

## THE INFLUENCE OF "SHOPEE CRISTIANO RONALDO 9.9 " E-COMMERCE ADVERTISING ON STUDENTS' SHOPPING INTEREST IN SPECIAL REGION OF YOGYAKARTA

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### ABSTRACT SHELVES

*Various factors can influence a person's buying interest in using a product. One of the factors that can influence buying interest is the advertisement presented by the manufacturer. This study aims to find out how the effect of Shoope e-commerce advertising on purchase intention. The method used in this research is a quantitative method. Respondents in this study were 100 students studying in the Special Region of Yogyakarta. Data collection was carried out by distributing questionnaires in the form of a Likert scale. The questionnaires collected by the researcher tested the data using the validity and reliability tests used in this study to analyze the data. The results of the study show that e-commerce advertisements on Shoope have a partial and significant effect on the buying interest of students in the Special Region of Yogyakarta. It is proved by the results of the t-test that the significance value of the relationship between e-commerce advertising and buying interest is 0.000. These results indicate that  $\text{sign}(0.00) < 0.05$  which indicates that e-commerce advertising has a partial and significant influence on the buying interest of students in the Special Region of Yogyakarta. Based on the research that has been done regarding the effect of e-commerce advertising on the buying interest of students in the Special Region of Yogyakarta. As we know, the function of advertising itself is to promote goods or services so that the audience knows the goods or services we have. Shopee has a very good advertising and promotion strategy. Like every month, on the same date, there will be a large-scale event to promote products or services at Shopee or Shopee in collaboration with top artists to voice the promotion.*

**Keywords:** Advertising Influence, e-commerce, shopping interest, shopee

### 1. INTRODUCTION

*e-commerce* Association, Indonesia, is the largest market for *e-commerce* in Southeast Asia, whose value is predicted to be 20 billion dollars in 2022, with *e-commerce* growth of 78% (Lawrencya &

Dewi, 2021). *E-commerce* is still concentrated on the island of Java. In 2021, out of 2,868,178 *e-commerce* businesses, 1,497,655 businesses (52.22 percent) are located on the most populous island in Indonesia ( *Central Bureau of Statistics*, nd). The use of *e-commerce* has an impact on accelerating the growth of

the business world, both small, medium, and large companies (Alwendi, 2020). The increase in *e-commerce* companies in Indonesia is in line with the increase in internet users. Based on APJII Survey Results (Association of Indonesian Internet Service Providers) 2021-2022 (Q1), APJII sees the progress of the development of internet penetration at the provincial level getting better and more evenly distributed, even though provinces in Java Island still occupy the highest position. The number of people connected to the Internet in Indonesia in 2021-2022 is 210,026,769 people out of a total population of 272,682,600 people in Indonesia in 2021-2022 (Association of Indonesian Internet Service Providers, 2022). Business people no longer have to bother getting information to support their operations thanks to the Internet. Because the Internet is a very important tool for facilitating *e-commerce* (Bahtiar, 2020). As a result of the Internet, marketing of companies, products, and services has become an interactive process today.

(Laudon & Guerciotraver, 2014)  
The history of *e-commerce* is divided into three periods, namely: Invention, Internet, and reinvention. The invention period is the discovery period, starting in 1995 when the first use of the web. During this period, the internet spread of product marketing penetrated through the web and various other media. The *e-commerce* reinvention period has turned into a social network that can be easily accessed by users' mobile devices such as smartphones and tablet computers. *E-commerce* is the result of multi-agency partnerships. Topics cover not only business topics,

such as companies and customers but also social management topics, such as government, organizations, and other regulations (Zhang et al., 2023). Academics agree to define *e-commerce* as a method of increasing performance and a mechanism for exchanging commodities, services, information, and knowledge by applying technology based on digital equipment networks (*E-commerce* et al., nd). In general, *e-commerce* offers a framework for businesses to expand their internal business activities to the outside world without facing the constraints of space and time.

