



The Influence of Advertising Creativity and Brand Attitudes and Their Impact on Purchasing Decisions (Shopee E-Commerce Product Purchase Case Study)

Lutfi Adi Prastya*¹, Indri Juwita Sari², Jeni Pusfitasari³, Gianine Lasalandra⁴

¹²³⁴ Raden Intan State Islamic University Lampung, Bandar Lampung, Indonesia

Email: lutfiadip7@gmail.com

Abstract

The company needs the so-called competitive advantage to succeed both in the domestic and international markets, where fierce competition from other businesses is a constant threat. Rapid advances in information technology, particularly the internet, have had a far-reaching impact in many areas, including social, economic, political, and cultural fields, as well as on people's daily routines, including the way they conduct business and shop for goods. Many people in Indonesia now prefer to shop online instead of visiting physical stores. Shopee's presence in the Indonesian e-commerce market is the result of the rapid expansion of the market which attracts many new players. This research is quantitative, using multiple regression techniques, and the respondents were 117 Shopee users from Indonesia. The purpose of this study is to investigate how advertising innovations and consumer perceptions of brands displayed on Shopee's e-commerce platform influence consumers' final decision to purchase those products. Based on the adjusted r^2 value of 0.561 contained in the results of the coefficient of determination test, the variation in both independent variables of advertising creativity and brand attitude can explain 56.1% of the variation in the dependent variable of purchasing decisions. The influence on the dependent variables is also indicated by the results of simultaneous significance tests (statistics of the f test). A statistical f value of 68.0369 with a probability of 0.000 is displayed in the output. We can conclude that the invention of advertising and brand attitudes influence consumer decisions because the probability is less than 0.05. The results of the t -test, which tested the relationship between two independent variables (advertising inventiveness and brand attitude), support the idea that both have an influence level of 0.05 on the final decision of consumers.

Keywords: *ad creativity, brand attitude and purchasing decisions*

Introduction

Companies need what is known as a competitive advantage to succeed in both domestic and international markets, where fierce competition from various other businesses is a constant threat. Having an edge in the competition will help the company come out on top, which should increase profits and allow the company to develop. Online shopping is just one of many strategies used by businesses to beat the competition for customers (Shopee). Online retailers face stiff competition from manufacturers and suppliers to meet the increasingly diverse wants and needs of consumers, and the increasing product knowledge among shoppers only adds to the intensity of this battle. This affects businesses that have invested time and money into R&D to produce products or services that will attract consumers and meet their needs. If a business wants to beat the competition and win over customers, it needs to offer superior value in terms of product quality, cost, and the reputation of the company behind the product. If a company has a positive brand image, it will serve as an incentive for potential customers, whereas if it has a negative brand image, it will be something they think twice about before making a purchase.

Rapid advances in information technology, particularly the internet, have had far-reaching impacts in many areas, including social, economic, political, and cultural fields, as well as on people's daily routines, including the way they conduct business and shop for goods. . According to a 2018 survey conducted by the Association of Indonesian Internet Service Providers (APJII), the number of internet users in Indonesia increased by 27.91 million or 10.12% to 171.18 million in 2018 from the previous year's total of 143.3 million. With so many people online and so many of them using the internet for finance and other business transactions, Indonesia is a prime location for the growth of e-commerce. Electronic commerce (also known as "e-commerce") refers to the practice of trading goods and services electronically over networks such as the internet.

Markets such as Lazada, Bukalapak, Blibli, Elevenia, Tokopedia, and Shopee have grown rapidly in Indonesia because of the country's rapidly growing e-commerce sector. The term "marketplace" refers to an organizational structure that helps retailers sell through digital channels. Marketplaces make it possible to trade online through the internet, but the basic concept is the same as traditional markets, where various merchants gather in one location to sell their wares to the public. With the help of the internet, the products traded can be seen by anyone, anytime, and anywhere; The buyer does not have to be based in the same region as the seller but can come from anywhere in the world. and even in some foreign countries (Budiman et. al., 2020).

