

## The effect of e-commerce advertising exposure Lazada buying behavior teenagers at SMK Muhammadiyah 2 Surabaya

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**Abstract** The amount of interest of producers in using advertising as a medium for marketing products shows that advertising has an important role as an effective communication medium in introducing and promoting a product to consumers. Currently, advertisements have begun to mushroom in all mass media, including print media, electronic media and the internet. The high use of the internet in Indonesia has made producers more aggressive in promoting a product to consumers through internet media such as Lazada e-commerce ads. The number of facilities offered has received a very good response from the Indonesian people. With the ease of access provided and the relatively cheap prices of goods, it leads people to consumptive behavior.

This study uses a quantitative approach. Survey research methods. This type of research explanatory research. The population in this study were students of SMK Muhammadiyah 2 Surabaya from the 2015-2017 class. The research sample was 186 people. This study has 2 independent variables (Ad Impression Intensity and Advertising Element), and 1 dependent variable (Buying Behavior). Data collection was carried out by distributing questionnaires.

Hypothesis testing is done with multiple linear regression showing the influence between the intensity of advertising impressions and advertising elements on buying behavior, as evidenced by the results of the F test that  $F_{count} > F_{table}$  ( $111.280 > 2.89$ ). The result of the significance can be seen that  $0.000 < 0.05$ . The results of the T test for X1 show that the value of  $t_{count} < t_{table}$  ( $-1.494 < 1.298$ ), so the variable intensity of ad impressions has no effect on buying behavior. The results of the T test for X2 show that the value of  $t_{count} > t_{table}$  ( $14.521 > 1.298$ ), so the variable element of advertising has an effect on buying behavior.

**Keywords:** Ad impression intensity; Advertising elements; Buying behavior

### INTRODUCTION

Advertising is a form of communication from producers that contains a product or service that is delivered to consumers (Istiqomah et al., 2019; Muwarni, 2010; Putra & Prasetyo, 2017). With the development of current technology, producers are competing with each other to display advertisements that attract consumers' attention. Ads are not only used to attract attention but also provide information and sometimes in a little entertaining delivery. Advertising is used as a medium in communicating a product or service that consumers can use to decide product choices.

The amount of interest of producers in using advertisements as a medium to market products or services shows that advertising has an important role as an effective communication medium in introducing and promoting a product or to consumers. Currently, advertisements have begun to mushroom in all mass media, including print media, electronic media and the internet. Internet use in Indonesia has increased every

year. Based on the results of the 2016 APJII (Indonesian Internet Service Providers Association) survey, internet users in Indonesia reached 132.7 million people and increased in 2017 to 143.26 million from the total population of Indonesia 262 million people (Susilo & Putranto, 2018).

The increasing number of internet users today is due to the ease of accessing the internet, anytime and anywhere. According to APJII survey results in 2017, 65.98% of Indonesians use the internet per week. Meanwhile, in a day, people consume the internet for at least 1 to 3 hours. With the development of technology such as smartphones, it makes it easier for people to get the information they want from the internet. There are many things that people can get from the use of the internet, such as the use of the internet in the economic sector, the field of public services, the field of education, the field of lifestyle, the socio-political sector and the health sector.

The high interest of the Indonesian people to use the internet has made producers even more incessant in promoting a product or service through the internet media (Saputra et al., 2021). Product promotions that are currently developing include snack advertisements, cell phone starter packs, drug advertisements, beauty product advertisements and e-commerce ads. E-commerce is the process of buying and selling or exchanging products, services and information through information networks including the internet. E-commerce advertising is growing rapidly in Indonesia because people are starting to turn to digital and are starting to abandon conventional transactions. In the past, people had to come directly to the store to get the goods they wanted. However, the presence of e-commerce today makes it more efficient for people to buy the desired product. Utilization of internet or smartphone technology can cut travel time by simply accessing the desired store and simply clicking the "buy" button and transferring the price listed, the goods will be delivered to the consumer's house (Sari & Setyawan, 2018).

Currently, there are a lot of e-commerce ads that appear in the mass media. One example of e-commerce advertising is Bukalapak, Tokopedia, Lazada, Shopee, Matahari Mall and so on. The more e-commerce applications that have sprung up, the tighter their competition will be in winning the hearts of consumers. Based on data collected by iPrice, which is an online shopping aggregator site, it shows that Lazada and Tokopedia are involved in fierce competition. This competition can be seen in the average number of monthly visitors to the Lazada website, which is 58,333,000. Meanwhile, the average visitor to the Tokopedia website is 50,667,000.

