The Influence of Advertising Creativity, Advertising Attractiveness, Endorser Credibility, and Advertising Effectiveness on *Instagram* on Purchase Decisions at Ilsproject Denpasar

Ni Nyoman Rusmiati[1] , A. A. Sri Purnami[2]

[1,2]Faculty of Economics and Business, Warmadewa University, Indonesia

ABSTRACT: Study This addressed For analyze influence creativity advertising, power pull advertising, endorser credibility, and effectiveness advertisement in influence decision purchase at Ilsproject Denpasar. Study This target population that is all over ever consumer buy products at Ilsproject Denpasar and ever see advertisement Ilsproject on Instagram. Through technique *purposive sampling* and formula *ten times rules* , obtained A total of 80 respondents participated in study . Empirical data collected through questionnaire onliner based on Google Form and then the data is analyzed through approach multiple linear regression with SPSS *software.* Proposed hypothesis that creativity advertising , power pull advertising , endorser credibility , as well effectiveness advertisement influential positive and significant to decision purchase consumer Good in a way partial nor simultaneous . Findings on the study This indicated that the more tall level embodied creativity in marketing content on Instagram Ilsproject Denpasar will capable increase decision purchase consumer. Further , more interesting content advertising used by Ilsproject Denpasar in promote products on the Instagram platform can also be done increase decision purchase consumer . Findings research also proves it that the more Good the ability of the endorser used Ilsproject Denpasar and more tall level effectiveness of advertisements displayed by Ilsproject Denpasar in promote its products on the Instagram platform will capable increase decision purchase consumer .

KEYWORDS: Creativity, Advertising, Advertising Attractiveness , Credibility Endorser, Effectiveness Advertising, Purchase Decisions

I.   INTRODUCTION

Many companies use advertisement as method communication convey information and persuasion to consumer . A advertisement can change knowledge and perception public about characteristics trying product communicate . How much big impact This obtained , it really depends effective or or not advertisement the . Advertising is one of from tool the most common promotions used company For inform , persuade , and remind buyer target or public Good through print media nor electronics . Along development time , progress technology very fast , more from half current Indonesian population has connected to the internet. Based on results research conducted by We Are Social, the original media company Working England The same with Hootsuite, the average Indonesian spends three hours 23 minutes a day For accessing social media . Since entry technology This various method new For marketing and promoting a goods or service very various , such as with using social media . Most social media used in Indonesia , namely YouTube , Facebook , WhatsApp , Instagram , Line and others.

There are many factors that have to be done noticed by the company in designing A advertisement use capable influence attitude consumer to decision purchase consumer . Factor The main concern for the company is Power pull from advertisement That Alone . Power pull advertisement can done with How innovation from creativity advertisement That yourself to be able to do it interesting interest consumer . Besides creativity advertisement credibility from the endorser is also very influential effectiveness advertising that will impact on increasing decision consumer For do purchase advertised product . By overall , yes said that decision purchase consumer can influenced by several aspect like creativity advertising , power pull advertising , endorser credibility , as well effectiveness advertisement . Based on the above phenomenon is very relevant For done study with title "

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II.   LITERATURE REVIEW

2.1 Instagram Marketing

Instagram has inaugurated in the month October 2010 no make company / businessman stop using social media For give information surroundings product or their services give . Lots of people audiences who have using social media this , make some people try take advantage of it as tool support promotion business . Among race online businessman , marketing via Instagram now increasingly famous . This matter related direct with widespread Instagram users are increasing day the more increases (Walid, 2018). More social media marketing to development and use of social media areas as means or place For build a target market from online business.

2.2 Creativity Advertisement

Creativity advertisement is view advertisement creative origin from idea, original , own mark artistic and aesthetic as well as capable win award . Designed advertising in a way creative can encourage others to be more interested and public tend will pay attention advertisement until detailed and in-depth (Sofiana & Hambalah , 2021). Creativity initiate , generate , combine , organize repeat , and select existing ideas , facts , and abilities previous . On meaning other that's it creativity is combination existing ideas There is in form a something new (Sofiana & Hambalah , 2021).
Besides That advertisement creative is capable advertising give effect to audience . Advertisement can made like that nice and creative so you can get it interesting interest consumer , if advertisement No made the best without thought moreover before , no Possible products offered can in demand hard on the market , because advertising can also be done influence thought consumers , increasingly advertisement That creative , increasingly Advertising is also easy That remembered by consumers .

