic Word of Mouth (X2) has a regression coefficient of 0.333, it is assumed that, assuming other variables remain constant, Buying Interest (Y) will increase by 0.333 if X2 rises by one unit.
2. The conclusion that online promotional media has a significant impact on consumer buying interest is supported by the fact that the promotional media variable (X1)'s t-count value of 6,968 is greater than the t-table value of 3.177. The t-count esteem on the Electronic Verbal

(X2) variable of 13,562 is more prominent than the t-table worth of 3,177 and it is inferred that the Electronic Informal (X2) altogether affects the aim to purchase aglonema on Zaky Blossoms.

3. The F-count test compares the influence of electronic word of mouth (X2) and promotional media (X1) on consumer buying interest (Y). large in comparison to the F-table of 3.09, indicating that the results of the simultaneous tests have a significant impact. In the research that was carried out at Zaky Flowers, it is known that the calculated F-value of 234,229 is greater than the F-table of 3.09, so it is concluded that the results of the simultaneous test have a significant effect. The F-count test is a variable test that takes place simultaneously between the media promotion variable (X1) and the Electronic Word of Mouth variable (X2) on consumer buying interest (Y).

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