In Figure 1.1 below, which is the result of research from iPrice in 2017 which is compiled based on the average number of visitors per month in each quarter, Lazada is always in the first position. The first quarter (Q1) was conducted in January-March, the second quarter (Q2) was conducted in April-June, the third quarter (Q3) was conducted in July-September and the fourth quarter (Q4) was conducted in October-December 2017.

<b>E-Commerce yang Paling Banyak Dikunjungi</b>			
<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
1. Lazada	1. Lazada	1. Lazada	1. Lazada
2. Tokopedia	2. Tokopedia	2. Tokopedia	2. Tokopedia
3. Elevenia	3. Elevenia	3. Bukalapak	3. Bukalapak
4. Bukalapak	4. Bukalapak	4. Blibi	4. Blibi
5. Blibi	5. Blibi	5. Shopee	5. Shopee
6. Alfacart	6. JD.ID	6. Blanja	6. JD.ID
7. JD.ID	7. Shopee	7. Elevenia	7. Blanja
8. Matahari Mall	8. Blanja	8. JD.ID	8. Zalora
9. Blanja	9. Matahari Mall	9. Matahari Mall	9. Elevenia
10. Bhinneka	10. Bhinneka	10. Zalora	10. Bhinneka

**Figure 1.1 Results of the iprice survey for each quarter in 2017**

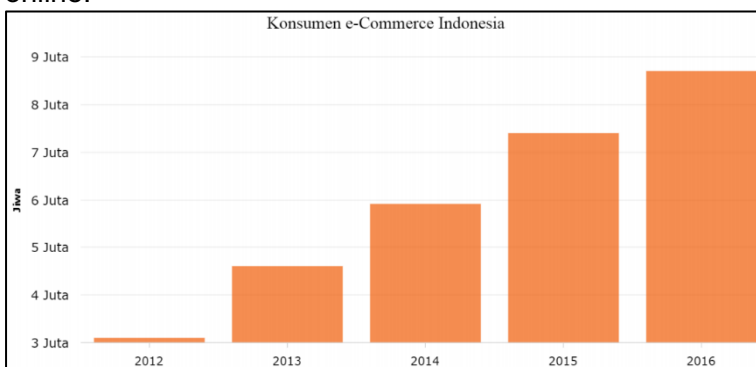
(Source:<https://inet.detik.com/cyberlife/d-3793019/persaingan-e-commerce-indonesia-di-2017-siapa-terpopuler> sourced from iPrice research, accessed April 12, 2018)

Lazada offers a wide range of product categories to consumers such as electronic equipment and accessories, women's and men's fashion, watches and accessories, health and beauty, babies and toys, TV and home electronics, household goods, sports and automotive. The wide variety of product categories offered makes it easier for consumers to carry out transaction activities. The products offered come from various sellers with various price ranges so that consumers have many choices in determining the desired product. Nearly 5 million types of products are available for Lazada consumers in Indonesia.

The existence of promos and discounts at certain times can attract the interest of e-commerce consumers in Indonesia. Like the Flash Sale feature offered by Lazada in the mobile application. The Flash Sale feature is a special feature that offers products with an average discount of up to 50% per item. The products offered in the Flash Sale feature are selected products from Lazada which are sold within a certain period of time with a limited stock of items. With this feature, consumers compete quickly to get the desired item. The advantage of Lazada compared to other applications is the ease of payment. With Lazada consumers can make cash payments on the spot or Cash-On-Delivery, consumers only need to pay when the package is received.

Lazada ensures the quality and authenticity of the product. All products that consumers buy on Lazada are guaranteed authentic, not illegal and undamaged goods. In the opposite case, the consumer can return it within 14 days and receive a full refund, which is included in the Customer Protection Program.

The number of facilities offered has received a very good response from the Indonesian people. This is evidenced by the results of a survey in 2016 by Katadata which is a media, data and online research company in the fields of economy and business. In 2016, research from eMarketer estimates that there will be 8.6 million people who shop via the internet. This figure increased from the previous year which reached 7.9 million people. With the increasing number of people who are familiar with the internet, they are making a habit of shopping for goods and services that were previously conventionally turning online.



