THE EFFECTIVENESS OF FACEBOOK ADVERTISING ON CONSUMER PURCHASE INTENTION ON MILLENNIAL GENERATION IN MANADO

EFEKTIVITAS IKLAN FACEBOOK TERHADAP NIAT BELI KONSUMEN PADA GENERASI MILENIAL DI MANADO

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Abstract: The purpose of this research is to analyze the influence of Attitude, Ability to recall, and frequency of clicking online advertisement on purchase intention of millennial generation in Manado. This research used quantitative method. 100 samples were collected with questionnaire distributed via social media from millennial generation in Manado. Multiple linear regression and 5 points Likert scale was used to help the data analysis in this research. Conclusion of this study were (1) partially a positive and significant relationship between the independent variable (attitude towards an online ads) on purchase intention (2) partially a positive and not significant relationship between the independent variable (ability to recall an online ads) on purchase intention (3) partially a positive and significant relationship between the independent variable (frequency of clicking an online ads) on purchase intention. The result of this research shows that attitude towards online ads(X1) ability to recall online ads(X2) and frequency of clicking online ads (X3) have a positive and significant correlation with purchase intention(Y) partially.

Keywords: attitude, ability to recall, clicks frequency, purchase intention

Abstrak: *Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Attitude, Ability to recall, dan frekuensi mengklik iklan online terhadap niat beli generasi millennial di Manado. Penelitian ini menggunakan metode kuantitatif. Pengambilan sampel sebanyak 100 sampel dengan kuesioner yang disebarkan melalui media sosial untuk generasi milenial di Manado. Regresi linier berganda dan skala Likert 5 poin digunakan untuk membantu analisis data dalam penelitian ini. Kesimpulan penelitian ini adalah (1) secara parsial terdapat hubungan yang positif dan signifikan antara variabel bebas (sikap terhadap iklan online) terhadap niat beli (2) secara parsial terdapat hubungan yang positif dan tidak signifikan antara variabel bebas (kemampuan mengingat iklan online) terhadap niat beli (3) secara parsial terdapat hubungan yang positif dan signifikan antara variabel bebas (frekuensi mengklik iklan online) terhadap niat beli. Hasil penelitian menunjukkan bahwa sikap terhadap iklan online (X1) kemampuan mengingat iklan online (X2) dan frekuensi mengklik iklan online (X3) memiliki hubungan yang positif dan signifikan dengan niat beli (Y) secara parsial.*

Kata Kunci: *sikap, kemampuan mengingat, frekuensi klik, niat beli*

INTRODUCTION

Research Background

Facebook is one of the most used social media network application in the world where the users of the application are keep growing by the time. During the pandemic local business or MSMEs is taking part in increasing the Indonesian economy. In the current business environment, Facebook advertising is an effective source of contact with target customers (Sandberg, 2010). Advertising is one of the company's techniques for increasing its selling potential. According to Dharmesti et al. (2019), millennials in Australia and the United States

have a favorable attitude about online shopping, which influences their online purchasing intentions. There are frequently unique deals in these advertising, such as free delivery, discounts, and offering reasonable rates with products that are thought to be of good quality. The types advertisements that showed in Facebook has many types from fashion, food and beverages, electronics, and any other products or services that shows on each of their Facebook page. Business people start to take advantage of all the gaps or opportunities that exist to increase strength and income in their business. This is what encourages these business people to use Facebook as a medium to introduce their products, services or brands.