Competition between stores, both physical and virtual, is heating up in Indonesia today. Newcomers both from home and abroad make it difficult for established retailers to maintain their foothold. Shopee's online marketplace is a great illustration. According to Sufriadi (2007), modern consumers show a high level of skepticism when making purchases. Thus, consumers become pickier about the goods they buy. Pay attention to the current business competition climate, especially in the realm of online shopping (Shopee).

Many people in Indonesia now prefer to shop online instead of visiting physical stores. Shopee's presence in the Indonesian e-commerce market is the result of the rapid expansion of the market which attracts many new players. To increase the number of sales made on this site, Shopee has undergone several changes since its launch in 2012. Shopee's many easy-to-use features are a big draw for merchants who want to spread the word about their merchandise. Shopee is one such platform because it allows customers and vendors to have two-way conversations in real time. The vendor uploads the item and its brief description. As part of their efforts to make selling on Shopee as simple and profitable, Shopee has included several helpful resources for vendors on their website. Shopee's focus is on the mobile platform, making it easier for users to search, make purchases, and sell goods from their mobile devices.

Shopee's market share is much higher than that of competitors' online markets. In 2017, Shopee topped all other e-commerce websites in Indonesia. Shopee has replaced Tokopedia and Bukalapak as the e-commerce platforms of choice for many small, medium, and large businesses in Indonesia. Because Shopee offers many useful features, such as easy payment methods and order completion notifications. With Shopee, you can shop quickly and easily.

Shopee is growing very fast nowadays. More and more consumers are deciding which products they want to buy, as the availability of more and more options becomes more and more widespread. That's why it's so important for any business to come up with a solid plan to spread its message. One of them is to establish a reputable name for one's product in the market.

The word "publicity" (advertising) comes from the Greek word meaning "to lead people to an idea", as stated by Darmadi Duriyanto (2003) in his definition of advertising. "Any activity to present and promote non-personal ideas, goods or services about a product, brand, business or line of store operated with some cost compensation" is the accepted definition of advertising in a global context.

All good advertising has one purpose, offers something unique and interesting about the advertised brand, states information that cannot be found in other advertisements, and ultimately persuades or satisfies the needs of the target audience.

Advertising Creativity Theory of Purchasing Decisions

Advertising as defined by Tjiptono (2014) is a form of indirect marketing communication based on information about the advantages or advantages of a product, arranged in such a way that it causes pleasant feelings that will change a person's mind to make a purchase decision. Creative advertising, as suggested by Akhlis (2014), results in more successful campaigns. Adopting a more imaginative approach to advertising and endorsing products can increase sales and customer loyalty.

The ability of advertising to enrich, stimulate, influence, and even encourage consumers to buy a product or service makes it one of the most important tactics in promoting a product or service. Creative expression is necessary when communicating advertising messages. Building a plan to deliver an engaging message requires original thinking and innovative execution. "Creativity is the process of understanding and observing problems, forming hypotheses about deficiencies (problems), evaluating and testing conjectures or hypotheses, then modifying and retesting, and finally presenting the results," explains Torrance (1988). Creating an ad that stands out from the crowd requires a creative mind, who is constantly looking for fresh ideas and how to combine products with existing inspiration to form an attractive message image.

Knowing what to say (conveying an advertising message) and how to say it requires a certain level of creative thinking. The first rule of advertising creativity is that the original idea does not appear out of thin air. The creative process involves accessing, sorting, and then reorganizing, combining, and generating existing information, knowledge, and ideas. Creative thinking also involves rearranging or reusing pre-existing elements to produce something new.

It takes the combined efforts of screenwriters, art directors, and clients, or advertising agencies, to create effective advertising (Roman, Maas & Nisenholtz, 2005). Therefore, ideas are discussed and reevaluated in groups during the brainstorming phase (the process of searching for unconstrained ideas). Every team needs a tried-and-true method to bring their ideas to life, and that method is a brainstorming session. Strategy is the result of deviations from the norm; these deviations must be deliberate and have a specific purpose while remaining

contextually relevant (Judge, 2005). Some academics have taken an interest in studying inventive forms of advertising. Ads that use creative methods to get their message across are more likely to be noticed. A truly creative ad is one that stands out from its packaging by being extraordinary, unexpected, unexpected, meaningful, and emotionally impactful. People are more likely to pay attention to advertising if they are creative (Handoko, 2006). Creative advertising, in addition to being original, must also be insightful and engaging. "Single ad" is a slang for something unusual or different from other similar products. Given the foregoing, we can say that creative advertising is one that shows curiosity and consideration for the intended audience.

