AIDA Model as a Marketing Strategy to Influence Consumer Buying Interest in the Digital Age

Triyono Adi Tristanto[1], Ratih Hurriyati[2], Puspo Dewi Dirgantari[3], Abdul Muhaimin Elyusufi[4]

[1,2,3,4]Universitas Pendidikan Indonesia, Indonesia

t.aditristanto@upi.edu, aditristanto.only@gmail.com, ratih@upi.edu, puspodewi@upi.edu, abdulmuhaimin@upi.edu, muhai_elyusufi@yahoo.com

Abstract

This study aims to analyze the effect of Attention, Interest, Desire and Action models on consumer buying interest as one of the marketing strategies carried out by companies through advertising on Instagram. The analytical method used is multiple linear regression analysis to test the effect of the independent variables on the dependent variable. Attention, Interest and Desire variables have no effect on buying interest where the significance value of each variable is greater than 0.05. Action variable has a significant effect on buying interest where the significance value is 0.041 or less than 0.05.The results of the questionnaire, the Action variable obtained the largest average value in the eighth question, where consumers will buy skin care products as needed. Thus it can be concluded that the skin care products that are in demand by consumers are closely related to the level of consumer needs. Therefore, product innovation is needed according to market or consumer needs. Social media as a means of marketing activities can certainly be the right choice for companies in promoting their skin care products.can provide problem solving solutions to the achievement of a company's marketing activities in the digital era.

I. Introduction

In today's digital era, the company's strategy in marketing products is required to be more creative and effective in penetrating the targeted consumer segment. Companies must be able to use the right promotional tools so that their products can be known more closely to potential buyers and ultimately interested in buying the products being marketed. Companies need to carry out a promotion process through integrated marketing communications that are able to identify the target audience and carry out promotional programs through effective messages in order to get the desired feedback. (Armstrong, 2006).

Promotional programs carried out by a company must be adapted to certain segments, niches and individuals who can take advantage of interactive communication technologies such as social media (instagram). One of the promotional media that can be used by companies is through the role of endorsements (content creators) in marketing their products through Instagram social media.

Promotional content compiled by endorsement influencers is very influential on the interest of a product being marketed. Thus the product promotion model through influencer endorsements is very effective in creating consumer interest in trying or buying a product. The target of this promotional activity is Generation X (Millennials) which is a generation that always interacts with social media. The Millennial Generation is the generation born in 1981-1996 (abdul_aziz@investor.co.id, 2021).

Social media that is growing rapidly which is loved by all circles, including the Millennial Generation, is an effective target or object of promotion to introduce products using videos, sounds, images so that netizens know and are ultimately interested in buying the promoted product. In the current digital era, the most effective promotional strategy is through advertisements that are displayed on social media, especially Instagram promoted by an Instagram celebrity or influencer who endorses a product being marketed.

Based on (We Are Social, 2021) the number of Instagram users in Indonesia in 2021 as many as 85 million people where female Instagram users are 52.4% which is bigger than men at 47.6%. The large number of social media users through Instagram, especially for women, is an effective means of marketing a product, especially skin care products, which are products needed by women, especially Generation X (Millennials) who tend to try a product.

Marketing strategies through the use of celebrity and non-celebrity endorsers have different benefits for the company. Celebrity endorsers certainly have more followers and are more expensive and keep their products in feeds very limited or short. As for non-celebrity endorsers, the rates are usually cheaper and the keep time is also longer, but the followers are much less so that it affects the reach of the targeted consumers (Rahayu, 2018 in Afandi et al., 2021).

Product promotion using endorsements by influencers has great benefits compared to marketing activities through electronic media. Products marketed through influencers can provide a strong guarantee that their followers (followers) will have more trust and confidence in the quality of the product being promoted or endorsed.(Afandi et al., 2021).

Endorsement Influencers have an influence on purchasing decisions, this is in line with research conducted by (Afandi et al., 2021) which examines the influence of Instagram Influencer Endorsements on purchasing decisions in Generation-X which is focused on the trust factor, brand image and the influencer factor itself which was carried out in Batam City in 2021 with a sample of 149 respondents.