This study would conduct a research on the attitude toward online advertising, ability to recall online advertisement, and frequency of clicking on online ads. Korgaonkar and Wolin (2002) investigated the differences between heavy, medium, and light online users and concluded that "heavier users had higher views about and attitudes toward Web advertising, which presumably leads to increased purchase intent." When compared to lighter Internet users, heavy Internet users reported that online ads were more realistic, interesting, informative, and useful; yet, they were more difficult to interpret. Attitude towards online ads mean that consumers either like or dislike something that appears in the advertisement. Goldsmith and Lafferty (2002) investigated the effects of Web site visitation on Internet advertising. For online advertisers, the findings are both positive and negative. Consumers who had a good attitude about websites were more likely to recollect brand names and have a favourable opinion of the brands. Millennial are more likely to acquire a product that fits their budget or cash, as well as one that has good quality and offers, to stimulate their interest in purchasing. The ability to recall online advertising relates to a consumer's ability to recall advertisements they've seen on television, radio, or the internet, with the focus of this study on social media, specifically Facebook. Ad characteristics, Internet users' viewing pattern and duration of viewing, campaign publicity, attitudes about the web site or ad, and curiosity and unique advertising technique are among the aspects considered (Danaher and Mullarkey, 2003; Goldsmith and Lafferty, 2002; Menon and Soman, 2002). According to the study, displaying advertising on such a web application might increase advertising effectiveness since the ads are more likely to be recalled by surfers. And frequency of clicking on online ads is a metric for determining how well advertisements are received by visitors to a website or other kind of online media. Marketers can use the Click-Through Rate (CTR) tool to see how visitors react to their site and plan their next move.

Research Objective

The objective that are going to achieve in this study is to identify the effect of attitude, ability to recall, and frequency of clicking toward online advertisement on purchase intention of millennial generation in Manado.

THEORITICAL FRAMEWORK

Purchase Intention

Consumer purchase intention is how a consumer selects to buy after elevates from several options. If buyers have a good purchase intention, that purchase will be pushed by a favorable brand engagement.

Advertising

According to Kotler (2005), advertising can be defined as a tool for communication also can be defined as a marketing matter. Advertising is all forms of non-personal presentation, promotional ideas, and promotion of goods or services performed by the sponsor who paid. According to Lim, Yap, and Lau (2011), there are several variables that can measure the effectiveness of an online advertisement, namely the ability to recall an online advertising, online advertising rewards, brand awareness, clicks or number of clicks, attitudes towards online advertising and brands, and purchase considerations.

Attitudes towards Online Advertisement

People's attitudes determine whether they like or dislike something, whether they approach or avoid it. In contemporary social psychology, attitude is often referred to as the most basic and essential term. Consumers who had a good attitude about websites were more likely to recollect brand names and have a favorable opinion of the brands.

Ability to Recall an Online Advertisement

The ability to recall online advertising refers to a consumer's ability to recall advertisements they've seen on television, radio, or the internet, with the emphasis of this research being internet media through social media, specifically Facebook. If customers recall products advertised online, they are interested in knowing more about them and comparing them to other products.

Frequency of Clicking Online Ads

The click-through rate (CTR) is used to assess how well ads are received by visitors to a website or other online media. Marketers may use the click-through rate (CTR) method to determine how site visitors respond and begin preparing their next approach

Previous Research

Banik and Dhar (2021) examined the effects of television advertisement on children' purchase intention through the mediating role of advertisement recall in the Asian context. Since the target population is unknown, a non-probability sampling based convenient sampling approach was used to collect data. Data were collected from 245 parents of their 448 children in the context of confectionary products in Bangladesh. Partial least square based structural equation modeling was used to analyze the collected data. The results show that information, entertainment and product packaging displayed in advertisement significantly affect children' advertisement recall. Advertisement recall is also found to have influence on children' purchase intentions. Further, advertisement recall fully mediates in the relationships between information and purchase intentions; entertainment and purchase intentions; and packaging and purchase intentions.

Cheah, Phau, and Liang (2015) identified the key antecedents of attitude towards e-deals and factors influencing purchase intention of e-deals. Specifically, perceived value and price consciousness will be tested as antecedents of attitudes towards e-deals. Attitudes towards e-deals, subjective norms, and perceived behavioral control are proposed to have strong influences upon purchase intention. The theory of planned behavior provides the theoretical underpinning of the conceptual framework. Data were collected through convenience sampling. Overall, 611 valid responses of 780 distributed surveys were collected. Only 426 e-deals users were analysed by using structural equation modelling (SEM) to test the hypotheses. It is found that perceived value is a strong predictor of attitudes towards e-deals. Another finding also indicates that attitudes towards e-deals and normative influence positively affect consumers' purchase intention towards e-deals.