Theory of Brand Attitudes Towards Purchasing Decisions

According to Assael (2001), a brand attitude is the general tendency of consumers to form a stable opinion about a brand that they agree with (positive) or disagree (negative) (negative). Reviews of this brand from buyers range from bad to excellent. Consumers' presumptions about brands coming from brand schemes tend to last quite a long time. According to Assael (2001) and others, all three aspects of cognitive, affective, and conative attitudes are all in consumer opinion of the product.

1. Confidence in a brand is a mental factor (thinking).
2. A consumer's emotional response to a brand indicates the consumer's overall assessment of the brand.
3. "Purchase intent" is an action-oriented conative component that prioritizes understanding consumer motivation before putting together a marketing campaign.

Percy and Rositter (1992) identified four key elements necessary to understand brand attitude: First, consumers' opinions about a brand may change depending on how they feel about it, as stated by their motivation at the time of brand evaluation. Second, types of information are combined to shape consumers' attitudes towards a brand: their beliefs and beliefs. Third, consumers' presumptions about brand value will be shaped by the information they receive from their minds. The reasons everyone has a certain opinion about a particular brand will be different, making the brand attitude a relative concept.

According to Sutisna (2001), there are three factors that influence a consumer's decision to make a purchase:

1. Brand Reputation, which is how consumers feel about a brand based on their knowledge and experience.

2. The term "*User Image*" refers to the impression formed by a potential buyer about the actual buyer of a product or service.
3. Product image, or consumer's mental image of the product and its quality.

Brands emerge as determining criteria, acting as substitute indicators of product quality, and their importance seems to vary with the ease of objectively assessing quality, according to Engel, Backwell, and Miniard (2004), which examines the relationship between brand image and consumer purchasing decisions. If consumers have trouble making quality judgments, they may feel more at risk when making a purchase; In these cases, putting their trust in a trusted and established brand with a solid track record of providing good products can help alleviate some of those anxieties.

Purchasing Decision Theory

The term "purchase decision" refers to the set of steps involved in making a purchase. It is up to the customer to decide whether to buy the product after considering a number of alternative options (Stanton, 1997). Consumers make purchasing decisions when they gather information about available brands, evaluate those brands, and then choose the one that best suits their needs. Philip Kotler (2013) argues that people's preferences and actions in the market are the result of external factors such as advertising and interpersonal relationships.

Further indicators for making purchases are outlined by Kotler and Armstrong (2008).

1. Openness to purchase after knowing the product details.
2. The most preferred brand is the deciding factor, so we chose it.
3. Get it because it suits your wants and needs.
4. Shop based on the advice of others.

In addition, the buyer has already made his choice, buying, and consuming the product at this point, according to the definition of the purchasing decision stage Suharno (2010). This is relevant to the efforts made to meet the needs during the assessment, acquisition, and utilization phases of the product. Consumers are influenced by four main factors when making purchasing decisions:

1. Individual cultural factors play a role in how they search, buy, and use a product.

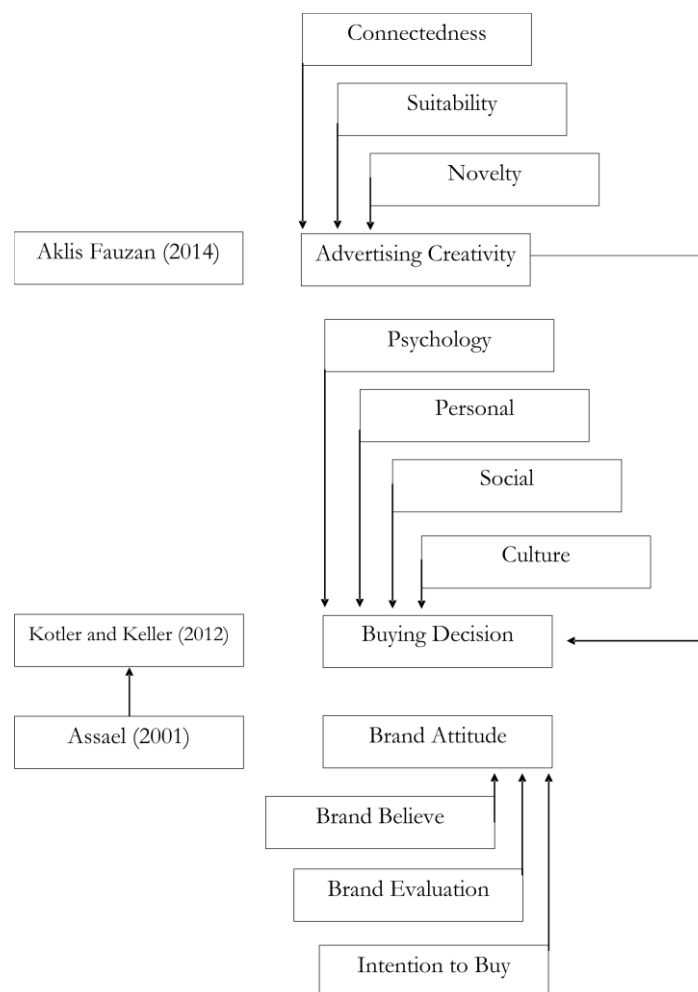
Social factors that are formed and derived from the environment are the second type of factors that influence the decision of the buyer. A person's daily

interactions with those around him shape his behavior into a pattern that represents the group.

2. A person's age and stage of life, as well as their career, financial situation, lifestyle, and personality, all play a role in shaping their purchasing habits.
3. Individual differences in personality and motivation that influence product preferences and usage. Psychological factors include things like drives, perceptions, learning, and established beliefs and opinions, and it is very important for marketers to have a solid understanding of these concepts.

Frame of Mind

The frame of mind is a conceptual model of how a person theorizes the relationships between several factors or concepts to answer research problems (Sekaran, 2003).



Picture 1 Frame of Mind

Research Hypothesis

Put forward by (Sugiyono, 2014), a hypothesis is a short-term solution to the questions posed by the formulation of a research problem. The research hypothesis, based on a review of the literature and the theoretical framework, is as follows:

H1: There is an influence of Ad Creativity on Shopee App Purchase Decisions.

H2: There is an influence of Brand Attitude towards Shopee App Purchase Decisions.

Literatur Review

The 2018 study "The Influence of Advertising Creativity on Purchasing Decisions at Matahari Department Store Sukabumi City" was conducted by Reka Ardian Purnama and Puput Puteri Ariyanti. The purpose of this study was to assess the innovation of the advertising team at Matahari, a department store in Sukabumi city, as well as to learn more about the shopping habits of Matahari customers and the influence of innovative advertising on their decisions. Surveys and qualitative research methods were used in this investigation.

In this study, we used a survey-based methodology. The study participants included 2,508 Matahari Department Store customers in Sukabumi City, and 96 random samples were collected using incidental sampling technique (based on the solving formula; Sevilla et al., 1960). For category variables related to advertising creativity and ordinal variables related to purchasing decisions, questionnaires are used in the form of instruments for data collection. The validity and dependability of the instrument are evaluated. Descriptive statistics such as frequency and correlation tests, as well as inferential statistics such as coefficients of determination and simple linear regression, are used to test research data.

Among the findings: (1) when measuring advertising creativity, 8 indicators were rated well by respondents; (2) in measuring purchasing decisions, 14 indicators were used, of which only 11 indicators were assessed as good by respondents; and (3) when measuring the effect of advertising creativity on purchasing decisions, there are 3 indicators that are considered dubious.