**Figure 1.2 E-commerce consumer data in Indonesia**

(Source:<https://databoks.katadata.co.id/datapublish/2016/11/15/2016-sebanyak-86-juta-orang-melakukan-transaksi-online>, accessed on 11 January 2018)

Based on the data above, the number of e-commerce consumers in Indonesia is always increasing. This shows that e-commerce advertising on the internet mass media is considered very effective (Indrasari et al., 2019). One of the positive impacts that occurs is that people can be self-employed by participating in selling their merchandise on Lazada. However, the negative impact that is not realized is the occurrence of lifestyle changes in today's society. With the ease of access provided and the relatively cheap prices of goods, it leads people to buying behavior. Sometimes buying behavior is no

longer based on primary needs so that it indirectly encourages audiences to become consumptive behaviour (Nurbani, 2016).

Consumptive behavior is behavior that is no longer based on rational considerations. In this case, the community as consumers in buying something is not based on the need factor, but is already on an excessive level of desire. Aspects of consumptive behavior according to Lina and Rosyid (Nurbani, 2016: 33) namely impulsive buying, wasteful buying and non rational buying.

Buying behavior is currently dominated by teenagers. This is because adolescence is an unstable period in which transaction activities buy something based on lifestyle and no longer based on need factors (Fiske, 2010; Keisidou et al., 2011; Miyatake et al., 2016; Moshrefjavadi et al., 2012). Researchers chose adolescence because based on the results of the 2017 APJII survey, the highest number of internet users was 75.50%, namely at the age of 13-18 years. The age range is adolescence at the upper middle level. The researcher chose SMK Muhammadiyah 2 Surabaya as the object of research because their lifestyle is included in buying behavior. Based on pre-research conducted by researchers, most of the students at SMK Muhammadiyah 2 Surabaya carry out online transaction activities through the Lazada website or application.

Based on the explanation above, the researcher is interested in conducting research on how much influence Lazada e-commerce advertising exposure has on the buying behavior of adolescents at SMK Muhammadiyah 2 Surabaya.

#### **Formulation of the problem**

Based on the problem description put forward in the background of the problem, the problem formulations of this study are:

- a. Is there an effect of the intensity of Lazada's e-commerce ad impressions on the buying behavior of adolescents at SMK Muhammadiyah 2 Surabaya?
- b. Is there an effect of Lazada's e-commerce advertising elements on adolescent buying behavior at SMK Muhammadiyah 2 Surabaya?

#### **Research purposes**

Referring to the formulation of the research problem, the objectives of this study include:

- a. To find out the effect of the intensity of Lazada's e-commerce ad impressions on the buying behavior of adolescents at SMK Muhammadiyah 2 Surabaya.
- b. This is to determine the effect of Lazada's e-commerce advertising elements on adolescent buying behavior at SMK Muhammadiyah 2 Surabaya.

#### **Hypothesis**

The hypothesis proposed in this study are:

H1 : There is a significant influence between advertising exposure *e-commerce* Lazada on the buying behavior of teenagers of SMK Muhammadiyah 2 Surabaya

Ho : There is no significant effect between ad exposure *e-commerce* Lazada on the buying behavior of teenagers of SMK Muhammadiyah 2 Surabaya

### **LITERATURE REVIEW**

#### **Theory of Cognitive Psychology**

Social cognitive theory, developed by Albert Bandura, is based on the proposition that both social and cognitive processes are central to understanding human motivation, emotions, and actions.

Social cognitive theory emphasizes that the learning process through observation is not a simple process. According to Bandura, social cognitive theory defines learning as a mental process that may or may not be reflected in immediate behavioral changes. Social cognitive theory explains how people acquire and manage

or maintain behavioral patterns. This theory also provides the basis for the existence of an intervention strategy. Conducting evaluations of behavior change depending on environmental factors, people, and behavior. Social cognitive theory also provides a framework for planning, implementing, and evaluating programs.

