INFLUENCE OF ADVERTISING, PRICES AND SHOPEE AMBASSADOR BRAND ON STUDENTS' PURCHASING INTERESTS (STUDY OF MANAGEMENT STUDENTS AT MUHAMMADIYAH UNIVERSITY OF GRESIK)

PENGARUH IKLAN, HARGA DAN BRAND AMBASSADOR SHOPEE TERHADAP MINAT BELI MAHASISWA (STUDI PADA MAHASISWA MANAJEMEN UNIVERSITAS MUHAMMADIYAH GRESIK)

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ABSTRACT

This study aims to determine the effect of advertising, price and brand ambassadors on student buying interest. The type of research used is quantitative research. The sampling technique used slovin with a total sample of 90 respondents. The population used in this study were management students at Muhamaddiyah Gresik University. The data analysis technique used in this study is a multiple linear method. The results of the analysis show that advertising has a significant effect on purchase intention, price has a significant effect on purchase intention and brand ambassadors have a significant effect on purchase intention.
Keywords*: Advertising, Price, Brand Ambassador and Buying Interest.*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh iklan, harga dan brand ambassador terhadap minat beli mahasiswa Jenis penelitian yang digunakan adalah penelitian kuantitatif. Teknik pengambilan sampel menggunakan slovin dengan jumlah sampel yang diperoleh sebanyak 90 responden. Populasi yang digunakan dalam penelitian ini yaitu mahasiswa manajemen Universitas Muhamaddiyah Gresik. Teknik analisis data yang digunakan dalam penelitian ini adalah dengan metode linear berganda. Hasil Analisis menunjukkan bahwa iklan berpengaruh signifikan terhadap minat beli, harga berpengaruh secara signifikan terhadap minat beli dan brand ambassador berpengaruh secara signifikan terhadap minat beli.
Kata kunci: Iklan, Harga, Brand Ambassador dan Minat Beli

INTRODUCTION

Modernization has now shifted many people's lifestyle patterns at this time. Changes in individual life needs triggered by developments in science, The ever-invading insights and technology have now been faced transformations from time to time are included in the public's shopping attitudes.

Online shopping has now spread almost everywhere The community and even the area around the researchers also discussed the matter shop online using the Shopee application and the most important thing is colleagues fellow students the researchers have met. This is in line with the response students towards online shopping mode, the least group of society 35% often do online shopping, dominated by those who Age ranges from 18 - 22 years old Kompasiana correspondent (2021**).**

This is strongly related to the nature of consumerism of each individual student and how they are respond to it. In general, the phenomenon of online shopping is among students synonymous with a luxurious, hedonistic, extravagant and completely practical lifestyle. This is next It is thought to be commonly felt by young people, especially students on average well-off and at an age that is prone to changes and things warm. Half of them like to spend money to get things

or items that are currently popular because they don't want to be left behind by the times. So that now there are advertisements and promotions carried out by entertainment figures popular so that it can attract people to buy a product even if they don't need it.

Students become part of the fabric of society many people use technology such as the internet in their daily lives. Therefore, online shopping activities are not something that is unacceptable familiar among them. In the midst of limited time students are affected by many activities, now online shopping is the solution solutions that save more time, effort and energy. Ease of purchasing online techniques also have an important role in why it is so popular interested in the community, and those most affected are students. Researcher trying to conduct a mini survey of Muhammadiyah University Students Gresik using a random survey to measure how many users there are shopee among students, and the result is 20 University Students Muhammadiyah Gresik shows that it has the Shopee e-commerce application.

LITERATURE REVIEW
Purchase Interest

Buying interest (willingness to buy) is when someone wants to buy something consumption in nature, buying interest is the stage at which someone has it desire to buy something, they consider different options based on several considerations then choose the one that is most appropriate liked and bought. Pramono, AG, & Sukmawati (2014:156). The definition of buying interest according to Kotler & Keller (2017: 88) is the response that occurs when someone sees something and wants to make a purchase.

Based on this, it can be interpreted that buying interest is an

action Consumers are starting to think about making purchases in owning a brand certain things that consumers want to buy. If someone decides to really buy it, it means that someone has "consumed" the product.

