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**Social Media Advertising: How Do Consumers Respond to Ads on Instagram?****Maheswara Rabbani<sup>1</sup>, Angelina Gracia Eddyputri Burhan<sup>2</sup>**<sup>1</sup>[maheswara.rabbani@binus.ac.id](mailto:maheswara.rabbani@binus.ac.id), <sup>2</sup>[angelina.burhan@binus.ac.id](mailto:angelina.burhan@binus.ac.id)<sup>1,2</sup>Information Systems Department, BINUS Graduate Program-Master in Information System Management, Bina Nusantara University, Jakarta, Indonesia, 11480

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**Abstract**

Utilization of social media marketing greatly influences a brand in terms of awareness, the relationship between the organization and consumers, and purchase intention. Therefore this research was conducted to study the interactions that social media users give to image or video advertisements displayed on Instagram. The research model used in this study is descriptive quantitative, by distributing questionnaires to respondents online via Google form. The study uses descriptive statistical analysis to measure the average, frequency distribution, and calculate the value of the distribution in the resulting data. The results of this study indicate that there is an influence on consumer response to advertisements on social media Instagram. This study shows that Instagram is the right choice for one of its marketing strategies because consumers give a good response.

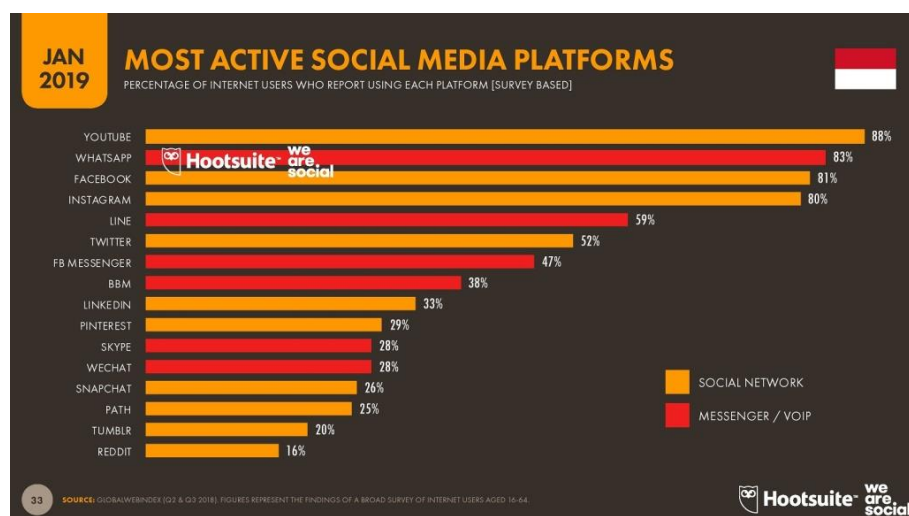
## A. Introduction

Business is an activity that sells goods or services with various kinds of business processes that aim to get profits or benefits. From year to year, the business world always experiences great developments. Currently, many people or organizations have started to create their businesses. Different products or services offered have also been carried out with various offers.

Behind the existing business, there is a business strategy that must be known and must be planned carefully [1]. Business people must understand what strategy to use, such as knowing their target market, what products are in great demand by many people today, and so on [2]. Small and big things must be considered in detail to create creative business opportunities and development. Especially in this increasingly advanced era, business people are required to be able to do business creatively in today's technological era [3].

Talking about technology and its development, it is undeniable that technology brings many benefits to our lives [4]. Various activities can be assisted and completed with technology that is growing every day. One of them is business activity [5]. Lots of people use technology to grow their businesses. Because in this day and age, information is very easily spread through technology, such as the internet, with many users. Advertising on social media platforms is one way to market or promote their products or services to increase their sales [6]. Advertisements are made as attractive as possible to get the attention of social media users to the products or services offered [7].

In Indonesia, technological developments, mainly social media use, are growing rapidly [8]. According to Hootsuite in 2019 [9], the level of internet use in Indonesia is 150 million people, an increase of 13% or around 17 million people from 2018. The next data is the level of active social media users in Indonesia of 150 million people, up 15% or roughly 20 million people from 2018. On average, social media users in Indonesia access or spend 3 hours and 26 minutes daily using electronic devices. The five social media platforms with the most or most active users, according to Hootsuite in 2019, are Youtube, Whatsapp, Facebook, Instagram, and Line, with the percentages that can be seen in Figure 1 below.



