

Impact Of Online Advertising On Consumer Attitudes And Interests Buy Online (Survey On Students Of Internet Users In Makassar)

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ABSTRACT: The rapid development of technology today makes Internet users continues to increase. This is supported by the ease of internet users access the internet either through a PC, laptop, mobile phones, tablets and other media. The increase in Internet users this makes the internet into a proper promotion using online advertising. With a wide reach and touch the various layers of the Internet media communities may be appropriate advice for company promotion. However, an increasing number of Internet users, especially in the city of Makassar is not accompanied by an increase in the number of online purchases. Based on that it is necessary to examine how the effect of online advertising on consumer buying behavior and online, as well as how to control the behavior and subjective norms influence the attitudes and interests of consumers buy online. This study aims to analyze and test the effect of online advertising on consumer attitudes and purchase interest online, a survey conducted on students of Internet users in the city of Makassar. The study was conducted on students of public and private universities in the city of Makassar. The method used was a quantitative analysis using the technique of purposive sampling method with a sample of 340 people. Testing this hypothesis using structural equation modeling (SEM). The results showed that online advertising has an influence on consumer buying behavior and online. Dimensions interactivity of online advertising provides the highest influence on the attitudes and interests of consumers purchasing online.

Keywords: Online Advertising, Attitudes and Interests Buy

INTRODUCTION

The era of globalization has long demanded a paradigm shift in all areas, one of which is the field of marketing. With the high competition in the business world requires a company to be more creative and have a competitive advantage compared to other companies in order to compete in the global business. According to Kotler (2012: 96), a new competition is not between what is produced various companies in a factory, but between what is added to the plant results in the form of packaging, services, advertising, consultancy for customers, financing, shipping arrangements, warehousing, and Another thing that people think is worth. Competition between products on the market to encourage manufacturers aggressively promote to attract the attention of consumers. One strategy in marketing is advertisement. According to Lee (2007: 17: 20); "Informs advertising function of a product or service or profit companies, as persuasive that persuade consumers to buy certain brands and as a medium to remind consumers of a product or service". According Jefkinns (2001: 96) ad is: "messages are most persuasive sales are directed to the potential buyers on a particular product or service at a certain cost anyway".

Therefore, companies must be able to seize the consumer the impression of the product to be sold and constantly deal with how the product is sold in the market. In order for a product to function to meet the needs and desires of consumers, the existence of such products should be communicated to the consumer in order to be introduced existence. Advertising is one component of the promotion mix commonly performed by a company which is a form of promotion that is very instrumental in changing the image, introduce products and the interest of consumers to buy a product. Given the importance of the company's advertising activities in introducing new products, the company spent heavily on advertising expenses. Conditions of tight competition makes companies use strategy in creating ads to establish a favorable position in the market (Stoner, 2004: 12). In making the ads need to understand the direct purpose of advertising is to create the effect of advertising because communication is a process of communication which in turn will help the sale. Advertising is the message of a brand, product, or company submitted to the audience through the media (SIH, 2010: 12). Effective advertising is not just convey information, but also convey the message that will generate a positive image for consumers. Advertising can be through a variety of media, namely electronic media and print media. In this study will take the electronic media, especially advertising on the internet. The development of advertising in today's world are growing rapidly and is supported by rapid technological petumbuhan especially internet companies the opportunity to be selective in making advertising on the Internet to support sales. The use of the internet as a promotional advertising today is very interesting because it is based on the development of Internet users are very rapid and significant increase every year making the company began to think of using the internet as a medium to promote their products (Taylor, 2007: 55). Through the internet small, medium or large can provide product information, price, purchase terms, ordering and payment, and delivery of goods to customers, prospective buyers, and business partners around the world