Social cognitive theory has several basic assumptions as follows:

- a. People can learn by observing other people
- b. Learning is an internal process that can lead to behavior change or not
- c. Learning can occur without a change in behavior
- d. Cognitive processes influence motivation such as learning
- e. People and their environment influence each other
- f. Behavior is directed at a specific goal
- g. Behavior will increase self-regulation
- h. Cognition plays a role in the learning process
- i. Affirmation or reinforcement has an indirect effect on learning and behavior

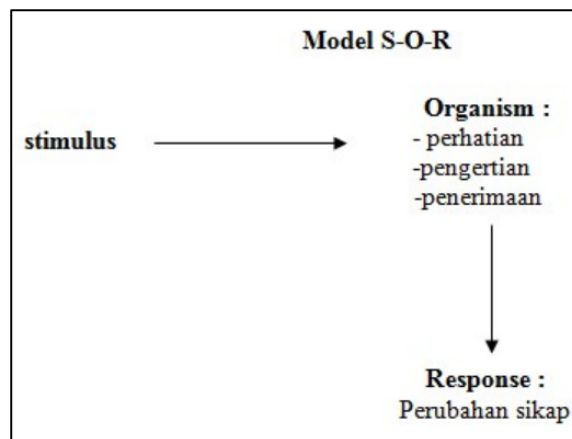
### SOR theory

According to this response stimulus, the effect that is generated is a special reaction to a special stimulus, so that one can expect and predict the suitability between the message and the reaction of the communicant. So the elements in this model are:

- a. Message (stimulus / S)
- b. Communicant (Organism / O)
- c. Effect (response / R)

In the communication process regarding changes in attitude, there are aspects of 'how' not 'what' and 'why'. It is clear how to communicate, in this case how to change the attitude, how to change the attitude of the communicant.

Effendy (2003: 255) argues that attitude change is similar to the learning process. In studying a new attitude, there are three important variables that support the learning process, namely attention, understanding, and acceptance.



**Figure 1.3 Model SOR**  
(Source: Effendy, 2003: 255)

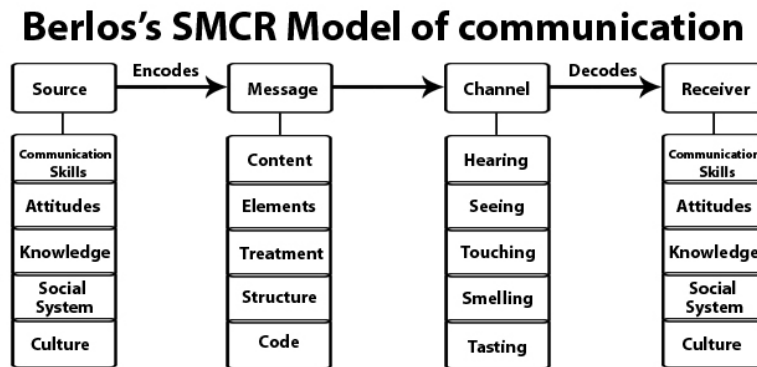
The picture above shows that there is a change in attitude depending on the processes that occur in each individual. The stimulus or message conveyed to the communicant may be accepted or rejected. Communication will take place if there is attention from the communicant. The next process is that the communicant understands. This communicant ability continues to the next process. After the communicant processes and accepts it, there is a willingness to change attitudes.

Susilo (2018) said that the process of changing behavior is essentially the same as the learning process. The behavior change process describes the learning process in individuals which consists of:

- The stimulus (stimulation) given to the organism can be accepted or rejected. If the stimulus is not accepted or rejected, it means that the stimulus is not effective in influencing individual attention and it stops here. But if the stimulus is received by the organism, it means that there is attention from the individual and the stimulus is effective.
- If the stimulus has received attention from the organism (received) then it understands the stimulus and continues to the next process.
- After that the organism processes the stimulus so that there is a willingness to act for the stimulus it has received (to behave).
- Finally, with the support of facilities and encouragement from the environment, the stimulus has an effect on the actions of the individual (behavior change).

### SMCR theory

The formula S - M - C - R stands for the term: S stands for source which means source or communicator; M stands for message which means message; C stands for channel which means channel or media, while R stands for receiver which means receiver or communicant.



**Figure 1.4 SMCR Model**

Berlos' SMCR communication model has 4 (four) main components or elements that support the communication process. The four main elements are the sender / source or sender of the message, message or message, communication channel or channel, and the message receiver or receiver. Each element of the Berlo communication model is influenced by several factors.

The following is a brief description of the various elements contained in Berlo's communication model and the factors that influence it.

1. S is for Sender / Source or Source or Message Sender

*Sender / source* or the sender of the message is the source of the message. There are several factors that affect the sender / source or source element, namely communication skills, attitudes, knowledge, social systems, and culture.

- Communication skills

It is an individual's ability to communicate such as the ability to read, write, speak, listen, and so on. The communication skills possessed by the sender / source or source are a factor that influences the communication process. If the sender / source or source has good communication skills, then the message will be communicated better. Conversely, if the sender / source or source does not have good communication skills, then the message cannot be communicated properly. Effective communication will not occur.