**Figure1.** The Most Active Social Media Platform in Indonesia [9]

Based on previous research, right use of social media marketing greatly influences a brand both in terms of awareness, the relationship between the organization and consumers, and purchase intention [8] [10]. Hence, many brands out there create advertisements on social media, one of which is Instagram [11]. People in business and their teams are required to design advertisements that suit market tastes. Thus, consumers have different perceptions of an image or video ad displayed on Instagram [12]. This research studies the interaction that users give to an advertisement so that it can have an influence or impact on brands or companies that use Instagram as one of their marketing strategies. There are several identified problems in this research:

1. Can advertising content on Instagram influence users?
2. How do users respond to ads served on Instagram?
3. What is the user's assessment of advertisements on Instagram?

Based on the identification of the problem above, the issue of this research is limited to only examining advertisements on Instagram social media in Indonesia. At the same time, the formulation of the problem is how to analyze consumer response to advertisements on Instagram social media. In addition, the research aims to find out what kind of display design or advertising content is interesting and can be a consideration for users of the advertised product or service, thereby inviting them to rate the ad as useful. Research benefits are divided into academic benefits and practical benefits. For academic benefits, research can add insight and knowledge to other parties and become the foundation or basis of literature for future research. Meanwhile, for practical benefits, research can help organizations, companies, or individuals understand consumer responses to advertisements on Instagram social media.

## **B. Research Method**

### **1. Research Model**

This type of research is quantitative descriptive. The analysis tool used is descriptive statistics, through several stages such as data collection (characteristics of each social media user and history tracking), data tabulation, data processing, data analysis (using graphical diagrams and tables), data description, and conclusions. The object of research is the analysis of consumer responses to advertisements on the social media Instagram.

### **2. Research Variables**

Variable is a concept that have values, namely the existence of dependent and independent variables. The dependent variable is a variable that is influenced or caused by the independent variable. While the independent variable is a variable that affects the dependent variable [13]. The variables in this study are:

- a. Variable X (independent variable), namely consumer response.
- b. Variable Y (dependent variable), namely ads on social media Instagram.

### **3. Variable Measurement**

Data analysis in this study is a quantitative analysis, expressed in the form of numbers or quantitative data scores, starting from strongly disagree with a score of

1 to 5 strongly agree. Variable measurements are carried out using a 5-level scale using alternative answers as follows [14]:

1. SD (Strongly Disagree)
2. D (Disagree)
3. N (Neutral)
4. A (Agree)
5. SA (Strongly Agree)

#### 4. Hypothesis

The hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in a question sentence [15]. The theory in this study are as follows:

1. There are influences and differences in the level of consumer response to advertisements on Instagram social media based on the content displayed.
2. Consumers make assessments and considerations for advertisements on Instagram social media.

#### 5. Population and Sample

The population is a generalization area consisting of objects and subjects with specific qualities and characteristics determined to be studied and then concluded [16]. The population in this study are active users of social media. The social media users focused on in this research are Instagram users in Indonesia.

The sample is part of the population taken in specific ways, which also has certain, clear, and complete characteristics that are considered representative of the population [17]. The study took a sample of 61 active Instagram users based on the concept mentioned. This number of samples will meet the requirements for sampling.

#### 6. Research Instrument Testing

Suharsimi Arikunto in 2010 states, "Research instruments are tools or facilities used by researchers in collecting data so that their work is easier and the results are better, more accurate, complete, and systematic so that they are easier to process" [18]. The instruments used were questionnaires and observation sheets. Table 1 explains the operational concept of the observation instrument used in the study.

**Table 1. Operational Concept**

Variable	Dimension	No.	Indicator
Consumer Response (X)	Awareness	1	Ads on Instagram increase my knowledge of the existence of a brand that I did not know about before.
		2	Ads on Instagram make me understand about the advertised product or service
	Knowledge	3	I want to know more about the product advertised on Instagram by carefully reading the post.
	Like	4	Ad design is one of the things that makes me interested in products advertised on Instagram.
		5	I always watch advertising videos on Instagram from start to finish.
		6	I will pay attention to the ads displayed on Instagram.

