

THE INFLUENCE OF PROMOTION, BRAND IMAGE, AND ADVERTISING ATTRACTIVENESS THROUGH INSTAGRAM MEDIA SOCIAL ON BUYING DECISIONS OF NAMASTE RESTO INDONESIA

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ABSTRACT: This study aims to find out how much influence the variables are researched and studied by researchers, and also to prove that purchasing decisions that occur at namaste restaurants are influenced by some of the variables above, such as Advertising Attractiveness, Promotio, and Brand Image through instagram media social. The type of research used in this study is quantitative, where later there will be the use of important data that can be used as evidence or validation of data that will later be used for this thesis. This research will later use as many as 100 correspondents to be surveyed at the location of the Indonesia restaurant namaste, and the data obtained will later be processed into new data that is accurate and can be accounted for for its validity.

Keywords: Attraction, Promotion, Brand Image, Purchase Decision

INTRODUCTION

Development of communication technology in *the modern* era as it is today, humans can carry out various marketing activities at home or in the office without having to go directly into the field. With the existence of internet technology, humans can do many things in promoting their products such as making advertisements online, making promotions that are done *online* without having to spend the cost of printing services charged, and obtain various information.

Technological developments have changed the way of interaction in marketing

communications from *face to face* (*conventional*) to screen to face (internet marketing). This has led to an increase in internet users and social media users in Indonesia which has an impact on increasing buying interest without having to conduct a direct survey to the location.

The rapid development of information technology in the field of communication is expected to grow in the next five to ten years which can change the human lifestyle which is very much different when compared to now (Firmawati, 2019). This is due to the presence of information technology

products that are getting better and can meet the needs of the general audience (Firmawati, 2019).

Over time, the revolution in the field of information, technology and communication continues to run until it reaches great developments for the world community. This can be seen more and more people who use mobile phones with advanced features or referred to as smartphones. In Indonesia itself, the phenomenon of the mobile phone *revolution* has also had a considerable influence on various fields. This influence certainly has a beneficial impact on many parties. In addition, there are applications that can be used to interact between internet users with each other, this is known as social media (Fitri & Erdiansyah, 2022).

Social media is widely used and very popular almost everyone uses social media. In addition to social media is used as a medium to interact, but now social media is also widely used by companies as marketing media. Based on Nabila et al. (2020), social media is an online media that operates with the help of web-based technology that makes changes in terms of communication that used to only be one-way and turned into two directions or can be referred to as interactive dialogue. Social media is a place, service, and tool that allows everyone to connect so that they can express and share with other individuals with the help of the internet.

Social media is a tool or means to exchange information using internet

technology. Social media according to Van Dijk in Nasrullah (2016) is a media platform that focuses on the existence of users who facilitate them in activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond.

Instagram is an application used to share photos and videos. Instagram itself is still a part of Facebook that allows our Facebook friends to follow our Instagram account. The increasing popularity of Instagram as an application used to share photos makes many users who go into online business also promote their products through Instagram according to M Nisrina (2015) Instagram is one of the networking media that can be used as a direct marketing media.

The use of advertising as one of the strategies of companies engaged in Food and Beverages is very widely used in various social media. For social media the most often used is Instagram, because almost all residents in the world know and have an Instagram account.

Various small to large business activities take advantage of this development to run their business. The number of competitors is a consideration for entrepreneurs to enter a very tight competition. The right marketing and media strategies are used to be able to reach the intended market so that sales volume always increases and profits.

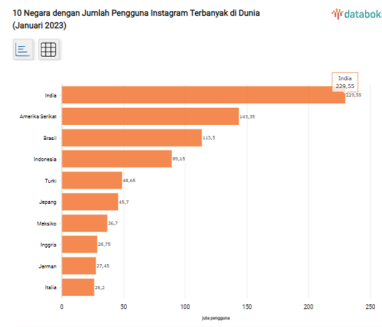


Figure 1. Most Insragram User Data in the World

Source: Cindy Mutia Annur, 2023

According to a *We Are Social report*, the number of global [Instagram users](#) will reach 1.32 billion as of January 2023. This number decreased by 10.8% compared to January 2022 (*year-on-year / yoy*). At the beginning of this year, Indonesia became the country with the 4th highest number of Instagram users in the world, namely 89.15 million users.