- Attitudes

It is an attitude given by the sender / source or source to oneself, the audience, and the environment, which can change the meaning and effect of the message.

- Knowledge (knowledge)

It is the knowledge possessed by the sender / source or source about the subject of the message which makes the message communicated to have a more effect on the audience. Having a good knowledge of the subject will allow the message to be delivered more effectively by the communicator. It should be understood that knowledge here involves knowledge about the subject, not knowledge in general.

- Social systems

Covers several aspects of the social system such as values, beliefs, culture, religion and general understanding of society. These aspects affect the way the sender / source or source communicates the message.

- Culture (culture)

Is a part of society that is also in the social system. Culture is one of the factors that influence communication. In Intercultural Communication or Cross Cultural Communication, the cultural background possessed by individuals can influence the formation and reception of messages. In other words, cultural differences affect the reception of messages. For that we as sender / source or source must have good knowledge about the audience that is the target of communication.

## 2. M for Message or Messages

What is meant by message element in Berlo's communication model is the substance sent by the sender / source or source to the message recipient. The message sent by the sender / source or source can be in the form of voice, text, video, or other media. In the message element, there are several factors that influence the message, namely content, message elements, treatment, structure, and code.

Content refers to the material in the message which is chosen by the sender / source or source to express its purpose. Content or content has elements and structure.

Elements (elements) concern several nonverbal things such as language, gestures, body language and so on. In messages, there are always several elements that complement the content of the message or content.

Treatment refers to the packaging of the message which includes how the message is sent to the recipient of the message and gives an effect on the feedback given by the receiver or message recipient. It should also be remembered that excessive treatment of messages will actually hinder the course of communication.

Structure (structure) refers to the structure of the message that has an impact on the effectiveness of a message. The message can be the same, but the message structure that is not good will make the message not well received by the receiver or recipient of the message.

Code (code) refers to the message code in the sense of how the message is sent, for example language as a means of communication, body language, gestures, music, and culture. Through codes, we give or receive messages. The message will be very clear if the message codes are very good. Conversely, bad message code can lead to misinterpretation.

## 3. C for Channel or Communication Channel

In conducting communication, the sender / source or source must choose a communication channel to carry or send the message that is owned. For example, in the context of mass communication, mass media is used as a channel or channel of communication to convey messages. However, in communication

in general, the five human senses are a channel or communication channel that has an impact on the effectiveness of the channel or communication channel. The five senses we have are:

- *Hearing* - listening, that is, using the ear to receive messages
- *Seeing* - viewing, namely visual communication channels such as television that we can see and the messages conveyed can we receive
- *Touching* - touch, which is the sensation of touch that can be used as a communication channel, for example when buying a fried dish, we will touch the fried food, is it still warm or not
- *Smelling* - smelling can be a channel for communication. For example, when we smell fried onions, we understand that someone is cooking the food
- *Tasting* - feel, our sense of taste, namely the tongue, can also be used as a communication channel, for example when we taste food, communication can occur

Communication does not only occur using one sense but a combination of the five senses that we have.

#### 4. R is for the Receiver or Message Receiver

*Receiver* or message recipient refers to the individual who receives the message sent by the sender of the message. Like the sender / source or source or sender of the message, the receiver or message receiver also has various elements which are influenced by several factors. These elements are communication skills, attitudes, knowledge, social systems, and culture.

Communication skills are individual abilities, in this case the message recipient or receiver in receiving messages. Communication skills referred to include the ability to listen, write, speak, read, and so on.

- Attitudes are attitudes given by the recipient of the message before and after receiving the message.
- Knowledge (knowledge) is the knowledge possessed by the receiver or recipient of the message so that the message can be received properly.
- Social systems (social systems) which include values, beliefs, religion, etc. affect the receiver or recipient of the message in receiving the message sent by the sender of the message.
- Culture (culture) as one part of the social system affects the way the receiver or recipient of the message receives messages.

Berlo's communication model believes that in order for effective communication to be established, both the source / sender or the source and the receiver or receiver of the message should be at the same level.

### **Media exposure**

Information exposure carried out in a media is able to encourage symbolic awareness, then this awareness creates consumptive awareness leading consumers to actual awareness (behavior)(Widyatama, 2009: 150). Effendy(2003: 255)said that the mass communication process in the media exposure will have certain effects. Effendy explained that there are three main effects that can be caused by the mass communication process in media exposure. These effects include cognitive, affective and behavioral effects.

