

The Analysis of Instagram Ads Strategy, Brand Awareness and its Impact on Purchasing Decision of Wardah Facial Wash (Case Study in the Community of Kelurahan Cikutra)

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ABSTRACT

Introduction/Main Objectives: This study examines the influence of Instagram ads and Brand Awareness on Purchasing Decision of Wardah Facial Wash Purchasing Decisions. **Background Problems:** This research is motivated by the increasingly stringent market developments in the beauty and skin care industry. Cosmetic company is required to have an accurate strategy in retaining its customers, looking for new potential customers which of course increases sales volume. **Research Methods:** The research method used is descriptive and verification methods with a quantitative approach, collecting data by distributing questionnaires to 100 respondents. Statistical analysis instruments used validity test, reliability test, classical assumption test, path analysis, correlation coefficient analysis, and coefficient of determination. **Finding/Results:** The result is that there is an influence between Instagram ads on purchasing decisions through the Brand Awareness variable as an intervening variable. Consumer Purchase Decision is included in the "Good" category. **Conclusion:** The coefficient determination of the effect of Instagram ads on purchasing decision is 46.5%. The study also conclude that the promotion has the greatest influence on Consumer's Purchasing Decisions.

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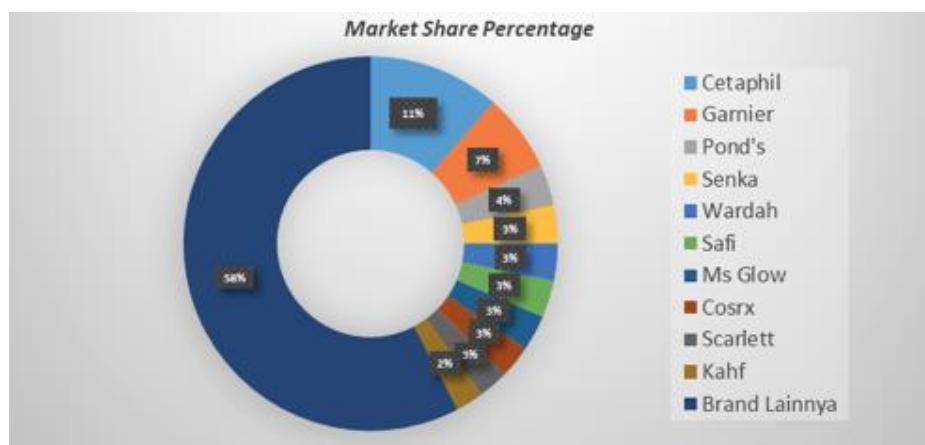
1. Introduction

As the times progress, skincare is no longer just a lifestyle among people but has become a necessity for both women and men. Apart from being differentiated based on the needs of skin type, there are now many beauty product companies which creates skincare based on ages ranging from teenagers to adults, of course with a variety of different formulas and has different benefits. Reporting from the goodstats.id site based on statistical data, globally beauty or cosmetic products will grow again by around 6.46%, especially in 2021. This was triggered by online sales which reached 25.2% this year. In 2020 growth fell by 8 percent with a lower percentage of 13.25% than growth in 2019 which increased by 5.25 percent due to the Covid-19 pandemic.

The trend of beauty products in Indonesia is increasing even during the Covid-19 pandemic. Awareness of caring for beauty also has an influence due to changes in people's lifestyles. This can be seen from the 2020 Central Statistics Agency (BPS) report which revealed that the cosmetics industry experienced an increase of 5.59%. Then, throughout 2021 it is also projected to increase by 7%. This phenomenon makes beauty product companies compete with each other to create facial wash products that attract attention in the minds of consumers to use and repurchase their products.

Wardah is a local beauty product brand that was founded in 1995 under PT. Paragon Technology and Innovation was founded by Nurhayati Subakat and currently serves as Commissioner of PT. PTI. Wardah is one of PT PTI's best-selling brands on the market. In 2018, this halal cosmetic brand ranked first in Indonesia in the types of facial moisturizer, skin care and cosmetic products. There are also skin cleansing products that rank third. The following is data on the TOP 10 brands of facial cleansers with the largest market share on 1-15 August 2022.

Figure 1. The Largest Facial Wash Market Share



Source: <https://compas.co.id/article/data-penjualan-pembersih-wajah-2/>

Market share is the total sales of a company compared to the total sales in the market. (Kotler and Armstrong, 2013). Based on the data above, Wardah facial cleanser is in fifth position after

Cetaphil, Garnier, Pond's and Senka, which means that consumer purchasing decisions for Wardah facial cleanser are still less than other brands of facial cleansing soap, even though Wardah itself has been producing many types of facial cleansing products for a long time.