2.3 Ad Appeal

Interesting advertisement is the one who has Power pull , that is ads that have ability For interesting market attention . Power pull advertisement or the power of impression from a advertisement is how much big advertisement capable stunning or interesting attention the audience . Power pull advertisement can depicted as a communication strategy delivered to public form message related product with use a number of approach as effort interesting consumers (Suheri et al., 2022). Power pull advertisement is argument motivational or statement description contained in message advertisement .

2.4 Endorser Credibility

The message conveyed by the speaker interesting source will more easy and interesting attention consumer . Sources used in advertisement called endorsers, endorsers are divided become two type by Terence Shimp Advertising Promotion namely celebrity endorsers and typical person endorsers (Sofiana & Hambalah , 2021). Use of endorsers in question For give encouragement to message advertising for more easy accepted by consumers and makes it easier growing confidence consumer on advertised product (Sofiana & Hambalah , 2021). In activity marketing , use of endorsers in advertisement should evaluated .

2.5 Effectiveness Advertisement

Effendy in (Hidayat & Norvelita , 2022) stated that effectiveness advertisement can depicted as condition extent of effect message the advertisement delivered That can interesting attention , understood , aroused emotions , as well move the target For give desired response . More Next , effective advertising can seen through impact communication through delivery messages that are relevant and have an impact on awareness , knowledge , and preferences . As for effective advertising tend can interesting attention , influence election product consumers , as well capable increase sale .

2.6 Decision Purchase

Understanding decision in purchase that is as a election action from two or more choice alternative . Buying decision as final results above thinking somebody in evaluate final choices will decide choice on something product (Hidayat & Norvelita , 2022). When somebody faced with two choice , that is buy or No buy and then he choose buy so he is at in position make decision . When reviewed from a must alternative looking for it , actually in the retrieval process decision , consumer must do solution problem . Problem arise from felt needs and desires For fulfil need That with consume product or appropriate services .

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III.   METHOD

Population in study This covers all over informed consumers Ilsproject and ever buy product Ilsproject , which is the number No limited . Due amount population No known so that Amount sample used use ten times rules technique with formula Amount Indicator x (5-10). Connect in study This uses 16 indicators so amount samples taken is 5 x 16 = 80 samples (Sugiyono , 2018). Based on big sample that , then sampling technique used in study This is use method Non Probability Sampling (Sugiyono , 2018) , namely technique taking samples that do not give opportunity or the same opportunity for population For chosen become sample . For obtain complete and objective data compiler use method data collection viz through spread questionnaire . Analysis tools used in study This is analysis multiple linear regression : $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$

Information   :
Y   = Purchase Decision
α = Constant
b1, b2, b3   = Coefficients Regression Variable
X1   = Creativity Advertisement
X2   = Ad Attractiveness
X3   = Endorser Credibility
X4   = Effectiveness Advertisement
e   = Standard Error (level error)

IV.   RESULTS AND DISCUSSION

4.1   Validity Test

Validity test results can explained as following :

Table 1: Validity Test Results

No.	Variable	Question Items	Correlation Coefficient	Sig.	Note.
1	Advertising Creativity (X1)	X1.1	0.896	0,000	Valid
		X1.2	0.883	0,000	Valid
		X1.3	0.886	0,000	Valid
2	Advertising Attractiveness (X2)	X2.1	0.930	0,000	Valid
		X2.2	0.930	0,000	Valid
		X2.3	0.952	0,000	Valid
3	Endorser Credibility (X3)	X3.1	0.874	0,000	Valid
		X3.2	0.913	0,000	Valid
		X3.3	0.905	0,000	Valid
4	Advertising Effectiveness (X4)	X4.1	0.894	0,000	Valid
		X4.2	0.894	0,000	Valid
		X4.3	0.903	0,000	Valid
5	Purchase Decision (Y)	Y.1	0.924	0,000	Valid
		Y.2	0.874	0,000	Valid
		Y.3	0.910	0,000	Valid
		Y.4	0.839	0,000	Valid

Referring to the results of the validity test instrument research in Table 1, can known that all over indicators for each variable used in the research This that is creativity advertising , power pull advertising , endorser credibility , effectiveness advertising , and decisions purchase can is said to be valid because he obtained mark coefficient correlation *Pearson* more of 0.3. With So , you can withdrawn conclusion that research data has proven valid and has been fulfil condition validity with Good .