India, with 229.55 million Instagram users, followed by the United States with 143.35 million users, and Brazil 113.5 million users. Meanwhile, under Indonesia there is Turkey with 48.65 million Instagram users, then Japan 45.7 million, Mexico 36.7 million, the United Kingdom 28.76 million, Germany 27.45 million, and Italy 26.2 million users.

The top position is occupied by

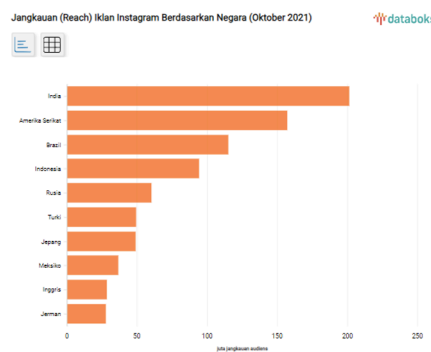


Figure 2. The Most Instagram Ad Reach Data In The World

Source: (Reza Pahlevi, 2021)

Based on *the We Are Social report*, the potential reach of ads through Instagram reached 1.39 billion audiences in October 2021. This potential covers 22.7% of the total population aged 13 years and over. India is the country with the largest Instagram ad reach in the

world, with 201.1 million viewers. After that, there are the United States and Brazil with ad reach reaching 157.1 million viewers and 114.9 million audiences.

Indonesia occupies the fourth position with the largest Instagram ad

reach in the world. Instagram ads in the country can reach 94.2 million audiences. Russia is below Indonesia with Instagram ad reach reaching 60.1 million audiences. Then, Instagram ads in Turkey and Japan can reach 49 million viewers and 48.7 million viewers respectively.

From the data that has been presented above, it can be concluded

that using Instagram social media as a promotional medium is one way that can be used to be able to promote products sold by the company. With the promotion carried out by the company, it will later be able to increase the brand and can also influence the decision process to make purchases with attractive promotions and can be done by the company.



Figure 3. Example of Promotion on Instagram Account
Source : Instagram account @namasterestoindonesia



Figure 4. Example of Promotion on Instagram Account
Source : Instagram account @namasterestoindonesia

Promotional messages refer to communications designed to promote a product, service, event, or brand to a specific audience. Promotional messages aim to attract the attention of target markets, build awareness, influence buying behavior, and strengthen relationships between companies and consumers.

Promotional messages typically use creative marketing and

communication strategies to influence marketing objectives. Promotional messages can be conveyed through a variety of channels, such as television, radio, print, digital advertising (including email, social media, and websites), trade shows, promotional materials, brochures, or through direct methods such as telephone or mail.

Brand image is able to form positive perceptions and consumer trust

in products or services that will strengthen brand loyalty. Brand loyalty can form a good image, appropriate and in accordance with consumer tastes for the products and services it produces. Image or image is an image, the likeness of the main impression or outline, even the shadow that someone has about something, therefore the image or image can be maintained.

The attractiveness of advertising is that the messages to be conveyed can be presented in different delivery styles, namely by displaying individual or group footage, individual lifestyle, mood, education, evidence of the sincerity of famous people. So when an advertisement has appeal, it can also grow the brand image. Realizing this kind of competition, requires companies to continue to change and build a good brand image. Without a strong and positive brand image, it is very difficult for companies to attract new customers and retain existing ones. Therefore, the company is able to attract market attention and create a good impression and stick to the minds of consumers (Yanti & Kamil, 2020).

Any business activity is inseparable from the need for communication between two or more parties in conveying the desired information in order to achieve the company's goal of increasing purchases. Thus the party who communicates needs to know the aims and objectives to be achieved so that when communicating can run smoothly. Marketing communication activities are management processes,

which occur between a company and its various publics.

According to Kotler & Armstrong (2018), consumer purchasing decisions are the decision to buy the most preferred brand, but two factors can arise between purchase intent and purchase decision. Meanwhile, according to Firmansyah (2019), purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate actions in buying by first going through the stages of the decision-making process.