Further research "The Influence of Brand Image on the Purchasing Decision of Body Mist The Body Shop Bandung Products" was conducted by Rafialdi Hanif Srihardi and Mahir Pradana in 2021. The purpose of this study was to determine the influence of brand image on consumer choice in relation to body mist sold at The

Body Shop in Bandung. This research uses a quantitative approach using causality and descriptive techniques.

The purpose of this study is to analyze how consumers' perceptions of The Body Shop Bandung brand influence their decision to buy the store's body mist products. In this study, we combined quantitative and descriptive methodologies to test the relationship between the two variables. One hundred people were surveyed through an online questionnaire for the data of this study. Nonprobability sampling is used in this case. In this study, linear regression analysis was directly used as an analysis method.

A positive and statistically significant influence of brand image on consumer choice was found in this analysis ($t \text{ count} = 2,583 > t \text{ table}$) (1,660). The study found that brand image only had an effect of 16.2%, while the remaining 83.8% was influenced by other factors.

What sets this study apart from the rest is its focus on how consumers' perceptions of advertising and brand identity play a role in the Shopee app checkout process. To answer research questions, multiple and quantitative regression techniques are used.

Research Methods

Due to the numerical nature of the data collected and analyzed in this study, multiple regression techniques and quantitative research strategies were used. "Multiple linear regression analysis was used to determine the effect of motivation and training on poverty rates," wrote Sujarweni (2015). Regression analysis is also used to check the correctness of research hypotheses. Quantitative methods Sugiyono (2014) According to the definition given by the author, "a quantitative approach can be defined as a research method based on the philosophy of positivism, used for research on specific populations and samples, data collection is quantitative or statistical, and its purpose is to test predetermined hypotheses."

People, events or other objects of study can all fall under the umbrella of "population", which refers to the total number of all studied that have common characteristics (Handayani 2020). A sample of the population from the Shopee buying and selling app. Purposive sampling is used to determine sample criteria. The sample used in this study was a Shopee buying and selling application, here are the criteria:

1. Have used the Shopee application
2. Already shopping on the Shopee application

The source of data used in this study was questionnaire data that had been filled out by 117 respondents.

Results and Discussion

Result

The distribution of questionnaires to respondents was carried out using google forms distributed from November to December, with the number of questionnaires distributed as many as 117 respondents. Questionnaires are measuring instruments used in a study as a data collector (Yola, 2013).

Table 1
Respondents by Gender

	Frequency	Percent
Valid Male	36	30,8
Woman	81	69,2
Total	117	100,0

Source: Data processed (2022)

Based on the table, Shopee consumers are known as many as 36 (31%) male respondents and 81 (69%) female respondents.

Table 2
Respondents by Age

	Frequency	Percent
Valid <20 Years	19	16,2
20-25 Years	93	79,5

>25 Years	5	4,3
Total	117	100,0

Source: Data processed (2022)

Based on the table, it is known that there are more Shopee consumers in the age range of 20-25 years.

Table 3

Respondents Based on Shopee Usage Time

	Frequency	Percent
Valid <1 Year	9	6,9
1-2 Years	39	33,6
2-3 Years	20	17,2
>3 Years	49	42,2
Total	117	100,0

Source: Data processed (2022)

Based on the table, it is known that the length of use of the Shopee application is more than 3 years of use.

A. Coefficient of Determination Test

In this study, multiple linear regression analysis techniques were used to be able to measure linear advertising creativity (X1) and brand attitudes (X2) towards purchasing decisions (Y) on Shopee applications. The results can be seen in the following table:

Table 4

Coefficient of Determination Test Results

Dependent Variables: Purchasing decisions

Method: Least Squares

Date: 11/25/22 Time: 15:42

Sample: 1 106

Included observations: 106

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.158135	1.309555	0.884373	0.3786
Advertising creativity	0.213596	0.079755	2.678139	0.0086
Brand attitude	0.706082	0.081104	8.705826	0.0000
R-squared	0.569171	Mean dependent var		15.98113
Adjusted R-squared	0.560805	S.D. dependent var		2.382400
S.E. of regression	1.578859	Akaike info criterion		3.779175
Sum squared resid	256.7579	Schwarz criterion		3.854556
Log likelihood	-197.2963	Hannan-Quinn criter.		3.809728
F-statistic	68.03694	Durbin-Watson stat		1.602820
Prob(F-statistic)	0.000000			