Ads on Social Media Instagram (Y)	Belief	7	Submission of messages that are packaged properly makes me interested in using services or shopping for advertised products.
		8	Ad impressions on Instagram make me believe in the brand.
		9	Ads on Instagram can make me choose to try using services or shopping for advertised products.
	Purchase	10	I will consider buying goods or using services offered in advertisements on Instagram.
		11	I made an online purchase of a product or service advertised on Instagram.
	Informativeness	12	The advertising information on Instagram is clear and complete
		13	Advertising products on Instagram match what I need, search for or like.
		14	Ads on Instagram affect me emotionally so that I feel happy and remember the advertised product or service.
	Irritation	15	My activity is not disturbed by ads on Instagram.

## 7. Validity Test

The validity test aims to determine the accuracy of the research instrument in measuring a variable. The validity level of an instrument can be determined by correlating the factor score (sum of items in one factor) with the total factor score (total factor). The following is the Pearson moment product correlation formula:

$$r_{xy} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2) - (\sum X)^2][n(\sum Y^2) - (\sum Y)^2]}}$$

Information:

- $r_{xy}$ : Correlation coefficient
- $n$ : Number of respondents
- $X$ : Score of each item
- $Y$ : Scores of all respondent items

The calculated  $r_{\text{value}}$  is matched with the product moment  $r_{\text{table}}$  at a significant level of 1%. If  $r_{\text{value}}$  is greater than  $r_{\text{table}}$  1%, then the item is valid.

## 8. Reliability Test

A reliability test is a statistical test that functions to determine the reliability of a series of question items in measuring a variable. In reliability testing, an internal consistency test will be used using the Alpha Cronbach formula:

$$r_{11} = \left[ \frac{k}{k-1} \right] \left[ 1 - \frac{\sum \sigma_b^2}{V_t^2} \right]$$

Information:

- $r_{11}$ : Reliability instruments
- $k$ : Number of the item
- $\sum \sigma_b^2$ : The number of varians of the item
- $\sigma_{2t}$ : Number of the total varians

A research instrument can be said to be reliable if the reliability coefficient ( $r_{11}$ )  $> 0.6$ .

## 9. Summary Models

The Summary Model determines the regression equation's relationship between two or more variables. R (coefficient of multiple correlations) is a linear correlation between the observed value and the model's predicted dependent variable value. Its enormous value indicates a strong relationship.

## 10. Hypothesis Testing Procedures

From the research data collected by distributing questionnaires to respondents online via Google form, the research uses descriptive statistical analysis to measure the average, frequency distribution, and the value of the distribution in the resulting data. The steps in testing this hypothesis begin with establishing the null hypothesis ( $H_0$ ) and the alternative hypothesis ( $H_a$ ), selecting statistical tests and their calculations, establishing the significance level, and establishing testing criteria. Table 2 describes the interval index rating used.

**Table 2.** Assessment Interval Criteria

No	Percentage Index	Quality	Criteria
1	0% - 19,99%	E	Very Bad
2	20% - 39,99%	D	Bad
3	40% - 59,99%	C	Enough
4	60% - 79,99%	B	Good
5	80% - 100%	A	Very Good

## 11. ANOVA

One-way ANOVA, or one factor completely randomized design of ANOVA, is a hypothesis test that uses variants and observed data on one factor. ANOVA is used if the analyzed variable has one independent variable and one dependent variable. Table 3 is the one-way ANOVA formula:

**Table 3.** ANOVA Formula

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (Df)	Mean Squares (MS)	F
Between Groups	$SSW = \sum_{j=1}^k \sum_{i=1}^l (X_{ij} - \bar{X}_j)^2$	$df_w = k - 1$	$MSW = \frac{SSW}{df_w}$	$F = \frac{MSB}{MSW}$
Within Groups	$SSB = \sum_{j=1}^k (\bar{X}_j - \bar{X})^2$	$df_b = n - k$	$MSB = \frac{SSB}{df_b}$	
Total	$SST = \sum_{j=1}^n (\bar{X}_j - \bar{X})^2$	$df_t = n - 1$		

Information:

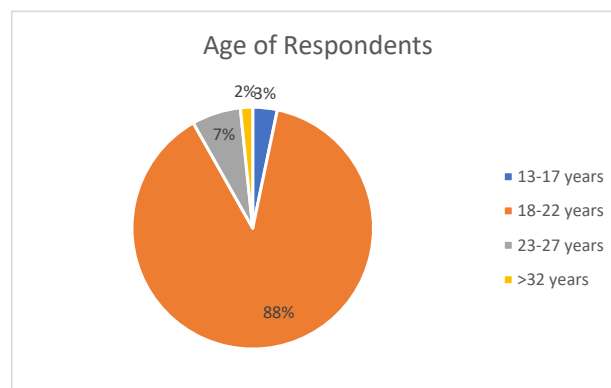
- F: Anova Coefficient
- MSB: Mean sum of squares between the groups
- MSW: Mean sum of squares within the groups
- MSE: Mean sum of squares due to error

- SST: Total Sum of squares
- p: Total number of populations
- n: The total number of samples in a population
- SSW: Sum of squares within the groups
- SSB: Sum of squares between the groups
- SSE: Sum of squares due to error
- s: Standard deviation of the samples
- N: Total number of observations

## C. Result and Discussion

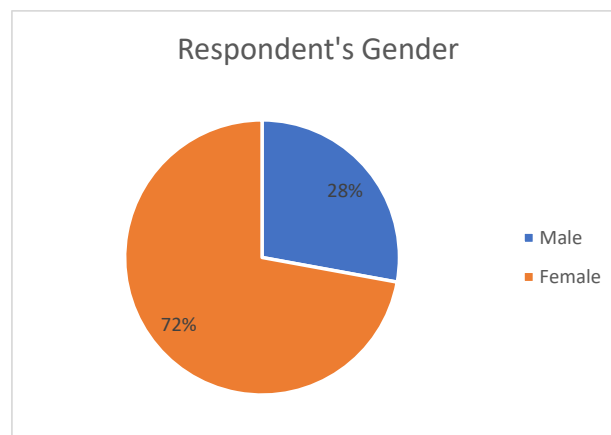
### 1. Result

In this study, a sample of 61 Instagram social media users was taken, with the following respondent profiles:



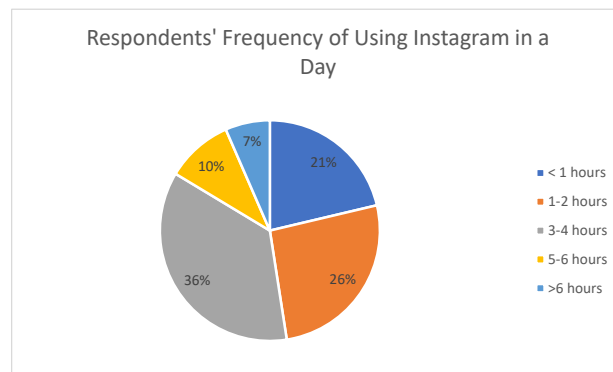
**Figure2.** Respondent Age Graph

Figure 2 shows that there are two respondents aged 13-17 years or 3%, then respondents aged 18-22 years 54 people or 88%, then respondents aged 23-27 years, four people or 7%, and then the respondent age > 32 years is one person or 2%.



**Figure3.** Graph of Respondent's Gender

Figure 3 shows that there are 44 female respondents, or 72%, and 17 male respondents, or 28%.



**Figure4.** Graph of Respondents' Frequency of Using Instagram in a Day

Figure 4 shows the frequency of respondents using Instagram in 3-4 hours a day, with 22 people or 36%. Then the frequency of respondents using Instagram within 1-2 hours a day is as many as 16 people or 26%. Furthermore, the frequency of respondents using Instagram in less than 1 hour a day is as many as 13 people or 21%. The frequency of respondents using Instagram in 5-6 hours a day is as many as six people or 10%, and then the frequency of respondents using Instagram in more than 6 hours a day as many as four people or 7%.

### 1.1 Validity Test

Validity indicates the extent to which the measuring device is used to measure what is being measured. The method correlates the scores obtained on each question item with the individual's total score. Validity testing was carried out with the help of a computer using Microsoft Excel for Windows program. In this study, validity testing was carried out on 61 respondents. Decision making based on the  $r_{\text{count}}$  value (Corrected Item-Total Correlation)  $> r_{\text{table}}$  of 0.213;  $\alpha = 0.01$ , then the item/question is valid and vice versa. Based on the results of the calculation of the validity test of the consumer response variable (X) with 11 question items are as follows:

**Table 4.** Test Results of Questionnaire Validity Consumer Response Variable (X)

Dimension	No	Level of Significance	$r_{\text{table}}$	Pearson Correlation Total Score / $r_{\text{count}}$	Category
Awareness	1	0,01	0,213	0.722582145	Valid
	2	0,01	0,213	0.692466443	Valid
Knowledge Like	3	0,01	0,213	0.788041920	Valid
	4	0,01	0,213	0.623513947	Valid
	5	0,01	0,213	0.565966516	Valid
	6	0,01	0,213	0.721726097	Valid
	7	0,01	0,213	0.697374929	Valid
Belief	8	0,01	0,213	0.653277717	Valid
	9	0,01	0,213	0.772393770	Valid
Purchase	10	0,01	0,213	0.718816408	Valid
	11	0,01	0,213	0.783569577	Valid



Table 4 shows that all questions for consumer response variables have a valid status and can to be included in the next test because the  $r_{\text{count}}$  value (Corrected Item-Total Correlation)  $> r_{\text{table}}$  is 0.213. Based on the results of the calculation of the validity test of advertising variables on social media Instagram (Y) with 4 question items are as follows:

**Table 5.** Results of Questionnaire Validity Test of Advertising Variables on Instagram Social Media (Y)

Dimension	No	Level of Significance	$r_{\text{table}}$	Pearson Correlation Total Score / $r_{\text{count}}$	Category
Informativeness	12	0,01	0,213	0.582373945	Valid
	13	0,01	0,213	0.757042139	Valid
	14	0,01	0,213	0.791310061	Valid
Irritation	15	0,01	0,213	0.858455651	Valid

Table 5 that all questions for ads on social media Instagram variables have a valid status and can to be included in the next test because the  $r_{\text{count}}$  value (Corrected Item-Total Correlation)  $> r_{\text{table}}$  is 0.213.

## 1.2 Reliability Test

After testing the validity and obtaining valid results, a variable is said to be reliable or reliable if the answers given by respondents to questions are always consistent. The reliability coefficient of the instrument is meant to see the consistency of the answers to the points or question points that the respondents have given. In addition, this reliability analysis refers to an understanding that a research instrument is sufficient and reliable to be used as a data collection tool because the instrument is good enough. In this study, it is testing the reliability using Cronbach Alpha.

**Table 6.** Reliability Test Results

No	Variable	Cronbach's Alpha	Cut Off	Category
1	Consumer Response (X)	0.896079505	0.6	Reliable
2	Ads on Social Media Instagram (Y)	0.74691895	0.6	Reliable

Based on table 6, the reliability test is carried out on instruments or indicators declared valid. It can be seen that all indicators submitted in the Consumer Response variable have a Cronbach Alpha value above 0.6, which is equal to 0.896, and the ads on social media Instagram variable also has a Cronbach Alpha value above 0.6, which is equal to 0.747. The 11 statements in the reliability test on variable X and 4 statements on variable Y can be trusted as a data collection tool in this study or meet the requirements.

## 1.3 Summary Model

**Table 7.** Summary Model

No	R	R Square
1	0.71279492	0.508076597

- a. Predictors: (Constant), Consumer Response (Variable X)
- b. Dependent Variable: Ads on Social Media Instagram (Y)

Table 7 shows the correlation value between the advertising variable in Consumer Response and Instagram Social Media Ads is 0.713. When viewed at the correlation coefficient intervals in the table, it can be interpreted that these values have a strong relationship. At the same time, the coefficient of determination is 0.508, which means that 51% of the consumer response variable is able to explain the variation of the ads on the social media Instagram variable. While other variables (49%) are influenced by other factors or variables not examined.

#### 1.4 ANOVA

**Table 8. ANOVA**

Source of Variation	SS	Df	MS	F	P-Value	F-Crit
Between Groups	201.304918	14	14.37892272	14.96271385	7.40025E-33	1.702768228
Within Groups	864.8852459	900	0.960983607			
Total	1066.190164	914				

Based on table 8,  $F_{\text{count}}$  (14,963) is greater than the value of  $F_{\text{table}}$  (1,703), then  $H_0$  is rejected, so  $H_1$  is accepted. So it can be concluded that the independent variable (consumer response) has a significant influence on the dependent variable (ads on Instagram social media).

#### 2. Discussion

To find out the description of consumer responses to advertisements on social media Instagram, descriptive analysis was used based on the responses of 61 respondents to the statements in the questionnaire.