Advertisement

Advertising is any paid form of non-personal presentation and ideas, goods, or services by a clear sponsor Kotler & Keller (2017:167). Advertising can reach customers who are spread widely and evenly. It's not just advertising can build a long-term image of a product and trigger it quickly selling. Advertising is a form of paid communication where advertising using mass media and interactive media to reach customers or audience with a wide reach to connect sponsorship with customers (target audience) and provide information about the product (ideas, services and goods).
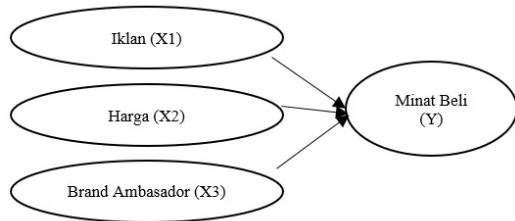
Price

Kotler & Keller (2017:340) define price as the money that must be paid to get something you want. This is the amount that can be exchanged for goods or services that will be obtained. Tjiptono(2020:150) stated price is the amount of money given to someone for get something they want. Sometimes buyers and sellers negotiate on price, or the seller decides on a fixed price to be paid everyone.

Brand Ambassador

According to Kotler and Keller (2016:181) brand ambassadors are like special people which helps the company by telling people how great it is their product. Sometimes, brand ambassadors are chosen from within famous celebrity or prominent popular figure. The company chooses this figure because they want more people to use their

products, especially figures This famous person is indeed liked by many people through his image.

Conceptual Framework

Figure 1. The Conceptual Framework

Hypothesis
H1: Advertising influences purchasing interest of University Management students Muhammadiyah Gresik in the e-commerce shoppe.
H2: Price influences the buying interest of
University Management students Muhammadiyah Gresik in the e-commerce shoppe.
H3: Brand ambassadors influence Management students' buying interest Muhammadiyah University Gresik in e-commerce shoppe.

METHODS
Research Approach and Location
The approach in this research uses a descriptive approach. According to Sugiyono (2018:64) the descriptive approach is "Research Descriptive analysis is carried out to determine the value of the independent variable, either one variable or more (independent) without making comparisons or connecting them other variables."

The location of this research was carried out at Muhammadiyah University Gresik Jl. Sumatra 101 GKB, Randu Agung Village, Kebomas District, Gresik, Regency Gresik 61121, East Java – Indonesia.

Population and Sample

The population of this study relates to students with the total number of Management students held by the University Muhammadiyah Gresik currently has 892 students. In this research, the sample size was determined using a formula Slovin. The Slovin formula is as follows:

$$ n = \frac{N}{N.d^2 + 1} $$

n = number of samples (respondents in research).
N = population size.
α = set precision (in this study, the set precision was 10%).

$$ n = \frac{892}{1 + 892(0.1)^2} $$
$$ n = \frac{892}{1 + 892(0.01)^2} $$
$$ n = \frac{892}{1 + 8,92} $$
$$ N = \frac{892}{9.92} $$
$$ N = 89,9 $$
$$ N = \text{dibulatkan jadi 90} $$

By utilizing the Slovin method, it was found that the number of samples intended for respondents in this study was 90 respondents.

Data Collection and Analysis Techniques
The data collection techniques that researchers will use in this research are by using a questionnaire/questionnaire. The answer this research hopes for has been presented so that respondents just have to sort the answer that suits them his choice. for each indicator using a Likert measurement scale, strongly agree (5), agree (4), unsure (3), disagree (2), strongly disagree (1) (Sugiyono, 2018:152). The method used in this research is multiple linear regression, to find out the influence of advertising (x1), price (x2) and shopee ambassador brand (x3) on student buying interest (y). the formula used in multiple linear regression is as follows:
Y = a + b1X1 + b2X2 + b3X3 + e