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(Kleinsteurber, 2002: 30). Internet media serves as a way to reach customers without being limited space and time, and became popular in the world of business today. Online advertising is usually found on a website made by the company that aims to promotional activities. Online advertising should be made attractive to be able to turn away visitors last visited the site and was able to make visitors can revisit those sites, online ads can be banners, sponsorships, pop-ups, in-stream ads, webcasting, and a link is available at edge, top, bottom, or that suddenly appear on web pages (Morisan, 2010: 323: 325). Therefore it is interesting to look at and investigated further aspects of online advertising that influence attitudes and consumer interest in making a purchase online. For that in this study adopts an online advertising model proposed by Yazer Nasdini (2012: 32) on in making an online advertisement must have the factor content and Communicate. Factor content in online advertising is how to design the content of the ads may attract the attention of Internet users both in terms of appearance and layout of the ad. While factors Communicate contains about how online advertising can provide a clear and accurate information to consumers about the product being advertised.

LITERATURE REVIEW

In this study divides into two parts which must be owned by online advertising are: Communicate factor and factor content. Communicate factor is how an online advertisement featuring an information and communication about the product so that users obtain information about existing products in the advertisements, consisting of interactivity and accessibility. Interactivity in online advertising media is the extent of two-way communication that refers to the ability of mutual communication between advertisers and consumers, and the response to the input they receive. (Liu and Shrum, 2002; 2003; Mc Millan, 2002; Johnson, Bruner, Kumar, 2006; Zikham 2008). Based on the definition of some experts, it can be concluded that the variable interactivity is a two-way communication is done through advertising via the internet. Indicators used in variable interactivity is: Perceptions of control, related to perceived control over navigation, content and interaction speed; Perceived response, refer to the online advertising response given .; Personalization, refers to the extent to which consumers feel that the response is appropriate, and relevant. Accessibility is the ability of users to access information and services provided by online advertising (Godwin - Jones, 2001; Hackett and Parmanto, 2009). The term accessibility is generally related to how users can access the information and content of online advertising. For example, the text for an image of an advertising content, download speed and discoverability (Godwin - Jones 2001; Hackett et al, 2004; Hackett and Parmanto, 2009). Factor content is how the shape, layout and graphics are displayed by online advertising that attract users to view online ads, consisting of: entertaining, informativeness, irritation, credibility. Entertainment is the ability of advertising to give pleasure or entertainment to consumers while inserting advertising information. (Ducoffe, 1996; Wang & Zhang, 2006; Wang and Sun, 2010; Mir, 2012; Yaakop, Hemsley & Gilbert, 2011). It deals with how advertising can influence consumer attitudes to entertainment or an attractive appearance that can make consumers interested in advertising. Informativeness an ad ability to supply information to consumers, so as to give a true picture of a product. So that consumers get complete