Source: Data processed (2022)

Coefficient of Determination

Advertising creativity and brand attitudes in predicting purchasing decisions can be seen in the output display above showing the magnitude of the adjusted value of R² of 0.561 which means that the variation of two independent variables of advertising creativity and brand attitude is able to explain 56.1% of variations in purchasing decision variables. So, the regression model is quite good, while the remaining 43.9% is explained by other variables not studied.

Simultaneous Significance Test (Statistical Test F)

Used to find out whether all variables entered in the model have a simultaneous influence on the dependent variables. The output display shows a statistical F value of 68.0369 with a probability of 0.000. Since the probability is far

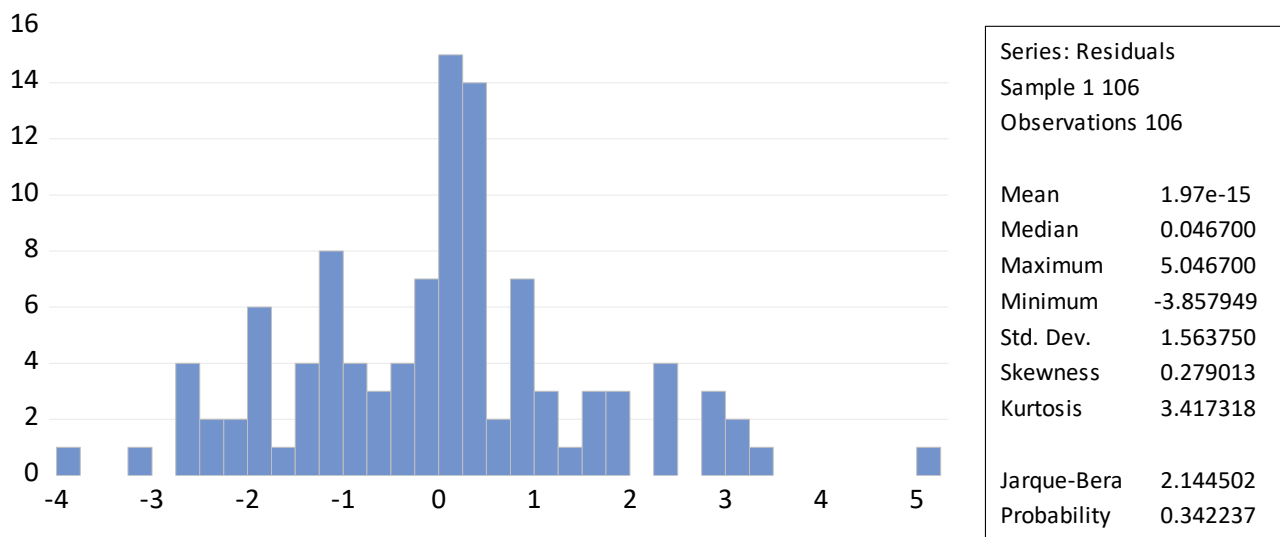
below 0.05, it can be concluded that the two independent variables Advertising Creativity and Brand Attitude together (simultaneously) influence the Purchase Decision.

Individual Parameter Significance Test (Statistical Test t)

Used to test the signification of the relationship between variables X and Y, whether the variables X1 (Ad Creativity) and X2 (Brand Attitude) affect variables Y (Purchase Decision). The results of the statistical t test showed that the independent variables Advertising Creativity and Brand Attitude influenced the Purchasing Decision with a significant value of 0.05. The Ad Creativity regression coefficient of 0.2135 indicates that ad creativity will increase purchasing decisions by 0.2135. A Brand Attitude regression coefficient of 0.7061 indicates that a brand attitude will increase purchasing ability by 0.7061.