Hypothesis

According to Abdullah in the Yam & Taufik (2021) study, a hypothesis is a temporary answer that will be tested for truth through a study. In hypotheses, there are several important elements, namely temporary guesses, relationships between variables and truth tests. Based on the formulation of the problem and research objectives described above, the hypotheses in this study are:

H1 (Hipotesis 1)

1. Ha : Promotion has a significant effect on the Purchase Decision of Namaste Resto Indonesia.
2. Ho : The promotion does not significantly affect the purchase decision of Namaste Resto Indonesia.

H2 (Hipotesis 2)

1. Ha : *Brand Image* has a significant influence on the Purchase Decision of Namaste Resto Indonesia.
2. Ho : *Brand Image* does not

significantly affect the Purchase Decision of Namaste Resto Indonesia.

H3 (Hipotesis 3)

1. Ha : The attractiveness of advertising through Instagram social media has a significant effect on the purchase decision of Namaste Resto Indonesia.
2. Ho : The attractiveness of advertising through Instagram social media does not significantly affect the purchase decision of Namaste Resto Indonesia.

H4 (Hipotesis 4)

1. Ha : Promotion, *Brand Image*, and Advertising Attractiveness Through Instagram Social Media have a significant influence on the Purchase Decision of Namaste Resto Indonesia.
2. Ho : Promotion, *Brand Image*, and Advertising Attractiveness Through Instagram Social Media do not significantly affect the Purchase Decision of Namaste Resto Indonesia.

Population and Sample

Populasi

The unit of analysis is something related to the purpose to be studied. Groups & Individuals according to what the goals and problems are, the unit of analysis is in the form of people who use social media to find or find information about Namaste Resto Indonesia.

According to Sugiyono (2017), the research population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that researchers apply to study them and draw conclusions. In conducting research, it is necessary to determine the population so that the research carried out gets the appropriate and expected data.

The population used in this study is followers from Instagram accounts @namasterestoindonesia Indonesia which have as many as 1600 followers.

RESEARCH METHODOLOGY

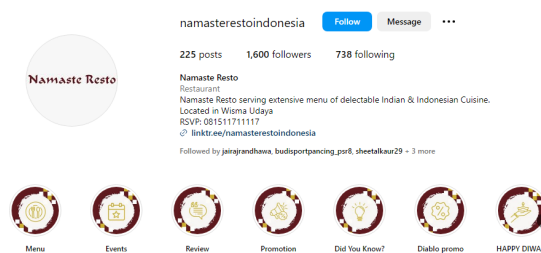


Figure 5. Number of Followers @namasterestoindonesia

Source: (@namasterestoindonesia, number of Instagram social media followers, 2023)

Sample

Sample According to Sugiyono (2018), the sample is part of the number and characteristics possessed by the population. While sample size is a step

to determine the size of the sample taken in carrying out a study.

To be able to determine the number of samples in this study, researchers will use an approach with

the Slovin formula, using a precision of 5%. The sample size taken from the population in this study was determined by the Slovin formula as follows:

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

Where:

n = Number of samples

N = Total population

e = tolerable error, taken 5 percent

$$n = \frac{1600}{1 + (1600)(0,05)^2}$$

$$n = \frac{1600}{1 + (1600)(0,05)^2}$$

$$n = 266,667$$

$$n = 270$$

Based on the results of calculations using the Slovin formula, the researchers determined the number of respondents as many as 270 people from a total population of 1,600 followers of the @namasterestoinonesia Instagram social media account.

Data Analysis Techniques

In general, quantitative data analysis is a research method with objects in the form of numerical or numerical data. Generally, the processed data is big data, so sometimes statistical calculations are needed to facilitate calculations.

Data analysis was carried out using the *Partial Least Square* (PLS) method using *SmartPLS software version 4.0*. PLS is one of the methods of solving *Structural Equation Modeling* (SEM) which in this case is more than other SEM techniques. SEM has a higher degree of flexibility in research that connects theory and data, and is able to

perform path analysis with latent variables so it is often used by researchers who focus on social sciences. *Partial Least Square* (PLS) is a fairly powerful analysis method because it is not based on many assumptions. The data also does not have to be normally multivariate distributed (indicators with scale categories, ordinals, intervals to ratios can be used in the same model), the sample does not have to be large (Gozali, 2021).