People's preference for online purchases has contributed to the emergence of *e-commerce companies* in Indonesia. The Indonesian government makes many *e-commerce* regulations to encourage an atmosphere of digital and economic growth by ensuring the availability of data/information that is fast, easy to access, and reliable through the XIV Economic Policy, which regulates the electronic-based economy, Presidential Regulation (Perpres) No. 74 of 2017 concerning *the Roadmap* for the Electronic-Based National Trading System or SPNBE, Government Regulation (PP) Number 80 of 2019 concerning Trading Through Electronic Systems (PMSE), and Minister of Trade Regulation (Permendag) Number 50 of 2020 concerning Provisions for Business Licensing, Advertising, Development, and Supervision of Business Actors (Hamzah, 2020). Later this *e-commerce* map can motivate the younger generation to be creative and innovate in new economic activities.

One of the provinces that has the potential for online business growth is the Special Region of Yogyakarta (Special Region of Yogyakarta). Because the Special Region of Yogyakarta itself ranks second after the province of DKI in terms of the proportion of internet usage in the Special Region of Yogyakarta, reaching 55.45% in 2018 (Az-zahra et al., 2021). One of the positive impacts of digital culture, according to the Secretary of the Special Region of Yogyakarta, Kadarmanto Baskoro Aji, is the emergence of *e-commerce* which allows everyone to transact without having to meet face-to-face. The Special Region of Yogyakarta is ranked first among ten provinces in terms of the number of companies engaged in digital trade (*e-commerce*) (DIY Rank I *E-commerce Users in Indonesia* | *Yogya Pos* | *Yogyapos.Com*, nd). The rapid growth of *e-commerce is inseparable from students because students cannot be disconnected from the Internet in today's modern society*. Students play a role in the use of the Internet, which allows them to take advantage of various services provided by the Internet, especially in terms of purchases.

The Special Region of Yogyakarta is the oldest province after East Java, and the Special Region of Yogyakarta itself has many universities. Yogyakarta is the capital of the Province of the Special Region of Yogyakarta (DIY) and one of the student cities in Indonesia. DIY has a population of around 3.6 million people spread across four regencies and one municipality (Sarwono & Dharma, 2019). The number of students in the province of

the Special Region of Yogyakarta reached 387,319.00 in 2020 (*Special Region of YOGYAKARTA - Number of Students*, nd). Students, as immigrants from various places, each bring their own culture and characteristics. *E-commerce* is very closely related to students. They continue to look for up-to-date and consumptive lifestyles, such as online shopping activities through e-commerce (Nawawi, 2020). Online shopping activities arise because of an interest in buying. Interest in buying a product arises because there is a basis of trust in the desired product with the ability to buy the product (Arnianti et al., 2019). Every *e-commerce* business engages in various kinds of marketing messages to precisely reach the target market and encourage consumers to grow their buying interest.

There are various kinds of marketing channels; Targeted buyers can send and receive messages using communication channels, such as Advertising, Radio, and Television. Advertising is a method of communicating product and service information from producers to consumers through the media. All creative advertising methods begin with determining who will be the main target of the advertising message. Effective advertising is successful advertising, where the contents of the message can be conveyed, and people respond to the advertisement (Yunita et al., 2018). Advertising is basically preceded by the emergence of commercial communication, called commercial communication because business actors use advertising to convey messages to the

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public about their products (Muffarih, 2015). Advertising must be able to persuade potential consumers to choose and buy a product or service (Ratu et al., 2020). Television is the most powerful advertising medium and can reach a wide audience. The main strength of television advertising is its ability to be an effective and convincing way of presenting the features and goods offered (Putra & Gozali, 2018).

Shopee also often provides sizable discounts and also carries out advertising strategies using symbols in advertisements (Humaira et al., 2022). In the ad format used by Shopee, they are brand ambassadors when compared to celebrity endorsers. Brand Ambassadors, or company efforts to influence customers by utilizing celebrities as endorsers in marketing product images, are referred to as brand ambassadors (Ferdiana Fasha et al., 2022). Data from SimilarWeb statistics, Shopee has the most website visitors in Indonesia during the fourth quarter of 2022. The Shopee website received 179 million visitors in October of the previous year, increasing to 191 million visits in December. Shopee, a regional e-commerce platform that operates in almost every Southeast Asian country, has regularly topped the *e-commerce* app rankings on Play Store and App Store since Q4 2018 (*Report: Map of E-commerce Competition Q3 2021*, nd).