B. Data Normality Test

The normality test aims to find out whether the distributed residual value is normal or not. The following are the results of the normality test that has been carried out:



Picture 2 Normality Test

Source: Data processed (2022)

In this study, the probability value of 0.342 can be concluded that the value in this study is normally distributed.

C. Test of Classical Assumptions of Multicollinearity

Used to find out whether the free variables in the regression equation are not correlated with each other. Here are the results of the classical assumption test of multicollinearity:

Table 5

Multicollinearity Classical Assumption Test Results

Variance Inflation Factors

Date: 11/25/22 Time: 15:43

Sample: 1 106

Included observations: 106

Variable	Coefficient Variance	Uncentered Centered	
		BRIGHT	BRIGHT
C	1.714934	72.92336	ON
Advertising creativity	0.006361	62.22887	1.293699
Brand attitude	0.006578	77.01017	1.293699

Source: Data processed (2022)

In the classical assumption test of multicollinearity there is no interference with multicollinearity this can be proven in the value of the VIF center of Advertising Creativity more than 1.0 and Brand Attitude of more than 1.0.

C. Heteroskedasticity Test

Heteroskedasticity is one of the factors that causes linear regression models to be inefficient and accurate, and results in the use of the method of maximum probability of estimating that the parameters (coefficients) of regression will be disturbed (Riansyah, 2012). Aims to test whether in the regression model there is a variance dissimilarity of the residual of one observation to another. Here are the results of the heteroskedasticity test:

Table 6

Heteroskedasticity Test Results

Heteroskedasticity Test: White

Null hypothesis: Homoskedasticity

F-statistic	0.866225	Prob. F(5,100)	0.5067
Obs*R-squared	4.400405	Prob. Chi-Square(5)	0.4933
Scaled explained SS	5.021797	Prob. Chi-Square(5)	0.4132

Test Equation:

Dependent Variable: RESID²

Method: Least Squares

Date: 11/25/22 Time: 15:43

Sample: 1 106

Included observations: 106

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-27.66928	24.06210	-1.149911	0.2529
Advertising creativity ²	0.029401	0.061931	0.474742	0.6360
Advertising creativity * Brand attitude	-0.150631	0.109833	-1.371463	0.1733

Advertising creativity	1.816620	1.618394	1.122483	0.2643
Brand attitude ^{^2}	0.016441	0.100398	0.163762	0.8702
Brand attitude	1.766863	2.877955	0.613930	0.5407
R-squared	0.041513	Mean dependent var	2.422245	
Adjusted R-squared	-0.006411	S.D. dependent var	3.783930	
S.E. of regression	3.796041	Akaike info criterion	5.560733	
Sum squared resid	1440.992	Schwarz criterion	5.711494	
Log likelihood	-288.7188	Hannan-Quinn criter.	5.621837	
F-statistic	0.866225	Durbin-Watson stat	2.253039	
Prob(F-statistic)	0.506671			

Source: Data processed (2022)

The output above shows that Obs*R-Squared has an insignificant Chi-Square probability value (P value= 0.4933). Thus, the alternative hypothesis (H_0) of the absence of heteroskedisity in the model cannot be rejected.

Discussion

A. The Influence of Advertising Creativity on Shopee App Purchase Decisions

Creative advertising led to an increase in consumer spending of 0.2135 indicated from the results of the t-test, so hypothesis 1 is acceptable. Shopee is growing very fast nowadays. Consumers now have more choices than ever before to choose from, raising questions about how brands can attract and retain customers in the best possible way in an increasingly crowded market. As a result, it is important for every business to create an effective marketing strategy. One of them is to establish a reputable name for one's product in the market. Shopee sales can be increased with some creative ads. People are more likely to pay attention to advertising if they are creative (Handoko 2006).

According to Aklis (2014), if advertising is made more creative, it will increase effectiveness which will ultimately increase the effectiveness of the purchase decision process. This finding corroborates a 2018 study entitled "The Influence of Advertising Creativity on Purchasing Decisions at Matahari Department Store Sukabumi City" by

Reka Ardian Purnama and Puput Puteri Ariyanti. This research shows that consumers are influenced by innovative advertising.