The decision to purchase a product can be influenced by various factors, including branding and promotion. According to Bruno et al (2016). The relationship between promotions, brand awareness and purchasing decisions, namely the process from consumers being interested, then attracted, to making the decision to purchase is caused by various aspects, one of which is the aspect of forming perceptions of promotions. The influence of promotions has an impact on consumer responses in the form of purchasing these products. When a product has good quality, but consumers do not know and are not sure about the product being offered, then consumers will not make a purchase.

Reporting from the Top Brand Index, Wardah has been included in the TOP brand in the personal care index since 2015 in several categories including Body Butter/Body Cream, Body Mist, Facial Mask, Lipstick, Lip Gloss , Blush On , Eyebrow Pencil, BB Cream , Foundation , Powder Face Loose, Pressed Face Powder, Suncare, Facial Cleanser, Facial Moisturizer, Facial Cleansing Soap, Anti Aging, Eyeliner , Mascara, Whitening Cream.

From the several categories above, one of the products that has succeeded in entering the TOP Brand on the personal care index is facial cleansing soap. The Top Brand Awards data for facial cleansing soap products from 2018 to 2022.

Table 1. Top Facial Wash Brand Awards 2018 – 2022

| No | 2018 | | 2019 | | 2020 | | 2021 | | 2022 | |
|----|--------------|------|---------|------|---------|------|---------|------|---------|------|
| | Brand | % | Brand | % | Brand | % | Brand | % | Brand | % |
| 1 | Pond's | 29.3 | Pond's | 30.4 | Pond's | 22.4 | Pond's | 24.8 | Pond's | 24.5 |
| 2 | Biore | 19.2 | Biore | 19.1 | Biore | 17.1 | Biore | 16.4 | Biore | 14.4 |
| 3 | Garnier | 16.8 | Garnier | 15.3 | Garnier | 13.8 | Garnier | 14.5 | Garnier | 14.3 |
| 4 | Wardah | 5.5 | Gatsby | 5.8 | Gatsby | 8.5 | Wardah | 9.9 | Wardah | 10.1 |
| 5 | Papaya (RDL) | 3.8 | Wardah | 4.6 | Wardah | 5.8 | Gatsby | 5.7 | Gatsby | 5,6 |

Source: https://www.topbrand-award.com/top-brand-index/?tbi_find=wardah

In 2018, Wardah was ranked 4th out of 5 after Pond's, Biore, and Garnier with a percentage of 5.5%, then in 2019 Wardah's position decreased to 5th place, being replaced by Gatsby with a percentage of 4.6%. In 2020, Wardah was still ranked 5th but with a percentage of 5.8%, then in 2021 Wardah succeeded in increasing its ranking to fourth place and succeeded in shifting Gatsby's position with a percentage of 9.9%, which means a drastic increase of more than 4% compared to last year. - previous year and now Wardah is ranked 4th in 2022 with a percentage of 10.1%. Wardah's facial wash

has experienced fluctuations in ranking from year to year, but it has never been the highest brand or top brand in the TOP Brand Index (TBI) in the facial cleansing soap category.

It can be said that Wardah facial wash has been able to enter the TOP Brand ranking in 2022 with a percentage of 10.1%, but Wardah has not been able to place itself in first, second or third place compared to other types of products over the last five years. This can be caused by intense competition between competitors.

Data from the Nielsen Global New Product Innovation Survey shows that 59% of consumers prefer to buy new products made by brands that are familiar to them. Several products created by Wardah have successfully entered several TOP Brand Index categories and ranked first or become TOP Brand, but not the facial cleansing soap or facial wash products. This means that the level of brand awareness of Wardah consumers towards Wardah facial wash is still low.

Brand Awareness is created through various promotional media, starting from mass media, social media, advertisements, billboards, product reviews, and so on. With good promotional and marketing strategies, consumers who receive information about a brand will remember it over time. Wardah carries out various strategies to promote its products, one of which is promotion through social media. Social media is a good choice for increasing brand awareness because this media has become mandatory consumption for today's society. One of the most widely used social media in Indonesia is Instagram, data according to goodstat.id.

Many business people take advantage of the features offered by Instagram to promote their business, one of which is by doing Instagram ads. Instagram ads can create advertisements on Instagram feeds and Instagram stories according to predetermined targets and budgets. Likewise, through its official Instagram account wardahbeauty, Wardah carries out promotions using Instagram ads, but often the advertisements displayed by Wardah are not on target. Apart from that, Wardah simultaneously promotes several types of products in one advertising display, which does not increase consumer awareness of the products. The products are mainly Wardah facial wash.