With this phenomenon, this study aims to determine the extent of the influence of Endorsement Influencer advertising on Instagram social media on the interest in buying skin care products in Generation X by taking into account the principles of Attention, Interest, Desire and Action (AIDA). The AIDA model is one of the most widely used marketing strategies in marketing activities (Pashootanizadeh & Khalilian, 2018). One of the promotional activities carried out through social media Instagram. The application of the AIDA Model is very broad in its application to online marketing strategies, especially through social media, but remains unknown (Hassan et al., 2015). For business organizations both large and small scale and various types of businesses can take advantage of social media as a marketing tool (Birkner, 2011 in Hassan et al., 2015).

The number of AIDA model studies that are promoted through social media are not small, both carried out abroad and domestically, but in this study it has a specificity where the object of this research is the Millennial Generation (Generai X) who have a preference for skin care products that are not only based on price considerations but on the basis of the use of promotional language that is easy to understand.

To fill the gap between these problems and there has been no similar research, both in scope and object of study, this research focuses on the AIDA Model promoted by one of the program members (@ameliaramadantiii) whose account coverage is wide enough so that it becomes the choice of skin care companies in Indonesia. to promote its products through the Selegram account.

II. Review of Literature

2.1. Designing a Marketing Message

To communicate customer value persuasively and build customer relationships, companies must be able to develop effective messages so that messages get Attention, maintain Interest, generate Desire and achieve Action, which is known as the AIDA model.

In the context of a marketing strategy, an endorsement influencer must be able to compose a message that is able to attract consumers so as to produce the expected response. There are at least three types of themes in designing a promotional message, namely rational, emotional and moral. The emotional theme seeks to evoke both negative and positive emotions that can motivate a purchase whereas the moral theme is to train the viewer's sensitivity about what is right and worthy.

In designing marketing messages, promotional advertisements carried out by endorsement influencers must be able to ask questions and let buyers draw their own conclusions. Influencers must be able to present the strongest arguments first or last that can attract the most attention to potential consumers.

Endorsement Influencers must be able to carry out marketing communications through strong formats for advertising messages or product promotions such as determining text (caption), illustrations and colors, images and interesting sentences to attract attention. An Endorsement Influencer must be able to plan every detail of the product by expressing the face, movement, clothing, posture and use of the product in order to convince consumers.

2.2. Promotion Mix Strategy

Basically a company can carry out a basic promotion mix strategy, namely push promotions and pull promotions. A push strategy involves "pushing" the product through the marketing channel to the final consumer. A company can carry out a marketing strategy by promoting through influencers or endorsements to promote its products to end consumers (Armstrong, 2006:137). One way to achieve the effectiveness of a company is to foster and utilize human resources in order to produce a quality workforce, physically and mentally healthy, and have high skills to support the company's success (Mora et al, 2020).

2.3. Advertisement

Companies need to make four important decisions in developing an advertising program as shown below:

Source: Armstrong, 2008: 151
***Figure 1.** Major Advertising Decisions*

2.4. Buying Interest

Buying interest is a consumer response to an object to make a purchase (Kotler & Keller 2009:137 in Hasibuan et al., 2021)). Consumer buying interest is not only influenced by attitudes, unanticipated situational factors, personality and motivation, but is also influenced by perceptions and knowledge as well as social factors.(Hasibuan et al., 2021) and is the tendency of respondents to make purchasing decisions (Saidani et al., 2012). The AIDA (Attention, Interest, Desire, Action) model is an effective way of conducting marketing communications carried out by companies(Indika, 2017). The AIDA model is important to use in promotions to build consumer knowledge which is one of the constructs that can influence the decision to buy (De Magistris & Gracia, 2008). According to Ningsih (2018) Motivation is an encouragement that makes people want to work or act in a certain way. Speaking of motivational matters, what is discussed is human needs. The relationship between motivation and need is two things that cannot be separated from each other.

2.5. Framework Research Thought

Effectivenesspromotion of a product can be achieved if the marketing strategy is effective and can affect the level of purchasing decisions. This is certainly a concern for companies to increase sales through effective marketing strategies that can directly touch product users, especially Generation-X, which is quite a lot in using social media, especially Instagram media. By carrying out a marketing strategy through social media, a company will be able to penetrate the right buyer segment so that it can increase sales. Advertising messages compiled through Instagram social media must pay attention to the AIDA Model so that the effectiveness of marketing communications can be achieved properly as expected.