Erdem, Durmuş, and Özdemir (2017) examined the ads on social media and word of mouth marketing lead to ad clicks. Motivation, congruity, attitudes to ad on social media and word of mouth marketing lead to ad clicks, which respectively affect purchase intention in research model. The study aims to develop an understanding of how ad clicks affect to purchase intention on social media. Findings of the study presents the importance of consumer behaviour to use of social media and to purchase intention among Turkish consumers. Consequently, in the study all variables are positively related to each other.
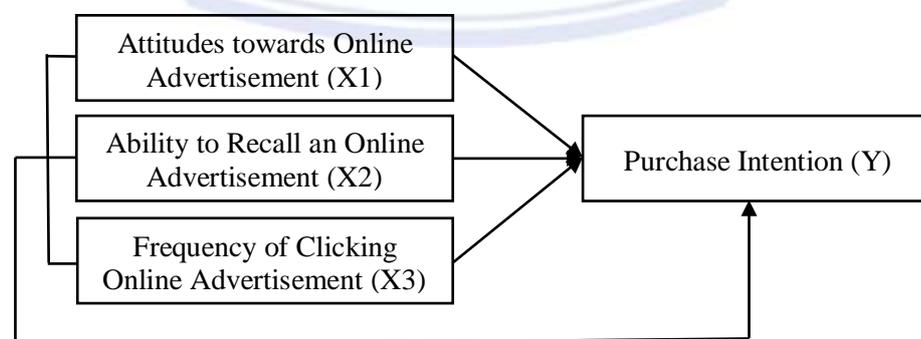
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review, (2021)

Research Hypotheses
H1: There is a positive and significant effect of Attitudes on Purchase Intention partially
H2: There is a positive and significant effect of Ability to Recall on Purchase Intention partially
H3: There is a positive and significant effect of Click Frequency on Purchase Intention partially

RESEARCH METHOD

Research Approach
      This is a quantitative research method. Quantitative research seeks to quantify the data. As a result, the aim of this research is to back up the idea of the theory that has been explained with evidence from the field, which can then be used to better understand different cases and solve problems that arise, as well as predict future problems. As for this research is about the effectiveness of Facebook advertising on consumer purchasing intention on millennial generation in Manado

Population, Sample, and Sampling Technique
      As for the population that will be taken in this research is people that already encounter using Facebook application and is active in using the application. The population in this study is the entire millennial generation in Manado who use the Facebook application. Using the Slovin's formula on sampling technique, the result is 100 total sample will be taken on this research. Accidental sampling, according to Sugiyono (2017), is a sampling strategy based on chance, in which anyone who happens to meet a researcher coincidentally or accidentally can be utilized as a sample if it is determined that the person who occurred to meet is suitable as a data source can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Method
      The researcher is using the primary data which mean the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study

Operational Definition of Research Variable
Table 1 Variable Definition

Variable	Definition	Indicator
Attitudes towards Online Advertisement (X1)	People's attitudes determine whether they like or dislike something, whether they approach or avoid it.	Liked Interest
Ability to Recall an Online Ads (X2)	The ability to recall online ads refers to a consumer's ability to recall commercials that he has seen on television, radio, and the internet	Benefits Memory Product Design How to remember ads
Click Frequency on Online Ads (X3)	Clicking on an application that is used to interact with advertisements, online advertisements are managed beautifully and make it easier for visitors to see advertisements, notably by clicking is also a way to determine whether the marketed online advertisement was successful or not.	Click Click Routine
Purchase Intention (Y)	Purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors	Transactional Interest Referential Interest Preferential Interest