information about existing products in the ads (Zhang, 2004; Ducoffe, 1996; BrackettdanCarr, 2001; Child, 2004; Yazeer 2012). Irritation is a disorder that occurs in online advertising, such as the manipulation of the ad so it leads to fraud, or bad experiences consumers about online advertising. (Ducoffe, 1996; Yazeer, 2012; Aaker, 1986. Credibility in online advertising is how the level of consumer confidence in online advertising that appears, or the extent to which advertising provides information on them can be trusted, impartial, competent, credible and specific. (Metzger, 2003; Abdulla et al, 2002;. Gass and Seiter, 1999; Johnson and Kaye, 1998, 2000, Jurma, 1981; Kiouisis, 2001; Meyer, 1988; Ognianova, 1998; Peng, 2005; Perloff, 1993; Wanta and Hu, 1994; Yoon et al, 1998). Interactivity in online advertising media is the extent of two-way communication that refers to the ability of mutual communication between advertisers and consumers, and the response to the input they receive. (Liu and Shrum, 2002; 2003; Mc Millan, 2002; Johnson, Bruner, Kumar, 2006; Zikham 2008). Based on the definition of some experts, it can be concluded that the variable interactivity is a two-way communication is done through advertising via the internet. Accessibility is the ability of users to access information and services provided by online advertising (Godwin - Jones, 2001; Hackett and Parmanto, 2009). The term accessibility is generally related to how users can access the information and content of online advertising. For example, the text for an image of an advertising content, download speed and discoverability (Godwin - Jones 2001; Hackett et al, 2004; Hackett and Parmanto, 2009). To find out how attitudes affect the interest in online advertising then used the Theory of Planned Behavior of. Theory proposed by Ajzen is widely used by experts to learn how consumer attitudes towards something can affect consumer interest. In this research how consumer attitudes toward advertising can influence consumers to buy online. According to the Theory of Planned Behavior (TPB), the actual behavior of a person to perform a particular action is directly influenced by the behavior intention, which is jointly determined also by the attitude, subjective norm, and perceived behavioral control such behavior. Behavioral intention is a measure of one's willingness to exert effort when performing certain behaviors (Lee, 2008). Meanwhile, Ajzen (1991) defines the intention is motivational factors that influence the behavior indicated how hard people will try or how much effort expended to perform a behavior. Attitude) is organizing the process of motivation, emotion, perception and long-term cognitive and deals with aspects of the surrounding environment. (Schiffman & Kanuk, 2008). It deals with how the customer views about online advertising on the Internet. Related to cognitive and affective factors. Interests purchase routinely used to forecast sales of products and services (Armstrong, Morwitz & Kumar 2000). Baker, Lavy & Grewals' cited by Changal (2005) using Willingness to buy to gauge interest in the purchase. Whitlark, Geurts and Swenson (1993), developed a measurement model with five levels of interest in the purchase of interest, namely: definitely will buy, probably will buy, Might / Might not buy, probably will not buy, and definitely will not buy. Till et al .; Tripp et. al (1994) in Nam-Hyun Um (2008) to measure interest in consumer purchases, with four seven-item semantic differential scale, "very Likely / very unlikely," "very probable / very improbable," "very possible / very impossible," and "very existent / very non-existent.

MODEL RESEARCH AND HYPOTHESES

The research model in this study comprised of online advertising, consumer attitudes and consumers to buy online. For more details can be seen in the image below:

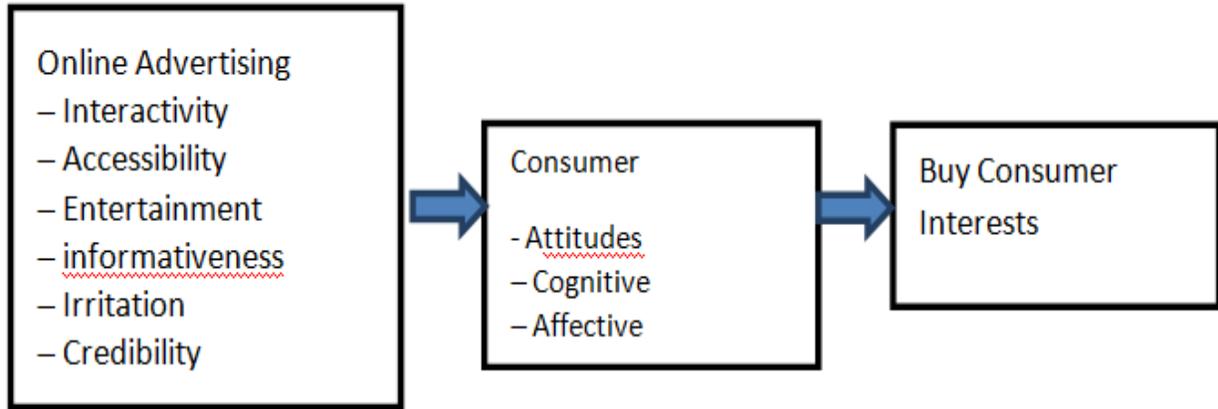


Figure 1. Research Model

Based on the research model, the research hypothesis is:

1. Internet users have a good perception of online advertising.
2. Online advertising effect on consumer attitudes.
3. Attitudes influence consumer buying interest consumers online.

RESEARCH METHODS

Data Collection and Sample

Data collection was performed at public universities student / private in Makassar. Collection using purposive sampling technique by taking a sample of Internet users who are students there Makassar City with an overall sample size of 340 sample.