RESULTS AND DISCUSSION
Validity test
Table 1. Validity Test Result

No.	Butir Pertanyaan	R Hitung	r Tabel	Sig	Keterangan
1	**X1**				
	X1.1	0.808	0.207	0,00	Valid
	X1.2	0.827	0.207	0,00	Valid
	X1.3	0.848	0.207	0,00	valid
	X1.4	0.707	0.207	0,00	valid
	X1.5	0.870	0.207	0,00	valid
	X1.6	0.839	0.207	0,00	valid
	X1.7	0.854	0.207	0,00	valid
2	**X2**				
	X2.1	0.881	0.207	0,00	valid
	X2.2	0.892	0.207	0,00	valid
	X2.3	0.820	0.207	0,00	valid
	X2.4	0.850	0.207	0,00	valid
	X2.5	0.878	0.207	0,00	valid
3	**X3**				
	X3.1	0.867	0.207	0,00	Valid
	X3.2	0.743	0.207	0,00	Valid
	X3.3	0.857	0.207	0,00	Valid
	X3.4	0.753	0.207	0,00	Valid
	X3.5	0.890	0.207	0,00	Valid
4	**Y**				
	Y1	0.796	0.207	0,00	Valid
	Y2	0.768	0.207	0,00	Valid
	Y3	0.781	0.207	0,00	Valid
	Y4	0.414	0.207	0,00	Valid
	Y5	0.852	0.207	0,00	Valid

From the results of the instrument validity test for all variables, it was obtained that rcount > rtable 0.207. So all statement items from the independent and dependent variables are proven to be valid.

Uji Reabilitas
Table 2. Reability Test Result

Item	Alpha	Reliabel	Keterangan
Iklan	0,920	0,70	Reliabel
Harga	0,897	0,70	Reliabel
Brand Ambassador	0,883	0,70	Reliabel
Minat Beli	0,753	0,70	Reliabel

Shows that each variable's Cronbach Alpha value is greater than 0.70. Thus it can be concluded that the measuring instrument used in this research is reliable.

Normality Test
Table 3. Asymp Normality Test Result

No	Signifikan	Asymp. Sig. (2-tailed)	Keterangan
1	0.05	0.161	Data Berdistribusi normal

It can be seen that the significance value is 0.161 > 0.05 so it can be concluded that the data tested is normally distributed.

Multicollinearity Test
Table 4. Multicollinearity Test Result

Variabel Bebas	Tolerance Value	VIF	Keterangan
Iklan	0,502	1.991	Nonmultikolinieritas
Harga	0,418	2.393	Nonmultikolinieritas
Brand Ambassador	0,520	1.925	Nonmultikolinieritas

From the results of data management, it was obtained that the VIF value was less than 10 and the tolerance value was more than 0.1, so it can be concluded that the regression model does not have multicollinearity problems.

Heteroscedasticity Test
Table 5. Heteroscedasticity Test Result

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	.291	.800	.364	.717
	Iklan	-.004	.034	-.122	.903
	Harga	.084	.058	1.452	.150
	Brand Ambassador	-.027	.034	-.793	.430

Based on the output above, it shows that the Glejser test value can be seen as a sig > 0.05. For the advertising sig value of 0.903, the price sig value of 0.150 and the Brand Ambassador sig value of 0.430, it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linier Regresi Test
Table 6. Multiple Linier Regresi Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.593	1.299		1.227	.223
	Iklan	.231	.056	.327	4.130	.000
	Harga	.394	.094	.363	4.183	.000
	Brand Ambassador	.201	.055	.285	3.671	.000

$$Y = 1{,}593 + 0{,}231X_1 + 0{,}394X_2 +$$

$$0,201X_3 + e$$

1. β1 value = regression coefficient for X1 = 0.231 Based on the linear regression equation above, the coefficient shows a positive sign, if advertising increases, student buying interest will also increase, assuming the price and brand ambassador variables are 0.231.
2. β2 value = regression coefficient for X2 = 0.394 Based on the linear regression equation above, the coefficient shows a positive sign, if the prices are more competitive, the buying interest of students will increase, assuming the advertising and brand ambassador variables are 0.394.
3. β3 value = regression coefficient for X3 = 0.201 Based on the linear regression equation above, the coefficient shows a positive sign, if brand ambassadorship increases, student buying interest will also increase, assuming the advertising and price variables are constant at 0.201