Source: *Literature Review, (2021)*

Data Analysis Method
Multiple Linear Regression
        The purpose of multiple linear regression analysis is to determine the effect of two or more independent variables on dependent variables. The equation for multiple linear regression may be written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:
Y	= Purchase Intention
α	= Constant Value
X1	= Attitudes towards an Online Advertisement
X2	= Ability to Recall an Online Advertisement
X3	= Frequency of Clicking an Online Advertisement
β_1- β_2- β_3	= Regression Coefficient of Each Variable
e	= Error

RESULT AND DISCUSSION

Result
Validity and Reliability
Validity Test
        Validity is the truth and validity of the research instrument used. The correlation result is legitimate if the significance is less than 0.05 (5%), and it is invalid if the significance is greater than 0.05 (5%). The result of validity shows that all of the questions in the questionnaire are valid, and the results show that all of the research instrument items have a significance value of less than 0.05 or 5%

Reliability Test
        The Cronbach Alpha value derived from the data analysis results is used to conduct reliability testing in this study. According to Sugiyono (2017), if the Alpha Cronbach value is more than 0.60, the variable is considered to be reliable.

Table 2. Reliability Test Table

Variable/Item	Cronbach Alpha Value
Attitudes towards Online Ads (X1)	0.863
Ability to Recall an Online Ads (X2)	0.782
Click Frequency on Online Ads (X3)	0.665
Purchase Intention (Y)	0.862

Source: Data Processed

        Cronbach's Alpha for all variables is greater than 0.60, as seen in the table. As a result, the variables Attitudes toward Online Advertisement, Ability to Recall an Online Advertisement, and Click Frequency on Online Advertisement can be stated to be reliable.

Classical Assumption Tests
Multicollinearity

Table 3. Multicolinearity Test Table

Variable	VIF
Attitudes towards Online Advertisement (X1)	1.915
Ability to Recall an Online Advertisement (X2)	1.757
Click Frequency on Online Advertisement (X3)	1.948

Source: Data Processed

All independent variables have a VIF value of less than 10, according to the results of the computation of the Variance Inflation Factor (VIF) value. As a result, no multicollinearity between independent variables in the regression model can be determined.
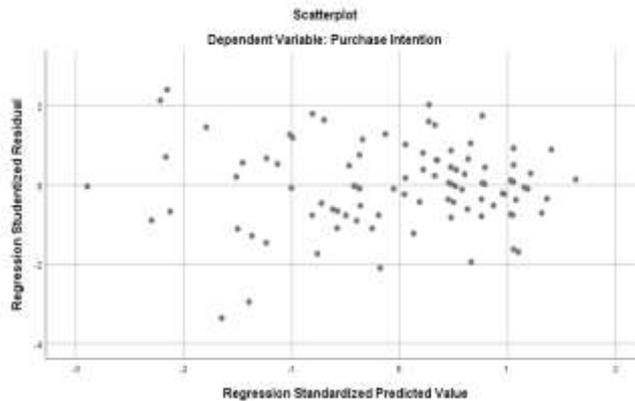
Heteroscedasticity Test

Figure 2. Heteroscedasticity Test
Source: Data Processed

The test results in Figure 2 above show that there are no symptoms of heteroscedasticity because the dots spread randomly and do not show a certain pattern.
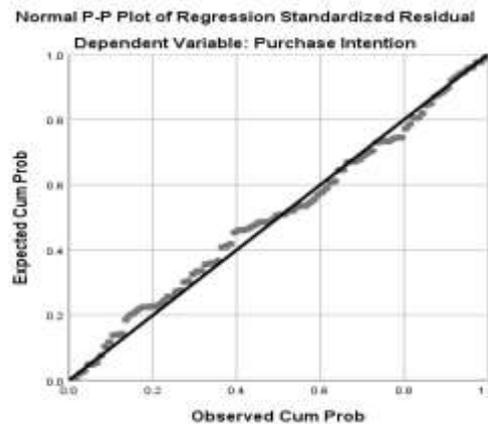
Normality Test

Figure 3. Normality Test
Source: Data Processed

Figure 3 above shows the points around the diagonal line. It is interpreted that the regression model has normally distributed data.