Thus the framework of thought in this study supports the hypothesis to prove how the influence of the independent variable proxied by the AIDA model on consumer buying interest as the dependent variable can be described as follows:
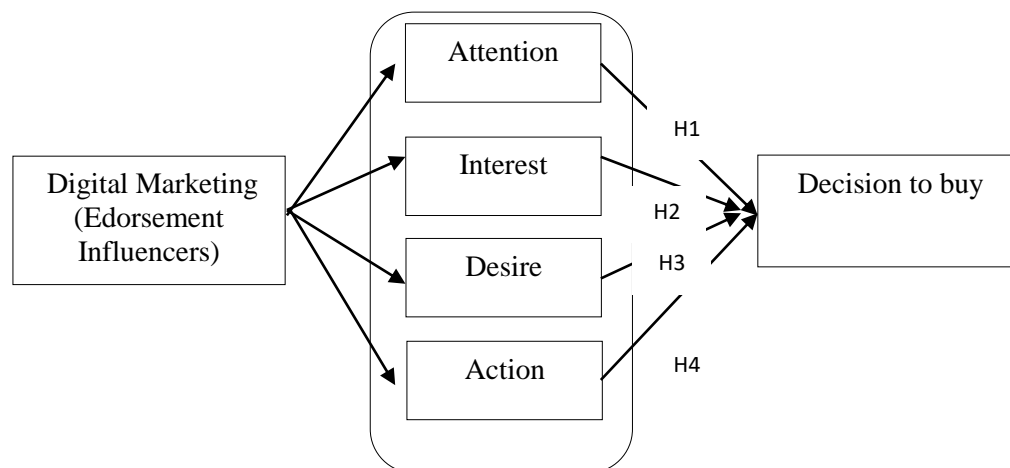

Figure 2. Thinking Framework

III. Research Methods

Insampling, the author uses a non-random sampling technique, with the purposive sampling method through selective research objects that have specific characters. This research was carried out by distributing questionnaires as a research instrument to the Millennial Generation who can access Instagram social media @ameliaramadantiii (influencers) who live around the city of South Jakarta which was carried out in the first to third week of October 2021. Data processing and analysis using mathematical models and statistical analysis using SPSS Version 26 software.

IV. Results and Discussion

4.1 Respondent Description
The number of respondents was 124 samples which were processed using SPSS Version 26 software where all the data were eligible to be tested as described in the following tables and graphs of respondents:

Table 1. Questionnaire Statistics

Information	Amount
Accepted Questionnaire	124
Questionnaire data that is not worthy of testing	0
Test-worthy questionnaire data	124

Source: Data processed, 2021

4.2 Respondents by Age

Table 2. Age

Age Range (years)	Amount	Percentage (%)
15 to 25	90	72.6
26 to 35	28	22.6
>35	6	4.8

Source: Data processed, 2021

Based on research data processing, the age of respondents who were more dominant in filling out the questionnaire was in the age range of 15 to 25 as many as 90 respondents or 72.6%. This age range is the Millennial Generation where the use of social media Instagram is the main activity to access information and publish information both commercial and non-commercial.

4.3 Respondents by Status

Table 3. Status

Status	Amount	Percentage (%)
Student	49	39.8
Students & Workers	36	29.3
Worker	39	30.9

Source: Data processed, 2021

Based on research data processing, the status of the respondents who were more dominant in filling out the questionnaire were students as many as 49 respondents or 39.86%, followed by workers as many as 39 respondents or 30.9% and students while working as many as 36 respondents or 29.3%. This shows that Instagram social media users are dominated by students, whether they are purely studying or while working.

4.4 Respondents by Gender

Table 4. Gender

Gender	Amount	Percentage (%)
Woman	107	86.3
Man	17	13.7

Source: Data processed, 2021

Based on the research data, the status of the respondents who were more dominant in filling out the questionnaire were women, as many as 107 respondents or 86.3%. This shows that Instagram social media users and skin care product users are dominated by women. This is the reason for determining the right marketing targets by skin care business owners to promote their products through Instagram Influencer Endorsements.