Based on the above phenomenon, researchers conducted a pre-survey on 31 respondents who were Wardah Facial Wash consumers in Bandung City.

Table 2. Pre-Survey Results for Wardah Facial Wash Consumers in Bandung City

| No | Statement | Yes | No |
|----|---|-----|----|
| 1 | Instagram <i>advertising content</i> attracts attention and the content is in line with promotional objectives | 19 | 12 |
| 2 | I watched the ad until the end when Wardah's Instagram <i>advertising</i> appeared on my <i>feed</i> or Instagram <i>story</i> | 6 | 25 |
| 3 | When Wardah's Instagram <i>advertising</i> appeared in <i>feeds</i> or Instagram <i>stories</i> , I realized that the advertisement was promoting Wardah products | 25 | 6 |
| 4 | The benefits provided by Wardah <i>facial wash</i> are in accordance with those advertised on Wardah's Instagram <i>advertising</i> | 14 | 17 |
| 5 | I bought Wardah <i>facial wash</i> because I was interested after seeing the Instagram <i>advertising</i> that appeared on my <i>feed</i> my <i>instagram story</i> | 5 | 26 |
| 6 | I bought Wardah <i>facial wash</i> because Wardah is a popular brand for Muslim women in Indonesia | 9 | 22 |

Source: Data processed, 2022

Based on the results of the pre-survey above, it shows that there are several problems that occur with Wardah's facial wash, including problems with Wardah's Instagram advertising strategy with the statement "I pay attention to advertisements until the end when Wardah's Instagram ads appear in my feeds or Instagram stories", with a total of 25 respondents. who answered no. Even though advertising on Instagram is considered effective, the fact is that internet users basically don't like advertisements that appear on digital media or the internet. According to research (Hariningsih & Munarsih, 2014), internet users often avoid advertisements and content on the internet that are unattractive or do not suit consumer needs.

In line with the survey results reported by Kompasiana, only 5 percent of the audience paid attention to the ad, clicked on the link and made a purchase, while the remaining 21 percent ignored the ad, 20 percent felt interested in the ad, but were not willing to open the link, 41 percent clicked. link then browsed the product even though they didn't need it, and as many as 13 percent chose other options (Lestari, 2015). From the pre-survey above, it is taken that the lack of purchasing decisions of Wardah facial wash consumers can be influenced by the Instagram Ads strategy which is thought to have an influence on the Brand Awareness of Wardah facial wash consumers.

2. Literature Review

2.1. Instagram Ads

According to Irene (2016) Instagram advertising is one of the features contained in the Instagram application, this feature is very useful for business people, so the use of this feature cannot be avoided, especially by brands that already have a name in the community. Instagram advertising has been used by several companies to place advertisements in this feature, and Instagram users can also

contribute to the advertisements displayed for them, by liking and commenting on the advertisements.

According to Kotler and Keller (2014:500), there are several types of advertising attributes as follows:

1. Figures with diversity and creativity indicators;
2. Informing with strong information, clarity of information, and wide reach indicators;
3. Interest with interest after seeing an advertisement and consumers are interested in the advertisement indicators;
4. Competition with competition between advertisements and competing to be the best indicators;
5. Media with the intensity of consumers seeing advertisements in the media indicators.

2.2. Brand Awareness

According to Aaker in Siahaan and Yuliaty (2016), Brand Awareness is the ability of consumers to remember a certain brand or certain advertisement spontaneously or after being stimulated by key words. Brand Awareness or awareness of a brand means the ability of consumers to recognize and remember the brand in different situations.

Brand awareness has several levels from the lowest level (not aware of the brand) to the highest level (Top of Mind) (Aaker, 2018:91). The following is a sequence of levels or components that influence brand awareness:

1. Unaware of brand is the lowest level in the brand awareness pyramid, where consumers are not aware of the existence of a brand.
2. Brand recognition is the minimum level of brand awareness, their recognition, the degree of recognition and recall of a brand through assistance. Respondents can be tested via telephone survey, given several brands of a particular product class and asked to identify products they have heard of before.
3. Brand recall is based on a person's request to name a particular brand in a product class can also be termed "unassisted recall" because, in contrast to the recognition task, the respondent does not need assistance to bring up the brand. Unaided recall is a much more difficult task than recognition and association with a stronger brand position.
4. Top-of-mind awareness is the ultimate consciousness of the mind is a privileged position. In a simple sense, the brand is the "leader" of the various brands that exist in someone's mind, but that doesn't mean it can't be beaten by its competitors, of course there are other brands that may be close to that brand.