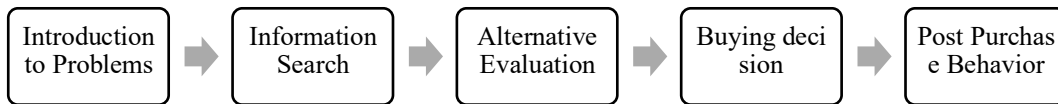
In addition, according to Rosengren (Rachmat, 2009: 66), media exposure can also be measured through dimensions such as the following:

- a. Frequency, which includes the routine or the number of times someone uses the media and consumes the content of messages from the media
- b. Duration, which includes how long a person uses the media and consumes the content of messages from the media
- c. Attention, namely the level of attention a person gives in using the media and consuming the message content of the media



## Buying decision

According to Kotler, the consumer goes through five stages in the process of purchasing a product. These five stages do not apply to low-involvement purchases, because they contain the entire range of considerations that arise when a consumer faces a new, high-involvement purchase (P Kotler & Armstrong, 2010; Philip Kotler, 2002). The five stages of the consumer purchasing process are depicted in Figure 1.5.



**Figure 1.5 Five stages of the consumer purchasing decision process**

(Source: Kotler, 2005: 224)

a. Introduction to Problems

The buying process starts when the customer recognizes a problem or need. Consumer needs can be influenced by internal stimuli or external stimuli. Marketers need to identify circumstances that trigger specific needs. By gathering information from a number of consumers, marketers can identify the stimuli that most often arouse interest in a product category.

b. Information Search

After recognizing their needs, consumers will be motivated to seek more information. An information-seeking situation that is easier to call is called compelling attention. At this level a person only becomes more sensitive to information about the product. At a later level, the consumer may enter into active information search, that is, to find reading material, call friends, and visit stores to learn about products. Marketers need to know the main sources of information that consumers refer to and the relative influence of each of these sources on subsequent purchasing decisions.

c. Alternative Evaluation

There are several basic concepts to understand the consumer evaluation process, namely: 1) consumers seek to meet a need, 2) consumers seek certain benefits from product solutions, and 3) consumers view each product as a set of attributes with different abilities in provides the benefits used to satisfy a need.

d. Buying decision

In the evaluation stage, consumers form a preference for brands in a set of choices. Consumers may also form the intention to buy the product they most like.

e. Post Purchase Behavior

After buying a product, consumers will experience a certain level of satisfaction or dissatisfaction. The marketer's job does not end when the product is purchased, but continues into the post-purchase period. Marketers must monitor post-purchase satisfaction, post-purchase actions, and post-purchase usage.

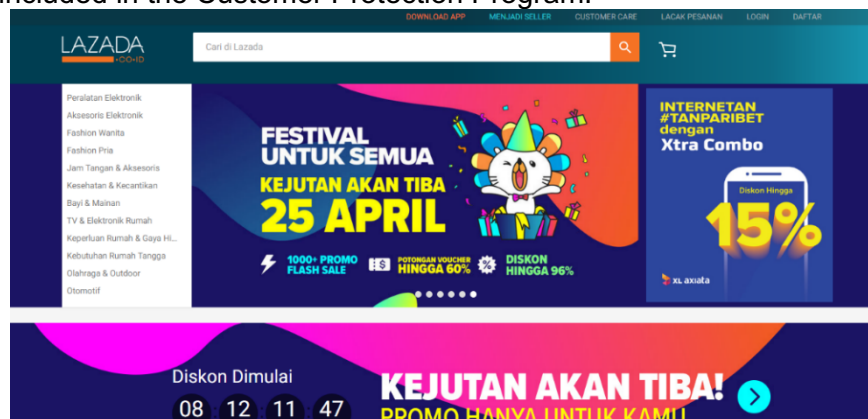
## Lazada

Lazada.co.id is part of the Lazada Group which is the number one online shopping destination in Southeast Asia. Lazada Group operates in Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. Being a pioneer in the field of e-commerce, Lazada provides easy shopping services for consumers and direct access to the largest consumer database in Southeast Asia.