Shopee needs a broader marketing communications plan to attract consumers to grow in the face of competition. Marketing communication is an activity of transferring information to customers through various channels with the belief

that communication can create three phases of change, namely, changes in knowledge, changes in attitudes, and changes in the desired actions (Puspasari et al., 2021). The objective of marketing communications is to improve marketing tactics to reach a larger market segmentation. Marketing communications are the means by which companies inform, persuade and remind consumers directly or indirectly and are useful for establishing dialogue and building relationships with consumers. By strengthening customer loyalty, they can contribute to customer equity (Keller et al., 2016).

There are several theories in marketing communications, including *Integrated Marketing Communication (IMC)*. *Integrated Marketing Communication (IMC)* is a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable and persuasive brand communication programs over time with targeted consumers, customers, prospects, and other external and internal audiences and relevant (Belch et al., 2020). IMC is an ongoing process that makes sense to manage brand perceptions and experiences, as well as customer expectations about the brand (Moriarty et al., 2012). Elements of marketing communications in view of *Integrated Marketing Communication (IMC)* are Sales promotion, Direct Marketing, Public Relations, Advertising, and Unconventional Promotional Media (Kruti, 2009). From the presentation regarding IMC, as we all know, Shopee is very active in playing advertisements in

the form of videos containing the promotional tagline for free shipping. And on every date of the same month, there will be massive events like 12.12, 9.9. This is Shopee's strategy to attract buyers. In marketing, there is a brand that must be announced. Because a brand only exists in the realm of communication, it has a publicity attribute (Sumiyati & Murdiyanto, 2018).

PT Shopee Internasional Indonesia is trying to implement an effective advertising strategy in introducing its products (Nursyecha et al., 2021). Shopee's struggle to enter the Indonesian market is enormous and intense, as evidenced by one of the earliest breakthroughs in marketing and advertising, the first Shopee Ad, namely the free shipping promo, which has been running since 2016. The free shipping promo appeared on February 4, 2016. Of course, this is a motivator that can attract consumers to use Shopee. Shopee often provides free shipping promotions in the form of advertisements, both in traditional and digital media. Shopee has collaborated with various well-known brand ambassadors in the advertisements it uses, presenting various advertising themes that are distinctive, unique, and attractive. Shopee has a unique gimmick, namely "Goyang Shopee."

In the advertisement, Cristiano Ronaldo is seen taking a position to take a free kick, then kicks and scores a goal, but during the celebration, he is surprised and confused by the stadium audience, who are focused on their respective cellphone screens. Over time it gave way to unique ornaments and Shopee tunes that were

repeated over and over again. Next, the referee took out a shopee card then suddenly, Cristiano Ronaldo's shirt changed to an orange shopee shirt, soon Cristiano Ronaldo was rocking the shopee, accompanied by the typical shopee soundtrack and ending with the sentence that came out of Cristiano Ronaldo's mouth "Buy All at Shopee, Free Shipping". Shopee uses attractive advertisements to encourage its customers to buy its products. Shopee provides interesting and unique advertisements to study because it is possible that the impact given by an advertisement will be a stimulus for potential consumers to increase their buying interest. Purchase intention is a reaction that appears to show a desire to buy goods (Cassandra, 2016).