2.3. Purchasing Decision

According to Kotler and Armstrong (2013: 20) state that purchasing decisions are a stage in making purchasing decisions where consumers carry out actual purchasing activities. Meanwhile, the consumer's decision to purchase a product includes 6 sub-decisions, according to Kotler and Keller (2016: 201) as follows:

1. Product selection. Consumers can make decisions to buy goods or services or use their money for other purposes.
2. Brand selection. Consumers must be able to determine what brand they want to buy.
3. Selection of distribution location. Consumers must be able to determine the service provider they want to visit.
4. Purchase time. Consumer decisions in determining when to make a purchase.
5. Purchase quantity. Consumer decisions regarding the amount of goods or services they want to buy.
6. Payment method. Consumer decisions in choosing what payment method to use.

3. Method, Data, and Analysis

3.1. Object of the Research

In this research, the objects used are Instagram Ads (X), Brand Awareness (Y), Purchase Decisions (Z). This research was carried out on Wardah facial wash products, PT Paragon Technology and Innovation (PTI).

3.2. Research Methods

The research method that will be used in this research is descriptive and verification methods with a quantitative approach, for testing techniques using techniques: (1) Validity and Reliability Test, (2) Classical Assumption Test, (3) Correlation Coefficient Test, (4) Coefficient Test Determination, (5) Descriptive Test, (6) Path Analysis Test, (7) Hypothesis Test.

3.3. Population and Sample

The population in this research is the community of Cikutra Village, Bandung City. Based on the Central Statistics Agency, accessed on 27 February 2023, the population of Cikutra Village, Bandung City, in 2019 was 22,947 people, consisting of 11,425 men and 11,522 women. Determination of the number of samples used in this research was determined using the Taro Yamane formula. The following is Taro Yamane's formula:

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

The calculation of the number of research samples is as follows: $n = 99,566$ or rounded to 100. Based on the calculation above, the number of samples determined is 100 people. The number of respondents is considered representative for obtaining writing data that reflects the population situation.

4. Result and Discussion

4.1. Result

4.1.1. General Description of Respondents

The criteria for respondents in this study were dominated by women at 96% and men at 4%. Of the 100 people, the average number of respondents who used Wardah facial wash were students, namely 53 people, then 17 respondents who still had student status, 14 respondents who had employee status. Meanwhile, the lowest respondent criteria showed 11 housewives and 5 others. This shows that Wardah facial wash users in Kelurahan Cikutra are dominated by students

4.1.2. Validity and Reliability Test

The validity test results state that all statement items have $r \text{ count} > r \text{ table}$. This means that all items in this study are declared valid, the $r \text{ table}$ in this study has a figure of 0.196. The results of the reliability test stated that the Cronbach's Alpha of the Instagram Advertising variable (X) was $0.903 > 0.60$ and the Brand Awareness variable (Y) was $0.842 > 0.60$ and the Purchase Decision variable (Z) was $0.821 > 0.60$. This means that all items in this research were declared reliable.

4.1.3. Classic Assumption Test

In Normality Test, the significance value obtained is $0.200 > 0.05$, which means that the residuals for each independent variable (Instagram Ads) and intervening variable (Brand Awareness) are normally distributed.

Table 3. Normality Test Results

| | | One-Sample Kolmogorov-Smirnov Test |
|-----------------------------------|----------------|------------------------------------|
| | | Unstandardized Residuals |
| N | | 100 |
| Normal Parameters ^{a, b} | Mean | ,0000000 |
| | Std. Deviation | 4.94001084 |
| Most Extreme Differences | Absolute | ,049 |
| | Positive | ,049 |
| | Negative | -,046 |
| Statistical Tests | | ,049 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c, d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed, 2023

In heteroscedasticity test, it shown that the data do not have symptoms of heteroscedasticity due to the significance value of each variables is greater than 0.05, as follows

1. The Instagram Advertising variable has a significance value of 0.921 (>0.05)
2. The Brand Awareness variable has a significance value of 0.549 (>0.05)

Table 4. Heteroscedasticity Test Results

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
| | B | Std. Error | Beta | t | Sig. |
| 1 (Constant) | 1,484 | 1,296 | | 1,145 | ,255 |
| Instagram Advertising | ,007 | ,065 | ,018 | ,100 | ,921 |
| Brand Awareness | ,053 | ,088 | ,107 | ,601 | ,549 |

a. Dependent Variable: ABS_RES

Source: Data processed, 2023

In the multicollinearity test, it resulted the tolerance value for Instagram ads is 0.535 and Brand Awareness is 0.535, while the VIF value for Instagram Advertising and Brand Awareness is 1.868<0.10, so it can be concluded that there is no multicollinearity problem in purchasing decisions.