B. The Influence of Brand Attitudes on Shopee App Purchase Decisions

The results of the t test showed that H2 was supported, with a regression coefficient for brand attitude of 0.7061. Indicates that the brand's attitude will lead to an increase in purchasing decisions by 0.7061. Consumers have a good impression of the Shopee brand (brand attitude), leading them to make more purchases thanks to the application. Products with a solid reputation will help the company's marketing efforts for the next release, giving it an edge over the competition.

Brands emerge as determining criteria, serving as substitute indicators of product quality, and their importance seems to vary with the ease of objectively assessing quality, according to Engel, Backwell, and Miniard (2004), who study the relationship between brand image and consumer purchasing decisions. Consumers' perception of a brand is important because they play a role in their final purchasing decision. For this reason, every business strives to perfect marketing strategies that effectively reach its target audience so that the brand image can provide more value (prestige) to users. A product that has a solid reputation among buyers because it consistently meets their expectations. This supports the findings of a 2021 study entitled "The Influence of Brand Image on the Purchasing Decision of Body Mist the Body Shop Bandung Products" by Rafialdi Hanif Srihardi and Mahir Pradana. The study found that consumers' perception of brands had a positive and statistically significant impact on their final purchase.

C. The Influence of Advertising Creativity and Brand Attitudes Towards Shopee App Buying Decisions

Based on the adjusted r^2 value of 0.561 contained in the results of the coefficient of determination test, the variation in both independent variables of advertising creativity and brand attitude can explain 56.1% of the variation in the dependent variable of purchasing decisions. The influence on the dependent variables is also indicated by the results of simultaneous significance tests (statistics of the f test). A statistical F value of 68.0369 with a probability of 0.000 is displayed in the output window. We can conclude that the invention of advertising and brand attitudes influence consumer decisions because the probability is less than 0.05. The results of the t-test, which tested the relationship between two independent variables (advertising inventiveness and brand attitude), support the idea that both have an influence level of 0.05 on the final decision of consumers.

Ads on Shopee are seen as innovative, which positively influences consumers' opinions of the brand and their tendency to make purchases. Tjiptono (2014) defines advertising as a form of indirect marketing communication based on facts about the benefits of a product and designed to entertain in the hope that viewers will change their minds about whether to buy it or not. According to Aklis (2014), if advertising is made more creative, it will increase effectiveness which will ultimately increase the effectiveness of the purchase decision process.

Conclusion

With the help of the internet, the products traded can be seen by anyone, anytime, and anywhere; Buyers do not only come from the area around the seller's location but can come from all over the world. Referring to (Budiman et al., 2020). Meanwhile, research (Sufriadi 2007) shows that modern consumers are very picky in buying. Thus, consumers become pickier about the goods they buy. Pay attention to the current business competition climate, especially in the realm of online shopping (Shopee). Shopee is growing very fast nowadays. More and more consumers are deciding which products they want to buy, as the availability of more and more options becomes more and more widespread.

T-statistics show a regression coefficient of 0.2135 for advertising creativity, indicating that creative advertising generates more purchases. These findings provide support for the null hypothesis (H1). H2 is supported by data because the regression coefficient for brand attitudes is 0.7061 which indicates that brand attitudes have a positive effect on consumer spending. Based on the adjusted value of R² of 0.561 from the coefficient of determination test, the variation of the two independent variables (advertising creativity and brand attitude) was able to explain 56.1% of the variation of the dependent variable (purchase decision).

The influence on the dependent variables can also be seen in the results of the simultaneous significance test (Statistical Test F). The statistical value of F is displayed as 68.0369 with a probability of 0.000 on the output display. Since the probability is less than 0.05, we can say that advertising innovation and brand attitudes both play a role in the final decision of consumers. The results of the t-test, which tested the relationship between two independent variables (advertising inventiveness and brand attitude), support the idea that both have an influence level of 0.05 on the final decision of consumers.

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