Previous studies under the name (Hendayana & Afifah, 2021) looked at the impact of brand ambassadors on online purchases on the Tokopedia marketplace. According to the test findings and discussion, Brand Ambassadors have a good and significant influence on online buying interest in some cases. The Korean wave, often known as K-pop culture, was popular at that time. Consumer interest in online purchases may increase as a result of K-pop culture. Previous research from (Saputra & Widyatmoko, 2019) discussed the Effect of Advertising Message Quality and Advertising Creativity on Advertising Attractiveness in "It's Time to Use GO-JEK - Vertibokek". The research findings show that the quality of the advertising message and the creativity of the advertisement have a beneficial and significant effect on the attractiveness of the advertisement. According to the

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findings of this study, advertising creativity has the greatest influence on the attractiveness of an advertisement. Based on several previous studies, the positive and negative impacts of the influence of brand ambassadors, message quality, and advertising creativity. While the purpose of this research is to find out how much influence the *e-commerce advertisement* "Shopee Cristiano Ronaldo 9.9" has on the buying interest of students in the Special Region of Yogyakarta. Based on the background of this problem, researchers are interested in submitting this research because Shopee often sends free shipping promos that are present every month in the form of unique and creative advertisements.

In this study, the point of view is the influence of the *e-commerce advertisement* "Shopee Cristiano Ronaldo 9.9" on the shopping interest of students in Yogyakarta. To find out how much influence the *e-commerce advertisement* "Shopee Cristiano Ronaldo 9.9" has on students' shopping interest in the Special Region of Yogyakarta. Then in need of variables - variables that become the means in this study. These variables are Advertising, Purchase Intention. Therefore the *e-commerce company* must meet these two variables. The problem that researchers can formulate is how far influence of the *e-commerce advertisement* "Shopee Cristiano Ronaldo 9.9" has on the shopping interest of Yogyakarta Special Region students.

## 2. METHOD

The research design in this study used an experimental with a quantitative

approach. Experimental research allows researchers to control factors and investigate causes and effects (Jalaluddin & Ibrahim, 2021). The variables in the experimental procedure are arranged so that external factors can be eliminated. Quantitative research is a method of study that examines human behavior through systematic observation and draws conclusions based on the findings. The purpose of experimental research is to examine the cause-and-effect relationship between the variables studied. In this study, there is an independent variable (influence), "The Effect of Cristiano Ronaldo 9.9 *e-commerce Shopee Ads*," and the dependent variable (influenced), "Student buying interest in the Special Region of Yogyakarta. The observed part is referred to as the sample, while the collection of research items is referred to as the population (Jalaluddin & Ibrahim, 2021).

The population is a regional generalization consisting of objects or subjects with a certain number and characteristics. The population in this study are students who are in the Special Region of Yogyakarta, who use the shopee commercial electronics. The sample is part of the characteristics of the population. To determine the sample, the researcher used the slovin formula.

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

Information:

n = the number of samples sought

N = population size

e = value of margin of error (large error) of population size

$$n = \frac{387.319,00}{1 + 387.319,00(0,1)^2}$$

$$n = \frac{387.319,00}{1 + \frac{387.319,00(0,01)^2}{387.319,00}}$$

$$n = \frac{387.319,00}{1 + 3.873,19}$$

$$n = \frac{387.319,00}{3.874,19}$$

$$n = 99,97418815287841$$

$$n = 100$$

With a population of 387,319.00 with an error rate of 10% of the entire population, 100 people were made as respondents in this study Sampling The sampling used in this study was *nonprobability sampling*. *Nonprobability sampling* is when not all elements in the population have the same

chance of being sampled (Harys, 2020). Purposive sampling is used where non-probability sampling is used. Purposive sampling is choosing certain people because they are considered to represent statistics, significance level, and hypothesis testing procedures (Jalaluddin & Ibrahim, 2021). In Table 1.1 below, there are 11 indicators in this research; indicators are research variables that indicate certain circumstances. Following indicator table:

**Table 1. 1 Indicator**

No	Variabel	Dimensi	Indikator	No item
1	Variabel X Pengaruh Iklan	Attention	Isi pesan yang tersampaikan dalam iklan	1
			Frekuensi penayangan iklan	2
		Interest	Kejelasan isi pesan yang di tampilkan	3
			Penggunaan media dalam tayangan iklan tersebut	4
		Desire	Minat mahasiswa akan iklan	5
		Action	Keyakinan untuk membeli produk	6
			Produk sesuai dengan iklan yang di sampaikan	7
2	Variabel Y Minat Beli	Minat Transaksional	Minat untuk membeli produk	8
		Minat Referensial	Mereferensikan kepada orang lain setelah menonton iklan	9
		Minat Preferensial	Lebih berminat membeli barang disini dari pada di tempat lain	10
		Minat Eksploratif	Minat mencari informasi mengenai produk yang di minati	11