Table 5. Table of Multicollinearity Test Results

| Coefficients ^a | | |
|---------------------------|-----------|-------|
| Collinearity Statistics | | |
| Model | Tolerance | VIF |
| 1 X | ,535 | 1,868 |
| Z | ,535 | 1,868 |

Dependent Variable: Purchase Decision Y

Source: Data processed, 2023

4.1.4. Correlation Coefficient & Coefficient Determination Test

Based on the table below, it can be seen that the correlation coefficient between the variables Instagram Advertising (X), Brand Awareness (Y), and Purchase Decision (Z) with a correlation value of 0.718. This value is at the strong relationship level.

Table 6. Correlation Coefficient & Coefficient Determination Test

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,718 ^a | ,516 | ,506 | 3.86746 |

a. Predictors: (Constant), Brand Awareness (Y), Instagram Advertising (X)

b. Dependent Variable: Purchase Decision (Z)

Source: Data processed, 2023

It appears that the coefficient of determination (R-square) in the table is 0.516, meaning that the influence of Brand Awareness on Purchasing Decisions is 51.6% and 48.4% is influenced by other factors outside the model (errorvar= 0.484).

4.1.5. Descriptive Analysis

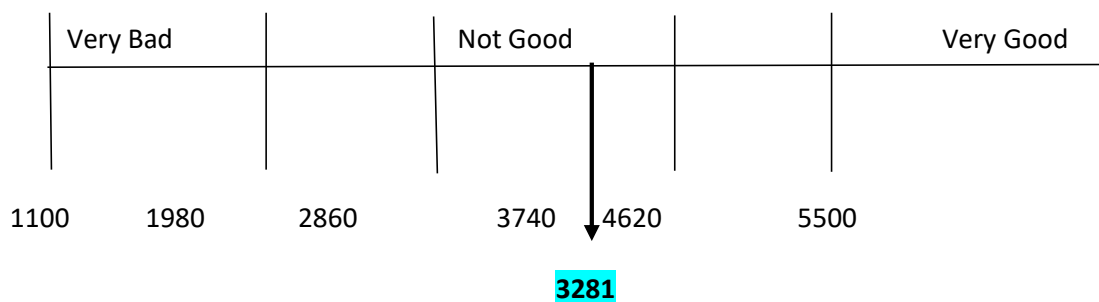
The following are respondents' responses on Instagram ads:

Table 8. Recapitulation of Respondents' Responses Regarding Instagram Advertising (X)

| No | Question | Amount |
|---------|--|--------|
| 1 | Wardah's Instagram Advertising has a variety of images | 336 |
| 2 | Instagram Advertising Wardah has high creativity | 295 |
| 3 | The information presented by Instagram Advertising Wardah is strong | 301 |
| 4 | The information presented by Instagram Advertising Wardah is clear | 299 |
| 5 | The information presented by Wardah's Instagram Advertising has a wide reach | 314 |
| 6 | I was interested in Wardah facial wash after seeing Wardah's Instagram advertising | 276 |
| 7 | Wardah's Instagram Advertising caught my attention | 305 |
| 8 | Posts on Wardah's Instagram Advertising have high competitiveness compared to other beauty product advertisements | 282 |
| 9 | Wardah's Instagram Advertising is more interesting than other beauty product advertisements | 297 |
| 10 | Instagram Advertising Wardah often appears on my personal Instagram account | 257 |
| 11 | I often see Wardah advertisements apart from Instagram, such as newspapers, magazines, radio, video recordings, website pages, billboards, street signs and posters. | 319 |
| Amount | | 3281 |
| Average | | 298.3 |

Source: Questionnaire Data Processing, 2023.

Figure 2. Instagram Ads Continuum Line



Source: Questionnaire Data Processing, 2023.

The respondent's response regarding the Instagram Ads (X) variable obtained a score of 3281 which indicates the criteria are not good. Thus, the respondents' opinion on Wardah's Instagram Ads is not good.