**Table 9. Respondents' Responses to Ads on Social Media Instagram**

No	Indicator	Frequency					Number of Likert Scores	Maximum Score	Score (%)
		SD	D	N	A	SA			
1	Ads on Instagram increase my knowledge of the existence of a brand that I did not know about before.	1	4	12	24	21	246	305	81
2	Ads on Instagram make me understand about the advertised product or service	0	3	16	31	12	238	305	78
3	I want to know more about the product advertised on Instagram by carefully reading the post.	3	7	17	25	10	218	305	72
4	Ad design is one of the things that makes me interested in products advertised on Instagram.	2	4	11	21	24	247	305	81

5	I always watch advertising videos on Instagram from start to finish.	17	21	15	8	1	141	305	46
6	I will pay attention to the ads displayed on Instagram.	4	16	25	14	3	182	305	60
7	Submission of messages that are packaged properly makes me interested in using services or shopping for advertised products.	2	6	14	27	13	229	305	75
8	Ad impressions on Instagram make me believe in the brand.	1	13	25	18	5	199	305	65
9	Ads on Instagram can make me choose to try using services or shopping for advertised products.	1	8	13	34	6	222	305	73
10	I will consider buying goods or using services offered in advertisements on Instagram.	0	6	13	30	13	236	305	74
11	I made an online purchase of a product or service advertised on Instagram.	5	13	19	21	4	192	305	63
12	The advertising information on Instagram is clear and complete	0	8	28	19	7	211	305	69
13	Advertising products on Instagram match what I need, search for or like.	1	11	20	19	11	215	305	70
14	Ads on Instagram affect me emotionally so that I feel happy and remember the advertised product or service.	4	18	3	20	7	164	305	54
15	My activity is not disturbed by ads on Instagram.	8	19	19	9	7	174	305	57

Table 9 shows that the cumulative results of the consumer response index to advertisements on social media Instagram obtained 68% at intervals (60% - 79.99%) classified as having category B quality with Good criteria. The good index of consumer response to advertisements on Instagram can be seen from the average generated based on the elements or dimensions:

1. Awareness is represented by indicators 1 & 2 with an index of 81% and 78% or an average of (80%) with Very Good criteria. Companies or brands can increase consumer awareness of their products or services because advertising on Instagram has an excellent effect on respondents who can recognize a brand and make respondents understand the advertised product or service.
2. Knowledge is represented by indicator number 3 with an index of (72%) or Good, which means that respondents have a high desire to find out more about the advertisements displayed.
3. Like is represented by indicator numbers 4-7 with indexes of 81%, 46%, 60%, and 75% or an average of (66%) with Good criteria. Respondents stated that they liked the advertisements displayed on Instagram. What makes respondents like the ad is the design of the ad, which is packaged in an

attractive way so that the respondent is interested in buying the product or using the advertised service.

4. Belief is represented by indicators 8 & 9 with an index of 65% and 73% or an average of (69%) with Good criteria. This means that respondents feel confident about the brand displayed on Instagram. That way, respondents can choose to try using services or shopping for advertised products.
5. Purchase is represented by indicators 10 & 11 with an index of 74% and 63% or an average of (68%) with Good criteria. Respondents' actions or behavior to purchase advertised products is relatively large.
6. Informativeness properties are represented by indicator numbers 12-14 with an index of 69%, 70%, and 54% or an average of (64%), which means that respondents stated that advertising on social media Instagram is good at presenting informative and precise content so that acceptable to respondents.
7. Irritation is represented by indicator number 15 with an index of (57%) meaning that the respondent is not bothered by the presence of advertisements on Instagram but is neutral about this.

#### D. Conclusion

Based on the research results and discussion that has been carried out, conclusions are obtained that can answer the research questions. It was found that there was an influence from consumer response to advertisements on Instagram social media. Looking at the respondents' responses, the statement with the highest index value is on the 'Like' dimension regarding the statement, "Advertising design is one of the things that makes me interested in products advertised on Instagram." Design choices such as the right images or videos can make consumers interested in an advertisement so that it can have a good influence or impact on a brand. The good influence of consumers on brands can be in increasing awareness to making purchases of advertised products or services. Some suggestions can be given:

- 1) Companies can consider appropriately and effectively developing promotion strategies through social media (Instagram) because it is proven that Instagram social media users respond well.
- 2) Companies display attractive and creative advertisements on social media (Instagram) to attract consumers' interest to give a positive judgment of the ad.

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