Data collection techniques are key stages in research. Data collection was carried out to obtain the information needed to fulfill the research objectives. A questionnaire approach was used to collect data in this study, which was measured with a *Likert scale*. With data management tools using the SPSS 23.0 for Windows 10 program. Instruments or data collection tools provide a series of systematic

questions that must be answered or responded to by respondents based on their points of view. The technique for testing the questionnaire uses validity and reliability tests.

After the data collected from distributing the questionnaires was collected, the researcher tested the data. Testing the data using the validity and reliability tests used in this study to

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analyze the data. Test validity determines whether the selected instrument has the determination to measure what it is supposed to measure. A reliability test is an instrument for testing dependency. Considered reliable if the response is on a constant or stable basis over time. The tool for measuring dependency is *Cronbach's Alpha*. The data analysis technique used in this study is the statistical T-test used to test the hypothesis. The t-test is used to partially test the independent variables.

### 3. RESULTS AND DISCUSSION

Shopee is an *e-commerce* that uses advertising by utilizing many social media such as *Facebook, Youtube, TikTok, and*

*Instagram*. So that *Shoope* has a wide reach, considering that people definitely use at least one or more social media. So the advertisements made by *Shoope* can be reached the public (Sumaa et al., 2021). The reach of *Shoope's* advertisements affects the level of people's buying interest in using *Shoope*. The following are the results of research showing the effect of *e-commerce advertising* on *Shoope* on the buying interest of students in the Special Region of Yogyakarta.

The first frequency data to be presented is gender. Gender in this study was used to see which men or women were more dominant in using *Shoope*.

**Table 1.2 Gender**

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid		2	2.0	2.0	2.0
	Laki-Laki	40	39.2	39.2	41.2
	Perempuan	60	58.8	58.8	100.0
	Total	100	100.0	100.0	

Based on table 1.2, it can be seen that out of 100 respondents, there were 40 (39.2%) sex or gender frequencies in the male column and 60 (58.8%) in the female column. Based on these results, it can be concluded that women are the gender that uses and shop more with *Shopee*.

The second data is age. It is important to know that age is an important

factor in seeing someone's shopping interest. Following are the results of the answers presented in the table:

**Table 1.3 Age**



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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.0	2.0	2.0
	≥ 24	31	30.4	30.4	32.4
	20 - 23	69	67.6	67.6	100.0
	Total	100	100.0	100.0	

Based on Table 1.3 above, in the second column, it can be seen that the age that uses *Shooper* the most and has an interest in buying is students aged 20-23 years with a total of 69 (67.6%), and the second is those aged 24 years and over in the first column with a total of 31 respondents (30.4%). The results showed that there were no students in the Special

Region of Yogyakarta who were > 19 years old.

The next table shows student status. There are two groupings, namely state university students (PTN). Both are private university students (PTS). The following is a table of research results based on student status:

**Table 1.4 Student Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.0	2.0	2.0
	Mahasiswa Perguruan Tinggi Negeri (PTN)	30	29.4	29.4	31.4
	Mahasiswa Perguruan Tinggi Swasta (PTS)	70	68.6	68.6	100.0
	Total	100	100.0	100.0	

Based on the research results from table 1.4, it was found that there were students studying at universities in the Special Region of Yogyakarta. The result was that students studying in the Special Region of Yogyakarta who had an interest in buying using *Shooper* were dominated by students studying at private universities. (PTS). Evidenced by the results, which show that there are 70 (68.6%) students in the column of private

college students pts. The remaining 30 (29.4%) are students in the State University (PTN) column.