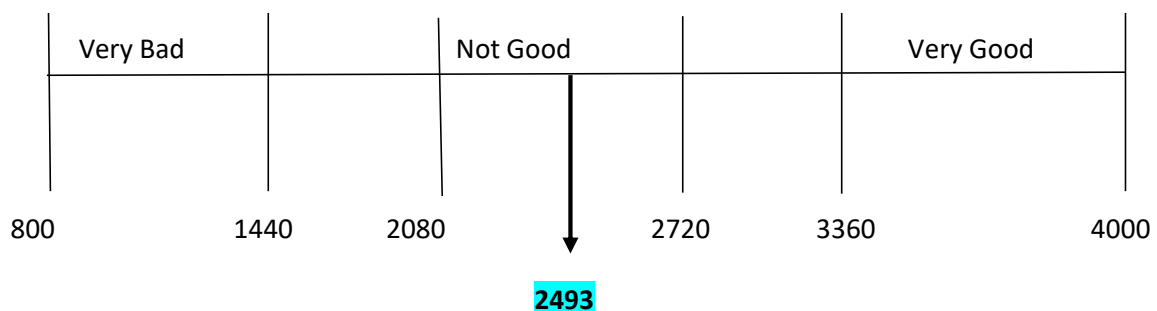
The following are respondents' responses on brand awareness:

Table 9. Recapitulation of Respondents' Responses Regarding *Brand Awareness* (Y)

| No | Question | Amount |
|---------|---|--------|
| 1 | I know that Wardah is a brand that provides cosmetic and <i>skincare products</i> | 311 |
| 2 | I know that Wardah is a brand that provides <i>facial wash products</i> | 345 |
| 3 | I got to know Wardah <i>facial wash</i> after seeing Wardah's advertisement on Instagram | 330 |
| 4 | <i>Facial Wash</i> has good product quality compared to other brands that provide <i>facial wash</i> | 309 |
| 5 | Wardah is a brand that I remember when I buy <i>facial wash</i> | 315 |
| 6 | Wardah is the brand that comes to my mind most often compared to other brands that provide <i>facial wash</i> | 319 |
| 7 | Wardah is the brand that comes to mind first when I buy <i>facial wash</i> | 280 |
| 8 | I would recommend Wardah <i>facial wash</i> to my friends | 284 |
| Amount | | 2493 |
| Average | | 311.63 |

Source: Questionnaire Data Processing, 2023.

Figure 3. Brand Awareness Continuum Line



Source: Questionnaire Data Processing, 2023.

The respondent's response regarding the *Brand Awareness* (Y) variable obtained a score of 2493 which indicates the criteria are not good. So, it can be concluded that *Brand Awareness* of Wardah *Facial Wash* in Bandung is not good.

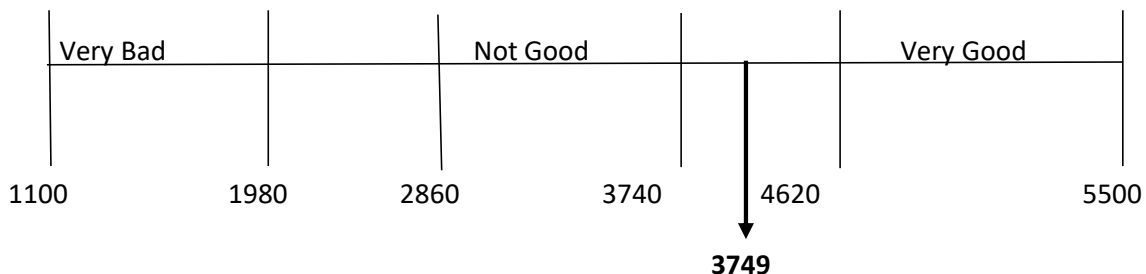
The following are respondents' responses on purchasing decisions:

Table 10. Recapitulation of Respondents' Responses Regarding Instagram Advertising (X)

| No | Question | Amount |
|---------|--|--------|
| 1 | I chose to use Wardah <i>facial wash</i> because it has good quality | 312 |
| 2 | I chose to use Wardah <i>facial wash</i> because of its affordable price | 328 |
| 3 | I chose Wardah because Wardah is a brand that is well known as a provider of beauty products | 334 |
| 4 | I chose Wardah because Wardah is a trusted brand as a provider of beauty products | 331 |
| 5 | <i>Facial Wash</i> is very easy to find in various beauty shops, <i>minimarkets</i> and <i>department stores</i> around where I live. | 379 |
| 6 | Wardah <i>Facial Wash</i> is very easy to find in the marketplace that I use | 405 |
| 7 | I bought Wardah <i>facial wash</i> when there was a promotion | 281 |
| 8 | I buy Wardah <i>facial wash</i> regularly even though there are no promotions | 306 |
| 9 | I have bought Wardah <i>facial wash</i> more than once | 322 |
| 10 | I find it easy to make cash transactions <i>when</i> buying Wardah <i>facial wash</i> | 360 |
| 11 | I find it easy to make non-cash transactions <i>such as</i> Q-Ris, Debit, Credit, Bank Transfer <i>when</i> buying Wardah <i>facial wash</i> | 391 |
| Amount | | 3749 |
| Average | | 340, 2 |

Source: Questionnaire Data Processing, 2023.