With hundreds of thousands of product choices available from various categories, health and beauty, household appliances, cellphones and tablets, electronics, household appliances, Lazada is the main destination for fulfilling shopping needs. Nearly 5 million types of products are available for Lazada consumers in Indonesia. Apart from a wide selection of products from international and local brands, you can also find various products that are available exclusively through Lazada. Without having to go through traffic jams, queues and jostling, shopping anytime, anywhere, via computers or cellphones.

With Lazada's fast and reliable delivery service, consumers just need to sit back and relax and the package will be delivered. Lazada understands the importance for consumers to shop safely on services that can be trusted. Lazada presents a wide selection of payment methods for consumers, including cash-on-delivery or Cash-On-Delivery, consumers only need to pay when the package is received.

Lazada ensures the quality and authenticity of the product. All products that consumers buy on Lazada are guaranteed authentic, not illegal and undamaged goods. In the opposite case, the consumer can return it within 14 days and receive a full refund, which is included in the Customer Protection Program.



**Figure 1.6 Lazada e-commerce website appearance**  
(Source: <https://www.lazada.co.id/>)

## METHOD

The object of this research is Lazada's e-commerce advertisement on the internet. Advertising is a means of introducing products to consumers. Its existence is very helpful for the company in influencing public affection. It becomes a force in stimulating the public to take the desired action. Substantially, advertising has a contribution in formulating messages to the public. As a result, the audience has indirectly carried out a learning process in digesting and remembering the messages it has received. This condition is of course unconsciously as an effort to change the attitude of the public.

According to the theory of SOR, which states that there are three important variables in analyzing attitudes, interpretatively advertising is a stimulus that will be captured by the audience organism. Communication will take place if there is attention from the communicant. The next process the communicant understands. This communicant ability continues the next process. After the communicant processes it and accepts it, there is a willingness to change attitudes. In this case the researcher wants to see the communicant's response after seeing advertisements through internet media, what changes in attitude will happen next.

Berlo's SMCR communication model has four main components or elements that support the communication process. The four main elements are the sender / source or sender of the message, message or message, communication channel or channel, and the message receiver or receiver. In this study, the advertiser is the source or sender of the message. Meanwhile message or message is advertisement. The channel element or communication channel used is advertising through the internet as a communication

channel to carry or send messages. The recipient of the message in this study is the audience, namely adolescents at SMK Muhammadiyah 2 Surabaya.

The operational limits or definitions of the variables under study are as follows:

1. Effect of intensity of Lazada e-commerce ad impressions (Variable X1).  
The first independent variable used in this study is the influence of the intensity of Lazada e-commerce ad impressions. In this case the variable X1 is measured using the dimensions of frequency, duration and consistency.
2. Influence of Lazada e-commerce advertising elements (Variable X2).  
The second independent variable used in this study is the influence of Lazada e-commerce advertising elements. In this case the X2 variable is measured using the dimensions of multimedia, pictures and content.
3. Buying behavior of teenagers of SMK Muhammadiyah 2 Surabaya (Variable Y).  
In this study, the variables used by researchers were adolescent buying behavior which included the dimensions of problem recognition, information seeking, alternative evaluation, purchase decisions and post-purchase behavior.

This study uses a quantitative approach. Survey research methods. This type of research explanatory research. The population in this study were students of SMK Muhammadiyah 2 Surabaya from the 2015-2017 class. The research sample was 186 people. This study has 2 independent variables (Ad Impression Intensity and Advertising Element), and 1 dependent variable (Buying Behavior). Data collection was carried out by distributing questionnaires. The data analysis technique in this study used Multiple Linear Regression.

## **DISCUSSION**

Based on the results of data analysis and testing that have been found above, it shows that the intensity of ad impressions and ad elements has a significant effect, either simultaneously or partially, on the buying behavior of adolescents at SMK Muhammadiyah 2 Surabaya. As for the two variables, the element of advertising is the variable that has the most significant influence on the buying behavior of adolescents at SMK Muhammadiyah 2 Surabaya.

### **The Effect of Lazada E-Commerce Ad Impression Intensity on Buying Behavior**

In this study, the effect of the intensity of ad impressions is measured using the dimensions of frequency, duration and consistency. The frequency dimension is used to find out how often respondents see Lazada e-commerce ads. The duration dimension is used to find out how long the respondent has seen Lazada's e-commerce ads. Meanwhile, consistency is used to determine how much the respondent's level of consistency on the use of the Lazada application or site.