RESULTS AND DISCUSSION

Descriptive Analysis

To answer the first hypothesis in this research on consumer perceptions of online advertising, it is descriptive analysis. Here is a summary table, the average value of each dimension of online advertising.

Dimensi	Mean	Information
Interactivity	3.74	high
Accessibiliy	3.59	high
Entertainment	3.67	high
Informativeness	3.66	high
Irritation	2.78	low
Credibility	3.60	high

Table 1. Average Value Dimensions Online Advertising

The test results are descriptive to a statement-statement items contained in each dimension of the questionnaire online advertising shows that the average value of the resulting pass through the middle value is 3. Processing and descriptive analysis shows that the majority of Internet users have a high valuation for online advertising. It shows that in order to establish a good perception into the minds of consumers about the online advertising in the delivery of online advertising should pay attention to how the delivery of information can be understood by the consumer, an attractive display ads, and how these ads can entertain consumers. Delivering a message of good and accurate advertising of a product is very influential on the creation of messages or advertisements useful information for those products which includes in it the quality of the product, price, and where these products can be obtained as well as the use of a good way, so that it becomes a major consideration for consumers to buy. However, the test results are descriptive in online advertising especially in dimension irritation showed low yield. It shows that apart from the visual aspect in terms of both appearance online advertising and information provided, internet users feel that the layout of the online advertisements that have appeared on internet is enough to disturb internet users. For that Internet users expect that in designing the layout design of online advertising on the web need to consider how to position the layout of online advertising that they appear not to disturb the activities of Internet users.

Causality Test

After conducting a series of tests to qualify the data processing models with SEM, then through SPSS Statistics AMOS 20 can be analyzed and calculated as the value of the estimated effect of one variable to another variable and the probability that indicates the level of significance of the effect of one variable to another variable as shown in the picture below this:

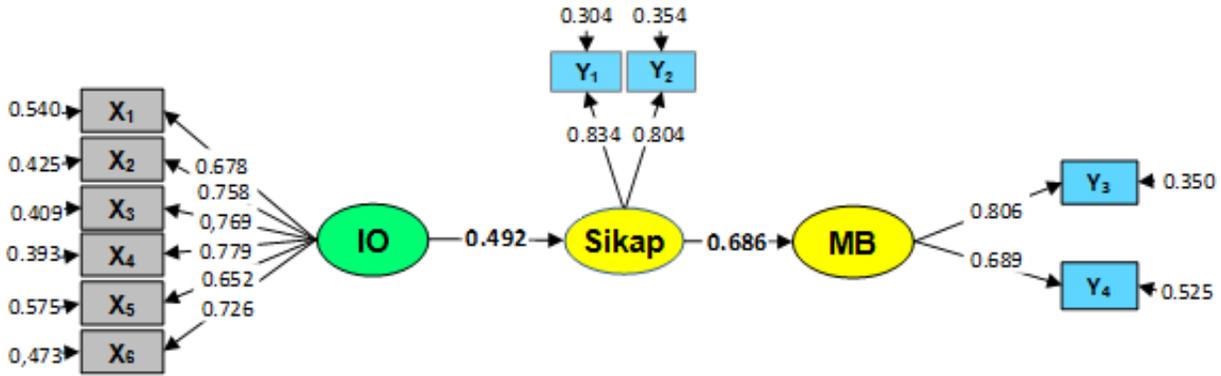


Figure 2. Variable Causality Test

To see the impact of online advertising on consumer attitudes, as hypothesized in the second hypothesis that online advertising has positive influence on consumer attitudes. To test this hypothesis used statistik student t test with the test results as follows:

effect	large Influence	standard Error	t	t-tabel	Decision
$H_0 : \gamma_{1.1} \leq 0$ $H_1 : \gamma_{1.1} > 0$	0,492	0,065	11,834	1,962	Tolak Hipotesis Nol