According to Sugiyono (2017), data analysis is the process of finding and compiling data obtained from interviews, field notes, and documentation by grouping data into categories, breaking it down into units, arranging it into patterns, choosing which ones are important to be used as conclusions so that they are easy to understand.

Because of the large amount of data that can be processed, and not necessarily all of the data is needed in the analysis, the longest process in this analysis method is the collection of data and validation of each data that has been obtained. In addition to being a filter for data that may not be needed or significantly affect the results of the analysis, the data validation process can also function as a way to ensure that the data collection carried out is in accordance with the procedure.

After the data has been collected and validated precisely and accurately, the analysis process can proceed to the next stage, which is looking for relationships between the data that has

been obtained. Because the processed data source is in the form of numbers, automatically searching for relationships from each of these data needs to be done through a variety of precise calculation formulas.

In short, quantitative data analysis is an activity that has a lot to do with numbers, statistics, and calculations. Without relevant skills or abilities, of course, the results of the analysis carried out become less accurate. In fact, the results of the analysis can later be used to explain the relationship between one business activity and another business activity in the entire business management process.

RESULTS OF RESEARCH AND DISCUSSION
Convergent Validity Testing

This is done by looking at the item reliability (validity indicator) which is shown by the loading factor value. Loading factor is a number that shows the correlation between the score of a question item and the score of the construct indicator that measures that construct. A loading factor value greater than 0.7 is said to be valid. However, according to Hair et al. (2019) for the initial examination of the loading factor matrix, approximately 0.3 is considered to have met the minimum level, and for loading factors approximately 0.4 is considered better, and for loading factors greater than 0.5 is generally considered significant. In this research, the loading factor limit used was 0.7. After processing the data using SmartPLS 4.0, the loading factor results can be shown as in the following table:

| Variable | Indicator | <i>Outer loadings</i> | <i>Role Of Thumb</i> | Conclusion |
|----------------|-----------------------|-----------------------|----------------------|------------|
| X1 - Promotion | P01 <- X1 - Promotion | 0,882 | 0,700 | Valid |
| | P02 <- X1 - Promotion | 0,907 | 0,700 | Valid |
| | P03 <- X1 - Promotion | 0,923 | 0,700 | Valid |
| | P04 <- X1 - Promotion | 0,909 | 0,700 | Valid |
| | P05 <- X1 - Promotion | 0,909 | 0,700 | Valid |
| | P06 <- X1 - Promotion | 0,907 | 0,700 | Valid |
| | P07 <- X1 - Promotion | 0,912 | 0,700 | Valid |
| | P08 <- X1 - Promotion | 0,924 | 0,700 | Valid |
| | P09 <- X1 - Promotion | 0,916 | 0,700 | Valid |
| | P10 <- X1 - Promotion | 0,921 | 0,700 | Valid |

| | | | | |
|---------------------|-----------------------------|-------|-------|-------|
| X2 – Brand Image | BI01 <- X2 - Brand Image | 0,923 | 0,700 | Valid |
| | BI02 <- X2 - Brand Image | 0,895 | 0,700 | Valid |
| | BI03 <- X2 - Brand Image | 0,922 | 0,700 | Valid |
| | BI04 <- X2 - Brand Image | 0,919 | 0,700 | Valid |
| | BI05 <- X2 - Brand Image | 0,923 | 0,700 | Valid |
| | BI06 <- X2 - Brand Image | 0,918 | 0,700 | Valid |
| | BI07 <- X2 - Brand Image | 0,922 | 0,700 | Valid |
| | BI08 <- X2 - Brand Image | 0,916 | 0,700 | Valid |
| | BI09 <- X2 - Brand Image | 0,921 | 0,700 | Valid |
| | BI10 <- X2 - Brand Image | 0,909 | 0,700 | Valid |
| | BI11 <- X2 - Brand Image | 0,924 | 0,700 | Valid |
| | BI12 <- X2 - Brand Image | 0,908 | 0,700 | Valid |
| X3 – Ad Appeal | DI01 <- X3 - Ad Appeal | 0,916 | 0,700 | Valid |
| | DI02 <- X3 - Ad Appeal | 0,910 | 0,700 | Valid |
| | DI03 <- X3 - Ad Appeal | 0,926 | 0,700 | Valid |
| | DI04 <- X3 - Ad Appeal | 0,913 | 0,700 | Valid |
| | DI05 <- X3 - Ad Appeal | 0,928 | 0,700 | Valid |
| | DI06 <- X3 - Ad Appeal | 0,912 | 0,700 | Valid |
| | DI07 <- X3 - Ad Appeal | 0,928 | 0,700 | Valid |
| | DI08 <- X3 - Ad Appeal | 0,925 | 0,700 | Valid |
| | DI09 <- X3 - Ad Appeal | 0,914 | 0,700 | Valid |
| | DI10 <- X3 - Ad Appeal | 0,929 | 0,700 | Valid |
| Y – Buying decision | KP01 <- Y - Buying decision | 0,926 | 0,700 | Valid |
| | KP02 <- Y - Buying decision | 0,910 | 0,700 | Valid |