Figure 4. Purchasing Decision Continuum Line



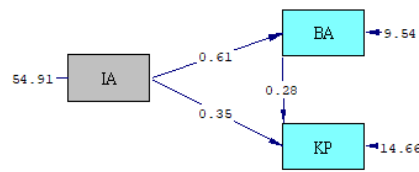
Source: Questionnaire Data Processing, 2023.

Based on the continuum line image above, the respondent's response regarding the Purchase Decision variable (Z) obtained a score of 3749 which shows good criteria. So, it can be concluded that the purchasing decision for Wardah *Facial Wash* in Bandung is good

4.1.6. Path Analysis

From the results of simultaneous testing, the influence of the *Instagram Advertising* variable (X) on Brand Awareness (Y) which has an impact on Purchasing Decisions (Z), is described as follows:

Figure 5. Path Diagram of *Instagram Advertising* (X) to *Brand Awareness* (Y) which Impacts Purchasing Decisions (Z)



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Source: Data processed, 2023

Notes:

- IA = Instagram Ads (X)
- BA = Brand Awareness (Y)
- KP = Purchase Decision (Z)

Modeling and path analysis to obtain each path coefficient from the relationship between variables, direct influence, indirect influence and the total influence of each variable that influences other variables as described above, is summarized in the following table.

Table 11. Summary of the Influence of Instagram Advertising Variables on Brand Awareness and their impact

| Influence between variables | Causal Influence | | |
|-----------------------------|------------------|---------------------------|-------|
| | Direct | Indirect (via Variable Y) | Total |
| X against Z | 0.61 | 0.4087 | 0.23 |
| X against Y | 0.67 | | |

Source: Data processed, 2023

Table 12. Hypothesis Test Results

| ANOVA ^a | | | | | |
|--------------------|----------------|----|-------------|--------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 Regression | 1595,352 | 2 | 797,676 | 47,893 | ,000 ^b |
| Residual | 1615,558 | 97 | 16,655 | | |
| Total | 3210,910 | 99 | | | |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Awareness, Instagram Advertising

Based on the test results above, it is resulted that the F_{count} value is $47.893 > F_{table} 3.089$. So, it can be concluded that there is a linear relationship between Instagram Advertising, Brand Awareness and Purchasing Decisions. And the significance for the influence of Instagram Ads and Brand Awareness on

Purchasing Decisions simultaneously is $0.000 < 0.05$, which means H_0 is rejected and H_1 is accepted. This means that there is a significant influence of Instagram Advertising on Brand Awareness and its impact on Wardah Facial Wash purchasing decisions.

4.2. Discussion

4.2.1. Discussion regarding Wardah's Instagram Ads

The average value of respondents' answers from 11 statements is 378. Based on the results of research on Instagram Advertising, it shows that the actual total score obtained from all the statements that form the Instagram Advertising variable is 3,821 which is included in the continuum line of the "not good" category. . These results show that Wardah's Instagram Advertising is "not good". This is because Wardah's Instagram Advertising images are less diverse in terms of content. Wardah only displays photos of its products and a video without any invitation to buy the product, so consumers are less interested in buying Wardah's facial wash after seeing Wardah's Instagram Advertising, apart from the information provided. by Wardah's Instagram Advertising is not strong enough, what most often appears on the homepage of the personal accounts of Wardah's Instagram account followers is collection advertising or several product photos and videos published in one advertising display so that the information conveyed is not maximally conveyed about a product, then Wardah's Instagram Advertising has not yet reached its advertising targets widely, Wardah's Instagram Advertising often appears on those who are not followers of Wardah's official Instagram account and in fact rarely appears on the accounts of followers of Wardah's official Instagram account and finally, Wardah's Instagram Advertising does not have high competitiveness and is not more attractive than Instagram Advertising for beauty products . Wardah's competitors are caused by several things mentioned previously.

4.2.2. Discussion regarding Wardah Facial Wash Brand Awareness

The average value of respondents' answers to the 8 statements was 311.63. Based on the results of research on brand awareness, it shows that the actual total score obtained from all the statements that make up the brand awareness variable is 2,493, which is included in the "not good" category continuum. This is because consumers are less aware of the existence of facials Wardah wash advertised on Wardah's Instagram Ads. Apart from that, Wardah facial wash is at the level of brand recall is still low because respondents still disagree with the statements "Wardah is the brand that comes to my mind most often compared to other facial wash providers " and "Wardah is the brand that I remember when I buy facial wash" and it can be concluded that facial wash Wardah is not yet at the top of its consumers' minds .