The next frequency data table is student monthly money either obtained from parents or those who work part-time. This table shows the student's monthly money in one month. The following is the monthly payment data for students studying in the Special Region of Yogyakarta:

**Table 1.5 Monthly Money**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.0	2.0	2.0
	≤ 1.000.000	2	2.0	2.0	3.9
	≥ 2.500.000	53	52.0	52.0	55.9
	1.500.000 - 2.500.000	45	44.1	44.1	100.0
	Total	100	100.0	100.0	

Based on the data presented in Table 1.5, it can be seen that most students studying in the Special Region of Yogyakarta have money above Rp. 2,500,000 (two million five hundred). This is evidenced in the second column by the number of respondents who answered that they have a monthly allowance of more than Rp. 2,500,000, as many as 53 (52%). There are only 2 (2%) students who have a monthly allowance of under 1,000,000

(one million rupiah), which can be seen in the first column. The data shows that most students have enough money, so they have an interest in buying.

The following table shows data on the frequency of students accessing *Shoopee* in a day. This is seen to show how often students access *Shopee* in a day. The following research data are presented in the table.

**Table 1.6 Frequency of accessing Shoopee in a day**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.0	2.0	2.0
	≤ 2	1	1.0	1.0	2.9
	≥ 6	47	46.1	46.1	49.0
	2 - 5	52	51.0	51.0	100.0
	Total	100	100.0	100.0	

Based on Table 1.6 in the column for the three frequencies above, it can be seen that the majority of students open *Shoopee* on their devices 2-5 times. The table results show that 52 (51%) respondents answered that they open *Shopee* between 2 and 5 a day. Based on the frequency data, it can be seen that the frequency of using *Shoopee* is quite a lot. In Table 1.6, in the first column, only one

(1%) respondent answered that he accesses *Shoopee* less than two times a day. This shows that students have a moderate interest in using the *Shoopee* application.

The following table shows how many times students use *Shopee* to make purchases in a month. The following table shows the results of data acquisition and processing in the study:

**Table 1.7 Shope shopping per month**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid		2	2.0	2.0	2.0
	≤ 5	1	1.0	1.0	2.9
	≥ 11	44	43.1	43.1	46.1
	6 - 10	55	53.9	53.9	100.0
	Total	100	100.0	100.0	

Based on Table 1.7 in the third column, it can be seen that most respondents answered that they shop between 6 and 10 times a month. Respondents who answered were 55 (53%). Of the 100 respondents, only 1 (1%) answered that they shopped at Shoope less than five times in the first column.

On the results of the validity test, this study used a significance value of 5% with a total of 100 respondents. Based on the r-value distribution table, it was found that the r-table was 0.195. The following table results of the validity test in the study:

**Table 1.8 Validity Test Results**

Iklan e-commerce (Variabel X)			
No.Item	Nilai r- hitung	nilai r- tabel	Keterangan
X.1	0,636	0,195	Valid
X.2	0,623	0,195	Valid
X.3	0,726	0,195	Valid
X.4	0,640	0,195	Valid
X.5	0,652	0,195	Valid
X.6	0,696	0,195	Valid
X.7	0,716	0,195	Valid
Minat Beli (Variabel Y)			
No.Item	Nilai r- hitung	nilai r- tabel	Keterangan
Y.1	0,563	0,195	Valid
Y.2	0,723	0,195	Valid
Y.3	0,595	0,195	Valid
Y.4	0,645	0,195	Valid
Y.5	0,768	0,195	Valid
Y.6	0,691	0,195	Valid
Y.7	0,550	0,195	Valid

Table 1.8 shows the results of the validity test using the Pearson correlation. In variable X, e-commerce

advertising shows that items X.1, X.2, X.3, X.4, X.5, X.6, and X.7 in the r-count value column on variable Y e-commerce

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*advertising* has an r-count greater than r-table (0.195). So it can be seen that the results of the validity test on variable X indicate that all items used in the study are declared *valid*. In the variable Y interest in buying, it shows that Y.1, Y.2, Y.3, Y.4, Y.5, Y.6, and Y.7 in the r-count value column on variable Y buying interest has a value of r -count is greater than r-table (0.195). Based on these results, it can be

seen that the items used in variable Y are declared *valid*.