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| | | | |
|-----------------------------|-------|-------|-------|
| decision | | | |
| KP03 <- Y - Buying decision | 0,917 | 0,700 | Valid |
| KP04 <- Y - Buying decision | 0,919 | 0,700 | Valid |
| KP05 <- Y - Buying decision | 0,913 | 0,700 | Valid |
| KP06 <- Y - Buying decision | 0,911 | 0,700 | Valid |
| KP08 <- Y - Buying decision | 0,918 | 0,700 | Valid |
| KP09 <- Y - Buying decision | 0,910 | 0,700 | Valid |
| KP10 <- Y - Buying decision | 0,916 | 0,700 | Valid |
| KP07 <- Y - Buying decision | 0,915 | 0,700 | Valid |

Source: Researcher's Processed Data (2023)

In the table above, it can be seen that the results of outer loadings displayed are > 0.70, and with that it is declared that all variables are valid in this

test.

Reliability Testing (Composite Reliability and Cronbach Alpha)

Table 1. Results of outer model measurement evaluation

| Variabel | Cronbach's alpha | Composite reliability | Batas Reabilitas | Kesimpulan |
|-------------------------|------------------|-----------------------|------------------|------------|
| X1 - Promosi | 0,977 | 0,977 | 0,700 | Reabilitas |
| X2 - Brand Image | 0,983 | 0,983 | 0,700 | Reabilitas |
| X3 - Daya Tarik Iklan | 0,980 | 0,980 | 0,700 | Reabilitas |
| Y - Keputusan Pembelian | 0,979 | 0,979 | 0,700 | Reabilitas |

Source: Researcher's Processed Data (2023)

In the table above, it can be seen that the results of the *Composite Reliability* results displayed are > 0.70, and it is concluded that all constructs of this study have become fit measuring instruments, and have good reliability.

Uji Average Variance Extracted (AVE)

Showing how much variance of manifest variable diversity the latent construct has, the standard number 0.5 means convergent validity can also be interpreted as an average above the indicator variance.

Table 2. Hasil Uji Average Variance Extracted

| Variable | Average variance extracted (AVE) | Value Limit AVE | Results |
|-------------------------|---|------------------------|----------------|
| X1 - Promotion | 0,830 | 0,500 | Fulfilled |
| X2 - Brand Image | 0,841 | 0,500 | Fulfilled |
| X3 - Ad Appeal | 0,847 | 0,500 | Fulfilled |
| Y - Purchasing Decision | 0,838 | 0,500 | Fulfilled |

Source: Researcher's Processed Data (2023)

The number 0.50 or above becomes the standard value of variable AVE (Haryono, 2017). The results of research data processing show that all variables have a good validity construct.

Uji Discriminant Validity

Whether or not the construct is sufficient as a function of the value of the cross loading factor. The stages to determine Discriminant validity are:

1. View Cross loading values

Loading is determined if the correlation coefficient is above each construct value juxtaposed with the

coefficient number of indicator relationships in other construct columns, so that a conclusion can be drawn that each indicator in the block is a constructor in that column. (Haryono, 2017).