4.2.3. Discussion Regarding the Decision to Purchase Wardah Facial Wash

With an average value of respondents' answers of 325.3. Based on the results of research regarding purchasing decisions, it shows that the actual total score obtained from all the statements that form the purchasing decision variable is 4,023 which is included in the "good" category continuum line. These results show that the purchasing decision for Wardah Facial Wash was "good". This is because many consumers decide to buy Wardah Facial Wash. Consumers' purchasing decisions to buy products at Facial Wash Wardah cannot be separated from several factors that are taken into consideration, including that Facial Wash Wardah is very easy to find in various beauty shops, minimarkets, department stores and in online shops such as marketplaces. Apart from that, consumers also find it easy to make cash and cashless transactions when buying Wardah facial wash

4.2.4. The Influence of Instagram Advertising through Brand Awareness on Wardah Facial Wash Purchasing Decisions

Based on the path coefficient figures, there is an influence of Instagram Advertising through Brand Awareness on Purchase Decisions directly and indirectly of 0.23 or 23%. As explained by Instagram Advertising, there is a direct influence on Brand Awareness of 14.52, then there is an influence of Instagram Advertising on Purchasing Decisions of 3.74, there is also a direct influence on the Brand Awareness variable on Purchasing Decisions of 2.26. Then the indirect influence of Instagram Advertising through Brand Awareness on Purchasing Decisions is 0.4087.

So, from the path analysis tests carried out in this research, there are direct and indirect influence values regarding Instagram advertising through brand awareness as an intervening variable on purchasing decisions for Wardah facial wash.

In general, the Instagram ads strategy in increasing brand awareness on purchasing decisions for Wardah facial wash can be said to be still less effective. This can be seen from the analysis above that the indirect influence of Instagram advertising through brand awareness on purchasing decisions is smaller than the direct influence of Instagram advertising on facial purchasing decisions. Which means that without brand awareness, the decision to purchase Wardah facial wash in Bandung is good. This can also be caused by other factors such as Wardah brand image, price of Wardah facial wash, ease of getting Wardah facial wash and so on.

5. Conclusion and Suggestion

5.1. Conclusions

Based on the results of research and discussion regarding the analysis of Instagram ads, Brand Awareness and its impact on Purchasing Decisions of Wardah Facial Wash in the community of Kelurahan Cikutra Bandung, can be taken the following conclusions:

1. Wardah's Instagram Ads is considered not good by respondents, based on the results of the recapitulation of respondents' response scores regarding Instagram Ads, it shows that it is in the poor range because respondents assess that Wardah's Instagram ads strategy is not optimal in promoting Wardah's facial wash products, this can also be seen from the results research shows that there is the lowest score in the statement "Instagram advertising Wardah often appears on my Instagram account" with a score of 257. Brand Awareness of Wardah Facial Wash consumers in Bandung is also not good because there is the lowest score, namely in the statement "Wardah is the brand that is remembered first when I will buy facial wash" with a score of 280. This shows that the brand awareness of Wardah facial wash consumers has not been able to reach the Top of Mind level. The decision to purchase Wardah's Facial Wash was considered good by respondents, it can be seen from the research results that the dimensions of the distributor's place and payment method have good criteria, but there are also dimensions that include poor criteria, namely product selection, brand selection, purchase time and purchase quantity. It can be concluded that Wardah facial wash is easy to find in various distributors and makes it easier for consumers to make transactions to get Wardah facial wash.
2. Based on the test results through path analysis, it is known that the significance value for the influence of Instagram Advertising and Brand Awareness on Purchasing Decisions simultaneously. So, it can be concluded that there is a linear or simultaneous relationship between Instagram Advertising, Brand Awareness and Purchasing Decisions.

5.2. Suggestions

Based on the conclusions above, we provide the following suggestions:

1. Wardah should pay more attention to the content it displays by providing more interesting discussion content so that consumers are more interested in reading or just looking at the information on Wardah's Instagram advertising that appears on consumers' Instagram accounts so that it can increase awareness of its products. It is then hoped that this can increase purchasing decisions for Wardah products.
2. Instagram Ads and Brand Awareness have a significant influence on Purchasing Decisions. It is hoped that the company will be able to further optimize its Instagram Adsg strategy to increase Band Awareness of Wardah products, especially Wardah Facial Wash, which can influence purchasing decisions. For future researchers, it is hoped that this research will become a reference and be able to increase insight and knowledge. For researchers who will research similar topics, it is recommended to add other independent variables which are thought to

influence purchasing decisions so that they are more varied and the results obtained are more accurate.

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