Multiple Regression Analysis

Multiple Linear Regression analysis is used to determine the impact of two or more independent variables on a dependent variable. The multiple linear regression analysis was carried out using SPSS software (version 25) in this research.

Table 4. Unstandardized Coefficient Beta Table

Variable	B
(Constant)	1.483
X1	.502
X2	.008
X3	.426

Source: Data Processed

The relationship between independent variable and dependent variable can be measured in the equation below:

$$Y = 1.483 + 0.502X1 + 0.008X2 + 0.426X3$$

The following is the outcome of the regression equation on the connection between independent variables and dependent variables:

1. The constant value of 1.483 represents the Attitudes towards an Online Advertisement (X1), Ability to Recall an Online Advertisement (X2), and Frequency of Clicking an Online Advertisement (X3) towards Consumer Purchase Intention (Y), implying that if the independent variables equal zero, the dependent value is 1.483.
2. The first independent variable, Attitudes towards an Online Advertisement, has a coefficient value of 0.502, which implies that if it increases by one, the value of Consumer Purchase Intention, the dependent variable, increases by 0.502. Attitudes towards an Online Advertisement (X1) have a positive relationship with Consumer Purchase Intention (Y).
3. The coefficient value of the second independent variable, Ability to Recall an Online Advertisement, is 0.008, which implies that if it grows by one, the value of the dependent variable, Consumer Purchase Intention, would increase by 0.008. Ability to Recall an Online Advertisement (X2) and Consumer Purchase Intention (Y) has a positive relationship.
4. The third independent variable, Frequency of Clicking an Online Advertisement, has a coefficient value of 0.426, which suggests that if it increases by one, the value of Consumer Purchase Intention, the dependent variable, would increase by 0.426. Frequency of Clicking an Online Advertisement (X3) and Consumer Purchase Intention (Y) have a positive relationship.

Coefficient of Determination (R2)

According to Bawono (2006), the coefficient of determination (R2) indicates the strength of the relationship between the dependent variable (Y) and the independent variables (X1, X2, and X3), or the extent to which the independent variables' contributions influence the dependent variable (Y).

Table 5. Coefficient Correlation (r) and (r2) Table

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808[a]	.654	.643	2.38310

Source: Data Processed

The correlation coefficient R is 0.808, as shown in the table above. This indicates that the independent variable and the dependent variable have a strong relationship. While the coefficient of determination (R2) = 0.643 indicates that the independent variable contributes 64.3 percent of the variance in the dependent variable, the remaining 35.7% is influenced by variables outside the model.

Hypothesis Testing
F-Test

The F test is used to determine how much the independent variables affect the dependent variable when they are combined.

Table 6. F-Test Table

			ANOVA[a]			
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1028.991	3	342.997	60.396	.000[b]
	Residual	545.199	96	5.679		
	Total	1574.190	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Click Frequency on Online Ads, Ability to Recall Online Ads, Attitudes towards Online Ads

Source: Data Processed

The F-Test results in this study have a coefficient value of 60.396 with a significant value of 0.0000 < 0.05. These findings indicate that the independent variables have a positive and significant impact on purchase intention simultaneously

T-Test

The level of significance of the independent variable on the dependent variable singly or individually is determined using this test. Using the criteria of hypothesis testing by t test as follows:

1) $t_{count} < t_{tabel}$ (0,05), then H0 is accepted and rejecting Ha.
2) $t_{count} > t_{tabel}$ (0,05), then H0 is rejected and accepting Ha.

The following are the findings of this t-test:

Table 7. T-Test Table

Model	t	Sig.
X1	5.885	.000
X2	.081	.936
X3	4.742	.000

Source: Data Processed

Based on the results of the t-tests for attitudes toward online advertisements, ability to recall an online advertisement, and click frequency on online advertisements, the following conclusions were drawn:

1. At an alpha coefficient of 5%, attitudes toward online advertisement have a T value of 5,885 and a significance value of 0.000. Because the significance value is less than 0.05, the variable attitude toward online advertisement has a positive and significant impact on purchase intention.
2. At an alpha coefficient of 5%, ability to recall an online advertisement has a T value of .081 and a significance value of 0.936. Because the significance value is more than 0.05, the variable ability to recall and the internet advertisement has a positive and have no significant impact on purchase intention.
3. At an alpha coefficient of 5%, click frequency on online advertisements has a T value of 4.742 and a significance value of 0.000. Because the significance value is less than 0.05, the variable click frequency on internet advertisements has a positive and significant impact on purchase intention.