2. Comparing AVE root values

In this test is the result of comparing the root of the ave with other model constructs, if the number is greater than the correlation value between constructs with others, it can be concluded to have good discriminant validity.

Table 3. Cross Landing Value Results

| Variable | X1 - Promotions | X2 - Brand Image | X3 - Ad Appeal | Y - Purchase Decision |
|-----------------|------------------------|-------------------------|-----------------------|------------------------------|
| BI01 | 0,917 | 0,923 | 0,888 | 0,890 |
| BI02 | 0,880 | 0,895 | 0,872 | 0,868 |
| BI03 | 0,908 | 0,922 | 0,902 | 0,907 |
| BI04 | 0,893 | 0,919 | 0,879 | 0,882 |
| BI05 | 0,893 | 0,923 | 0,894 | 0,897 |
| BI06 | 0,887 | 0,918 | 0,883 | 0,875 |
| BI07 | 0,897 | 0,922 | 0,899 | 0,893 |
| BI08 | 0,895 | 0,916 | 0,897 | 0,900 |
| BI09 | 0,889 | 0,921 | 0,892 | 0,889 |
| BI10 | 0,863 | 0,909 | 0,873 | 0,875 |
| BI11 | 0,900 | 0,924 | 0,897 | 0,895 |
| BI12 | 0,876 | 0,908 | 0,898 | 0,892 |
| DI01 | 0,898 | 0,899 | 0,916 | 0,891 |

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| | | | | |
|------|-------|-------|-------|-------|
| DI02 | 0,887 | 0,893 | 0,910 | 0,894 |
| DI03 | 0,902 | 0,909 | 0,926 | 0,905 |
| DI04 | 0,881 | 0,881 | 0,913 | 0,879 |
| DI05 | 0,881 | 0,898 | 0,928 | 0,902 |
| DI06 | 0,878 | 0,885 | 0,912 | 0,890 |
| DI07 | 0,884 | 0,897 | 0,928 | 0,907 |
| DI08 | 0,871 | 0,887 | 0,925 | 0,898 |
| DI09 | 0,873 | 0,892 | 0,914 | 0,896 |
| DI10 | 0,870 | 0,885 | 0,929 | 0,908 |
| KP01 | 0,872 | 0,889 | 0,907 | 0,926 |
| KP02 | 0,875 | 0,880 | 0,896 | 0,910 |
| KP03 | 0,863 | 0,886 | 0,903 | 0,917 |
| KP04 | 0,881 | 0,899 | 0,894 | 0,919 |
| KP05 | 0,857 | 0,877 | 0,889 | 0,913 |
| KP06 | 0,878 | 0,889 | 0,894 | 0,911 |
| KP08 | 0,880 | 0,889 | 0,895 | 0,918 |
| KP09 | 0,877 | 0,880 | 0,875 | 0,910 |
| KP10 | 0,900 | 0,899 | 0,898 | 0,916 |
| KP97 | 0,876 | 0,884 | 0,874 | 0,915 |
| P01 | 0,882 | 0,860 | 0,848 | 0,843 |
| P02 | 0,907 | 0,890 | 0,880 | 0,876 |
| P03 | 0,923 | 0,901 | 0,891 | 0,894 |
| P04 | 0,909 | 0,882 | 0,872 | 0,872 |
| P05 | 0,909 | 0,898 | 0,885 | 0,876 |
| P06 | 0,907 | 0,862 | 0,859 | 0,864 |
| P07 | 0,912 | 0,883 | 0,867 | 0,863 |
| P08 | 0,924 | 0,887 | 0,877 | 0,882 |
| P09 | 0,916 | 0,894 | 0,873 | 0,868 |
| P10 | 0,921 | 0,901 | 0,886 | 0,875 |

Source : Researcher's Processed Data (2023)

From the results of the data processing above, it is obtained that all indicators have a higher correlation coefficient number for each variable itself compared to the correlation

coefficient number of indicators with other variables, so that in the end it is summarized that each indicator in the block is a variable or construct in the column.