Significance Test (Uji T)
Table 7. Significance Test Result (T-Test)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.593	1.299		1.227	.223
Iklan	.231	.056	.327	4.130	.000
Harga	.394	.094	.363	4.183	.000
Brand Ambassador	.201	.055	.285	3.671	.000

Based on table 7, the explanation of each variable is as follows :

1. Advertising variable Significance t < significance value 0.05 or 0.000 < 0.05. So it can be concluded that H0 is rejected and H1 is accepted, which means that advertising has a significant effect on purchasing interest.
2. Price variable Significance t < significance value 0.05 or 0.000 < 0.05. So it can be concluded that H0 is rejected and H1 is accepted, which means that price has a significant effect on buying interest.
3. Brand ambassador variable. Significance t < significance value 0.05 or 0.000 < 0.05. So it can be concluded that H0 is rejected and H1 is accepted, which means that the ambassador brand has a significant influence on purchasing interest.

Coefficient of Determination (R2)
Table 8. Test Result for the Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854ᵃ	.730	.721	1.853

Based on the data above, the Adjusted R Square value = 0.721 is obtained. It can be said that the change in the dependent variable Purchase Interest (Y) is 72.1% due to the variables Advertising (X1), Price (X2) and Brand Ambassador (X3) while the remaining 27.9 % can be explained by other factors outside these variables

The influence of advertising on purchasing interest

This is in line with the theory of Kotler & Keller (2016: 582) which states that advertising is all forms of non-personal communication and promotion of ideas, products or services that have been funded by certain or known sponsors. After making a purchase, customers become providers of information, by talking to other people or by sending comments on broadcasts on the internet (Sharing) Meilyana (2018). So the conclusion is that the relationship between advertising and purchasing interest is positive. This research is in line with research conducted by Purwaningtyas (2020), Chofiyatun (2021) and Hastuti (2020) which states that buying interest has a significant effect on buying interest. The better the advertising implemented by the food company, the better the consumer's

buying interest.

The results of this research show that advertising is proven to have a positive and significant effect on purchasing interest. These results show a positive relationship direction, which means that the higher the advertising given, the buying interest will also increase. The level of advertising attention given can be seen from the attractive content of the advertisement, the attractiveness of the advertising information, consumer liking for the advertisement and consumer trust in the advertising information.

The Influence Of Price On Buying Interest

This is in line with the theory of Kotler & Keller (2016: 340) which states that price is the amount of money charged for a product or service. More broadly, price is the amount of value that consumers exchange for the benefits of owning or using a product or service. This research is in line with research conducted by Purwaningtyas (2020), Chofiyatun (2021) and Hastuti (2020) which states that price has a significant effect on buying interest. The better the prices applied by food companies, the better consumer buying interest.

The results of this research show that price is proven to have a positive and significant effect on buying interest. These results show a positive relationship direction, which means that the better the price given, the buying interest will also increase. The price level provided can be seen from price affordability, product suitability with quality, price competitiveness and price suitability.

The Influence Of Brand Ambassadors On Purchasing Interest

This is in line with Karim's (2019) theory which states that in order for a brand to stick in the public's mind, one of the things is that a brand ambassador is needed to become a spokesperson for a brand. This is what makes a company often use a brand ambassador for a product to introduce people to rely on the product and increase buying interest. This research is in line with research conducted by Purwaningtyas (2020), Chofiyatun (2021) and Hastuti (2020) which states that brand ambassadors have a significant influence on purchasing interest. The better the brand ambassador implemented by the food company, the better the consumer's buying interest.

The results of this research show that brand ambassadors have proven to have a positive and significant influence on purchasing interest. These results show a positive relationship direction, which means that the better the brand ambassador provided, the buying interest will also increase.

CONCLUSION

Based on the results of data processing in this research, the following conclusions can be drawn:

Advertisements are proven to have a positive and significant effect on the purchasing interest of management students at Muhammadiyah University of Gresik towards the Shopee application.

1. Price has a positive influence on Shopee buying interest among management students at Muhammadiyah University Gresik.
2. Brand ambassadors also have a positive influence on Shopee buying interest among management students at Muhammadiyah University Gresik.

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