Discussion
Effect of Attitudes towards an Online Advertisement on Purchase Intention

Based on the t test, the coefficient value is 0.502 with a significance level of 0.000 less than 0.05, this indicates that Attitudes towards an online advertisement has a positive and significant effect on purchase intention. Millennial attitudes towards the online advertisements are largely influenced by the testimony from the previous buyers which show that the millennial have the attitude to purchase thing that already being reviewed from previous buyers than they intent to purchase something. Therefore, it can be concluded that Millennial in Manado have a positive behavioral attitudes towards the online advertisement that are being shown in the Facebook application. This resulted supported by the previous study of Cheah, Phau, and Liang (2015) that attitudes towards e-deals and normative influence positively affect consumers' purchase intention towards e-deals.

Effect of Ability to Recall an Online Advertisement on Purchase Intention

Based on the t test, the coefficient value is 0.008 with a significance level of 0.936 greater than 0.05, this indicates that the ability to recall an online advertisement variable have a positive and have no significant effect on purchase intention. When millennial find an advertising attractive, they are more likely to remember it. Millennial are intrigued to the value of a brand, whether it is popular or not, and they are also interested in promotions such as discounts, bonuses, and so on. Those things excite millennial when they recall certain advertisements. The content of the advertising that is presented must be eye-catching in designed to get people to read it, and the content itself must be brief and easy to recall. This shows that the ability to recall an online advertisement positively affect and have no significant affect to purchase intention of millennial in Manado. This means that the relationship between ability to recall an online advertisement is not in line with purchase intention. This result is supported by the research of advertisement recall is also found to have influence on children' purchase intentions (Banik and Dhar, 2021).

Effect of Click Frequency on Online Advertisement on Purchase Intention

Based on the t test, the coefficient value is 0.426 with a significance level of 0.000 less than 0.05, this indicates that the Click frequency on online advertisement variable has a positive and significant effect on purchase intention. After performing effective research on an advertised product and finding the ad fascinating, millennial will be interested in clicking on the ad to learn more about the ad product, which will eventually lead to a purchase. Millennial are known to be attracted to promotions such as discounts, appealing coupons, and bonuses for every purchase of promoted goods. It can be concluded that, the millennial in Manado have a positive

and significant effect on clicking advertisement in Facebook app which their intent to click a certain advertisement of some product is triggered by shared content, good reputation of the product, and testimonies of previous consumers. Erdem, Durmuş, and Özdemir (2017) support this research result where their study shows that ad clicks affect to purchase intention.

CONCLUSION AND RECOMMENDATION

Conclusion
Based on the result analysis and the discussion on the previous chapter. The result of the research could be drawn as follows:
1. Attitudes towards an online advertisement has a positive and significant effect on purchase intention, partially.
2. Ability to recall an online advertisement variable have a positive and has no significant effect on purchase intention, partially.
3. Click frequency on online advertisement variable has a positive and significant effect on purchase intention, partially.

Recommendation
1. It is highly suggested for marketers who want to advertise their products on Facebook to strengthen their interaction with customers. The most profitable aspect of advertising a product on social media in Facebook is consumers who are willing to share the things they purchase and can promote those items to their friends.
2. Consumers should shop in stores with a good reputation and positive reviews from previous customers to reduce the chances of making mistakes. Don't forget to give a review of the products you've purchased so that the next customer may purchase after doing some research on the item they want to buy.
3. To improve this research, the next researcher should add more variable or intervening to make a better result for the influence on purchase intention.

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