4.2.   Reliability Test

Test results reliability can show through table as following :

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Table 2: Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Creativity Advertisement (X1)	0.866	Reliable
2	Advertising Attractiveness (X2)	0.930	Reliable
3	Credibility (X3)	0.879	Reliable
4	Effectiveness Advertising (X4)	0.879	Reliable
5	Purchase Decision (Y)	0.910	Reliable

Based on reliability test results instrument research in Table 2, can shown that each variable in the research This that is creativity advertising , power pull advertising , endorser credibility , effectiveness advertising , as well decision purchase Already can said reliable because of each variable own mark *Cronbach's alpha* more big of 0.60. With So , you can withdrawn conclusion that research data proven reliable and has been fulfil condition reliability with Good .

4.3 Normality Test
Normality test results with SPSS software can help explained in table following :

Table 3: Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		80
Normal Parameters	Mean	0.0000000
	Std. Deviation	1.12252521
Most Extreme Differences	Absolute	0.065
	Positive	0.042
	Negative	-0.065
Statistical Tests		0.065
Asymp . Sig. (2-tailed)		0.200

Refers to the results of the normality test through *One-Sample Kolmogorov-Smirnov* shown in Table 3 , can known that big mark *Asymp . Sig. (2-tailed)* which is obtained that is of 0.200. Results obtained has more big from mark expectation namely 0.05. This matter show that the data is proven distributed normally , so can concluded that the model satisfies assumptions normality .

4.4 Test Multicollinearity
Multicollinearity test results shown in Table following :

Table 4: Multicollinearity Test Results

Coefficients		
	Collinearity Statistics	
Model	**Tolerance**	**VIF**
Creativity Advertisement (X1)	0.259	3,858
Advertising Attractiveness (X2)	0.230	4,354
Credibility (X3)	0.243	4,114
Effectiveness Advertising (X4)	0.248	4,035

Based on results testing multicollinearity shown in Table 4 , can shown that each variable free in research that includes creativity advertising , power pull advertising , endorser credibility , as well effectiveness advertisement has obtain mark *tolerance* above 0.10 with more VIF value low out of 10. These results give meaning that the regression model in the research This free from multicollinearity .

4.5 Heteroscedasticity Test
Results of the heteroscedasticity test can show as following :

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Table 5: Heteroscedasticity Test

Coefficients						
Model		**Unstandardized**		**Standardized Coefficients**	**Q**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	0.555	0.440		1,260	0.211
	Creativity Advertisement (X1)	-0.009	0.069	-0.030	-0.136	0.892
	Advertising Attractiveness (X2)	0.082	0.061	0.315	1,337	0.185
	Credibility (X3)	0.023	0.066	0.080	0.349	0.728
	Effectiveness Advertising (X4)	-0.067	0.069	-0.221	-0.975	0.333

Source: Primary data processed (2024)

Heteroscedasticity test results in Table 5 above show that all independent variables covers creativity advertising , power pull advertising , endorser credibility , as well effectiveness advertisement proven No influential significant to the dependent variable *absolute residuals* are shown through he obtained level significance above 0.05. So can concluded that No happen heteroscedasticity in the regression model in the research This .

4.6 Analysis Results Multiple Linear Regression

Analysis results multiple linear regression in research This that is as following :

Table 6: Multiple Linear Regression Results

Coefficients						
Model		**Unstandardized**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	0.279	0.726		0.385	0.701
	Creativity Advertisement (X1)	0.309	0.114	0.219	2,711	0.008
	Advertising Attractiveness (X2)	0.318	0.101	0.271	3,156	0.002
	Credibility (X3)	0.315	0.109	0.241	2,886	0.005
	Effectiveness Advertising (X4)	0.377	0.113	0.276	3,334	0.001

Based on Table 6 is obtained a equality regression multiple as following :

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$
$$Y = 0.279 + 0.309X_1 + 0.318X_2 + 0.315X_3 + 0.377X_4$$

Interpretation from equality analysis multiple linear regression above is as following :

1. Coefficient value regression X1 (b_1) is equal to positive 0.309 has meaning that If variable creativity advertisement experience improvement , then decision purchase consumers too will experience increase with assumptions that variable free other constant .
2. Coefficient value regression X_2 (b_2) of positive 0.318 has meaning that If variable Power pull advertisement experience increase so decision purchase consumer will experience also increases with assumptions that variable free other constant .
3. Coefficient value regression X3 (b_3) is equal to positive 0.315 has meaning that If variable the endorser's credibility is experienced improvement , then decision purchase consumer will experience also increases with assumptions that variable free other constant .
4. Coefficient value regression X4 (b_4) is equal to positive 0.377 has meaning that If variable effectiveness advertisement experience improvement , then decision purchase consumer will experience also increases with assumptions that variable free other constant .