4.5 Test Validity

To validate the data of respondents who have entered, the researchers conducted a Validity Test. The data is said to be valid if the value of r arithmetic > r table, where n = 124 which means (df) = n-2 = 124-2 = 122. Based on the r table it is known that 0.1484 and r count for each Independent variable Attention (X1), Interest (X2), Desire (X3 and Action (X4) and Purchase Decision (Y) the value is greater than r table. Thus, it can be stated that the independent and dependent variables are valid where the value of r count > r table.

4.6 Test Reliability

The researcher also conducted a reliability test where the data was said to be reliable if the Cronbach's Alpha value > the limit value. The limit value used is 0.60. Based on the results of data processing for each of the Independent variables Attention (X1), Interest (X2), Desire (X3 and Action (X4) and the Purchase Decision Dependent variable (Y), Cronbach's Alpha values> 0.60. Thus, all data can be concluded to be reliable.

4.7 Test Classic Assumption
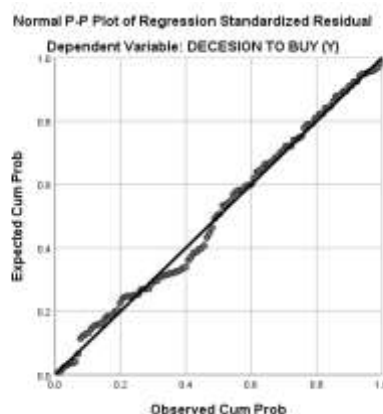## a. Normality Test (P-P Plot)

Figure 3. Normality Test (P-Plot)

In the P-Plot image, it can be seen that the data spreads and follows a diagonal line, it can be concluded that the data used in this study is normally distributed.

b. Normality Test (Kolomogorov-Smirnov Test)

Table 5. Normality Test (Kolomogorov-Smirnov Test)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		124
Normal Parameters, b	mean	.0000000
	Std. Deviation	3.24368734
Most Extreme Differences	Absolute	.067
	Positive	.067
	negative	-.038
Test Statistics		.067
asymp. Sig. (2-tailed)		.200c,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, 2021

If the Asymp value. Sig. (2-tailed) is greater than 0.05, it can be concluded that the data is normally distributed. Asymp Value. Sig. (2-tailed) from the table above is 0.200 (> 0.05), it can be concluded that the data is normally distributed, because the significance value obtained is greater than 0.05.

c. Multicollinearity Test

Table 6. Multicollinearity Test

Coefficientsa

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	18,978	2,389		7,943	.000		
ATTENTION (X1)	.025	.154	.019	.163	.871	.472	2.121
INTEREST (X2)	.221	.174	.161	1,269	.207	.377	2,653
DESIRE (X3)	.235	.221	.134	1.067	.288	.388	2,577
ACTION (X4)	.549	.266	.270	2,063	.041	.355	2.813

a. Dependent Variable: DECESION TO BUY (Y)
Source: Data processed, 2021

If the Tolerance Value > 0.100 and VIF < 10.00, it is concluded that there are no symptoms of Multicollinearity. The AIDA Independent Variables each have a Tolerance Value of more than 0.100) and a VIF of less than (<10.00), it can be concluded that the AIDA Independent variable does not show symptoms of Multicollinearity.
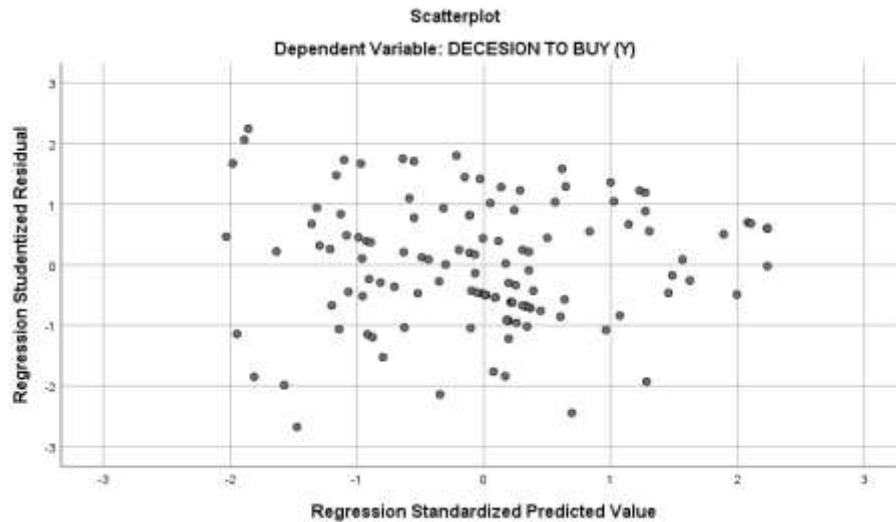
d. Heteroscedasticity Test (Scatterplot)