Table 2. Online Ad Impact on Consumer Attitudes

Based on the obtained values of the test thitung 11.834 Statistically greater than the value of the t test table by 1.96 at 5% error rate can be concluded that the null hypothesis is rejected. This means that online advertising significantly influence consumer attitudes. Great influence of online advertising on consumer attitude is positive medium (49.2%). This means that every increase of one standard deviation of online advertising will increase the value of consumer attitudes, a large effect is moderate and the remaining 50.8% of consumer attitudes are influenced by variables outside of online advertising. Delivering a message of good and accurate advertising of a product is very influential on the creation of messages or advertisements useful information for those products which includes in it the quality of the product, price, and where these products can be obtained as well as the use of a good way, so that it becomes a major consideration for consumers to buy. Based on these results indicate that consumer attitudes toward advertising online form various kinds of feelings and judgments as a result of ad views, feelings and judgments affect consumer attitudes toward advertising and beliefs related to online advertising. It also illustrates that consumer behavior before acting, consumers often develop a desire to behave based on the possibility of an attitude or action taken. Online advertising is good in consumer perception can form a good attitude toward the ad. Online advertising to influence consumer attitudes when forming various feelings and considerations as a result of exposure to advertising. Feelings and considerations in turn affect consumer attitudes toward advertising. Good advertising messages to contribute to consumer attitudes. Means that the quality of advertising messages delivered to consumers will arise a strong consumer confidence against

the existence of these products and the value of the product will be higher so as to realize consumer attitudes. Theory of advertising and its influence on the attitudes expressed by Schiffman, et al (2008) also stated that the basic model relationships can influence the attitudes ads when consumers form a variety of feelings (influence) and consideration (cognition) as a result of exposure to advertising. Feelings and considerations in turn affect consumer attitudes toward advertising and confidence in the brand acquired from exposure to advertising. This shows that online advertising can influence consumer attitudes. For it to be able to attract and form a positive perception of consumer attitudes toward advertising online advertising should be packed in an interesting and entertaining. Because according to a study of the first things seen by online consumers of advertising is the advertising display is attractive or not. In addition, how the information provided can give input and an overview of the products offered. Once the consumers' perception of online advertising is good, then consumer attitudes toward advertising will also be good. This is in line with research conducted by Ng Ka Po (2006: 87), in a study which studied how consumer attitudes towards online advertising. In his research used content factor, a factor of emotional feelings and brand factors on the effectiveness of advertising. The results showed that the influence of advertising content associated with the content of online advertising makes interested users, the results also showed that attitudes are positive towards online advertising leads to a positive attitude of consumers towards online advertising. Other studies conducted by Abdul Azeem & Zia (2012), they examined how online ads affect consumer attitudes, studies conducted in the country of India. They found that their love of advertisements, their confidence in online advertising and entertainment that they find interesting can make consumer attitudes toward online advertising to be good. Yazeer and Akmal (2013) conducted a study on how online advertising affects consumer attitudes towards online advertising. In his research using variables brand name, content, and consumer purchasing decisions. The results found that the factor content or the content of the online advertising affect consumer attitudes toward advertising is strong and positive, because the update information to provide input to consumers and forming attitudes towards online advertising. Several other studies on the influence of a strong and positive attitude towards advertising online is also done by Sepstrup (1991); Korgonkar & Walin (1999); Paparichaisi & Rubin (2000); Korgonkar & Walin (2003); Eric, Donald and David (2004); Robert, Claire &

Robin (2005); Damon & Ryan (2008); Ping Zhang (2011); Morkeza & David (2012); Geoffrey & Lincoln (2012); Kanbis & Amir (2012). Furthermore, the third hypothesis of this study was as hypothesized that attitudes influence consumer buying interest. To test this hypothesis used statistik student t test with the test results as follows:

Effect	large Influence	standard Error	t	t-tabel	Decision
$H_0 : \beta_{2,1} \leq 0$ $H_1 : \beta_{2,1} > 0$	0,686	0,063	11,179	1,962	Reject the Null Hypothesis

Table 3.