Table 4. Results of AVE Root Values and Correlation Between Constructs

| | X1 - Promosi | X2 - Brand Image | X3 - Daya Tarik Iklan | Y - Keputusan Pembelian |
|--------------|--------------|------------------|-----------------------|-------------------------|
| X1 - Promosi | | | | |
| X2 - Brand | 0,992 | | | |

| | | | |
|-------------------------|-------|-------|-------|
| Image | | | |
| X3 - Daya Tarik Iklan | 0,980 | 0,988 | |
| Y - Keputusan Pembelian | 0,978 | 0,988 | 0,996 |

Source : Researcher's Processed Data (2023)

From the results of the data processing above, it is obtained that all indicators have a higher correlation coefficient number for each variable itself compared to the correlation coefficient number of indicators with other variables, so that in the end it is summarized that each indicator in the block is a form of variables or constructs in the column above >0.70 (Ghozali, 2021).

Uji Inner Model

Testing this model was taken to see the value of R Square, Q2, GoF, and test the influence between variables.

1. R Square value

This analysis is to determine the percentage of endogenous construct variability that may be explained by exogenous construct variability. This analysis is also to find out the goodness of structural equation models. The higher the *R-square* value indicates the larger the exogenous variable can explain the endogenous variable so that the better the structural equation. Attached output value *R Square value*:

Table 5. Results of R-Square Values

| Variable | R-square | R-square adjusted |
|-------------------------|----------|-------------------|
| Y - Purchasing Decision | 0,960 | 0,960 |

Source : Researcher's Processed Data (2023)

The R-square value of the job satisfaction variable is 0.960, meaning that the variability of the Purchase Decision construct can be explained by the variability of the Promotion construct, *Brand Image*, and Ad Attractiveness. 96%.

According to what was conveyed (Chin, 1998) in Ghozali and (Latan, 2015), R2 values of 0.67, 0.33, and 0.19 can be concluded that the

model is strong, moderate, and weak. The final conclusion of the influence is high.

2. Effect Size F^2

This formula is to explore whether or not endogenous latent variables are strongly influenced from exogenous latent variables. The following can be processed: (Ghozali and Latan, 2015).

Table 6. Results of F-Square Values

| Variable | X1 - Promotion | X2 - Brand Image | X3 - Ad Appeal | Y - Purchasing Decision |
|-------------------------|----------------|------------------|----------------|-------------------------|
| X1 - Promotion | | | | 0,011 |
| X2 - Brand Image | | | | 0,101 |
| X3 - Ad Appeal | | | | 0,436 |
| Y - Purchasing Decision | | | | |

Source : Researcher's Processed Data (2023)

If the number f^2 produces 0.02 then the effect is small, the value of 0.15 is medium and the value of 0.35 then the influence of exogenous latent variables is stated to be large (Ghozali and Latan, 2015).

From the output above can be seen as follows:

1. Promotion Variable on Purchase Decision f^2 square value of 0.011,

including small effect.

2. Brand Image Variable on Purchase Decision f^2 square value of 0.101, including medium influence.

3. Variable Ad Attractiveness to Purchase Decision The f^2 square number is 0.436, which has a big impact.

Uji Signifikasi (Two Tailed)

Table 7. Two Tailed Value Results

| Variable | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|----------|---------------------|-----------------|----------------------------|-------------------------|--------------|
| X1 -> Y | 0,095 | 0,097 | 0,067 | 1,413 | 0,158 |
| X2 -> Y | 0,329 | 0,328 | 0,088 | 3,727 | 0,000 |
| X3 -> Y | 0,565 | 0,565 | 0,077 | 7,335 | 0,000 |

Source : Researcher's Processed Data (2023)

The indicator used in hypothesis testing in this study is the t value compared to the t table value. The hypothesis is accepted when the value of t value is greater than t table, and the hypothesis is rejected when the value of

t value is smaller than t table with the significance of path coefficient testing. Based on these provisions, the results of testing accepted and rejected hypotheses can be seen in the following table:

Table 8. Hypothesis test results

| Hypothesis | Line | | t value | T Table | Information | P Value |
|--------------|------|----|---------|---------|-------------|--------------|
| | From | to | | | | |
| Hypothesis 1 | P | KP | 1,413 | 0,67 | Accepted | 0,158 |
| Hypothesis 2 | BI | KP | 3,727 | 0,67 | Accepted | 0.000 |
| Hypothesis 3 | DI | KP | 7,335 | 0,67 | Accepted | 0.000 |

Source : Researcher's Processed Data (2023)

Hypothesis Test Results:

1. **H1: Promotions have a positive effect on purchasing decisions at namaste resto.**

The first hypothesis testing proves that promotions have a significant effect on purchasing decisions. Based on the results of the inner model evaluation of promotion of purchasing decisions, a statistical t value of 1.413 was produced, where the value was greater than the table of 0.67 so that this hypothesis was declared **accepted**. For value, the results of hypothesis testing state that promotion influences purchasing decisions at namaste resto indonesia.