Figure 4. *Heteroscedasticity Test (Scatterplot)*

No there is a clear pattern and the distribution of data spreads above and below or around the number 0, it can be concluded that the data does not occur with Heteroscedasticity symptoms or the Heteroscedasticity Test Assumptions have been fulfilled.

e. Heteroscedasticity Test (Glejser)

Table 7. Heteroscedasticity Test (Glejser)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.646	1,290		4.376	.000
	ATTENTION (X1)	-.125	.083	-.191	-1.504	.135
	INTEREST (X2)	-.104	.094	-157	-1.107	.271
	DESIRE (X3)	.223	.119	.261	1,870	.064
	ACTION (X4)	-.173	.144	-.175	-1.201	.232

a. Dependent Variable: ABS_RES
Source: Data processed, 2021

If the significance value is greater than 0.05, it can be concluded that the data does not occur with heteroscedasticity symptoms. Based on the table above, the Attention variable has a significance value of 0.135 (> 0.05), the Interest variable has a significance value of 0.271 (> 0.05), the Desire variable has a significance value of 0.064 (> 0.05) and the Action variable has a significance of 0.232 (> 0.05). Thus it can be concluded that there is no symptom of Heteroscedasticity.

f. Multiple Regression Analysis

Table 8. Multiple Regression Analysis
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,978	2,389		7,943	.000
	ATTENTION (X1)	.025	.154	.019	.163	.871
	INTEREST (X2)	.221	.174	.161	1,269	.207
	DESIRE (X3)	.235	.221	.134	1.067	.288
	ACTION (X4)	.549	.266	.270	2,063	.041

a. Dependent Variable: DECISION TO BUY (Y)
Source: Data processed, 2021

Based on the results of multiple linear regression tests, multiple linear regression equations can be arranged as follows:

$$Y = 18.978 + 0.025 X1 + 0.221 X2 + 0.235 X3 + 0.549 X4 + e$$

The constant value obtained in table 8 is 18.978, it means that if the AIDA variable is assumed to have a constant value of 0, the value of the Buying Interest Variable is 18.978.

The value of the Attention Variable Regression Coefficient is positive at 0.025, meaning that if there is an increase in one unit of Attention Variable, it will cause an increase in Buying Interest of 0.025.

The value of the Interest Variable Regression Coefficient is positive at 0.221, meaning that if there is an increase of one unit of Interest Variable, it will cause an increase in Buying Interest of 0.221.

The value of the Desire Variable Regression Coefficient is positive at 0.235, meaning that if there is an increase of one unit of the Desire Variable, it will cause an increase in Buying Interest of 0.235 and the Action Variable Regression Coefficient value is positive at 0.549, meaning that if there is an increase of one unit The Action variable will cause an increase in Buying Interest of 0.549.

g. Goodness of Fit Test

Goodnes of Fit a model is carried out to determine the accuracy of the sample regression function in estimating the actual value measured from the value of the coefficient of determination, the value of the F statistic and the value of the t statistic. (Ghozali, 2011).

1. Coefficient of Determination Test (R2)

Table 9. Coefficient of Determination Test (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526a	.276	.252	3.29775

a. Predictors: (Constant), Action (X4), Attention (X1), Desire (X3), Interest (X2)

Source: Data processed, 2021

It is known that the Adjusted R Square value is 0.252, thus the AIDA variable gives a joint influence of 25.2% on the Buying Interest Variable and the remaining 74.8% is influenced by other variables outside of this study.