The second instrument test, which was carried out, was the reliability test. A reliability test was performed using *Cronbach's alpha*. *Cronbach's Alpha Standard* value is 0.6. So, a variable is declared *reliable* if it has a *Cronbach's alpha value*  $> 0.6$ . The following table shows the results of the reliability test using *Cronbach's alpha* (Faradiba, 2020).

Table 1.9 Reliability Test Results

Variabel	nilai Cronbach's Alpha	Cronbach's Alpha Standard	Keterangan
Iklan <i>e-commerce</i> (X)	0,793	0.6	Reliabel
Minat Belanja (Y)	0,762	0.6	Reliabel

Table 1.9 shows the results of the reliability test in this study. The table shows that the reliability value in the *e-commerce ad column* obtained using *Cronbach alpha* shows the number 0.0.793. These results indicate that the reliability test scored  $> 0.6$ . based on the results, the use of instruments on variable X ( *e-commerce advertising* ) is declared reliable. The second is a reliable test on shopping interest (Y). The results show that the Y variable in the shopping interest column shows the number 0.762. This means that *Cronbanc's Alpha value* is  $>$

0.6. based on this, it can be decided that the variable Y is declared *reliable*.

Hypothesis testing is done to find out whether the hypothesis in the research is appropriate based on the research results. The hypothesis in this study is that *e-commerce advertising* has a significant effect on the shopping interest of students in the Special Region of Yogyakarta. Hypothesis testing is carried out using a partial test (t-test). The probability value in the study is 5%, meaning the hypothesis can be accepted if the sig.  $< 0.05$ . The following table results in the study:

**Table 1.10. T-test results between *e-commerce advertising variables* on buying interest**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.736	.260		6.688	.000		
	Iklan <i>e-commerce</i>	.605	.061	.711	9.998	.000	1.000	1.000

a. Dependent Variable: Minat Beli

In Table 1.10, in the first row. Shows the number 0.00 in the Sig column. These results indicate that the sig. (0.00) < (0.05). A partial test shows that the hypothesis in the study is accepted. This means that *e-commerce advertising* has a significant effect on student shopping interest in the Special Region of Yogyakarta. The results of this study are in line with research conducted by (Sumaa et al., 2021), which states that *e-commerce advertising* partially has a significant effect on people's buying interest. This means that the more advertisements used will affect student buying interest. Like the *Cristian Ronaldo 9.9 Shopee ad*, if it is maximized, it can increase interest in shopping for students who want to shop using *Shopee*.

**4. CONCLUSION**

Based on the research that has been done regarding the effect of *e-commerce advertising* on the buying interest of students in the Special Region of Yogyakarta. As we know, the function of advertising itself is to promote goods or services so that the audience knows the goods or services we have. *Shopee* has a very good advertising and promotion

strategy. Like every month, on the same date, there will be a large-scale event to promote products or services at *Shopee* or *Shopee* in collaboration with top artists to voice the promotion. The test results show that *Cristiano Ronaldo 9.9 Shopee e-commerce advertising* has a significant effect on shopping interest students in the Special Region of Yogyakarta. Independent variable (influence) The effect of *shopee ads* has a significant effect on the buying interest of students in the Special Region of Yogyakarta with a sig. (0.00) < (0.05). So that the hypothesis that *e-commerce shopee advertisements* affect the buying interest of students in the Special Region of Yogyakarta can be accepted. This can be interpreted that advertising has influence because *Shopee advertisements* have a strategy of conveying messages through advertisements. As a result of the *shopee advertisement*, it can increase student buying interest in the Special Region of Yogyakarta. So that if *Shopee Ads* can convey messages through advertisements in a unique way, it will increase student buying interest. Conversely, if the advertising message is not conveyed properly, it will reduce

student buying interest. Based on these results, the suggestions given by the researcher are, first, create various advertising content that can attract students' attention or create advertisements that are easily conveyed to students. Second, advertisements are disseminated on various social media platforms.

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