1. **H2: Brand Image has a positive effect on purchasing decisions at Namaste Resto.**

The second hypothesis test proves that *Brand Image* has a significant influence on purchasing decisions. Based on the results of the inner model evaluation of *Brand Image* on purchasing decisions, a statistical t value of 3.727 was produced, where the value was greater than the table of 0.67 so that this hypothesis was declared **accepted**. For value, the results of hypothesis testing state

Brand Image influences purchasing decisions in namaste resto Indonesia

2. **H3: Ad Attractiveness has a positive effect on purchasing decisions at namaste resto.**

The third hypothesis test proves that Ad Appeal has a significant effect on purchase decisions. Based on the results of the inner model evaluation of Ad Attractiveness on purchase decisions, a statistical t value of 7.335 was produced, where the value was greater than the table of 0.67 so that this hypothesis was declared **accepted**. For the value of the hypothesis test results state the attractiveness of advertising influences purchasing decisions in namaste resto Indonesia

Discussion

From several test results and analyses conducted by researchers, resulting in the following discussion:

1. In the Outer Model *validity measurement*, it can be seen that the results of the outer loadings displayed are > 0.70, and with that it is declared that all variables are valid in the test.
2. In the descriptive analysis of

respondents, the most correspondents came from students / students, with undergraduate education levels, and with an average age of 21 – 29 years, and by already following the Instagram account of Namaste Resto Indonesia.

3. In reliability testing, it can be seen that the results of the *Composite Reability* results displayed a value of > 0.70 , and it was concluded that all constructs of this study have become fit measuring instruments, and have good reliability.
4. In the *Average Variance Extracted* test, the number 0.50 or above becomes the standard value of variable AVE. The results of research data processing show that all variables have a good validity construct.
5. From the results of *Cross Landing* data processing, above it is obtained that all indicators have a higher correlation coefficient number for each variable itself compared to the correlation coefficient number of indicators with other variables, so that in the end it is summarized that each indicator in the block is a variable or construct in the column.
6. From the R-Square Test Results, the R-square value of the job satisfaction variable is 0.960, meaning that the variability of the Purchase Decision construct can be explained by the variability of the Promotion construct, *Brand Image*, and Ad Attractiveness. 96%.
7. From the F-Square test results, 1. The

Promotion Variable on Purchase Decision f square value of 0.011, including a small effect. 2. *Brand Image* Variable on Purchase Decision f square value of 0.101, including medium influence. 3. Variable Ad Attractiveness to Purchase Decision The f square number is 0.436, which has a big impact.

8. From the results of the Hypothesis Test, it was found that the Promotion variable did not really affect the purchase decision, and for *the Brand Image variable*, and Advertising Attractiveness influenced the purchase decision at Namaste Resto Jakarta.

CONCLUSION

If in the descriptive analysis section of respondents, the most correspondents come from students / students, with undergraduate education levels, and with an average age of 21 – 29 years, and by already following the Instagram account of Namaste Resto Indonesia. This indicates that the Gen Z generation has a high level of curiosity and enthusiasm for a new culture or thing. This is also reinforced by the most results from the questionnaires that researchers have distributed, as evidenced also by the status of this generation Z as students / students, and on average they have obtained a bachelor's degree.

If In the Descriptive Analysis section of the Research, almost all questions were answered in the very affirmative by respondents. This also

proves that Namaste Resto Indonesia has done good promotion and ad display, and also maintained the image of Namaste Resto Indonesia. Namaste Resto has also made its best efforts through marketing through Instagram social media, where Instagram social media is used by people around the world.

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