2. F Uji test

The F test is used to measure the significance of the Independent Variable to the Dependent using a significance level of 0.05 as follows:

Table 10. F Uji test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	493,879	4	123,470	11.353	.000b
	Residual	1294.145	119	10.875		
	Total	1788,024	123			

a. Dependent Variable: DECISION TO BUY (Y)
b. Predictors: (Constant), ACTION (X4), ATTENTION (X1), DESIRE (X3), INTEREST (X2)
Source: Data processed, 2021

Based on the table above, the significance value is less than 0.05, it can be concluded that all the Independent Variables (AIDA) included in the model have a simultaneous (together) effect on the Dependent Variable (Buying Interest).

h. Hypothesis Test (t Test)

Table 11. Hypothesis Test (t Test)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18,978	2,389		7,943	.000
	ATTENTION (X1)	.025	.154	.019	.163	.871
	INTEREST (X2)	.221	.174	.161	1,269	.207
	DESIRE (X3)	.235	.221	.134	1.067	.288
	ACTION (X4)	.549	.266	.270	2,063	.041

a. Dependent Variable: DECESION TO BUY (Y)
Source: Data processed, 2021

Based on the table above, if the significance value is less than 0.05, it can be concluded that the Independent Variable has a significant effect on the Dependent Variable. Attention variable has a significance value of 0.871 (<0.05). Thus H1 is rejected, Interest Variable has a significance value of 0.207 (<0.05) thus H2 is rejected, Desire Variable has a significance value of 0.288 (<0.05) thus H3 is rejected, Action Variable has a significance value of 0.041 (< 0.05) thus H4 is accepted.

The results of the questionnaire on the Action variable obtained the largest average value in the eighth question, where consumers will buy skin care products as needed. This means that it can be concluded that the skin care products that are in demand by consumers are closely related to the level of consumer needs. So that product innovation can be done by adjusting the needs of the market or consumers. This is in line with research conducted by(Shofian et al., 2019).

Social media as a means of marketing activities can certainly be the right choice for companies in promoting their skin care products. The choice of influencers to market skin care products is also one of the company's considerations and becomes an evaluation material in formulating promotional language, both in the caption narration on the influencer's Instagram account and videos uploaded, especially in promotional language that is easy to understand and more interesting. This is in line with research(Indika, 2017) where through social media Instagram has a strong correlation in influencing consumer buying interest by highlighting the sharing of photos, images and videos.

V. Conclusion

The high competition for skin care products is a challenge for companies to implement marketing strategies that are more targeted to the intended consumers. Through the advertising promotion strategy of Influencer Endorsement on Instagram Social Media against Consumer Buying Interest is one marketing strategy that can provide problem-solving solutions to the achievement of a company's marketing activities in the digital era.

The marketing strategy through Instagram social media carried out by skin care companies has advantages in terms of visuals because the advertised products are not only in the form of captions, but in the form of videos where Endorsement Influencers use the product first and then and then advertise on his Instagram account so that it can influence the buying interest of their followers.

Based on the Goodnes of Fit Test, the Adjusted R Square value is 0.252, thus the AIDA variable contributes 25.2% of the influence together on the Buying Interest variable and the remaining 74.8% is influenced by other variables outside of this study. Based on the F test, the significance value is less than 0.05, it can be concluded that all the Independent variables (AIDA) included in the model have a simultaneous (together) effect on the Dependent Variable (Buying Interest).

Based on the research hypothesis and testing of the data obtained using statistical tests, multiple linear regression and t-test, it can be concluded as follows:
1) Attention variable has no effect on Buying Interest of Skin Care Products in Generation X with a significance value of 0.871 (<0.05).
2) Interest variable has no effect on Buying Interest of Skin Care Products in Generation X with a significance value of 0.207 (<0.05).
3) Desire variable has no effect on Buying Interest of Skin Care Products in Generation X with a significance value of 0.288 (<0.05).
4) Action variable has an effect on Buying Interest of Skin Care Products in Generation X with a significance value of 0.041 (<0.05).

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