Effect of Consumer Attitudes Against Interests Buy

The table above shows the test results of the obtained values thitung 11.179 Statistically greater than the value of the t test table by 1.96 at 5% error rate that can be concluded null hypothesis is rejected. This means that consumer attitudes significantly influence consumers to buy. Great influence of online advertising on consumer attitude is positive medium (68.6%). This means that every increase of one standard deviation in consumer attitudes will increase the value of consumer buying interest, a large effect is moderate and the remaining 31.4% interest in consumer purchasing affected by variables outside of consumer attitudes. The above results also show that when the consumer perception of a product which promoted better, it will form a good attitude is also in the minds of consumers. Good attitude it will encourage interest from consumers to view, search for information about the product and will ultimately foster an interest to buy the product. Consumer attitudes related to how much consumers like something or how they feel about something, it will reveal their attitude towards the object. Consumer buying interest can also form due to the trust and confidence of consumers will these ads. With the delivery of timely and accurate information in commercials will bring consumer awareness of the product being advertised. The higher the confidence of consumers to advertising it will have an impact on consumer attitudes toward advertising so as to create consumer buying interest will increase. Mowen and Minor (2001) describes the relationship of trust, attitudes and behavior, which states there is a close relationship between attitudes and behavior. Consumer attitudes associated with experiential perspective, so the attitude directly cause an emotional response. The results support the theory presented by Marsden and Litler (2008) which states that one approach that dominates the study of behavior is the information processing paradigm that is the way in which consumers collect, process, store and recall and use of information in decision-making processes. The above results also show that when the consumer perception of a product which promoted better, it will form a good attitude is also in the minds of consumers. Good attitude it will encourage interest from consumers to view, search for information about the product and will ultimately foster an interest to buy the product. Consumer attitudes related to how much consumers like something or how they feel about something, it will reveal their attitude towards the object (Mowen and Minor, 2001). Consumer attitudes form a reference framework in which they interpret their world. Mowen and Minor explain the relationship of trust, attitudes and behavior, which states there is a close relationship between attitudes and behavior. Consumer attitudes

associated with experiential perspective, so the attitude directly cause an emotional response. As revealed theoretically that the consumer is outside the object of the most important part of every company. Consumer behavior is a concern to the formulator of the company's strategy in every company. One consumer behavior is of interest to the company's purchasing behavior. Consumer purchases a destination for companies (Siringoringo, 2004). Purchasing behavior will provide an overview intention to buy, who can influence the purchase, who decides on the purchase and who influence purchase intention will be very useful in designing effective promotion that will be used. Consumer behavior is determined by the extent to which consumers respond to the strategy developed by marketers. Several other studies related to relationships among attitudes and buying interest, Simamora (2002: 131); Bowen and Makens (1999: 156); Peter / Olsen (2002); Schiffman & Kanuk (2000); Zeithalm et al (1996).

CONCLUSION

Based on the results of research conducted found that:

1. Online advertising appearing during this diinternet got good perception of internet users. It deals with how the look and design of advertising can form a good perception of online advertising. However, the placement of online advertising layout deserves attention because Internet users get annoyed with the layout of the online advertisements on the internet.
2. Online advertising has a significant influence on consumer attitudes. Ads oline designed both visually appealing or display ads and advertising information messages that include product quality, price and other information to form various kinds of feelings and judgments as a result of ad views, feelings and judgments affect consumer attitudes toward advertising and trust associated with online advertising. It also illustrates that consumer behavior before acting, consumers often develop a desire to behave based on the possibility of an attitude or action taken.
3. Attitude has a significant effect on the interest in buying online. In general it can be said that the better the attitude he felt, the stronger the consumer's interest to carry out the intended purchase. Instead interest is seen as a determinant variable for actual behavior, meaning that the stronger the interest of consumers to make purchases or achieve the objectives of purchase, the greater the success of prediction of behavior or behavioral goal is to occur.

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