4.7   Significance Test Simultaneous (F Test)

Simultaneous test results via SPSS you can shown through table as following :

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Table 7: **Results Significance Test Simultaneous (F Test)**

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	682,443	4	170,611	128,543	0,000
Residual	99,545	75	1,327		
Total	781,988	79			

The results of the simultaneous F test are obtained explained as following :

Based on Table 7 above show that F value = 128.543 (> 2.34) and value significance of 0.000 (< 0.05). This means in a way statistics at α (level confidence) = 5%, variable creativity advertising , power pull advertising , endorser credibility , and effectiveness advertisement influential positive and significant in a way simultaneous to decision purchase consumers at Ilsproject Denpasar .

4.8 Significance Test Partial (t Test)

Significance test results in a way partial via SPSS you can shown through table as following :

Table 8: **Significance Test Results Partial (t Test)**

Coefficients						
Model		Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.279	0.726		0.385	0.701
	Creativity Advertisement (X1)	0.309	0.114	0.219	2,711	0.008
	Advertising Attractiveness (X2)	0.318	0.101	0.271	3,156	0.002
	Credibility (X3)	0.315	0.109	0.241	2,886	0.005
	Effectiveness Advertising (X4)	0.377	0.113	0.276	3,334	0.001

As for partial test results can explained through stages as following :

1. Advertising Creativity on Purchasing Decisions

Based on table t test results , yes known that t- calculated value > t- table = 2.711 > 1.665 and value significance < α = 0.008 < 0.05. So can concluded that H0 is rejected and H1 is accepted . Results obtained show that creativity advertisement influential positive and significant in a way partial to decision purchase consumers at Ilsproject Denpasar.

2. Advertising Attractiveness on Purchasing Decisions

Based on table t test results , yes known that t- calculated value > t- table = 3.156 > 1.665 and value significance < α = 0.002 < 0.05. So can concluded that H0 is rejected and H2 is accepted . Results obtained show that Power pull advertisement influential positive and significant in a way partial to decision purchase consumers at Ilsproject Denpasar.

3. Endorser Credibility in Purchasing Decisions

Based on table t test results , yes known that t- calculated value > t- table = 2.886 > 1.665 and value significance < α = 0.005 < 0.05. So can concluded that H0 is rejected and H3 is accepted . Results obtained show that the endorser's credibility matters positive and significant in a way partial to decision purchase consumers at Ilsproject Denpasar.

Advertising Effectiveness on Purchasing Decisions

Based on table t test results , yes known that t- calculated value > t- table = 3.334 > 1.665 and value significance < α = 0.001 < 0.05. So can concluded that H0 is rejected and H4 is accepted . Results obtained show that effectiveness advertisement influential positive and significant in a way partial to decision purchase consumers at Ilsproject Denpasar.

V. CONCLUSION

5.1 Advertising creativity, advertising attractiveness, endorser credibility, and advertising effectiveness are proven to simultaneously have a significant influence on consumer purchasing decisions at Ilsproject Denpasar. This indicates that the more creative the Ilsproject advertising content, the more interesting the advertisement, the better the endorser's ability to market the product, and the more effective the Ilsproject advertisement on Instagram will be, together they can improve consumer purchasing decisions.

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5.2 Advertising creativity is proven to have a partially positive and significant effect on consumer purchasing decisions at Ilsproject Denpasar. This indicates that the higher the level of creativity contained in the *marketing content* on Instagram Ilsproject Denpasar, the greater the ability to increase consumer purchasing decisions.

5.3 The attractiveness of advertising is proven to have a partially positive and significant effect on consumer purchasing decisions at Ilsproject Denpasar. This indicates that the more attractive the advertising content used by Ilsproject Denpasar in promoting its products on the Instagram platform will be able to increase consumer purchasing decisions.

5.4 Endorser credibility is proven to have a partially positive and significant effect on consumer purchasing decisions at Ilsproject Denpasar. This indicates that the better the ability of the endorsers used by Ilsproject Denpasar in promoting its products on the Instagram platform, the more it will be able to improve consumer purchasing decisions.

5.5 The effectiveness of advertising is proven to have a partially positive and significant effect on consumer purchasing decisions at Ilsproject Denpasar. This indicates that the higher the level of effectiveness of the advertisements displayed by Ilsproject Denpasar in promoting its products on the Instagram platform, the more it will be able to increase consumer purchasing decisions.

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