According to data from the results of questionnaires distributed by researchers, based on the frequency dimension, 59 respondents stated that they saw Lazada e-commerce ads 4 times a week. With frequent viewing of advertisements, it can be concluded that 32% of respondents (59 out of 186 respondents) were exposed to ad exposure. Based on the duration dimension, 99 respondents stated that they saw Lazada e-commerce ads 60 minutes a day. It can be concluded that 53% of respondents (99 out of 186 respondents) were exposed to exposure to advertisements. Meanwhile, from the consistency dimension, 63 respondents stated that they sometimes still use other applications besides Lazada. So it can be concluded that the level of consistency of respondents in using the Lazada application is only 34%.

In general, the results of research based on the variable intensity of ad impressions have no significant effect on behavior. This is in line with opinion (Effendy, 2003: 255) who says that the mass communication process in the media exposure will have certain effects. The effect caused in this study is a behavioral effect, namely buying behavior.

### **The Influence of Lazada E-Commerce Advertising Elements on Buying Behavior**

In this study, the influence of advertising elements is measured using the dimensions of multimedia, pictures and content. The multimedia dimension is used to find

out how often respondents pay attention to Lazada's e-commerce advertisement short videos. The pictures dimension is used to determine how much the respondents are interested in seeing the images displayed in Lazada's e-commerce ads. While the content dimension is used to determine how much the respondent's level of attention to the message conveyed in Lazada's e-commerce advertisements.

According to data from the results of questionnaires distributed by researchers, based on multimedia dimensions as many as 73 respondents stated that they did not always pay attention to short videos of Lazada e-commerce ads. It can be concluded that 39% (73 of 186 respondents) the level of attention of respondents is weak. Based on the dimensions of the pictures, 75 respondents stated that they were not always interested in the images displayed in Lazada's e-commerce ads. It can be concluded that 40% (75 of 186 respondents) the level of interest of respondents to see the weak image. Meanwhile, from the content dimension, 82 respondents stated that they always pay attention to the short messages delivered on Lazada e-commerce ads. So it can be concluded that the level of attention of respondents to the messages conveyed in Lazada e-commerce ads is only 44%.

In general, the research results based on the advertising element variable have a significant effect on behaviour (Sugihartati & Susilo, 2019). This is in line with opinion about features displayed in internet advertisements can persuasively influence consumers (Biagi, 2011; Ikonen et al., 2017; Youn & Kim, 2019). In accordance with the results of statistical analysis that has been previously described that the element of advertising is the variable that has the most significant influence on the buying behavior of adolescents at SMK Muhammadiyah 2 Surabaya.

### **The Influence of the Intensity of Ad Impressions and Lazada's E-Commerce Ad Elements on Buying Behavior**

In this study, the influence of the intensity of ad impressions and ad elements is tested together or simultaneously. Where after going through the testing phase separately or partially it is concluded that the variable advertising element has a significant influence on buying behavior compared to the advertising impression intensity variable. According to the results of SPSS data processing in table 4.11, it is known that Fcount is greater than Ftable and a significant value is 0.000 smaller than alpha 0.05. Based on the results of the data processing, it can be concluded that H0 is rejected and H1 is accepted. In other words, the variable intensity of ad impressions and advertising elements simultaneously has a significant effect on the buying behavior of teenagers of SMK Muhammadiyah 2 Surabaya.

## **CONCLUSION**

Based on the results of research and discussion in the previous chapter, it can be concluded that the test results simultaneously or jointly between the advertising intensity variable and the advertising element variable indicate that Fcount is greater than Ftable. Thus, it shows that the variable intensity of ad impressions and advertising elements simultaneously has a significant effect on buying behavior. However, it is different if the test results partially or separately show that the variable intensity of ad impressions does not have a significant effect on buying behavior. Meanwhile, the advertising element variable shows that this variable has a significant effect on buying behavior.

As an implication of the results of the problems raised in the previous chapter and referring to the conclusions obtained from the results of the analysis, there are several things that can be used as suggestions in this study. The suggestions are described as follows:

1. The influence of significant advertising elements on buying behavior should be able to provide input to marketing parties to create more creative ideas in promoting Lazada company products.

2. It is proven that the influence of the intensity of ad impressions and ad elements on teenagers' buying behavior should be an input to Lazada's marketing party in increasing people's buying interest, especially not only among teenagers.
3. The importance of the influence of the intensity of ad impressions and ad elements on buying behavior should be an input for the Lazada company in increasing the value of prestige.

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